

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, FEB. 7, 1922.

22nd YEAR, NO. 5.

DOG SALE IS WINNER; 45 HEAD BOUGHT

ANDERS AND CUNNINGHAM JOINT SALE GOES OVER

5.15 FOR SOWS

are Not so Popular, Pulling Average for Sale Down to \$38.15

...Cunningham, of Springlake, Grover Sanders, of Hereford, had a Joint Winter Sale of forty-five of fine blooded Poland China hogs Saturday at the Sale Pavilion. The general average of the sale was only \$38.50, the sows brought an average of \$45.15, and satisfaction over results was expressed by the breeders. The sale was auctioned by Tom Anderson of Marlow, Okla., assisted by J. Williams of Hereford. A fair crowd was in attendance and the sale pronounced a success in every way. Both of these enterprising breeders carry the very best Poland China blood available, much of it being from the famous Ronger boar. Such sales of excellent stock mean much to this country and will result in eventually making this territory with the right kind of hogs. The details of the sale are as follows:

Purchaser	Price
Irvin Hamilton	\$ 60.00
J. A. Wiles	60.00
H. C. Jackson	65.00
Marshall Chamness	105.00
S. L. Walsler	
Summerfield	65.00
Luther Peavley	57.50
J. R. Robinson	52.50
J. R. Robinson	52.50
Irvin Hamilton	52.50
J. A. Mayhall	70.00
J. A. Mayhall	50.00
D. H. Connell	37.50
Duane Orr	37.50
J. L. Fuqua	30.00
C. D. Gilliam	37.50
Ott Bros.	40.00
A. Powellson	30.00
Duane Orr	35.00
J. M. McCaskey	27.50
W. W. Powell	32.50
D. H. Connell	42.50
J. C. Sanders	32.50
J. C. Sanders	32.50
L. Iribek, Happy	75.00
A. K. Webster, Vega	30.00
Elmer Paul, Friona	60.00
J. R. Robinson	27.50
G. H. Walker, Happy	30.00
G. H. Walker, Happy	30.00
Marshall Chamness	42.50
Marshall Chamness	42.50
Geo. Walker	27.50
C. C. Ferguson, Jr.	20.00
D. B. Gass	27.50
J. A. Wiles	20.00
Bert Abbott	25.00
A. K. Webster	20.00
C. C. Ferguson, Jr.	17.00
D. H. Connell	15.00
W. T. Womble	16.00
W. A. Daugherty	14.00
L. Peavley	12.50
B. J. McCaskey	12.50
S. F. Warren, Friona	25.00
P. H. Dyer	31.00

Just Small Snow Is Better Than No Snow A-Tall

A thin covering of snow was on the ground in this vicinity Monday morning, with heavier drifts on the south sides of fences, houses and outbuildings. It was really only enough to clear the atmosphere and lay the dust, but was thankfully received for that.

Sunday afternoon the wind suddenly shifted to the northwest, heavy clouds scurried across the heavens, and for a time it looked like real winter had arrived at last. It started snowing about eleven o'clock at night and most of the population went to bed with the fond hope that a real snowfall had arrived at last, but awoke disappointed Monday morning.

The sample was fine—it is devoutly hoped that the real repast is on the way.

TOM WEBB, RESIDENT OF DENVER, VISITING FAMILY

Tom Webb, son of Mr. and Mrs. H. B. Webb of Hereford, arrived here last Thursday for a visit with his parents. Mr. Webb now has his headquarters in

EDUCATION

That ignorance is refreshin', some people seem to think, but I shall never use it as my customary drink. You'll hardly find a plizen that's deadlier than this—it makes me hoppin' mad to hear that "ignorance is bliss." I don't expect to ever be procasted as a fool, or hear myself referred to, as the km-folk of the mule—I stick to education, as a heap the safest plan to cultivate the nobleness that makes a bigger man.

A surface-education, I hardly could endorse. You can't sock wisdom on a man, like rubbin' down a horse. You don't heap knowledge on yer skin, the same as flayment.

You swaller an' digest it, or it's never with a cent!

You can garner information with a keen-observin' eye, an' store it in yer attic, till you need it, by-an'-by. You can eat a chunk of wisdom with an appetite that's smart, and it never swells yer head up, nor solidifies the heart. So, I take my education, by the good old-fashioned plan, which puts it in the system, instead of on the man!

—UNCLE JOHN.

Allen Bell Opens up New Feeding Field for Stockmen in Lamb Experiment, Hereford Feed Lots

Another and most interesting experiment in feeding, and one that promises to add another chapter to the live stock development work for this territory, is being conducted at the old laundry building, below the railroad tracks.

Allen Bell, pioneer sheep man of the Plains, has 1100 lambs on feed. He penned them about a week ago and intends to keep them eating all they will hold until about May 1, when he will ship them.

These lambs are culls out of a bunch of about 2000. He shipped the tops recently and intends to give the idea of feeding lambs right here at home for market a thorough tryout.

The lambs are fed a mixture of wheat screenings from the elevator, containing scraps of many other kinds of grains, to which has been added ground kafir and a small quantity of meal. This is fed in automatic hoppers. In addition, Mr. Bell gives the lambs alfalfa hay, fed in specially constructed racks.

The lambs are from last spring's crop with a few younger ones mixed in. They have shown a marked increase in weight in just a week's time, and Mr. Bell believes they will be "hog fat" by shipping time. These lambs probably did not cost Mr. Bell over \$3.00 per head. If a weight of seventy-five pounds can be attained by shipping time and twelve cents, the average price now, obtained for them, it looks like a sure profit that will beat handling cattle in these kind of times.

It has been the ambition of Mr. Bell's life to reach the point where he could handle out a proposition like this, and he is very optimistic over the future of such an industry for this section. Many visitors are going out to look at the lambs, and the experiment will undoubtedly be watched closely by local live stock men and bankers.

