

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

24TH YEAR, NO. 75

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, JAN. 15, 1925

## THINKS MORE PUBLICITY IS NEEDED HERE

A whaling good crowd of fifty men met at the regular weekly Chamber of Commerce luncheon, held at the City Cafe on last Monday, and heard reports from various committees on the forthcoming banquet, January 22. Secretary George Overton sprung a surprise when he stated that he had tendered his resignation to the executive committee as he would be out of town a great deal from now on and could not handle the work longer. President Overton stated that several men had reproached him recently with the lack of publicity Hereford suffers from and he called upon J. E. Hill to state this complaint to the assembled diners. Whereupon Mr. Hill "poured it on" the local reporters and uncovered a line of sarcasm that was a prize-winner. Others joined in the discussion. The two representatives of daily newspapers present answered, in substance, that the quantity and quality of publicity evidently desired would require both experience and a world of valuable time; that they had their own business affairs to attend to; that the club could secure the correspondence desired, however, if it was willing to pay for it; otherwise the financial sacrifice involved prohibited such an ambitious program. D. L. McDonald called attention to the proposed power plant to be established by the Kelso-Wurbeck Co. on the Plains and urged an enthusiastic effort on Hereford's part to secure it. He also went on record as favoring the granting of a franchise to these people in the city of Hereford that was on a par with similar franchises in other Panhandle towns. The club will hold its dinner at the Stockman's Cafe next Monday.

## Ward Farm Gets Publicity Thru Prof. Phillips

A few weeks ago, the Progressive Farmer, claiming to have the largest circulation of any independent paper in the United States, about half a million copies per week in the southern states, carried an article describing Mr. J. F. Ward's farm, which joins the southern limits of our city. This article was written by Professor Phillips, of the Canyon Teachers College, and he has been asked by this paper to select and describe a few of the farms in West Texas where outstanding successes have been made. Mr. Ward's farm was selected to illustrate that type of enterprise known as a diversified farm. Mr. Phillips is a believer in the best farmers having cows, sows, hens, grains, feeds, and some cotton. Mr. Ward's farm illustrates the benefits of such management. The article pays high compliment to the Hereford country in general, and speaks especially about the profits to be derived from irrigation of alfalfa, cotton, and feed crops. The Canyon professor stressed the fact in this article that the success of cotton on the Plains depended largely upon the kind of seed selected, and that cotton seed should be selected from plants grown for sufficient length of time in the plains territory to insure their adaptability. He expressed approval of the work that Mr. Ward is doing along this line, and predicts that some man in this territory will become famous for producing a Hereford cotton similar to the variety which has made Mr. Burnett at Dumas famous. The article ends by paying a high tribute to Mr. Ward's ability as a farmer. Prof. Phillips says: "The fields did not receive all of Mr. Ward's attention from the standpoint of cultivation, because the orchard and garden were free from weeds. Peaches, plums, damsons, cherries, and strawberry plants were found growing in the home orchard. "This farmer makes a living at home, receives a few hundred dollars in the summer and fall from the sale of cash crops, and keeps a little money coming in each month by means of hogs, chickens, dairy cows, and garden products. Such a system of farming has gained for him the enviable reputation of being one of the best small farmers in the Hereford territory. Though not rich in large land-holdings in his community, he is rich in knowledge, skill in agricultural production, and has accumulated money and credit at

## Martin Sisters Are Now Enroute To the Holy Land

There are many Hereford people who will be interested in the following letter from the Martin Sisters, evangelists who recently held a meeting in Hereford, to Mr. and Mrs. J. C. Hull. "The Martin Sisters called on the S. S. 'Providence' from New York last Saturday, January 10, for Jerusalem and the Holy Land, where they will take up missionary work. "New York, Jan. 7, 1925.—To the Hull Household of Faith, including ALL our dear friends, Mr. and Mrs. Hull, Bearalce, John Perry, Vernon, dear Grandma and Eunice—and all come to prayer meeting—Isn't that a HULL family now? "Hallelujah! The Lord has blest each step of the way. We received your good letter, which brought us much cheer, coming by special delivery. The Lord is wonderfully answering prayer; and while the PARTING was so hard with our dear parents—for Mother wept aloud—and dear Daddy was so sad as we left him at the train—the dear Lord so comforted their hearts and they write so cheery. Maybe they can come—with you all. "We have nice rooms in a christian place and take our meals near, and today we went down to the pier and went all over the boat—the 'Providence'—which is in and is being gone over for the next trip. We believe there are many prayers under that boat and we are trusting God. On Saturday, Jan. 10, at 3:00 p. m. we are to sail. Today we saw the little beds on which we are to toss for 25 nights. It all seems so strange that we are really here, but we believe the dear Lord has led. "New York is SUCH a city. We would not care to be here long. I wonder why people want to live in New York City when there is a Texas on the map? "Sunday we heard Miss Christabel Paankhurst of London, Eng., preach on '1925 World Events in the Light of the Bible'—and she puts the coming of the Lord very near. Said 1925 would see a crisis that would be more significant than the year 1914. She was a politician and has been converted since the war. The young lady, singer, Baroness Lija De Terinoff, of Russian nobility, sang by invitation 'Jesus is Tenderly Calling Thee Home,' and I wept. I told the girls I had rather have been in that one service than to have seen all of Fifth Avenue and Coney Island. She put the coming of the Lord very near—said 'Messiah can't come until the Jews are in their own land.' "Well, dear ones, if God wills it we will see you OVER THERE, or over in Hereford. His will be done. Now with full hearts we say 'Good bye and God Bless You,' till we meet or till He comes. Address us at Jerusalem, Palestine, Box 547. "Your Sisters 3. "By Eva."

**A. L. BIGGS RECEIVES INVITATION TO INAUGURAL BALL**  
The handsomely engraved invitations to the governor's Inaugural ball at Austin this month have created a lot of comment over the state. Although there may be several of the invitations in Hereford The Brand has so far been advised of only one, received by A. L. Biggs. Mr. Biggs is preserving the invitation as a curiosity, as it is undoubtedly the first invitation ever issued for the inaugural ball of a woman governor of a state.

