

WHAT'S GOING ON OUTSIDE HEREFORD

Panhandle
The Amarillo Masonic building committee will award a contract soon for a new \$175,000 temple. It is announced.

The new president of the Canadian Chamber of Commerce, D. L. V. Dawson, is advocating the raising of a bonus of \$50,000 to be given for the first producing oil or gas well drilled in that vicinity.

The Amarillo Daily News, in conjunction with three other West Texas newspapers, the San Angelo Standard, the Abilene Reporter and the Sweetwater Reporter, will begin the publication of a magazine to be known as The Western Weekly, on Sunday, February 10. The magazine will be a supplement of the various Sunday newspapers printed by these papers. The initial circulation of the magazine will be slightly over 25,000, it is said.

The 50,000 acres of land recovered recently from the capital syndicate in the Northwest part of the Panhandle will be offered for public sale next September, provided the court decree on the partition of the land is entered in time, according to an announcement today by J. T. Robison, commissioner of the general land office. This land has been recovered by the state out of the original 3,000,000 acres given for building the capitol.

The law provides the land be surveyed, classified, valued and then advertised for sale upon the same conditions as other public land, Mr. Robison said. This work cannot be done in time to have it ready by the May 1 sale and it must go over until September, he declared.

A great number of requests in reference to this land has prompted Mr. Robison to advise that a list of this land will be ready about July 1, but that there will be no information available before that time.

One may buy as much as eight sections, though that suitable for agriculture will be surveyed by quarter sections of 160 acres each. Each tract will be sold separately. One fourth of the price offered must be paid in cash with interest at five per cent on the balance.

National

An eight-months old baby in St. Louis swallowed a tack a quarter of an inch long, which lodged in its lungs. The child was rushed across country to a hospital at Philadelphia where surgeons removed the tack without the aid of an anesthetic. The child is said to be on the road to recovery.

A merry scrap is in progress over the proposed Mellon tax bill. Representative Garner of Texas has introduced a substitute bill for it and the Secretary of the Treasury comes right back and says Garner is playing politics. And on top of all this congress is starting eight separate "investigations" of everything under the sun apparently.

International

Acting Governor L. Aldison, who at request for permission to send Mexican troops across Texas, finally consented to allow them to go through the El Paso gateway, after strong representations had been made to him by the Washington government. Two troop trains filled with about 2,000 Indian troops, crossed from Naco, Ariz., to El Paso Monday. The trains were patrolled and guarded by American military forces on the trip.

No One Seems to Want a Political Office So Far

It would appear from the dense silence surrounding local political circles that no one wants a public office in Deaf Smith county this year. With practically every other county in the Panhandle humming with political activity already there appears to be an absolute hiatus in local politics and so far not a single candidate has come forward asking for an office. One wag Tuesday said that probably they were all waiting around for some bold man to jump in and see if the water was cold; if not the whole bunch would dive in headlong.

If past history is repeated the voters will be button-holed a plenty before many weeks roll around, however.

Mrs. J. D. Curtsinger is Visiting in Roscoe, Texas

Mrs. J. D. Curtsinger left last week for Roscoe, Texas, at which place she is visiting in the home of her son-in-law and daughter, Mr. and Mrs. Ralph Henson. Mrs. Curtsinger reported back the arrival of a nine pound son at the Henson home, January 15, named Ralph Junior. Mrs. Henson was formerly Miss Aline Robinson. Mr. Henson lived here several years ago and is now assistant cashier of the Roscoe State Bank.

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

24TH YEAR, NO. 1

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, JAN. 22, 1924

Delegation of Farmers at the White House



A delegation of farmers from states in the northwest, in Washington to appear before Congress and urge a new Farm Loan Bill, also called on President Coolidge and was received at the Whites. Arrow indicates the President

Mother of D. F. Ashbrook Passed To Reward Jan. 9

Mrs. Jacob Ashbrook, mother of D. F. Ashbrook of Hereford, died at her home in Spickard, Mo., January 9, and was buried there on January 11. Mr. Ashbrook was called home by wire but reached home just after his mother had expired. He returned to Hereford on Monday. The Grundy County Gazette of Spickard, in its issue of January 17, gave the following obituary notice:

"Rachel Ashbrook was born in Licking county, Kentucky, March 4, 1842, and moved with her parents to Missouri in 1852.

"She was married to Jacob Ashbrook March 10, 1859. Departed this life January 9, 1924, at the age of eighty-one years, six months and five days. Her husband departed this life December 30, 1901.

"She leaves four children, three grand children, four great grand children and one great great grandchild.

"The children living are Mrs. M. A. Lowe of Chillicothe, W. M. Ashbrook of Spickard, D. F. Ashbrook of Hereford, Texas, and Mrs. O. S. Taylor of Birmingham, Mo., the three grand children are L. F. Ashbrook and Roy Ashbrook of Spickard, and Winston Ashbrook of Chillicothe, Mo. The great grandchildren are Ruth, Ray, Sylvia Hughes of Chillicothe, Mo.

"Rachel Ashbrook united with the M. E. church early in life and in later years with her husband united with the U. B. Church by letter.

"She also leaves one sister, Mrs. J. J. Clark, and a host of friends."

—More People—More Farms—
**Friona Man Advertises
Farm Sale January 28**

Messrs. V. F. Hodge and H. W. Walker of Friona were in Hereford on Tuesday transacting business. Mr. Hodge informed The Brand that he would have a public auction sale at his farm just west of Friona on January 28, disposing of about twenty five head of good Jersey cows. Mr. Hodge is leaving this part of Texas for a lower altitude on account of his health. A. E. McCallum of Duncan, Oklahoma, will take charge of the Hodge farm.

Christian Endeavor Rally Next Sunday at Churches

The State Secretary, Mr. Experts of Dallas, and the Field Secretary, Mr. Frank Wilson, both of the Christian Endeavor, will be in Hereford Sunday to conduct a rally for the State and World-wide Christian Endeavor interest. Addresses will be delivered Sunday morning at the Christian ad Presbyterian Churches while there will be a Union meeting at the Presbyterian church at 7:00 in the evening, Mr. Wilson speaking.

Rev. Garvin Preached in Canyon Church Sunday

Rev. W. P. Garvin held a quarterly meeting and preached the regular evening sermon at the Methodist church in Canyon last Sunday. In the absence of presiding elder G. S. Hardy, Rev. Garvin was appointed to preside at this meeting. Rev. Garvin will hold other business meetings, one in Bovina Saturday next, in the afternoon, and another at Dimmitt Monday morning.