A Real Chicken Meeting Planned On Next Saturday

There's going to be a chicken meeting next Saturday afternoon, at 2:30 o'clock in the county courtroom at the Court-house. The intent and purpose of the meeting is to form a regular Poultry Association and go to work at once to prepare for a One Thousand Bird Show next December, meanwhile holding for study and improvement in the work. Last Saturday night a bunch of "chicken cranks" met at the Chamber of Commerce, planned a program for next Saturday, and swapped chicken yams to their heart's content. It is the intention to hold these round-table discussions frequently and even to bring a few chickens along each time, one breed at a time, and have some one who raises them give light on that particular breed.

Any man, woman or child interested in poultry will be cordially welcomed next Saturday afternoon. Remember the place—County Courtroom, and the time—2:30 p. m.

"ALL COONS ARE NOT UP ONE TREE" AT MANY PLACES

Monday The Brand received some clippings from a California paper, detailing the recent heavy snow storm in that "snowless" country, and giving views of the orange trees bowed beneath the weight of the snowfall. There was no letter with the clippings but the envelope bore the address of J. H. Smith, Oakland, Calif., who formerly lived a few miles south of Hereford.

Then the matter was plain. Mr. Smith, who left here over a year ago, said he had come from Iowa to get away from snow, failed here, and was determined to go to California where it NEVER snowed! Come to the Plains, where the climate, on the average, is the best in

BALES AT JURY DUTY WITH ELEVEN MEN



Miss Norma Kroes, artist and designer of Milwaukee, Wis., believes in equal rights for women—but when selected for jury duty with eleven men in a sensational murder case she declined to serve, contending the ordeal would be too great for any woman.

Farwell Jeweler Leases Space to Open Shop Here

J. N. Lunsford, jeweler of Farwell, Texas, arrived in Hereford last week and rented a portion of the McMillan building from the Powellson Top Shop. Mr. Lunsford states that he will open up a general watch and clock repair department immediately.

ONLY ABOUT NINE PERCENT OF TAXES NOW DELINQUENT

Only about nine or ten percent of property valuations went over January 31 as delinquent on the rolls, in both the county and city, according to rough estimates obtained Monday from the county and city tax collectors' offices. This was much better than was generally expected. Many predictions had been made that at least twenty-five percent would show delinquency. At the county office it was reported that only sixty-five less tax receipts than last year had been issued.

Complete figures will not be available for some time yet, as the clerical work of tabulating all the returns is tremendous and will take a week or more.

Big Prairie Fire Stopped by Work of 250 Fighters

A big prairie fire, estimated variously to cover from forty to one hundred sections of grass, burned in a northerly direction from the old Q. M. Bell ranch, now occupied by a man named Wimberly, 35 miles northwest of Hereford Saturday afternoon and night. Many carloads of Hereford people went out and helped fight it, while people from Adrian and Vega squelched it on the north. A general estimate of those who went from here figures a strip five or six miles wide, about fifteen miles long, ending within a short distance of Twenty Five Mile Avenue. It is estimated that 250 men fought the blaze.

After being extinguished once the blaze again flared up about 8:00 p. m. and it was not until midnight that the final spark was darkened. The work of the fire fighters was made doubly hard by the fact that a strong north-easterly wind was blowing, during the entire time. The exact origin of the fire is unknown.

Diners Quizz Mr. Oberthier About His Light Rates

A full table again reported at the weekly luncheon of the business men Monday at the City Cafe. The main subject under discussion was the mass meeting called for Monday night at which the electric light and water rates of Hereford were to be discussed. Manager Oberthier of the Light Company, did most of the talking during the lunch, going over many features of his service and costs and answering a running fire of questions. He stated that he hoped every citizen of Hereford would come out Monday night, when he would give a detailed explanation of his costs and rates and lay the entire matter on the table for open discussion.

The Secretary reported that he hoped to announce next Monday the exact date for the One-Day Poultry and Hog Short Course, topped off with the oyster supper. The date depends upon when two trained men can be obtained from the A. & M., with whom the matter has been taken up.

Next Monday the lunch will be held at the Stockmen's Cafe, when details of this matter will probably be worked out and arrangements begun to make the day a success.

EARL NUNN WEDS MISS PEARL GOLDEN SATURDAY EVE

Earl Nunn and Miss Pearl Golden were married Saturday evening, February 4, about 8:00 o'clock, at the home of the bride, the Rev. J. R. Sharp of the Presbyterian church officiating. Only immediate members of the two families were present at the actual ceremony, although all the Christian Endeavorers in Hereford, it appeared afterwards. It seems that the young couple kept the secret well until the last moment, when the C. E.'s were tipped off and arrived just in time to be too late.

Earl Nunn is a son of R. T. Nunn, well known Deaf Smith county farmer, and the bride the daughter of another farmer of the county, J. E. Golden. Both have been prominent among the young church workers of the city and number their friends by the scores, all of whom are rejoicing at the union and foretelling a happy future for the young people. They will reside on the Nunn farm near Hereford.

SNAPPY MASS MEETING DISCUSSES PROBLEM OF LIGHT AND WATER RATE

BOTH SIDES PRESENT FIGURES AND VIEWS IN LARGELY ATTENDED GATHERING IN THE DISTRICT COURT ROOM

AUDITING COMMITTEE APPOINTED

Thorough Check of Books Water Department and Electric Light Company to be Made and Published. Meeting Is Frank and Outspoken After Warming up

As unbiased and fair-to-both-sides an analysis as The Brand is able to make of the mass meeting of citizens at the Courthouse Monday night to consider the justice of the present light and water rates for Hereford resolves itself into the following conclusions:

(1) that both these rates are probably no higher than the general average of other Texas towns the size of Hereford, service considered, and that the lack of volume causes the present rates;

(2) that in ordinary "good" times there would be no more than the usual quota of kicks at any taxation, but that the present financial pinch is directly responsible for the unrest among the people;

(3) that a small minority of extremists doubt the correctness of the light company's valuations, expenses and net returns;

(4) but that the majority of the citizens who are complaining are willing to grant the company's statements as correct but nevertheless demand an exact accounting in the belief that economies in operation may be possible and thereby cause a lowering of the rate.