**FROM HALL ROOM TO A BALL ROOM**  
Gloria Swanson in the brief period it takes to make two pictures has bridged the gap between the bourgeoisie and royalty. In "Manhandled," shown at the Star Theatre but a short time ago, Gloria was plain Tessie McGuire. Now she is Her Royal Highness, Princess Marie Louise Tavatrina Sagonia, only daughter of the ruling Archduke of Viatavala, for her new Paramount picture, "Her Love Story," which will be shown next Friday and Saturday, matinee and night.

**LOCAL MASONS BOOST SUNDAY NIGHT MASONIC LECTURE**  
Local Masons who are likewise radio fans are boosting a regular Sunday night Masonic lecture which is broadcasted out of Milford, Kansas, between nine and ten each Sunday night. The speaker is said to be exceptionally fine.

his bank, while, at the same time, his children have received the advantages of an education."

## BARNETT NOW CHAIRMAN OF R.E.D. CROSS

The local chapter of the Red Cross of Deaf Smith county held their regular annual meeting last Sunday afternoon at the Methodist church. The object of this meeting as previously announced was the selection of an executive committee of seven members to serve until after the next roll call. Mr. G. A. F. Parker was chosen chairman of the meeting. The following were then elected to membership on the executive committee: Mesdames W. S. Williams, D. L. McDonald, W. F. Gabbert and Messrs Ralph Barnett, A. A. Foster, Dr. J. W. Overton and B. F. Guthrie. On Wednesday afternoon the members of the new committee met in the office of Ralph Barnett and organized by electing Ralph Barnett, chairman; Mrs. D. L. McDonald, vice-chairman, and B. F. Guthrie, secretary and treasurer, of the committee for the ensuing year. After endorsing the plan of employing a nutrition worker to begin work about February 15, for a term of three months the committee adjourned subject to the call of the chairman.

## McDonald & Borden Sold a Half Section of Land

The real estate firm of McDonald & Borden have closed another sale with a Cooke county, Texas, man and brought another good farmer to this section. He is William Loerwald, who lives near Gainesville on his Wolf Ridge Stock Farm. Mr. Loerwald, who has been a breeder and dealer in registered stallions and jacks, has purchased a half section about eight miles southeast of Hereford from Messrs. McDonald & Borden and will improve his place this spring and prepare a modern farm home.

## GUARDSMEN ENJOY BANQUET LAST FRIDAY EVENING

Last Friday evening, January 9, the National Guardsmen of Company "E" 142nd Infantry, which is stationed in Hereford, enjoyed one of the finest and most enjoyable evenings probably accredited to this organization, when they and their guests were served with a very delicious banquet at the Stockman's Hotel.

There were several visitors present and about forty of the Guardsmen. Captain Buford B. Farmer was toastmaster and really kept things moving. There were no dull moments. G. A. F. Parker made the boys a very enjoyable talk, bringing laughter many times. Also there were many other short and snappy talks by visitors and members of the Guard.

## JUDGE DAMERON REOPENS OFFICE OVER FIRST NATIONAL

Judge W. E. Dameron, who retired from the office of the County Judge January 1, has re-opened his old law offices over the First National Bank and has resumed the active practice of law. It is a fact little known that Judge Dameron was elected County Attorney by the voters at the recent general election. The Court has asked Judge Dameron to do some special tax work for the county this spring and in order to comply with this request he has qualified as County Attorney for the time being, although he states it is his intention to devote his entire time as soon as possible to the aggressive development of his professional career.

## TEXAS DIVISION SOUTH WEST TRAIL TO MEET AT PANHANDLE

President E. W. Harrison of Hereford and Secretary F. H. Reid of Pampa, officers of the Texas division of the South West Trail, have called a meeting of the division at Panhandle, Texas, January 23. Mr. Harrison will represent Hereford at the meeting. The recent annual meeting, called for Amarillo, was broken up by the bad weather at that time, and the Panhandle meeting is to transact pressing business now before the association.

**Stork Special**  
Born to Mr. and Mrs. Geo. C. Messenger, a girl, on Jan. 8, 1925, named Elsie Viola.

## Report Cards to Be Issued Next Week in School

The first half of the year's work in the Hereford schools closed Friday, January 9. Because of the fact that all of the holidays for the entire year come during the first term, the term examinations in both schools were postponed a few days. Report cards will be issued on Wednesday afternoon of next week. They will show three grades that were not on the cards last issued. The grade for the regular fourth report, the examination grade and the term average will be shown on each card. The average is obtained by counting the examination grade one third and the four monthly reports two thirds. Promotion is by subject in the high school and by grade or half grade in the other grades. An average of 75 is required for promotion in Central School while an average of 70 is required to complete a high school subject. The average on which promotion is based in the grade school is the general average made on the several major subjects such as English, arithmetic, history, reading, geography, etc. If the grades are unsatisfactory, an effort should be made by all concerned to find and remove the cause or causes. The child may need to be reclassified or a conference between parent and teacher concerning habits of study at home or at school may be advisable. An endeavor should be made to avoid letting the child get into the habit of falling. Whatever the cause of the failure, in most cases a determined and continued application on the part of the student during the next four and one-fourth months will bring the desired results.

## Lee Satterwhite Speaker of House Representatives

Hon. Lee Satterwhite, representative from this district in the legislature of Texas, was elected Speaker of the House of Representatives Tuesday on the sixth ballot, after a prolonged and spectacular fight against T. K. Irwin of Dallas and J. W. Hall of Houston. Mr. Satterwhite has been a member of the legislature for several terms and is a veteran law maker. His elevation to such exalted heights is highly gratifying to his friends and supporters in this section of the country, and marks the first official recognition of a strictly Plains man in legislative councils. Mr. Satterwhite is the father-in-law of Jim Sanders of Hereford and his son, Leroy, is a resident of this county.

## ARMSTRONG MUSICAL COMEDY COMPANY AT STAR NEXT WEEK

Armstrong's Musical Comedy, Vaudeville and Minstrel Company opens Monday at the Star Theatre for a week's engagement with a complete change of program daily, both vaudeville and feature pictures. The play for Monday will be "The Minstrel Revue" with five special scenes, funny blackface comedians, big beauty chorus, Garden Quartette and plenty of vaudeville acts. This company comes direct from the Lindsey Theatre, Lubbock, where it has been playing to capacity houses at each performance for the past two weeks. There will be one performance each night at eight thirty, with feature pictures before and after each vaudeville. The admission prices will be twenty five cents for children and fifty cents for adults.