Cadet in U. S. Air Service is Here Visiting

Charles B. McCollum of Lawton, Oklahoma, is visiting his sister, Mrs. C. L. Roberts. Mr. McCollum is a cadet in the United States Air Service, 44th Squadron, located at Fort Sill.

Mrs. Meade Ends a Short Visit With Mrs. Gabbert

Mrs. Meade returned to her home in Russell, Kentucky, the latter part of last week. Mrs. Meade visited a few days in the home of friends, Dr. and Mrs. W. F. Gabbert.

Huge Hog Sale is Success in Spite Adverse Outlook

The Ott Brothers big Poland China Sale at the Sale Pavilion Saturday afternoon, "went over the top," is the way Lee, one of the brothers, put it.

Auctioneer E. E. Gardhouse of Palmyra, Mo., assisted by H. S. Hilburn of Plainview and Ray Barber of Hereford put over one of the most snappy and plucky sales ever pulled off in Hereford. Col. Gardhouse is to be congratulated on the manner in which he handled the situation, full of pep and never discouraged up to the last snout.

The weather was cold and consequently the crowd was small but the sales were very satisfactory, taking all things into consideration. Seventy-five head of the finest Poland Chinas this side of Iowa were sold. The average price on bred sows and bred gilts was \$30.00 and all others, including fall pigs, averaged right at \$21.00.

The heaviest buyer was J. E. Ferguson, who purchased thirty-two head, others—G. W. Brumley and J. L. Fuqua, each bought seven head. The out of town buyers were: H. S. Hilburn, of Plainview, L. Irlbeck of Happy, Fred Webb of Plainview, Frank Clark of Mary Mere, Million Dollar Farm of Amarillo, J. A. Reed of Adrian, Henderson and Sons of Groom, Texas, J. E. Finney of Berlin, N. Mexico, and Henry Hoyle of Plainview.

Mr. Ott said they had 125 head left on the farm to start the 1924 crop.

E. W. Harrison, local Duroc breeder, drew "Pride of the Plains," a registered gilt at the close of the sale.

—More People—More Farms—
**Littlefield Family Come
Here to Sunnybrook Farm**

F. H. Fangman and family of Littlefield, Texas, arrived here on Tuesday morning. Mr. Fangman came with his emigrant car and the family arrived on the passenger train. Mr. Fangman will take charge of the Sunnybrook farm, south of Hereford about four miles.

—More People—More Farms—
**Gatlin Family Enjoying
Auto Trip in South Texas**

A card from O. E. Gatlin reads: "We arrived in San Antonio on Wednesday evening and so far have had a good trip. The weather is warm, grass and trees are green. Saw some wild deer and it is a fine place to hunt. Regards to all. The Gatlins."

Catholic Church Unity Octave is Gaining in Power

The Church Unity Octave of Saint Anthony's Church opened Friday with a good sermon by Father Turbius, O. F. M., of Clovis.

The purpose of these services is to stimulate a willingness to serve God in the capacity of your calling and are not only for conversion of the faith but to bridge over the misunderstanding of those that believe differently, thereby creating a friendlier feeling between neighbors and friends. One of the slogans of The Hereford Chamber of Commerce is—"Get acquainted with your business neighbor—You may like him," and this could be well applied to those unfamiliar with the teaching of the Catholic Church.

Father Anselm substituted in the pulpit Sunday night on account of a misunderstanding of the program and he delivered a wonderful sermon on "Love." His message was so sincere and earnest that it could not help but impress the truths of his statements. He exhorted everyone to love God, to pray for grace which would inspire this love, explaining that with love all other virtues followed for we would then be obedient to His will. He explained the Station of the Cross, how each step in its progress exemplified the love Christ had for man.

The services will continue each night up to and including Friday night the 25th. Everyone is cordially invited to attend and assured a hearty welcome.

—More People—More Farms—

Mrs. L. R. Tibbs returned to her home in Amarillo Tuesday after a few days' visit in the home of Mr. and Mrs. Jno. R. Higgins.

WANTED!

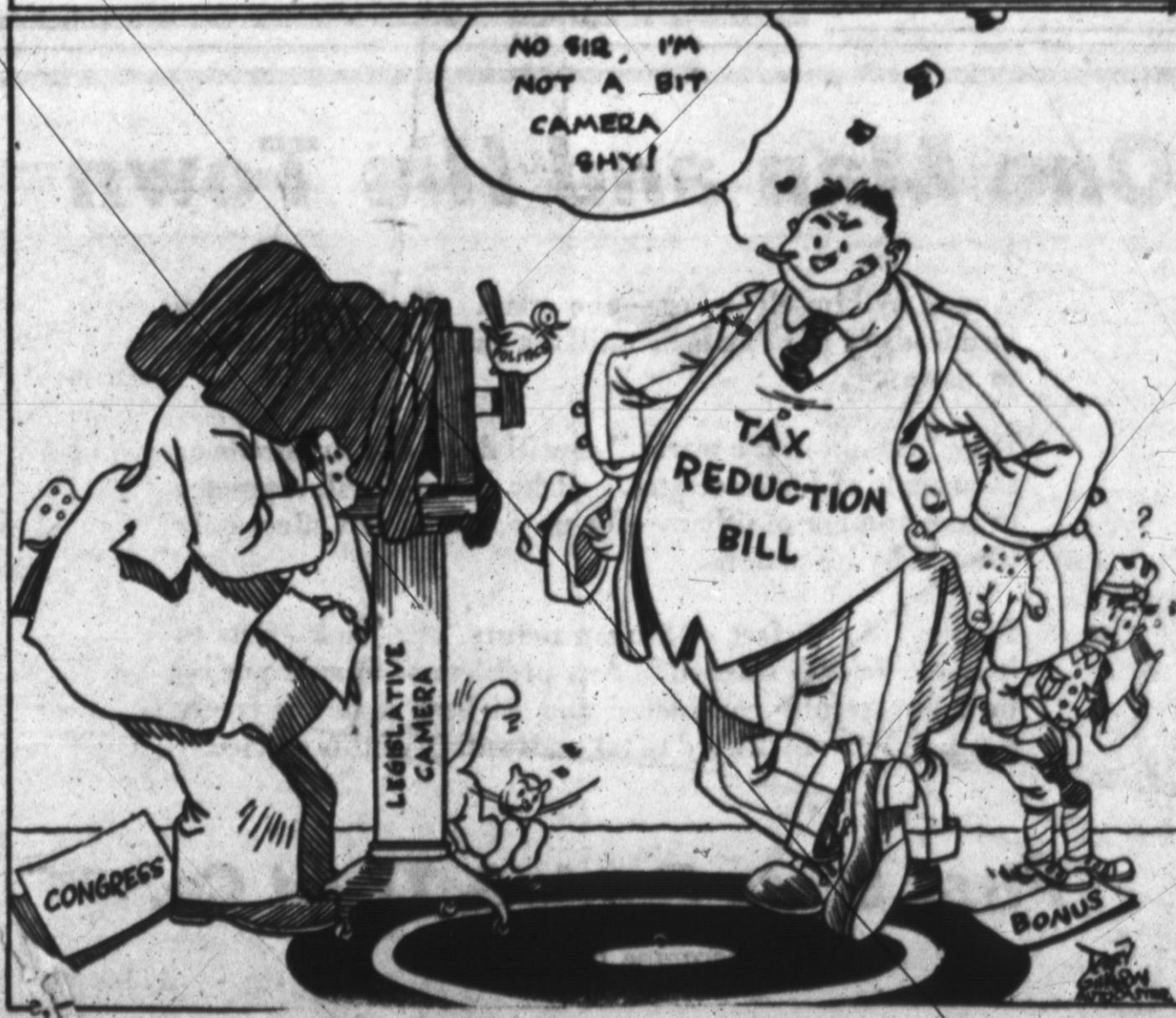
The land owners of this community who have places to rent this year, either for a cash or part crop consideration, to list same with us, so that we may be in position to furnish this information to inquirers.