(5) that, boiled down to the essence of it all, the real trouble lies in the fact that Hereford is the most modern town of its size in the country, with its courthouse, paved streets, white way, continuous electric service, modern and sanitary sewerage disposal plant, and water system, and that the burden of maintaining these conveniences is distributed among a comparatively few taxpayers who do not notice it in flush times but who now are financially embarrassed and consequently are cutting all the corners possible.

There was a surprisingly good turnout for such an occasion, showing the keen interest of the people. The district court room was nearly filled with a representative crowd. Mayor Knight opened with a history of the water-works development in Hereford, its gradual growth, its present equipment, and the scale for water up to last spring, when the light company obtained an increase of twenty per cent in rates on its showing of growing expenses. The Mayor "passed the buck" for the increased water rates to the Light Company and then asked the meeting to elect its own chairman to

The Personal Equation

If I knew you and you knew me, 'Tis seldom we would disagree; But never having yet clasped hands, Both often fail to understand. That each intends to do what's right, And treat each other "honor bright." How little to complain there'd be, If I knew you and you knew me! When'er we ship you by mistake, Or in your bill some error make, From irritation you'd be free, If I knew you and you knew me. Or when the checks don't come on time, And customers send us nary a line, We'd wait without anxiety, If I knew you and you knew me! Or when some goods you "fire back," Or make a "klick" on this or that, We'd take it in good part, you see, If I knew you and you knew me. With customers ten thousand strong, Occasionally things go wrong— Sometimes our fault, sometimes theirs— Forbearance would decrease all cares; Kind friend, how pleasant things would be, If I knew you and you knew me! Then let no doubting thoughts abide, Of firm good faith on either side; Confidence to each other give, Living ourselves, let others live; But any time you come this way, That you will call, we hope and pray; Then face to face we each shall see, And I'll know you and you'll know me.

consider Mr. Oberthier's side of the question.

D. L. McDonald was drafted as chairman, over his protest, and immediately called upon Mr. Oberthier to state his case. The latter spoke at length, giving a history of the light company. He stated that he had lost money continuously on it for several years up to 1914, and that he had never taken a dollar out of it in salary until 1920, but had maintained the service, held his franchise, and hoped for better times. In 1920 the company declared a dividend of six and a half percent, the first one, and in 1921 showed a dividend of 6.6 percent. He asked the City for increased rates for pumping last year because a test showed the old rate barely paid the fuel bill alone for such pumping. He explained the tremendous leakage of kilowatts actually produced at the plant and kilowatts actually sold to consumers, through the transformers scattered over town and on the lines. He said that where mistakes made in reading meters were made such errors were checked up the following month, through the natural process of subtraction or addition. Concerning meters he said that where complaints were made he immediately tested meters out and adjusted them; that nine out of ten meters out of order would run slow rather than fast; and that he would welcome a general checking up of his meters by an expert hired out of the city. He said that the lowering of the rate by even one cent per kilowatt would mean an

(Continued on page 6.)

E. Hooks Transferred to Work At Canadian, Tex.

Geo. H. Lee, superintendent of the Panhandle division of the Southwestern Bell Telephone Company, spent Tuesday in Hereford on official business. While here, Mr. Lee made the announcement that E. Hooks, local manager for the past three years, will be transferred to Canadian about Friday of this week and will be succeeded here by Mrs. Mayme Wright as manager.

The announcement was a blow to the hosts of friends of Mr. Hooks. He has not only been an efficient and popular manager, but has identified himself with the business and social activities of the city in a way that will mean a real loss to Hereford. Canadian is to be congratulated upon the acquisition of such a citizen as E. Hooks.

BOBO McLEAN NOW MUCH IMPROVED; IS HERE FOR VISIT

Bobo McLean reached Hereford Monday, after an absence of several months. Mr. McLean, who suffered a breakdown in health last summer, has been recuperating at El Paso and looks like an entirely different man. He has gained in weight and looks fit to tackle any problem.

He states that Mrs. McLean is now in Dallas with her parents, but will join him at Clarendon soon, after which they will come back to Hereford permanently. Bobo's legion of local friends are delighted to welcome him



The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

Beth 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.

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Three months \$1.00

No subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

LET US HAVE THE NAKED TRUTH

Walker D. Hines, former Director General of Railroads under government management, is now dragged shrieking to the public pillory by the Association of Railway Executives and told that his report regarding the condition in which the government turned over the roads to their owners is untrue. Always suave, of course, the railway heads do not flatly allude to Mr. Hines as a falsifier, but delicately describe his statement as "a fiction representing an extraordinary distortion of facts." This is followed by a mass of statistics to show that the government handed over the railroad wreckage in such condition that only the income from higher freight rates will save the day and put the service once more in workable order.

In conformity with the recognized rules governing campaigns of propaganda these statements are sent broadcast to the newspapers for publication and general consumption. Were the publishers of newspapers to feed to the public all the propaganda that reaches them there would soon develop a case of national indigestion that might cause serious internal disturbance. In this case, however, it may be well to consider the statement of the roads because the people want the facts. It will be interesting to learn what Mr. Hines has to say in reply, but the voice we want most to hear in connection with the railroad situation is the voice of the farmer. Perhaps we may get this concretely before the people through the avenue of the agricultural bloc. If freight rates are responsible for much of the high cost of food stuffs to the consuming public and the cause of low prices for food stuffs when bought from the farmer, if they make the farmer pay more for what he has to buy and get less for what he has to sell then the appeal of the roads would seem ripe for the ash heap. Some other way must be found to rehabilitate the roads. Perhaps turning the spigot for a time might have some effect. The economists of the Senate should diagnose the case in language the people can understand and then perform whatever operation may be recognized as wise without delay. The rights of the railroads must not be infringed, but the benefit of the public must be the first consideration. Off hand it looks as if the interest of the people and the interest of the farmer are one and indivisible.