## OKLAHOMA FAMILY MOVE TO THE ELI DUNLAP FARM

New comers who arrived here this week are W. L. Hall and family, which includes Mrs. Hall and daughter and W. G. Means. This family comes from Oklahoma and have moved to the Eli Dunlap farm about eighteen miles northwest of Hereford.

## G. J. IRVIN WILL OCCUPY THE PRESBYTERIAN PULPIT SUNDAY

Brother G. J. Irvin, superintendent of the Orphan's Home at Amarillo, will occupy the pulpit at the Presbyterian church next Sunday morning. It is announced.

## EIGHT VISITORS FROM HERE-FORD AT AMARILLO HOTEL

Amarillo, Tex., Jan. 15.—During the past week eight visitors from Hereford were registered at the Amarillo Hotel. They were: M. L. Steele, Mr. and Mrs. L. F. Borden, M. W. Heaton, Roy K. Bruner, D. L. McDonald, W. A. Hunter and S. Coffey.

## EVERY CITIZEN INVITED TO HOSPITAL OPENING AND BANQUET ON JANUARY 22

### A 16-year-old Draft is Good Tho Outlawed

A sixteen-year-old bank draft, issued by a bank that ceased to exist fifteen years ago and drawn on a bank that is now only a financial memory, was presented for payment and was honored by a Hereford bank Thursday. The unique document was signed by Otho H. Vardaman, cashier of the old First State Bank of Hereford and was dated September 25, 1908. It was drawn for the amount of \$10 in favor of Miss Nettie Davis, on the National Bank of Commerce of Kansas City, Mo. It was sent in for collection by the Commercial National Bank of Council Bluffs, Iowa, this week. Henry Wilkinson, president of the First State Bank & Trust Co. of Hereford, to whom the draft was forwarded, answered as follows: "The First State Bank of Hereford was reorganized in 1909 and became the First State Bank & Trust Co. of Hereford, and our records do not disclose any such draft outstanding as the one described above, and of course you know that the National Bank of Commerce, Kansas City, Mo., no longer exists, it having been merged into what is now the Commerce-Trust Co. of Kansas City. However, even though neither the drawing bank nor the drawee is in existence today under their former names, we will recognize the obligation because our institution is continuous and no doubt is indebted to Miss Nettie Davis in the sum of \$10.00, hence we are enclosing our draft in your favor for the amount, being our No. 23281 drawn on the Drovers National Bank of Kansas City."

### Post Office Has Increased in Volume in Past Year

There's a bit of optimism to be extracted from the postal figures at Hereford in 1924, as compared with the previous year, according to Postmaster J. A. Wear, who has just completed his report. While exact figures are not available Mr. Wear is authority for the statement that they show an increase of something like forty or fifty percent over 1923. Uncle Sam is not in business for profit, and post masters do not get out and rustle business, so fluctuations in postal figures at the postoffice from year to year do not mean one postmaster was more efficient than another. But postal receipts are an unflinching guide to the general conditions of the country, and the fact that such an increase occurred here the past year is a rising barometer of local conditions and indicates that things in general here are on the upgrade.

### MRS. GOOCH OF AMARILLO SPENDS WEEK END HERE

Mrs. Henry Gooch of Amarillo spent the week end here as the guest of friends. She was the guest at a social affair at the P. W. Price home last Friday night, and at a beautiful six o'clock dinner at the home of Mr. and Mrs. Dow Mercer Sunday evening. She departed for her home Monday morning.

### GUARANTY STATE BANK AT FARWELL TO BE OPENED SATURDAY

Formal opening of the Guaranty State Bank of Farwell, of which Henry Wilkinson of Hereford is president, is announced for next Saturday morning. Another well known local man, D. F. Ashbrook, will be Active Vice President of the new institution. The banking house and fixtures of the former Farwell bank have been purchased by the new institution and all preparations made for a big business in 1925.

Mr. and Mrs. Floyd Heaton, who have been with Dr. and Mrs. W. F. Gabbert for the past two weeks, left Tuesday for San Antonio, where they will spend the winter.

Officials of the Chamber of Commerce announce that the big banquet planned for next Thursday night, January 22, to be known as the County Hospital, County Agent, County Commissioners, Cotton Planting Banquet, will be held in the basement of the Methodist church, beginning at 7:30 o'clock. The ticket committees are busy and indications are that between 300 and 400 men and women will gather around the banquet tables. Details are almost complete now and President Overton stated Thursday that so far Doctors A. J. Caldwell, A. F. Lumpkin and R. D. Gist of Amarillo, Dr. Nichols, president of the Plainview Chamber of Commerce, Judge James D. Hamlin of Farwell, and Prof. Frank R. Phillips of the Canyon Normal have accepted invitations to attend and make short addresses.

The Potter County Medical Association have been invited to come down in a body that day, inspect the new County Hospital, and participate in the festivities at night. They have accepted the invitation and a big delegation is expected.

This day has been set aside by the Commissioners Court and the Board of Managers of the Hospital when a public reception will be tendered to the people of Deaf Smith county and the City of Hereford, and they will be shown through the new edifice, and its workings explained. It is expected that hundreds of people will avail themselves of the invitation.

The feast at night is to commemorate the completion of the Hospital, the acquisition of the County Agent, as a mark of appreciation to the members of the Commissioners Court who have made both projects possible, and to encourage the continuing and development of cotton as part of the agricultural scheme of this section. It will be a time when cares and worries, and trials and tribulations will be cast aside and replaced with smiles and cheers and good fellowship, enthusiasm, pep and aggressive determination for a bigger and better community in which we all live.

The man or woman who lives in Hereford and does not attend this banquet through indifference is simply "blissfully ignorant" of what they are missing; the man or woman who wants to attend and is prevented by a legitimate excuse is just unlucky, that's all. Bought that ticket?