We are receiving scores of letters from experienced cotton farmers wanting to rent farm homes in this country. Many of them have the force, the equipment and the means to finance themselves—all they need is the land with improvements on it.

This organization is advertising for "More People—More Farmers"—and we need the cooperation of the land owners more than anything else just now. List your property with us, without obligation of any kind—all we want is the information so that we can bring buyer and seller together, or owner and renter together, for the great cause of "More People—More Farms" in the Hereford country.

THE HEREFORD CHAMBER OF COMMERCE
Telephone 30

A DIFFICULT FOCUS



AUTO TRADE TRIP DOWN SOUTH SOON

SOUTH PLAINS IS TO BE
VISITED FOR THE
MUTUAL GOOD

A BIG BANQUET

Comes in February When
Everybody Will Be
Asked to Aid

The best way to bring land owners and land seekers together, cooperative road work with Castro, Lamb and Hale counties, the annual banquet in February, an automobile trade trip into the South Plains section this spring, and other matters were discussed by the business men who assembled at the Stockman's Cafe Monday for the weekly luncheon. President McDonald had not returned from a protracted trip and E. W. Harrison again presided.

The matter of a central office for information to land seekers was discussed. The secretary stated that as The Brand office was so far up town strangers frequently missed it and did not know where to go for information. It was suggested that some more central office be chosen for this bureau work, but finally it was decided best to keep the office work intact at The Brand and to request all the business men to send strangers to The Brand office for information.

Mr. Harrison reported on his trip to Castro county, together with Secretary Boswell of Plainview, and discussed cooperative highway work. He reported a cordial reception and an entire understanding with the Castro court for future cooperative road work.

Attention was called to the fact that the annual banquet of the membership of the Chamber of Commerce falls during the month of February. After discussion Homer Wilkinson, veteran banquet director, was asked to take the entire matter in hand, suggest the date, and select his own committee to aid in putting over the affair. At this meeting out-of-town speakers will in all probability be secured.

It was stated that the Deaf Smith commissioners court, following their return from a hospital inspection trip to Lubbock, Plainview, Rails and Floyd last week, had suggested the importance of an auto trade trip by Hereford merchants into that territory this spring. In order to inform the people of that country what Hereford has, as well as to inform the Hereford people of what is going on south of us. It was finally put to a vote and decided to send as many cars as possible on such a trip later on, when the weather settled down. County Commissioner Padgett, Gray and Allred, who were present, spoke briefly, supporting the idea.

The meeting next Monday will be held at the Cordova Hotel. Those present were: G. A. F. Parker, E. W. Harrison, E. B. Black, C. A. Skelton, F. H. Oberthier, W. R. Stockman, Owen P. Smith, George Overton, O. J. Beene, E. S. Ireland, N. C. Vogele, Ralph Barnett, Jno. Estes, J. Frank Potts, D. F. Ashbrook, Homer Wilkinson, L. Baskin, Geo. Muse, A. Herbst, Seth B. Holman, N. E. Gass, J. C. Allred, H. A. Gray, Charley Padgett, and L. A. Kerr of Amarillo.

—More People—More Farms—

South West Trail Meeting at Kan- sas City Called

Secretary-treasurer F. P. Reid of the Canadian-Clovis division of the South West Trail writes the Hereford Chamber of Commerce that the annual meeting of the entire Trail association will be held at Kansas City on February 14. E. W. Harrison, "highway-man," as Mr. Parker called him, of the local organization, will represent Hereford at this meeting.

Big Farm Sale Southeast of Dimmitt on Saturday

J. W. Hamm, who lives fourteen miles southeast of Dimmitt and eight miles northwest of Hart announces a public sale at his place next Saturday, January 26. Free lunch will be served on the grounds. The sale includes fourteen head of horses, five mules and one jack, some harness and household furniture, five milk cows and a long list of farm implements. Bruce McLean of the First State Bank at Dimmitt will clerk and O. H. Reeves is auctioneer.

You can't help

BUYING at the—

Great Closing Out Sale

Now Going On at—

The Popular Store

HOME
SWEET
HOMEOscar, You Don't
Understand
Women
At Allby
Terry
Gilkison

AUTOCASTER

WHAT? LET THAT
DUMBLE GO WITH MY
DAUGHTER? NEVER! I'M
GOIN' IN AND FREEZE
HIM OUT, NOW.WELL, HE DOESN'T LOOK
LIKE HE KNOWS WHAT IT'S
ALL ABOUT, BUT DON'T
BE TOO ROUGH WITH
HIM, OLLIE!H-M-M-M!
YOUNG MAN,
I'M PAULINE'S
MOTHER!OH, SUCH A PLEASANT
SURPRISE. YOU LOOK YOUNG
ENOUGH TO BE HER SISTER.
PARDON ME, MAY I
ASK YOUR AGE?WELL, WELL!
BUT WHY DO
YOU WANT TO
KNOW THAT,
MR. MACK?YOU SEE, MRS. HALL, IT
IS INTERESTING TO KNOW
AT WHAT AGE A
WOMAN IS MOST
FASCINATING!WELL, OLLIE,
DID THAT FUNNY
LOOKIN' YOUNG
FELLOW
LEAVE?OSCAR, HE'S NOT
FUNNY LOOKIN', HE'S
CHARMING. I HAVE
JUST ASKED HIM TO
STAY FOR SUPPER.Futile
tasks

are several bales of cotton going to the gin this week.