HONEY PHILOSOPHY FOR 1922

Sincerity and Tolerance, Kindness and Trustworthiness, look very much like to four aces of life after all. They often bring men and women into prominence before they get there by any brilliant talents. You see we all get there by the verdict of the world and all the good folks are the jury. Somehow or other they seem to prize character, which is what we are, more than reputation, which is what we are supposed to be. You have always a laugh up your sleeve when the brilliant genius struts around and tries to dis-

"Say it with Flowers"

We specialize in Floral Designs and all kinds of cut flowers in season, also blooming plants and ferns.

First class designers with life experience. Largest floral establishment in the Panhandle.
Amarillo Greenhouses
A. Alenius, Proprietor
Phone 1110. Box 101
46-st Amarillo, Texas



A question confronts you. Will you let your car run down and go to pieces when a few hours work will save you money and your car too?

courage you by showing his beautiful tall feathers. You can't get the tall feathers, of course. He's got the talents the good Lord gave him and you can't get away from that, but you can get hold of the four aces whether you've dealt them or not, and with four aces you stand a pretty good chance of winning the pot.

THE EDITOR INVOICES

The Herald ad man went around to call on the merchants this week. Everybody was invoicing and too darn busy to talk to, so he finally decided to return to the office and invoice, too. He invoiced the cash, which consumed nearly half a minute of the time which was hanging heavily on his hands. He then invoiced the help and found them all off the job. Another minute gone. Started to invoice the slugs and type and things, but they wouldn't stand still long enough. Began to invoice his virtues, job soon finished; began invoicing his faults, found it would take too long. Finally quit the invoicing business in disgust; decided to go to press and let it go at that.—Fort Morgan (Colo.) Herald.

From the People

UNCLE REMUS OBSERVATIONS

(By F. H. Brittain.)

Well ez I hab bin studin de situashun I jes thout I wod tell what hapened to me years back as when I was a cow puncher and I got to close to the horns of a Mexico steer.

Well I jes so in my sole, Remus, if you hadn't got all of the seat of them pants jared out a redy that I jest fixt last nite, set Betsy Ann as she raised her head off her piller, Jest ez I was putting on my unfortunate pants. Well Betsy Ann, yoll see it was jest this way. I was helpin Judge Word, Brand some kattle an one of them peety steers seen me jest standin there careless like jest made a run at me and before I wode it he got his horns kind a in my pants like and me a seethin as how he had me, I jest sorter paled him on the neck an tol him ez how how I wasant made but lan o goshen, Betsy Ann, before I had scarcely done that he kind a give a snif and raised his head up sudden like and I jest jest went up—wel, I dont no how fur, but befor Goodness, I thout the good Lord had sent some kind of a chariot after me—I went so high an Betsy Ann when I come down insted of comin down easy like, I jest come down so fast fast I jest struck on the top wire that the Judge had on top of his lot an it jest caught me by the amyest end of these breeches, an thas ez what put the finishin touch an finishin tuch the mischief, if you want the amyest end of them breeches, ez you call

em, fixed you can fix em or let em go ez they are. And that makes me think what hapened a short time ago. The Good people was holding services in a Catholic Church not far from here when a good lady thinking she was late came rushing in and asked the usher, a young boy, if Mass was out he stepped back and looked her over and said no but your hat is on crooked.
Uncle Remus.

Spring wheat in New Mexico averaged eighteen bushels to the acre this season.

The Amarillo house of Swift and Company slaughtered, dressed, and shipped 10,000 turkeys for Thanksgiving, and 12,000 for Christmas.

POLITICAL ANNOUNCEMENTS

The following candidates authorize us to announce them for the office under which they are listed, subject to the action of the Democratic Primary:

- For County Judge: W. M. Hogert
- For Sheriff and Tax Collector: Omer Baker, C. B. Smith, C. S. Purcell
- For Tax Assessor: W. W. Bennett, Ira Ricketts, C. I. Slaton, J. H. Daniel
- For District and County Clerk: A. L. (Lee) Biggs
- For County Treasurer: J. J. (or Uncle Joe) Ward

DR. J. M. FARRELL
Graduate Veterinarian
Day Phone 105 Night Phone 45
Office: Corner Drug Store

STOP THAT ITCHING

If you suffer from any form of skin disease such as Itch, Eczema, Tetter, Ringworm, Crackhands, Sore Feet, Dandruff, Falling Hair, Old Sores, or Sores on children, or any other skin disease, we will sell you a jar of Blue Star Remedy on a guarantee that if not satisfied we will refund your money.
A. J. CLARK DRUG STORE

The Ku Klux Klan

IS NOT DUE TO PARADE here for a few days, but you are due for a surprise when you visit us and learn the Reasonable Prices we have on QUALITY GOODS.

Frank A. Gyles, Grocer
Where Quality is Paramount

DEBT FASCINATES—

then destroys its victim. It is like the fawning host who graciously invites his guests to dine and then poisons them at the feast.

Let us pay all our debts of affections, meet all our obligations of friendship, assume no undertaking we cannot fulfill and pay our bills one hundred cents on the dollar.

ROCKWELL BROS. LUMBER CO.

Hurley Soap

We have a new stock of Hurley Soap especially adapted to Washing Machines. You can clean the clothes better and quicker with this soap. Only \$1.25 for 20 washings.

Hereford Light & Power Company



DIMMITT CASTRO COUNTY

A nice little snow fell Sunday night, but not enough to do much good unless it is just a starter of more to follow.

Mr. and Mrs. J. H. O'Neal, of Tulsa, visited their sons and families Sunday.

Mrs. J. D. Duree, Sr., is visiting with her daughter, Mrs. A. M. Brownlee, who has been quite sick but is improving at present.