### DEATH OF MRS. JEFF T. GILBREATH SHOCKS COMMUNITY

The unexpected death about 3:00 a. m. Wednesday of Mrs. Sallie Gilbreath, wife of Jeff T. Gilbreath, was a shock to the community, as she had been ill but a short time and the seriousness of her condition was not realized by the numberless friends she possessed here. A baby girl was born about a month ago and while the child has progressed splendidly complications developed for the mother, resulting in an operation some two weeks ago. But her condition was such that little relief was afforded and she passed away Wednesday morning.

Funeral services were held from the Christian church at 2:30 o'clock Thursday afternoon, conducted by the Rev. Frank O'Malley of Amarillo, interment in the Hereford cemetery. Mr. Gilbreath is a member of the School Board and the school children of the city were released from their studies during the funeral hours and joined the great throng who paid their respects at the last sad rites.

An account of the history of Mrs. Gilbreath will be given next week.

### SNOW THURSDAY AFTERNOON—MORE PROMISED FOR NIGHT

It began to snow about two o'clock Thursday afternoon and by night the ground was white. The Weather Man predicted much colder weather with snow Thursday night and Friday, and it looked like a clean cut decision for the weather shark. It has been cold at night, with clear, crisp days, for a long time, but moisture is now beginning to be needed and the snow Thursday was welcomed. An eight or ten inch fall would be what the doctor ordered on the big acreage of wheat now in the ground.

Miss Frances Bule arrived home from Livingston, Montana, Friday afternoon to spend her vacation with her parents, Mr. and Mrs. B. Frank Bule.

**ARNEY - BLUE RIDGE**

Mrs. S. J. Taylor, left last Wednesday for La Jolla, California, where he expects to attend school the remainder of the year.

M. T. Bailey was a pleasant caller at the home of Mr. and Mrs. S. J. Taylor Sunday afternoon.

Billy Drerup was in Nazareth Sunday.

Sam Taylor was transacting business in Tulla Monday.

Mr. and Mrs. F. W. Fortner spent the night Sunday at the home of Mrs. Fortner's parents, Mr. and Mrs. S. J. Taylor.

Wendell Morris was in Tulla Monday transacting business.

Bill Hendrix was a caller at the Ferguson ranch Sunday.

Miss Willie Todd spent the week end with her parents and friends.

Mynor Holden was in Happy Friday.

Miss Lucille Hogge, who is attending school at Happy, returned one day last week to take up her school work again, after spending the holidays with her parents, Mr. and Mrs. Charlie Hogge.

Mrs. M. T. Bailey and son, Guy, visited at Sylvertone last Sunday afternoon.

Prof. Sone, teacher of the Blue-Ridge school, spent the week with home folks at Tulla.

Miss Tennie Mae Hastings, one of the teachers of Arney spent the week end with her parents at Dimmitt and returned Sunday afternoon to take up her school work.

Mr. and Mrs. Homer E. Ferguson were in Nazareth Sunday afternoon.

Marques Burks was a pleasant visitor in the home of Mr. and Mrs. Lee Hutson Sunday afternoon.

**CAMERON, N. M.**

Bert Sharp of Buchanan, N. M., came last Saturday to get some of his cattle and horses that were at his father's, which he is driving through to Buchanan. A neighbor came with him and drove his truck back. Earl Ray also went back with the truck and will make a two-weeks' visit with his sister, Mrs. Bert Sharp.

A posse of about fifteen men made a

rabbit drive last Thursday and killed several. Mrs. McCasland furnished a dainty dinner for the men. They expect to make another drive soon.

Mr. and Mrs. J. Z. Isler were over night guests of their son, Reid Isler, Friday night.

Almost the entire family of A. D. Jewel are on the sick list.

J. C. Woods was having to do some work on his well the last of the week.

Florence Harbour, Liane Crocettus, Josie Crocettus and Clyde Isler made a trip to Tucuman Wednesday.

Mr. Ewing is building a new house. Mrs. Sharp of Wellington, Texas, returned the last of the week after a visit with relatives here and at San Jon.

L. M. Boney is building a new store building one mile east of the Jones school house, where he intends to put in a stock of goods.

J. A. Leach bought a new Ford truck at Hereford last week. He received more than 500 tickets. Maybe he will be lucky.

Mr. Kelly of Claude was making calls in this part last week.

Mr. Jones of Clovis is doing some carpentering for Jesse Lockman.

Clyde Isler and Florence Harbour left Thursday for their honey moon trip. They were united in marriage at Hereford, then spent several days visiting relatives and friends in other parts of Texas.

J. O. Wood and family returned last week from a two weeks visit with relatives in Wheeler county, Texas.

Ell Sharp and two children are on the sick list this week.

Virgil Dunn butchered hogs Friday.

Jesse Leach is clerking for L. M. Boney in his store at Bellview.

Charlie Tillman and family returned the last of the week from a month's visit at their old home in Upshur Co., Texas.

Mrs. Rose and Bunch are erecting a store building at Bellview. Asa Cox

of Grady is doing the carpentering.

J. A. Leach and Mr. Sparrock were having their garage finished the last of the week.

Mack Hutchinson and family who have been living at Roswell have moved to the Vansickle place.

F. B. Scott and family returned Friday from a month's visit with their parents in Denton county, Texas. They report having a very pleasant trip. They traveled 1500 miles and only had one flat. Mrs. Ethel Brooks of Bursland went with them, but her family took sick with mumps and flu, and she returned on the train two weeks ago. She has taken the flu since coming home.

Mrs. Dunn and children ate turkey dinner at the home of her daughter, Mrs. Ruby Lockman, Sunday.

E. E. Fielden returned Saturday from a visit with his parents in Upshur county, Texas.

All of Sections Nos. one (1), two (2) and thirteen (13) in Block K-4 and all of section No. ten (10) in Block K-3. All of the south half of section No. two (2) in Block K-14, and all of the H. N. Wiley pre-emption, patent No. 376, Vol. 31, containing 100 acres.