C. E. Reynolds has twenty bales of cotton to gather yet.

Mr. Terrill of Amarillo transacted business in Dimmitt Tuesday.

S. W. Reeves has recently purchased a new Chevrolet touring car.

Mrs. Cauldwell returned home this week, after a two weeks' visit with relatives at Post, Texas.

F. H. Galle transacted business in Dimmitt Tuesday.

Bill Ewers opened his cafe Tuesday morning. We hope he makes good in his new business.

Mrs. Cecil Montgomery and son Billy left the latter part of the week for Denison, Texas.

Mrs. Orval Grant is on the sick list. We hope she soon recovers.

—More People—More Farms—

BETHEL

Sunday, January 6, we had no Sunday school because our literature had not arrived, however most of the mem-

bers gathered and sang a few songs.

Mr. and Mrs. Jim Bagwell were dinner guests of Mr. and Mrs. Emmett Rothwell Sunday.

Leland Smith made two trips to Hereford last week hauling grain.

Mrs. Jim Bagwell and children spent

Tuesday with Mrs. Ed Smith.

D. Goodpasture has been here several days visiting in the home of his sister, Mrs. Irvin Hamilton. Mr. Goodpasture's home is in Lubbock, but he is

(Continued on Page 3.)

Every Household Needs—

Dishes and Aluminumware

So we are going to offer you some attractive prices on both these commodities for

NEXT SATURDAY, JANUARY 19

A new shipment of White China will be on display for your inspection. The Traymore pattern which is a correct imitation of Haviland. Good stuff and will be open stock—by the piece or set.

The aluminumware is good quality and a very attractive price will be offered. We have some more of the dollar bargains. Come and see.

Dunlap Hardware Company

HAVE WHAT YOU WANT WHEN YOU WANT IT

GOOD
USED CAR
VALUES

1922 Touring, starter

1926 Touring, starter

1919 Touring

1917 Runabout

1918 Buick Six

1918 Velle Six

1920 Fordson

ALL PRICED TO SELL

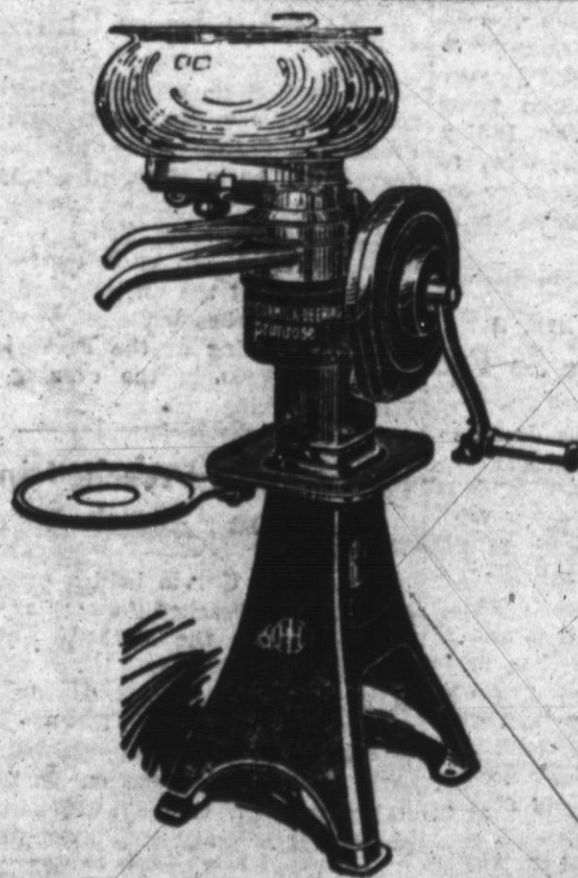
WILKINSON
MOTOR CO.

Lincoln — Ford — Fordson

To
Our
Customers

Please send us your checks to cover all bills, as we are closing our 1923 business. Thank you.

Hereford Light & Power Co.

"Your Electrical Servants"
Phone 388McCormick-Deering
SERVICE DAY

By special arrangement with the International Harvester Company, a factory expert on Primrose Cream Separators will be at our store.

Saturday
Jan. 26

This man will repair, adjust and instruct in the use of the Primrose Cream Separators. If your machine needs attention bring it to us on that day and have it placed in first-class order by a factory man.

No Charge For This Service

There is no charge for this service to Primrose owners. Repairs used will be charged at the regular price. If you contemplate investing in a new cream separator, you will want to hear what the users of the Primrose Cream Separators say about their machines. Come in and see the New McCormick-Deering Primrose on our display floor. Remember the date, Saturday, January 26.

PRICE & HOUGH

Our Neighbors

SIMS SCHOOL HOUSE

John Rector has been hauling cotton seed cake from Adrian, out to the John Scott ranch.

Temple Lynch and wife made a business trip to Adrian Wednesday afternoon.

Deola Henson of Claude arrived in Adrian Wednesday and is working for the Rall H ranch.

Mrs. E. T. Whitten is on the sick list this week, we hope for her a speedy recovery.

Glad to report Richard Lynch back in school again, after several weeks absence on account of snow and cold weather, also was sick several days during the time.

Mrs. Charles Hood has been on the sick list this week, glad to report her up and going again at this time.

Last week John W. Puckett of Amarillo had several hundred head of his cattle moved from Rall H Ranch to pasture near Vega.

R. L. Ferguson and family made a business trip to Hereford last Monday. J. M. Chapman transacted business in Hereford Friday.

PROGRESSIVE

Numbered among the social events of the week is the monster party given for the young people of the Sunday school, Friday night, at the school house. The affair was the result of a contest held between the two classes—the Loyal Workers as winners being entertained by the Truth Seekers.