C. S. Walker and son, DuBois, of Jumbo, were transacting business in our city Monday.

Master Curtis Tate is on the sick list this week.

The friends of Mrs. Mayes Miller are glad to know that she is improving.

Mr. and Mrs. W. D. Haney and son, W. D. Jr., visited Sunday with Mrs. Haney's brothers, Messrs. O'Neal.

Our Sunday School last Sunday had the largest attendance for some time. The school is growing both in numbers and interest. If you are not in Sunday School, join us. It will do both you and us good.

Rev. G. R. Fort preached for us Sunday at both services. Attendance and interest were good.

A. G. Noble and Mrs. Edna Tate

February Victor Records

Second Hand Rose (from "Ziegfeld Follies 1921")
Rose of My Soul
Georgia Rose
When Shall We Meet Again
(1) Run, Run, Run (2)
Jumping (3) Running
Game (4) Air de Ballet

DANCE RECORDS

My Sweet Gal—Fox Trot
Gypsy Blues—Fox Trot
(from "Shuffle Along")
Granny, You're My Mammy's Mammy—Fox Trot
I Want My Mammy—Mande 'N' Me—Fox Trot
Popular Songs of Yesterday—Medley Waltz No. 1

RED SEAL RECORDS

Alice, Where Art Thou (J. Ascher)
Mischa Elman
Cantopeta (Goethe-Loewe)
Sweet and Low (Tennyson-Barnby)
Russian Dance (Zimbalist)

E. B. Black Co.

ment with us last Sunday. But a good time with Elijah and Elijah way.

Some of our neighbors drove fire on last Saturday night and put out the blaze. Some of the had never seen a big prairie before.

Mr. and Mrs. Lester Galley spent evening Sunday with Mr. and Louis Smith.

Butcherling was done by five families in this community week. So we'll put off starting awhile, even if it don't rain. Of we can see a little snow scattered which drifted in on Monday before daylight. We have that it did any harm.

The school population of New is 121,300 according to the census on this fall.

WITH WEATHER CONDITIONS

favorable, it means you will need at least a few implements to start that crop with. We want to remind you that we have extremely low prices on everything in that line, as well as on harness and leather goods.

GARRISON BROTHERS

Every Hog

in the Swine Breeders' Sale

was fed on Tankage. Order your supply now.

Jones & McLean Grain Co.

Phone No. 1



An old custom, and a beautiful one, is the sending of love tokens in the form of Valentines on St. Valentine's Day.

New goods continually arriving in Drugs, Toilet Articles, etc. Our line will soon be complete.

City Drug Store

"The Man With a Smile"



Smiles have long been an inspiration for song and verse. One that most of us know is

"It's easy enough to be happy
When the world goes along like a song,
But the man worth while
Is the man who can smile
When everything goes dead wrong"

Smiling in the face of adversity is a virtue made easier by the possession of a bank account. Why say more?

We are in the market for some well secured entities: loans on the basis of

FIRST STATE BANK & TRUST CO. of Hereford

CLASSIFIED COLUMNS

FOR SALE

FOR SALE, or Trade—Good fresh milk cows, good saddle mare, span three year old mules, good ones. Will take in exchange good team, 2 row lister or harness. 4 miles north on 25 Mile Ave. 5-24-Pd. W. M. Marnell.

FOR SALE—4 dozen White Leghorn hens and pullets, and six roosters. Phone 172. Mrs. G. W. Brumley, 517

FOR SALE—By owner, 100 acres in Block K E just outside of town. Also lots 8, 16, 20, 22, 23, 35 Evans Addition in Hereford. 4-21-Pd. W. F. Reddell.

SEED OATS

Seed Oats of fine quality for sale. Call early, 4 mi. north, 1 mi. west on 25 Mile Ave. F. J. Eberle 4-4-P.

FOR SALE—Improved Section, eight miles southeast of Hereford; price \$30 per acre; if interested, write P. K. Butterfield, Mulvane, Kansas. 1-21-Pd.

For Exchange

I have anything from 120 to 320 acres unimproved land, Castro and Deaf Smith Co., to exchange for Southern California property. Submit your propositions to J. S. Warner, 819 S. Broadway, Santa Ana, Calif., for information. 4-11

TO TRADE—Buick Coupe, first class shape in every way, for cattle, hogs or good mules, or would sell on good bankable note. Phone J. J. Clayton, 208-F3, for information. 5-4-Pd.

WANTED

WANTED—Some one to break out my one-half section raw land, on shares. Write Mrs. M. J. Stephenson, Seward, Nebr. 2-6

FOR RENT

FOR RENT—House; also 2 rooms in another house. H. L. Broadwell 75-41

FOR RENT—Two rooms, well furnished for light housekeeping, one block of Central school, three blocks of Main St. See W. J. Smith, at Williams Grocery. 1-6-Pd.

FOR RENT—One large house. Phone 17.

LOST AND FOUND

FOUND—A casing on rim, owner call and pay for this notice and get your rim and casing. Ward Allen. 5-11

LOST—A baby's white dimity dress hand embroidered; lost between Christian Church and Fox Mercantile Store. Please notify Mrs. Glenn Snyder, Hereford. 5-21-Pd.

LOST—Sunday, between Canyon and Hereford, one Army Blanket and gentlemen's laundry. Finder please phone 97, or leave at Brand office. 5-21-Pd. R. Earl Clements.

STRAYED—From my place in east Hereford, a small red pig, weight about 25 pounds. Please notify 5-11-Pd. J. M. Mortimer.

A half million pounds of short, six months fall wool was offered for sale at San Angelo recently. The fleeces were of good quality and brought correspondingly good prices.

There are fourteen gas wells in the field thirty miles north of Amarillo, producing 500,000,000 cubic feet of gas a day.

The farmers along the Crosbyton branch of the Santa Fe shipped 400 carloads of hogs to California in 1921.

SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith.