And on the First Tuesday in February, A. D. 1925, the same being the third (3) day of said month, between the hours of ten o'clock A. M. and four o'clock P. M., on said day, at the Court House door of said Deaf Smith County, Texas, at Hereford, I will offer for sale and sell, at public auction for cash, all of the right, title and interest of the said T. B. Slaughter estate, C. C. Slaughter and Ora B. Freece, in and to said property, to satisfy the judgment of the Saint Joseph Cattle Loan Company in the sum of \$47,212.96, with 6% interest from November 6th, 1924, and all costs.

**NOTICE OF SHERIFF'S SALE**  
The State of Texas,  
Deaf Smith County.

Whereas, by virtue of an order of sale issued out of the Hon District Court of Deaf Smith County, Texas, on a judgment rendered in said court on the 6th day of November A. D. 1924, in favor of the Saint Joseph Cattle Loan Company, and against C. C. Slaughter, an Independent Executor of the estate of T. B. Slaughter, deceased, and also against C. C. Slaughter and Ora B. Freece foreclosing a trust deed lien on the lands below described, being No. 1408 on the docket of said court, and to me as sheriff of Deaf Smith County, directed, I did on the 5th day of January, A. D. 1925, at 9:35 o'clock A. M., levy upon the following described tracts, lots and parcels of land lying and being situated in Deaf Smith County, Texas, in said order of sale fully described as follows:

Dated this 5th day of January A. D. 1925.

CLAUDE BENTON,  
Sheriff Deaf Smith County, Texas.

**FARM LOANS**  
ANSWERED  
W. A. PALMER, Atty.  
Amarillo, Texas

STOP THAT ITCHING  
Use BUS'S Star Creamy for Itching, Itch, Tetter or Cracked Hands, Ring Worms, Chapped Face, Polio, Oak, Sunburn, Old Sores or Sores on Children. It relieves all forms of Sore Feet. For sale by  
CITY DRUG STORE

**ROCKWELL BROS. & CO.**  
LUMBERMEN

Phone 4

Dealers in Strictly Long Leaf  
**YELLOW PINE LUMBER**  
and High Grade Building Materials

**HOME Building Our Specialty**  
— Not Merely HOUSES

**REMEMBER THE GOLDEN RULE**

When you want to sell cream, poultry and eggs—We Pay Cash.

Or buy coal, Bran, Meal, Oyster Shells and Honey.

Don't forget to come and price our Cream Separators.

**GOLDEN RULE PRODUCE CO.**  
Hereford, Texas Phone 108

**MOTOR MIKE**



My car runs so smooth and fine,  
That I can laugh and sing  
I travel all about with ease,  
Like an eagle on the wing.

That sounds like a customer of our Garage talking. Come and see us for all kinds of repairs, parts, gas, grease, oils, etc.

"You tell 'em Rim, you've been a rounder."

**Beavers Bros.**

**What Kind of Insurance**

The kind of insurance that's needed for the protection of property, for the assurance of income for dependents—for the various other activities and needs of life—is often a puzzling question. Forms of policies suited to one man would not be so desirable for another.

Come to us for advice on the merits of different forms of insurance as applicable to your case. We have had many years experience in writing insurance and may be depended upon for an honest, unbiased opinion.

**HEREFORD INSURANCE AGENCY.**  
Ralph Barnett, Mgr. Phone 273

**LAMP REDUCTIONS AGAIN**

Taking effect on the New Year, 100 watt reduced from 55 to 50 cents, 200 watt from 95 cents to 80 cents, and 300 watt from \$1.50 to \$1.25.

No change in other sizes. Lamps are now cheaper than ever before.

**Hereford Light & Power Co.**  
"Your Electrical Servants"

**BANKING BY MAIL**



offers a service to depositors that is in keeping with the complete service which modern banking affords.

If you are too busy to come in; or if for any reason it is inconvenient for you to do so, just remember that your bank is no farther away than your mail box and deposits may be mailed in with the full assurance that they will be given the same care as though you were in the bank.

Read our message in this week's Farm and Ranch

**First State Bank & Trust Company**  
OUR DEPOSITS ARE GUARANTEED BY THE STATE-BANK GUARANTY FUND OF TEXAS.

**The Hereford Brand**

ISSUED EVERY THURSDAY

Seth B. Holman Walter E. Stockman  
Holman & Stockman  
Publishers

Included 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, 1909; first number of The Brand (semi-weekly) issued May 3, 1921; Weekly Brand re-established July 3, 1924.

Subscription, Zone 1—per year, \$2.00  
Subscription, outside Zone 1 per year \$2.50  
six months \$1.50  
three months \$1.00  
No subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

**THE FLY IN PROSPERITY'S OINTMENT**

Outlining the economic prospects for the new year, Secretary Hoover believes the world will be on a more solid foundation in 1926 than at any time since the war. There has been a real advance, he says, in social, economic, and political stability. More goods are being produced, there is fuller employment, there are higher standards of living, there is more assurance of economic stability, and more promise of peace than we have seen in many years. The world, he warns, is by no means free from liability to economic shock, "yet the forces in motion all tend to great promise for the forthcoming year."

Reviewing our own country, Secretary Hoover says the outstanding economic improvement has been the very large recovery of agriculture after its two years' lag behind the recovery of industry. The farmers, he says, have yet a large measure of losses in the last three years to recover, but their outlook is encouraging. The farmer's purchasing power, the Secretary says, is being remedied further by decrease in the price of industrial commodities.

For industry we learn that the average wage remains stable at about 100 per cent above pre-war scale, while the cost of living remains about equal to the cost for the last three years. All of this will be good news to employers and workers. The workers may look forward to continued employment at higher wage, and the employers to a greater expansion of trade. The hard nut to crack, of course, is the farmer. If he must work for the next three years to recover the losses of the last three years he is not likely to burst with joy because he is told the outlook is encouraging. The farmer needs more than encouragement. He needs to lead the movement towards prosperity, not to tag behind, and it behooves Washington to remember that fact.