Miss Walker had charge of the evening. All plans were fully carried out. The many jovial games afforded abundant amusement for the guests—the laughter was continuous. At a late hour home made candy was served in shiny hand painted boxes. Thirty-eight guests were present.

Beginning with the first Sunday in February the contest will be renewed, extending over two months. A revival

of much interest is expected

Friday night, January 25, the long planned for box supper comes off. If weather conditions permit a large crowd is expected. Proceeds go for interior fixtures for the school rooms—stage curtains, piano stool, new lamp, etc. A cordial invitation is extended to everyone.

A number of our people attended the singing in the Askren community Sunday night. They always enjoy the sing songs.

The Misses Parks, Velma Caldwell, and Flossie Bowman participated in the box social at Askren Friday night.

Threshing, picking bolls, and butchering is the order of the day.

Rev. Paul J. Merrill will preach for us Sunday, January 27, at 4 o'clock.

White Wyandottes
Stock, Eggs and Baby Chix for
Sale

A. L. BIGGS, Phone 32

WITHERSPOON'S
PREPARATION
FOR PYORRHEA

Sold by City Drug Store.

DIMMITT

January 16, 1924.

The Ladies Aid met with Mrs. Doc Lovelace Thursday afternoon.

Mr. and Mrs. J. S. Lockhart and small daughter Ometine of Plainview, Texas, visited in the home of Mrs. Lockhart's parents, Mr. and Mrs. C. H. Buttolph, Wednesday.

Rev. Monroe preached at Big Square Sunday, and he and wife spent Sunday night with Mr. and Mrs. G. P. Wyer in Big Square.

C. H. Buttolph made a business trip to Hereford Tuesday.

The farmers are working hard every day this nice weather picking their cotton, and threshing their grain. There

TRY IT

Rice Bran

IT'S BETTER THAN WHEAT BRAN

Read the Guaranteed Analysis

Crude protein, not less than	12 per cent
Crude Fat, not less than	12 per cent
Nitrogen Free Extract, not less than	42 per cent
Crude Fibre, not more than	15 per cent

TRY A SACK—PHONE 1—WE DELIVER

Jones & McLean

One Man and His Town

A man by himself is just one man. Multiply him by hundreds or thousands or millions and he becomes a town or nation.

If he "gets on in the world," so will dozens or hundreds or thousands of his associates. If he fails, so will a greater or less number of others—for no one man can affect only himself by his actions.

Because of this fact of human nature, our bank exists to help our friends succeed. Any problem of finance put up to it is carefully considered and its best advice is freely given. You are invited to take advantage of this service.

First State Bank & Trust Co.

Guarantee Fund Bank

RIGHT!

What's the use to kick one
Who's just about to Fall?If you do not care to help
him,

Why mention him at all?

You will find, if you take
notice,

That what is said is true:

While there may be faults
in othersThere's a flaw or two in
you.ROCKWELL BROS.
LUMBER CO

The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

Geth B. Holman Walter R. Steckman
Holman & Steckman
Publishers

Entered as second-class matter at the postoffice at Hereford, Texas, under the Act of March 3, 1879.

First number of the paper issued Feb. 23, 1901, as The Hereford Reporter (weekly); first number of The Brand (weekly) issued March 21, 1902; first number of The Brand (semi-weekly) issued May 3, 1921.

Subscription, Zone 1—per year, \$2.00
Subscription, outside Zone 1 per year, \$2.50

year \$2.50
six months \$1.50
three months \$1.00

No subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

Commercial locals 10c per line per insertion. Cash of thanks 50c. Obituary notices in excess of thirty lines will be charged for at the rate of 10c per line, no charges on first thirty lines. Church and society locals, where an admission is charged 10c per line.

Classified Advertising

Want Ads., Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc.
RATES: classified, first insertion, 1c per word; minimum 25c; subsequent insertions, 1-2 cent per word; minimum 25c.
CASH WITH ORDER.

FOR SALE

FOR SALE—100 acres good smooth land, 9 miles north of Friona. Price \$10.00 per acre, \$950.00 cash, balance one to four years, 6 per cent interest. 1-2t-pd
M. A. CRUM, Friona.

FOR SALE—Bronze Turkey Hens, \$2.00; Toms \$3.00. See 1t-pd
G. O. Chandler, Phone 327-F-12

WANT TO SELL—Full Blood Bronze Toms, Shetland pony, mares and mules; clean heavy seed oats; 125 Whiteface cows; 1-2 section good land. Want to buy good windmill tank and tower, also small house. 1-1t-pd
WILL G. HARRIS.

FOR SALE—Feed on Ira Ricketts' farm, 4 miles north; can feed out 50 head of cattle, see— 102-tf
C. H. DYAR.

FOR SALE—A practically new 175 size Buckeye Incubator. Phone 201 or 149.
N. C. VOGEL.

FOR SALE OR TRADE—one 20-40 Rumley Tractor with plows. Good condition. Also one 1922 Model Ford truck A-1 condition. See or call 103-4t
SNYDER & ROBERTS

WANTED

WANTED PLOWED—One or two sections; also good work mules to sell, see 1-1t
J. L. PUQUA, Hereford.

Dead Carcasses removed free. Phone 3-F12. 104-8t-pd

RENT

FOR RENT—Three light housekeeping rooms, furnished. Call phone 146. 104-tf
MRS. J. L. PUQUA.

FOR RENT—2 nice clean housekeeping rooms, completely furnished. Call or see 103-tf
DE. FLORENCE MILLER

FOR RENT—for grazing purposes only, the west half 21-3-3. T. S. Spencer, 103-8t-pd
Afton, Iowa.

LOST AND FOUND

LOST—Last Saturday afternoon between D. L. Rutter residence and nine miles northwest of town, a black leather traveling bag containing several articles of men's clothing, etc., two Saturday Evening Posts. Reward. \$5.00. Leave at Brand office. 1-2t-pd

LOST—A 30x3 1-2 tire and rim from my Ford Coupe, some place in town or on the highway west about 10 miles. Finder leave at Brand office. 1-3t
M. L. STEELE.

From Neighboring Towns

BETHEL

(Continued from Page 2.)

here seeking a new location.

Mr. and Mrs. A. M. Brownlee spent the week end in Hereford during the poultry show. Mr. Brownlee was one of the salesmen.

Misses John and Glen Smith made a trip to Hereford Monday in a wagon. They returned Tuesday.

Frank Lambert spent several days on his ranch last week.