By virtue of an Order of Sale issued out of the Honorable District Court of Deaf Smith County, on the 11th day of January, 1922, by the Clerk thereof, in the case of Lewis Hanson versus W. F. Lupton et al, No. 1328, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in February, A. D. 1922, it being the 7th day of said

Uncle John's Job

THE HAPPIEST FELLOW ON EARTH IS HIM WHO MAKES THE MOST PEOPLE HAPPY.



month, before the Court House door of said Deaf Smith County, in the town of Hereford, the following described property, to-wit:

All of Section No. 35 in Block K-7, in Deaf Smith County, Texas, containing 655 acres. Said land is situated about 18 miles N. W. of Hereford and is known as the Burks land.

Said judgment forecloses a vendor's lien against the defendants, T. F.

O. S. GALLATIN
GENERAL AUCTIONEER
Clevie, New Mexico
607 N. Wallace St.
(Formerly of Friona, Texas)
See me, phone or write for terms 54-18; and particulars

Burks, W. F. Lupton, E. A. Johnson, The First State Bank and Trust Company of Hereford, The First National Bank of Amarillo, and W. L. McCleskey.

Levied on as the property of T. F. Burks on the 13th day of January, 1922 to satisfy a Judgment amounting to \$5,871.82 in favor of Lewis Hanson and cost of suit.

Given under my hand, this 16th day of January, 1922.

C. S. PURCELL, Sheriff, Deaf Smith County, Tex. 80-1-3-5

SHERIFF'S SALE
STATE OF TEXAS, County of Deaf Smith.

By virtue of an Order of Sale issued out of the Honorable District Court of Deaf Smith County, on the 11th day of January, 1922, by the Clerk thereof, in the case of J. S. Jones versus A. R. Teeple, No. 1327, and to me, as Sheriff,

I offer the following described property at low prices, with small cash payment and easy 6 percent terms:

Tract 1. W. 1/4 Sec. 34, Carter & Head Subdivision, located 18 miles N. W. of Hereford.

Tract 2. N. W. 1/4 Sec. 33-4-5, located 28 miles N. W. of Hereford.

Tract 3. N. E. 1/4, Sec. 21-4-1, located within 3 miles of state line.

Tract 4. N. W. 1/4 Sec. 7, Blk. 2, located 5 miles N. W. of Dawn.

Tract 5. S. W. 1/4 Sec. 17-2-4, located 17 miles West of Hereford.

Tract 6. Being 38 acres out of Blk. 26, Mabry Addition to Hereford, faces on Abo Highway.

Tract 7. Being Blk. 45, Evans Addition to Hereford, contains 14 acres.

Tract 8. Being Blk. 42 Evans Addition to Hereford, contains 16 acres.

Tract 9. Being the 8-room Berry plastered house, Address L. Baskin, Owner, Hereford, Texas

Phone 137-F3 Hereford, Texas

General Auctioneer: Nothing too big or too small. Charges reasonable. Satisfaction Guaranteed.

Phone 137-F3 Hereford, Texas

HOGS

Fat hogs, Lean hogs, Big hogs, and Little hogs—I buy 'em, every day in the year, except Sundays, and pay the top price. Be sure and see me before you sell.

Bring in your hogs not later than Thursday evening I ship every Friday.

G. W. Brumley

**Easy to Operate
Easy to Clean**

The De Laval bowl can be completely taken apart for washing. The discs, bowl parts, and tinware have no tubes, crevices, holes or corrugated surfaces which are hard to clean.

The De Laval discs are washed as a single piece and the whole machine can be thoroughly cleaned in five minutes.

There is no part of the De Laval bowl which cannot be easily reached and seen, so that the operator can always tell whether or not every part has been properly cleaned.

The ease with which the De Laval can be thoroughly washed and kept in a sanitary condition is one reason why practically all creamerymen prefer De Laval, and is also one of the reasons why butter made from De Laval cream scores highest at the National Dairy Show.



Sooner or later you will buy a **De Laval**
The C. O. Lee Hardware

Uncle John's Job

LOVE'S GITTIN' THIN WHERE FAULTFINDING IS THICK.



W. S. WILLIAMS
General Auctioneer
See me, phone or write for terms and particulars.
Hereford, Texas

For Sale

Nice 5 room residence, good location, fruit and shade trees. Price \$3,500. Will trade for cows, calves, or yearling steers, if cattle priced right. See

J. H. Pitman
Hereford, Texas

Auction Sale

I will conduct a cooperative Auction Sale Saturday evening, Feb. 18, for the benefit of small offerings. There is room for more, no matter what you have, much or little, large or small, it will help to make the sale a larger and better one. List your offerings so to get in on the itemized bill, which will appear in The Brand of Feb. 14th issue. Let's get together on that General Farm Sale you are planning to have. I will pay YOU. For further information, see me,

GEO. W. SMITH

Phone 324-F3

P. O. Box 87



If you have a pocket that is in the habit of dribbling out the Dollars, the best thing for you to do is start a bank account, and deposit every dollar—before it takes unto itself wings and flies away. You know, "Dollar have wings," and if you don't "salt them down" while you have them, they will fly quicker than "greased lightning" and you will never see them again.

Tie that Dollar Down—and Do it Now!
First National Bank



A CAKE RECIPE



Try This

- 1 1/4 cups Sugar
- 1/2 cup Butter
- 1 Egg
- 1 cup Sour Milk
- 1 teaspoon Soda
- 1/2 teaspoon Cloves
- 1 teaspoon Cocoa
- 1/4 teaspoon Cinnamon
- 2 1-3 cups
- AMARYLLIS FLOUR**
- After sifting
- Pinch Salt
- Pinch of Citron
- 1 cup Chopped Raisins
- 1 cup Currants
- 1/2 cup Nut Meats

It's Good

Furnishing a cake recipe to tickle the palates of all the family is a very easy task. Furnishing flour which will never fail on this or any other baking recipe is quite another performance.