**A WELCOME VISITOR**

Literature has her quacks no less than medicine. As Walter Scott told us years ago, it is a great staff, but a sorry crutch. Its value is to those who use it rather than to those who produce it. Profits may come to the producers of the terrible tabloid and the sensational periodical, but for the public there is another story. Those who love their literature will read with a glow of pleasure news that Dr. Albert Shaw, scholarly editor of the Review of Reviews, is giving to the people of America a new publication—The Golden Book—in which is to be gathered for the people the precious metal of fiction, the stories we have always meant to read and never did. Not even the literary expert knows all these tales of adventure, of romance, of passion, and of mystery, yet they are more gripping, more fascinating, more informative than anything to be found in current fiction. Owen Wister, Kipling, de Maupassant, Mark Twain, Anatole France, O. Henry, Oscar Wilde, Poe, Dumas and twenty others have written

masterpieces in short fiction, which in the rush of the hour, nine Americans out of every ten have missed. These delightful masterpieces of writing are to be selected and put into the Golden Book.

These keen students of human nature and events have written into their literature romance that fires the imagination, stories that stir the blood. Balzac's treatment of the subtleties of sex have never been equalled. The Golden

Book will be a welcome visitor in hundreds of thousands of homes.

**BAY VIEW CLUB**

The first meeting of the club since the holidays was held Thursday, January 8. Officers were elected as follows: Mrs. E. F. Guthrie, president; Mrs. M. B. McLean, vice-president; Mrs. W. F. Gabbert, recording secretary; Mrs. E. W. Harrison, corresponding secretary; Mrs. Seth B. Holman, treasurer.

"The History and Extent of Child Labor in U. S." was given by Mrs. W. F. Gabbert. Mrs. Geo Garrison gave something of "Legislation against Child Labor by Various States."

**ASHEBROOK-WILLIAMS LAND CO.**

Hereford, Texas  
Improved Cotton and Wheat Farms For Sale

Your Title is Vital  
**J. FRANK POTTS & CO.**

Abstracts and Loans  
Only Complete Trust Index in Deaf Smith County  
County Maps 50c  
Loans 5 1/2%

BRAND CLASSIFIED ADS BRING RESULTS

# PUBLIC SALE

Having rented my farm, I will offer at public auction at my place, fifteen miles southwest of Hereford, a half-mile south of Black, Texas and seven miles east of Friona, the following described property, on

## MONDAY, JAN. 19

BEGINNING AT 10 A. M. SHARP

Lunch will be served by the Church

### 35 Head Hereford Cattle

2 2-year-old Registered Hereford Bulls, Anxiety 4th Strain.

33 head of High Grade Hereford Cows.

### 11 Mules

1 pair 8-year-old horse mules, wt. 1100. 1 sorrel mare mule, 5 years old, wt. 1000. 1 pair mare mules, 5 years old.  
1 pair black mules, one horse, one mare, 7 yr.-old, weight 1100. 4 young mules.

### 4 Horses

1 smooth mouth horse, weight 1100. 2 smooth mouth mares, black and sorrel, wt. 1400. 1 3-year-old horse, unbroken.

1 FORD TRUCK, WITH NEW CORD TIRES.  
2,000 FEET OF GOOD DIMENSION LUMBER.

1 FLAT-TOP OFFICE DESK, SIX DRAWERS.  
1 FORDSON TRACTOR, GOOD MECHANICALLY.

## Machinery, Implements, etc.

- |  |  |                                     |   |
|--|--|-------------------------------------|---|
| 1 12-hole wheat drill                                  | 1 Emerson 2-row lister cultivator        | 2 rolls 36-in. hog wire             | 1 bundle wagon                          |
| 1 John Deere 2-way plow                                | 1 2-row John Deere lister                | 1 3-burner Perfection stove         | 1 14-ft. John Deere walking plow        |
| 1 4-horse Monitor engine                               | 1 600-gallon tank wagon (for irrigating) | 1 culti-packer                      | 1 walking lister                        |
| 1 manure spreader                                      | 1 wagon, with box                        | 1 deep tiling disc plow             | 1 power emory stone                     |
| 1 Avery motor cultivator                               | 3 sets harness                           | 1 McCormick mower                   | 1 Case water pump                       |
| 1 7-ft. Roderick Lean tandem disc harrow (motor hitch) | 1 Georgia stock middle buster            | 1 McCormick rake                    | 1 anvil                                 |
| 1 3-disc Oliver plow, (motor hitch)                    | 1 Domo Separator                         | 2 spring tooth harrows              | 1 drill press                           |
| 1 McCormick row binder, nearly new                     | 1 forge                                  | 1 3-disc Emerson plow               | 1 120-egg Buckeye incubator             |
| 4 single row cultivators, knives and discs             | 1 vise                                   | 1 single row lister                 | 2 auto gaps                             |
|  | 1 horse fresno                           | 1 Emerson 1-row cultivator          | 1 Martin ditcher                        |
|  | 1 brooder                                | 1 2-row Oliver lister (motor hitch) | Other articles too numerous to mention. |
|  |  | 1 2-row P & O lister                |   |

TERMS—All sums of \$25.00 and under cash; all sums over \$25.00, eight months time, bankable note with approved security, ten percent from date; SIX percent off for cash on sums over \$25.00; nothing to be removed until terms are complied with.

## R. P. Coneway, Owner

Sale Clerked by  
FIRST STATE BANK & TRUST CO.  
Hereford, Texas

COL. FRED A. PHILLIPS  
Auctioneer  
Hereford, Texas

**ANTHONY'S  
SECOND  
HAND  
STORE**

Good Furniture  
Good Mattresses  
Good Rugs

A Little of Everything  
That's Good!

**WES ANTHONY**  
Proprietor

JOEL

Beth Botts was sick last week and out of school a day or two but was better and able to return to school Monday.

Mr. and Mrs. Lester Galley called on J. F. Walker and his sister, Mrs. Duncan, one day last week.

The Calway and Negelme families are entertaining the mumps. No new cases this week so we hope it will spread no farther.

Horace Hershey spent Saturday night with Walter Galley.

Mrs. Walter London and children visited in the C. F. Galley home on Friday.