Messrs. Irvin Hamilton and Goodpasture attended the Moore sale last Monday.

Messrs. A. M. Brownlee, Ham Lambert, Hamilton and Goodpasture were all business visitors in Dimmitt on Monday.

Messrs. and Mesdames Jim Bagwell, K. Roberts, Mrs. Ed Smith and Messrs. Lust, Smith, Rothwell, Simons, Lambert and Williams attended the Branson sale Friday.

Sunday was our regular preaching day and was well attended. A basket dinner was served at noon, as there were services both before and after dinner.

Messdames Jim Bagwell and A. M. Brownlee are on the sick list this week. We hope for their speedy recovery.

Loyal Lust, Leland Smith, K. Roberts and Jimmie Williams are freighting from Hereford his week.

Mr. and Mrs. Frank Lambert, Mrs. Carl Mounts and children and Mrs. Lambert of Hereford and Loyal Lust were dinner guests of Mr. and Mrs. H. F. Lambert Sunday.

Irvin Hamilton made a business trip to Hereford Tuesday.

Leland Smith made a business trip to Dimmitt Saturday morning.

—“More People—More Farms”—

BIG SQUARE

Charlie Phillips arrived home Friday from a two weeks' vacation in Collins county.

Mr. and Mrs. Vern Lust had as dinner guests on Sunday the 6th, Mr. and Mrs. Boyd Kimbal and family and Loyal Lust.

Herman Haber, butchered on last Tuesday.

Several of the Big Square men have been enjoying the duck and goose hunting during the past two weeks.

Miss Ruth Benton has returned to her school work at Dimmitt.

Miss Virginia Morgan spent last week end with her parents. Miss Morgan returned to her school Sunday afternoon.

Jim Williams is helping Vern Lust stack his feed this week.

Messrs. Frand and H. F. Lambert, John and Herman Haber enjoyed a day on Soda Lake last week hunting.

Mr. and Mrs. Vern Lust and baby attended church services at Bethed on Sunday afternoon.

Boyd Kimbal hauled his cotton to the gin at Hereford last week.

The most of Bog Square attended the Branson sale Friday. This sale had been postponed so long that the weather man sent a beautiful day which was very fortunate as Saturday we had another snow.

RECITAL

Pupils of Miss Lambert at Presbyterian Church Friday, January 25, 1934, at 7:30 p. m.

Cardas—Hungarian National Dance
Miss Lambert, Frances Ray
(a) The Festive Dance—C. Gurliitt
(b) Lullaby—A. Gullmont

Moment Musical—Shubert

Sonatina Op. 36—Clementi

Ruth Marie Mountz

By the Waters of Minnetonka

Mrs. E. W. Wilson

I Begin Waltz—P. Willy

Mrs. Mountz, Carl Dean Mountz

Sonata in C—Haydn

Mr. Kimmons

Two Step—Paul Lawson

Mary Inga Hough

La Senorita—Wallace Johnson

Miss Margaret Thompson

Thistle Down—Emma Louise Ashford

Mrs. Wilkinson

Song Without Words—Bert T. Anthony

Miss Eunice Walker

Norwegian Dance—Edward Grief

Mary Christine Bruner

Ina Mae Hastings

Romance—F. Zitterbart

Miss Wanda Wilkinson

Swinging—Matilde Bilibro

Veda Hicks

Amor—Gavotte—Richard Tourbie

Ruth Conkwright

Scarf Dance—C. Charmlade

Miss Mary Pauline Ray

Scherzo in B Flat—Shubert

Miss Lambert, Miss Estes

In the Rose Garden—Hugo Reinhold

Mary Christine Bruner

In the Time of Roses—Lulise Reichardt

Mrs. Mountz

Waltz in A flat—Chopin

Mr. Kimmons

You and your friends cordially invited.

—“More People—More Farms”—

Separator Expert Will Be

At Price & Hough's Jan. 26

By special arrangement Price and Hough will have at their place of business next Saturday, January 26, an expert who will demonstrate the Primrose Cream Separator, and also repair separators of this make on that date with no charges. This free service is something new installed by the International Company and all owners of this make of separator should avail themselves of this opportunity.

Dimmitt Parent-Teacher Association Will Meet

Dimmitt, January 22.—The Parent-Teacher association will meet on next Thursday night, January 24, at the high school auditorium. All members are being urged to come and bring a member with them. This is the first meeting for 1934 and a determined effort is being made to begin the best year's work in the history of the association, in point of membership and real interest.

Witherspoon's PYORRHEA Remedy

Recently discovered and now manufactured by Spoon Laboratories, Inc., of Denver, Colo., and sold by City Drug Store of Hereford and in many other

Panhandle towns. We come to Pyorrhea sufferers with this message: We believe it will cure you. Our close observation of hundreds of cases justifies this belief. We do not want your money unless you are satisfied and all is left to your decision. We only ask you to give it a fair trial. You are the judge in your own case. Sold in only 8 oz. bottles, price \$2.00. It is a liquid preparation, and easily applied to the sore, bleeding gums, tastes a little unpleasant at first, but we claim it gets the desired results and after all that is what you want, and if you have sore, tender, puffy, bleeding gums and loose teeth, or if you want to prevent contracting this dreaded disease you cannot afford to pass this offer up. Your health is at stake. Ask the City Drug Store for Witherspoon's Pyorrhea Preparation and when you have used the bottle and you are not entirely satisfied ask your druggist for your \$2.00. He is instructed to refund at your request. You

can order direct from Hial P. Witherspoon, sole distributor, 515 Polk St., Amarillo, Texas. We do not want to keep your money unless you are satisfied. You will notice results promptly.

C. R. Barber

AUCTIONEER

Hereford, Texas

Pure bred livestock and farm sales given special attention

LODGE DIRECTORY

Hereford Lodge No. 549

A. F. & A. M. Stated

meetings, second Monday

each month.

J. W. BRADLEY, W. M.

J. S. JONES, Sec.

Hereford Chapter 245, B. A.

M. Regular meetings, first

Monday of each month.

J. G. HASTINGS, H. P.

J. S. JONES, Sec.



THE CHURCH UNITY OCTAVE

Now in Progress at

ST. ANTHONY'S CHURCH

has been cordially received and is attended nightly by
pleasing audiences of all denominations

Services each Night Begin at 7:30

Good music and thoughtful sermons—

YOU WILL BE WELCOME

ST. ANTHONY'S CHURCH

fr. Anselm, S. A., Pastor

If You Succeed—

Your success is cumulative. You cannot progress alone in business and every forward step of yours carries along other people on the same road. In this way, your city becomes prosperous and great. In exact ratio to your success or failure your city succeeds or fails.