We feel this has been accomplished in Amaryllis Flour. We urge that it be submitted to the most severe test to be found in any cook book. It is the housewife in her kitchen tests who soon learns the real qualities of flour. Amaryllis Flour stands all tests.

Try a sack of Amaryllis Flour today.
Great West and Amaryllis Flour
Phone 265 B. R. DIXON, Mgr.

If Your Home Should Burn!

Could you build another home, if it should burn without Insurance?

BRIEF NEWS

Mrs. J. S. Marshall went to Amarillo Monday morning.

The 10c Sale starts Saturday at Skelton's.

Wanted—To buy a few young stocker cows. H. H. Halsell Grocery.

J. R. T. Bassett, of Amarillo, was in this city Monday morning on business.

Suits cleaned and pressed, \$1.50. Hereford Steam Laundry.

Real China cups and saucers, 10c each at Skelton's Sale, starts Saturday.

Luther Hough made a business trip to Amarillo Monday.

Spring Opening, Friday, Feb. 10, with all the late styles in Millinery. Vogele Millinery.

If you are particular about having your work done right, take it to W. A. McAteer at the Motor Service Co.

I. E. Spratt went to Amarillo on business Tuesday morning.

Wanted—To buy a few young stocker cows. H. H. Halsell Grocery.

Clothes plus, 3 dozen for 10c at Skelton's Sale, starts Saturday.

Jack McBroom, of Sumnerfield, returned to his home Tuesday morning.

Spring Opening, Friday, Feb. 10, with all the late styles in Millinery. Vogele Millinery.

D. Magness returned to his home at Farwell, Texas Tuesday morning.

Aluminum dipper for 10c, Skelton's Sale Saturday.

L. W. Gordon and family, of Amarillo, were in this city last Friday.

Wanted—To exchange dressed hogs and beef for groceries. H. H. Halsell Grocery.

We will wash your clothes for the cost of your fuel and soap. Phone 246. Hereford Steam Laundry.

Carl Bell, of Tulsa, was in this city last Friday.

3 bars Palmolive Soap for 10c at Skelton's 10c Sale, starts Saturday.

Jno. Gordon returned to Hereford Monday, after several days on business at Lubbock.

Don't let your car run down when a few hours work will save you money and your car to. Motor Service Co., W. A. McAteer.

J. P. Doose, of Texico, N. Mex., transacted business in this city the latter part of last week.

Wanted—To exchange dressed hogs and beef for groceries. H. H. Halsell Grocery.

C. T. Herring and son, W. E. Herring, of Amarillo, arrived in this city Monday morning on business.

Pencils, 10c per dozen at Skelton's Sale, starts Saturday.

Good Job Printing at The Brand!

Hon. J. O. Guleke, of the firm of Stone, Miller & Guleke, lawyers, of Amarillo, was in this city on legal business Monday.

Spring Opening, Friday, Feb. 10, with all the late styles in Millinery. Vogele Millinery.

H. B. Gilmore and wife, of Amarillo, were in Hereford last Friday on business.

4 big rolls toilet paper for 10c, Skelton's Sale, starts Saturday.

J. J. Nowlin, of Des Moines, Iowa, arrived in Hereford Tuesday morning. Mr. Nowlin is interested in the cattle business.

Stretch your dollars by taking your car to the Repair Shop that gives you more for your money. Motor Service Co., W. A. McAteer.

J. B. Briscoe, superintendent of the Santa Fe with headquarters at Amarillo, was in this city Monday morning between trains, on business.

Good padlocks for 10c at Skelton's Sale, starts Saturday.

Mr. and Mrs. A. F. Wood, formerly of this city, now of Amarillo, are visiting friends in Hereford this week.

WANTED—Good, clean rags, at The Brand Office.

Notice
The City Ordinance provides that all persons shall hand in to the Assessor, within two months after the publication of this notice a complete inventory of all property owned or controlled by them on the first day of January, 1922, subject to taxation within the city. Please conform to the Ordinance. GRACE SKELTON, City Clerk.

MASS MEETING DISCUSSES PROBLEM OF LIGHT & WATER RATE
(Continued from Page One)

actual loss instead of any profit. Many other details were given during the course of the talk by Mr. Oberthier.

Chairman McDonald asked for the "opposition" to the rates to speak up, but at first the audience would not respond. He then began to call upon

individuals and got results immediately.

Troy Womble, who began by admitting that he was an extremist in some things, led the argument for reduced rates. His argument was based along the line that the light company's capitalization should really be only about half what it was and deducted from that and other considerations that the returns were really nearer twenty percent than six and six-tenths percent. He criticized various items in the company's expense statement, doubting that they were charged to proper accounts, and conveyed the general impression to the audience that he was of the opinion that many of the figures of the company could be reduced, with a consequent reduction in rates.

Mr. Womble also took the unusual position that the company should not be allowed to make money "while all of us are living at a loss;" that "such a condition goes against the grain" of people; that "all have to come down to a level," and that "one concern cannot succeed where all others fail."

Charles Donald made a rattling good talk in which he said that he felt the light company was privately owned and the citizens had no right to tell Mr. Oberthier how to run his private business. He thought it a matter of personal expense for every consumer and that where a man felt he could not afford electric service he had better "cut it out." Both the chairman and Mr. Oberthier called his attention to the fact that the light company, while privately owned, was still a utility and operating under a charter granted by the people. Mr. Donald suggested that a spirit of fairness and good will be maintained always and that he believed Mr. Oberthier would consider a proposition to reduce rates and hold his volume if it became apparent that not to do so would cause a loss in customers.

John Jacobsen said he and his partner had sold the plant originally to Mr. Oberthier; that they had lost heavily while running it; that he knew Mr. Oberthier had lost heavily also for many years; that the present light company was a "flower in Hereford's bouquet" of progressive accomplishments; and that he was proud of it.