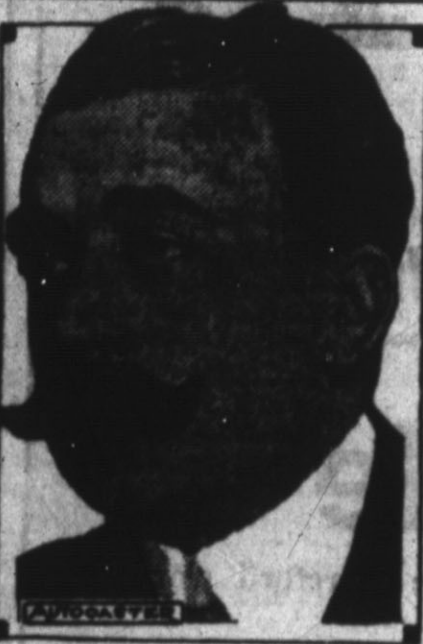
W. G. Slagle returned home Friday from a three weeks sojourn in New Mexico, where he was taking treatment for rheumatism.

Butchering is the order of the day hereabouts. It was W. T. Smith's turn on Monday to kill his meat hogs.

An addition to our neighborhood is Mr. Stice and family, who recently moved onto G. M. Suggs' farm and will crop it this season. Mr. Stice brings an addition to our school of two children. There is room for more people in this community and there is not a better one in the state.

Mrs. W. T. Smith is entertaining a severe cold with grippy symptoms.

**He Procrastinates**



E. Clementel, French Minister of Finance, whose failure to list U S War loans of more than \$4,000,000,000 amongst his nation's inventory of debts, has stirred American taxpayer's ire. They now want to know in black and white, and official WHEN the debt will be paid and how much interest?

**USED CARS FOR SALE**

Can supply your needs in used cars at very attractive prices and terms. I have now on hand the following to select from:

- 3 Dodge Touring
- 1 Essex Touring
- 4 Ford Touring
- 1 Hudson Super
- 1 Oakland Touring
- 1 Chevrolet Touring

P. W. PRICE

**Magnolia Filling Station**

Denatured Alcohol to prevent freezing  
**\$1.15** gallon

We also handle Magnolia Gas and Magnolene Motor Oils.

**THOMPSON & HICKS**  
Attendants

# DISPERSION SALE



Having decided to quit farming, and making arrangements to move to St. Joseph, Mo., I will offer at public sale at my place, seventeen miles southeast of Hereford and thirteen miles north-east of Dimmitt, the following described property—

**BEGINNING AT 10 A. M. SHARP**

## WEDNESDAY JANUARY 21

**Lunch Will Be Served on the Ground**

### 70 Pure Bred Hereford Cattle

34 Head Registered Hereford Cows. 12 Head Registered Yearling Heifers. 4 Head Pure Bred but unregistered cows. 10 Head of Heifer Calves, pure but unregistered. 8 Head Steer Calves. 2 2-yr.-old pure bred but unregistered Hereford Bulls. These cattle are all thrifty and in good breeding condition, carrying a wonderful lot of quality and representing some of the well known herds of the Hereford breed. They will be sold in lots of ten head. This will be your opportunity to select your foundation seed stock.

### 7 Shorthorn and Dairy Cattle

1 Registered Shorthorn Cow. 1 Purebred Shorthorn Cow. 1 Purebred Shorthorn Bull. 2 2-year-old Heifers, part Jersey (All Heavy Springers)  
1 coming 2-year-old Heifer, Jersey and Shorthorn. 1 Jersey Milk Cow.

### 24 Horses - - 8 Mules

1 pair bay mares, 7 years old. 1 bay mare, 4 years old. 3 mare yearlings. 1 bay mare, 8 years old.  
2 bay mares, 6 years old. 1 black horse, 4 years old. 2 horse yearlings. 2 black mares, 11 years old.  
2 mares, 4 years old. 1 bay horse, 4 years old. 2 good saddle horses. 1 black mare, 15 years old.  
1 gray mare, 4 years old. 1 black mare, 2 years old. 2 mares 5 years old.

(The foundation stock of these horses listed trace back to Morgan, Percheron and German Coach)

2 smooth mouth mules. 4 mare mules, coming 3-year-olds, extra good. 2 horse mules, coming 3-year-olds.

### Machinery - - Implements

1 Titan 10-20 Tractor, in good running condition.	1 John Deere single row cotton lister.	1 2-row Go-Devil.	1 2-row planter.
1 P & O 4-disc tractor plow, practically new.	1 John Deere disc gang plow.	1 broadcast binder.	1 iron wheeled wagon.
1 P & O 2-row lister, with cotton attachment.	1 John Deere 12-inch flat bottom breaker, with sod attachment.	1 row binder.	1 high wheeled wagon.
2 single row John Deere listers.	1 disc harrow.	1 Deering header, with binder attachment.	1 platform scales.
1 single row Moline lister.	1 drag harrow.	1 McCormick mower and hay rake.	3 good saddles.
		1 wheat drill.	All work harness, collars and bridles.
			1 set of well tools.

A LOT OF HOUSEHOLD GOODS AND OTHER ARTICLES TOO NUMEROUS TO MENTION

TERMS:—All sums of \$25.00 and under cash; all sums over \$25.00 bankable notes to May 1, 1925, WITHOUT INTEREST; SEVEN percent discount for cash. No property to be removed until terms of sale are complied with.

## Frank R. Metcalf & Sons

Sale Clerked by  
FIRST STATE BANK & TRUST CO.  
Hereford, Texas

Auctioneers  
COLS. RAY BARBER, Hereford, Texas  
O. H. REEVES, Dimmitt, Texas

# Classified Advertising

Want Ads, Rentals, Lost and Found, Exchanges, Loans and Stock, City Property, etc.  
**RATES:** Classified, first insertion, 1c per word; minimum 10c. Subsequent insertions, 1-2c per word; minimum 5c.  
**CASH WITH ORDER.**

## FOR SALE

**FOR SALE**—on easy terms, quarter section good cotton and wheat land, near Dawn, Texas. Not interested in trade. **ROMER GREENB,** 74-21-pd Preston, Minn.