That's why we, as bankers, desire to see you succeed. That's why we make a point of rendering service to depositors and endeavor to safeguard them from financial reverses.

COME IN ANY DAY. WE'LL WELCOME YOU

The First National Bank

The Bank of Safety and Service

“Your Eyes”

WORN OUT eyes are often responsible for that TIRED OUT feeling. It is indeed a pleasure to have folks volunteer that since obtaining glasses from us there has been a pronounced improvement in their health. The completeness of our examination is assurance of accurate Optical service in itself. Have your eyes examined.

I will be in Hereford

THURSDAY, JANUARY 24

anyone having trouble with their eyes or needing glasses may see me at the Cordova Hotel.

Dr. Thos. M. Montgomery

Optometrist and Optician

Office in City Drug Store, Amarillo, Texas

DON'T FORGET!

That Our Big Semi-Annual Clearance SALE

is offering a bewildering array of wonderful bargains that are being eagerly snapped up. The results from the Sale to date have exceeded our expectations and the volume of daily sales is steadily growing.

Here's a Shoe offering in this sale that will clean the tables quickly—better pay us a visit at once before they are all gone—

THREE TABLES OF LADIES FOOTWEAR

Slippers, Pumps, Oxfords, Black Kid, Patent Leather, Brown Calf, Brown Kid, Combination Suede and Kids—Regular values from \$4.50 to \$7.50—your choice during the big Semi-Annual Clearance Sale —\$2.95 Also stout, lasting Work Shoes, with the famous Army last, all leather, during Semi-Annual Sale \$2.95

These special show tables do not contain a single shelf-worn shoe; every pair is new and up-to-date in every way and the rarest shoe bargains you will be offered this year. We are putting on this big bargain price because they are broken sizes.

PAY US A VISIT AND SAVE MONEY

Fox Mercantile Co.

“The Place to Buy Shoes”

STAR THEATRE

Wednesday and Friday, January 23 and 25

ALLEN HOLUBAR presents—

DOROTHY PHILLIPS in
"HURRICANE'S GAL"
 also a Pathe Comedy

Thursday, January 24

"THE FORTUNE HUNTER"
 Auspices Canton Drum Corps
 I. O. O. F.

Saturday, January 26

"Is Matrimony a Failure?"
 with Walter Hiers, Lila Lee, Roy Barnes
 and Lela Wilson
 and a Mack Sennett Comedy

MONDAY AND TUESDAY, JANUARY 28-29, "IF WINTER COMES"

TOWN & COUNTY Personalographs

Mrs. W. O. Crawford left for Amarillo Monday to visit her mother.

Mrs. A. D. Godwin went to Dawn Monday morning.

A good Jersey milk cow for sale. Call at L. W. Carlyle Grocery.

Mrs. T. N. Helfner went to Amarillo Monday morning.

Something useful at a low price on next Saturday. See our ad. Dunlap Hdwe. Co.

H. B. Roberts returned to Amarillo Monday morning.

D. F. Ashbrook arrived home Monday morning from Spickard, Mo.

A SPECIAL SHOWING
 Of new spring hats Thursday and Friday, January 24 and 25.
 1-11 MRS. T. N. HEIFNER.

Elwick Cloyd of Canadian, Texas, reached here Tuesday morning.

J. E. Hill returned home Tuesday morning from Amarillo.

A good Jersey milk cow for sale. Call at L. W. Carlyle Grocery.

T. D. Branson and mother left Monday morning for Ft. Worth.

We invite your critical inspection of our bargains for next Saturday. Dunlap Hdwe. Co.

R. H. Caler of Bellview, N. Mex., was in Hereford Tuesday.

W. R. Willbourn of Altus, Oklahoma, is visiting in the R. W. Gihlan home in South Hereford.

MILLINERY OPENING
 Millinery opening January 25 and 26, Vogue Millinery Parlor.

M. A. Crum of Friona was in this city Tuesday afternoon transacting business.

COLUMBIA BATTERIES
 Columbia Hot Shot Batteries at \$2.25. W. C. Fallwell Filling Station.

Jno. Ross of Corsicana, Texas, arrived here from Farwell, Monday morning. Mr. Ross is a cotton buyer.

COLUMBIA BATTERIES
 Columbia Hot Shot Batteries at \$2.25. W. C. Fallwell Filling Station.

L. A. Moore and family left Hereford for Chowchilla, Calif., Tuesday morning.

It costs nothing to look and very little to buy some of the bargains we offer next Saturday. See our ad. Dunlap Hdwe. Co.

Mrs. R. M. Groves left Monday morning for Rosewood, Texas, at which place she will visit her parents.

LOWER BARBER PRICES
 Live and let live prices: Shave 15c, Hair Cut 25c. Your business appreciated. Martin and Cocheil, next door south of Stockman's Cafe.

D. L. McDonald spent Sunday at home, returning Monday morning to Slaton, Texas.

MILLINERY OPENING
 A new line of millinery up to the minute. Opening days next Friday and Saturday, January 25 and 26. Vogue Millinery Parlor.

Mrs. M. M. Pruitt and daughter, Miss Thelma, left Monday morning for Clovis.

SEED WHEAT
 Several hundred bushels Durum or Macaroni Wheat for sale. Price \$1.20 bushel, sacked and delivered in town. Spot cash.—F. H. Oberthier. 102-4t

A. M. Smith returned to his home in Plainview Monday morning. Mr. Smith has been visiting in the home of his daughter, Mrs. C. H. Dillehay.

W. L. Johnson returned to his home in Summerfield Tuesday morning.

Jack Jones of Canyon arrived here Tuesday morning.

CARD OF THANKS
 We wish to thank our friends for their many acts of kindness and the help extended to us in the past months. Especially do we wish to thank those who came time and again when the need was greatest. We only hope that we may be able to return the favors so unselfishly given. May God's richest blessings rest with you.
 Mr. and Mrs. G. W. Cassels.

Eastern New Mexico Press Ass'n Meeting at Clovis

The Eastern New Mexico Press Association will hold its annual meeting this year at Clovis, Monday, February 18. J. G. Greaves, of Portales, is president, and Mrs. Grace T. Bear of Roswell is secretary. The publishers of The Brand have received an invitation to attend.