G. A. F. Parker said he appreciated the good service of the light company as well as the other modern conveniences of Hereford; that it was a question of ability to pay; that he wanted justice done to both sides; and he believed

this meeting would start a movement that would result in good for all concerned.

Many other short talks were made, some for, some against present conditions. A rising vote showed that a big majority of the audience wanted lower rates if they could be obtained. And the chair was authorized to appoint three men to carefully and thoroughly audit the books of both the light company and the city's waterworks department, make their reports to the chairman, and then have them printed in The Brand.

Mr. McDonald stated that he would take his time on that committee and endeavor earnestly to find three men competent to handle such a job and at the same time show absolute fairness to both the tax payers and the two corporations interested.

Edward V. Horne and W. C. Blanks of Lockhart have started a seed farm at Pislaview. The first year will be devoted to the development of cotton seed.

The school enrollment in Amarillo this year is 3,903 pupils as against 2,616 enrolled last year, an increase of 687 pupils.

THRIFT CHAIRMAN TALKS TO CLUBS MONDAY AFTERNOON

Mrs. M. S. Henry, of Crowell, Texas, state chairman of the Thrift division of the Woman's Federated Clubs, addressed a joint meeting of members of the Music, Bay View, and Mothers clubs of Hereford at the residence of Mrs. J. Frank Potts Monday afternoon. Mrs. Henry addressed the assemblage on the subject of thrift and made a most excellent impression. Refreshments were served.

Over 200 cars of apples were shipped from Artesia, N. Mex., on the Santa Fe, in the Pecos Valley.

There are 154 kinds of manufacturing enterprises in Pueblo, Colo., according to a list just compiled.

The Iron Duke soda spring at Canyon City, Colo., ceased flowing a week lately, due to a broken conduit. It was here that Zebulon Pike camped for several days in 1806 while exploring the Arkansas Valley. This famous spring now flows a larger volume of water than ever.



Ben Franklin liked books. Within their covers he found wisdom—the wisdom which when put into practice—earned for him a reputation as a great American. Franklin's philosophy may be summed up in one word—THRIFT. "Spend less than you make if you would succeed."—said Franklin's famed "Poor Richard."

Western National Bank

Wright's Ham Pickle

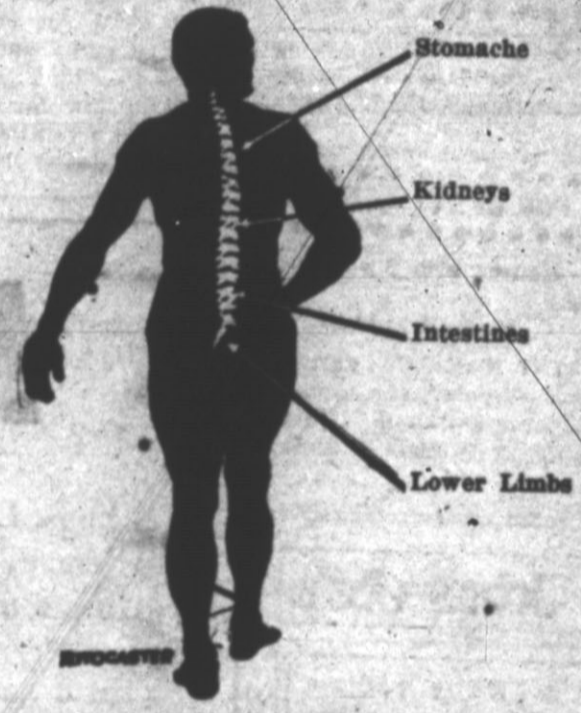
makes the Best Meat on earth.

\$1.50 cures 280 lbs.

Corner Drug Store

Hereford Produce

Always makes the Cash Prices for Poultry and Eggs.
WE BUY CREAM
See us before Selling.



C. T. KIBBE, D. C.
CHIROPRACTOR
Hours, 9 a. m. to 12; 2 p. m. to 5 p. m.

D. F. Ashbrook E. S. Ireland

Let us make you that Farm or Ranch loan now, while we can get you the money. All inspections made by Mr. Ireland.

DEPENDABLE SERVICE

Ashbrook & Ireland

Phone 141, Rooms 9-10, Elliston Building

Solon C. Byrd J. E. Hill

BYRD & HILL

FARM AND RANCH LOANS
Real Estate

We are making a great volume of farm and ranch loans all over the Panhandle. Our expert service is based on the following advantages:

1. Cheaper interest rates.
2. Better terms.
3. More liberal valuations.

Write or phone us, if you want to borrow money on your land.

HEREFORD, TEXAS

BE A PROSPEROUS FARMER

The prosperity of the country is judged largely by the small farmer, WHY? Because the stranger or the prospective buyer observes keenly the condition of the small farmer—if he has fat stock, well kept buildings, fences and land he is at once considered a progressive farmer in a progressive land.

BE A PROSPEROUS FARMER
We Lend Support in Every Way—"Let Us Help You"

PANHANDLE LUMBER CO.

OUR AIM—TO HELP IMPROVE THE PANHANDLE

Cash

We Pay Cash for Cream, Poultry and Eggs.

Conklin Produce



Appearances are seldom sacrificed for the sake of economy. When appearances suffer it's more often lack of time and attention that is to blame. A suit regularly cleaned and pressed not only looks well but lasts longer, thus saving you money in the long run.

We suggest you relieve yourself of the worry over this detail by leaving an order for us to take care of your clothes. We will call for and deliver them each week regularly or whenever you may wish.

That Spring Season

is arriving this week and immediately the necessity for proper implements on the farm, and in the garden, will confront everybody.

We are ready for you—and rarin' to go. We are headquarters for standardized implements of all kinds. And our harness and-leather goods line is unequalled anywhere.

After the rain, come around and let us show you the real goods.

Dunlap Hardware Company

Jeffras Styles

in New Spring Suits and Coats

The New Late Materials and Designs Embodied in Jeffras Styles.

J. O. NEWELL