Dr. C. L. Armstrong Has Located at Sanger, Calif.

Dr. C. L. Armstrong, former Chiropractor at Hereford, is now permanently located at Sanger, California, according to a communication received from him this week, enclosing his subscription to The Brand.

Mrs. Mayes Miller of Dimmitt Visiting in Amarillo

Mrs. Mayes Miller of Dimmitt, left here Tuesday morning for Amarillo. Mrs. Miller will spend Tuesday there and join her husband, Dr. Miller, in Amarillo Wednesday morning.

Music Study Club to Take Up Music Memory Contest

The Music Study Club met at Mrs. G. A. F. Parker's Monday, January 21, with Mrs. Parker and Mrs. Snyder as hostesses and Mrs. C. C. Acker leader. A most interesting program was rendered during the afternoon.

The Music Club will take up the Music Memory Contest work systematically the first of March, but have had a contest number on each program throughout the year.

Misses Black and McClurkin Giving Series Recitals

Misses Elizabeth Black and Mattie McClurkin gave a combined musical and recital at White Deer Monday night and will give another one in Panhandle Tuesday night. Miss Black left for White Deer Monday morning.

Architect Here Says Has Prospects For Buildings

L. A. Kerr, representing the Kerr Walsh Company, architects, was in Hereford Monday. Mr. Kerr said he had several prospects for new buildings in Hereford for this year. Mr. Kerr attended the Chamber of Commerce dinner at the Stockman's Cafe.

Mrs. A. D. Godwin Surprised by Her Friends

A group of friends from the Sunday School and Missionary Societies of the Presbyterian Church surprised Mrs. A. D. Godwin with a dinner at her home Wednesday. Fifty-five were present, each visitor bringing one or more daintily prepared dishes of food. A most tempting variety of eats was thus provided. The dinner was served cafeteria style and the occasion proved to be a very merry one. After the feast was over, the regular weekly meeting of the Missionary Society was held. Mesdames W. B. Palmer and G. M. Suggs were invited as honor guests.



Mule in the barnyard, lazy but quick; Boy with a pin on the end of a stick Creeps up behind as quiet as a mouse— Creeps on the door of the little boy's house.

Mrs. W. H. Wade Honored With Dinner Sunday

Friends and relatives surprised Mrs. W. H. Wade with a birthday dinner last Sunday. Mrs. Wade knew nothing of the intentions of her friends, but Mr.

Wade was aware of it all. Those present were: Mr. and Mrs. L. I. West and three children, Mr. and Mrs. O. F. West and children, Mr. and Mrs. C. E. Wade, Ruby, Beaumont and Ernest Wade, Mr. and Mrs. Mat Hankins and children from Tulsa, Mr. and Mrs. W. H. Wade and two children. Mrs. Hankins is a sister of Mrs. Wade.

LAND BARGAINS

We believe there is money to be made in the bargains we have to offer

See us before you buy or sell—It will pay you

Hill-Ireland Realty Company
 Now Located in Clark Building

Who Saves Money?

Who are the folks who *always* have an account at a savings bank?

The successful people—the men and women of fair to large incomes. Almost all of them started with only a dollar or two. Now they are able to deposit comfortable sums every once in awhile—and all because the first dollar was saved.

Follow their example. From a small depositor, you, too, may become a large one.

The Western National Bank

WITH THE FINEST SEASON—

in the ground we have had in years farmers are already planning 1924!—Remember us for Machinery and Hardware needs!

GARRISON BROS.

Insurance Company of North America
 National Liberty
 Maryland Casualty Company
 Globe Indemnity Company
 Fire and Marine Underwriters
 Liverpool and London and Globe
 United States Fidelity & Guaranty Co.
 Fire Association of Philadelphia
 Queen Fire Insurance Company
 National Union
 New York Underwriters
 Fireman's Fund
 Superior Fire Insurance Company

The Hereford Insurance Agency

"As Old As Hereford"

RALPH BARNETT, Manager

Phoenix of London
 Dixie Fire Insurance Company
 American Fire Insurance Company
 Commercial Union
 Glens Falls
 National Fire
 North British and Mercantile
 Phoenix of Hartford
 Springfield Fire and Marine
 St. Paul Fire and Marine
 General Accident
 Wenhocher
 Central Life of the United States

AN ANCIENT INSTITUTION UNDER A NEW NAME

The Jones-Barnett Insurance Agency, formerly the T. K. Wilson Agency, is properly entitled to its famous slogan: "As Old As Hereford." The strong, old line Agencies composing it began business when Hereford was in its swaddling clothes and has given steady service over the years. Since the retirement of my partner, Mr. A. M. Jones, from the firm, I have left the Agency name untouched, largely for sentimental reasons, but now feel that, for business reasons, the official designation of the Agency should be changed. And after careful consideration have decided upon the name:

"THE HEREFORD INSURANCE AGENCY"

How do you like that? It maintains the close partnership of the Agency and the city in which it has striven to serve acceptably for many years by incorporating the name of the city into the Agency.

At any rate, that's what I will call it in the future, and I don't want you to forget that under whatever name this Agency may have been called it is always "As Old As Hereford," and claims that proud title by virtue of acceptable service.

And here's another item of interest to my friends and the patrons of this Agency: Miss Douglas Wilson, who handled the office affairs of the Agency for seven years under her father, and knows every little detail of the business from top to bottom, now has complete charge of the office details, and that alone is sufficient to guarantee a smooth continuance of the prompt Service and alert business efficiency for which this Agency is famous.

With sincere thanks to our customers for past favors, every good wish for 1924, and a cordial invitation to all others to investigate us before placing insurance of any kind,

Cordially,

The Hereford Insurance Agency

"As Old As Hereford"

RALPH BARNETT, Manager

Attention Hog Men

YES, I am still buying HOGS, and paying the full strength of the market. **FRIDAY is HOG DAY.** Don't bring in your hogs on Monday and then cuss me because you don't get as much for them as the fellow that comes Friday—it costs money to hold these hogs a week as a hog won't fatten any for a week or ten days after he is moved and put in a strange place, and the market fluctuates so much it keeps a half-witted hog buyer on nettles, but I will always pay as much for the same class of hogs, the same day received, as any buyer on the Plains. Yours for a fair square deal,

G. W. Brumley

"IF WINTER COMES"

Star Theatre
 Mon.-Tues., Jan. 28 and 29