**FOR SALE**—640 acres section 63, block K-7, Deaf Smith county. Send us your best cash offer. **SULLIVAN BROS.,** 114 N. Elizabeth St., Peoria, Illinois. 74-21-pd

**FOR SALE**—Bundle sorghum—Grown on Heard farm. See Dr. G. W. Heard. 74-21-pd

**FOR SALE**—I have for sale at my farm 30 head of horses and mules. Can give liberal terms upon proper security. **J. C. SANDERS.** 74-41

**FOR SALE**—Real Buff Orpington Pullets. A bargain at \$1.25 each. See them. 907 Lee Ave, Hereford, Texas. 74-21-pd **W. A. GENTY.**

**FOR SALE**—Big Bone Mammoth Bronze Turkeys, Blue ribbon winners. Toms \$8.00, hens \$5.00. Buff Orpingtons won three blue ribbons out of four offered at Tri State Poultry Show at Amarillo. There were four other's competing in the Buff Orpington class. Cockerels \$3.00. Eggs \$2.50 per 15. **MRS. MAGGIE BOURLAND,** 74-21-pd Canyon, Texas.

**FOR SALE**—DeLaval Separator No. 10, good running order, price, cash, \$26.00; 3 good milk cows, cash price \$35.00 each; may be seen at my farm, six miles west of Hereford. 73-21-pd **W. J. McMINN.**

**FOR SALE**—Choice section of land, Section Nine (9) in Township Five (5) in Range Two (2) Deaf Smith County, Texas. Price and terms right, with no commission to pay if bought from me. **G. W. WILLIAMS, Owner,** 23-31 Jameson, Mo.

**FOR SALE**—A good five room house for sale on easy payments. See 70-11 **Western National Bank.**

**FOR SALE**—Modern five room and bath home, with garage and outbuildings, close in to business district. A real home. For particulars inquire at The Brand. 62-11

**FOR SALE**—Columbia phonograph nearly new, with good assortment of records, at bargain. Inquire at the Brand. 68-11

**FOR SALE**—A few well bred Poland China Thrifty Pigs. Also good herd Boar. 75-11-pd **TROY WOMBLE.**

**FOR SALE**—Five dozen Rhode Island Red Hens for sale cheap. 75-11 **J. F. WARD.**

**FOR SALE**—A young Jersey Cow, just fresh. Phone 290 or see— 75-11 **J. F. WARD.**

**FOR SALE OR TRADE**—Fordson Tractor and powerlift plow. See E. W. Morgan or G. F. Morgan. 75-31pd

**FOR SALE**—Furnished house, 4 rooms, two lots, fruit, wind mill and out buildings. Also Jersey cow and chickens. Price \$2100.00. Will take good Ford for part payment. Some cash, rest \$25 per month. Phone 321. 75-21-pd **W. H. WADE.**

**FOR SALE**—Fifty five head White-face Cows, good age. Priced right. 75-11-pd **ERWIN S. HAMILTON.**

## WANTED

**WANTED**—to buy Shotes to feed. **E. C. BOWSHER.**

**WANT TO TRADE**—750 acres land in Anderson county, Texas, 1/4 mile from Neches, Texas, a station L & G N R R near Palestine, 9 room house, 150 acres burmuda grass, bottom land, no over-flow land. Want farm or ranch property, will carry 200 head cattle. **F. E. CHURCHILL,** 71-81 Jacksonville, Texas.

**WANTED**—EAG CORN Will pay \$1.40 per 100 lbs. for good sound ear corn. 75-11 **G. W. BRUMLEY.**

## FOR RENT

**FOR RENT**—Two rooms, completely furnished, for housekeeping. Fone 150. 73-11 **DR. FLORENCE MILLER.**

**ROOMS FOR RENT**—See **MRS. E. B. BLACK.** 75-11

**FOR RENT**—Four room modern house for rent. Fone 152. 75-11 **MRS. H. L. BROADWELL.**

Misses Grace Ferguson, Desale Mae Steele, Mary McDonald, Eloise Pitman and Mr. S. D. Steele, who are attending the W T S T C at Canyon, spent the week end at their homes in Hereford.

## ORDINANCE NO. 170

An ordinance, to be known as ordinance No. 170, regulating traffic while the Fire Department is responding to fire alarms, and while engaged in fighting fires, and prescribing penalties for violations.

Be it ordained by the Board of Commissioners of the City of Hereford, Texas:

Section 1. Upon the approach of any vehicle or apparatus of the Fire Department of this City answering an alarm of fire, the driver of any vehicle other than a vehicle of the aforesaid Fire Department, shall drive closely as possible to the right-hand curb and

stop, and shall not follow within six hundred (600) feet after the said vehicle or apparatus of said Fire Department has passed. No vehicle, except by the direction of the Chief of the Fire Department, or other officer of said Fire Department, shall approach or park within six hundred (600) feet of a fire at any time.

Section 2. All vehicles pertaining to the Fire Department of this City shall have prior right of way upon all the streets and avenues of this City, and it shall be unlawful for any person, owner, driver, chauffeur, engineer, conductor, or any other person in charge or control of any buggy, wagon, carriage, automobile, engine or train, or any other vehicle propelled by whatsoever motive power, to carelessly, wantonly, wilfully or maliciously delay any fire apparatus of this City in going to or coming from any supposed or actual fire.

Section 3. Any person who shall violate in any way any of the provisions of this ordinance, or who shall fail or refuse to comply therewith shall upon conviction be fined in any sum not less than \$5.00 or more than \$100.00.

Approved this 8th day of January, 1925. **E. S. IRELAND, Mayor.** Attest: **GRACE SKELTON, City Clerk**



**Jack Spratt's**  
**MONEY BACK**  
 GENUINE SANTOS  
**PEABERRY**  
 ONE POUND NET WEIGHT

**GUARANTEED**  
 YOUR MONEY BACK IF NOT PLEASED

100% PURE  
**COFFEE**  
 SOLD ONLY BY  
**HEREFORD PRODUCE**  
 HEREFORD, TEXAS

**Used CAR SALE**

We now have many good buys on our floor. Come in and look at these bargains.

Ford Coupe	\$200.00
Ford Fordor	\$400.00
Ford Roadster	\$100.00
Ford Touring	\$125.00
Ford Touring	\$287.50
Essex Touring	\$350.00
Buick Touring	\$350.00

**Hereford Motor Co.**

## Neglected Cough Dangerous—How to Stop It Quickly

When the delicate tissues of your throat are raw and sore from coughing, and your strength is exhausted with the constant hacking, you may fall an easy prey to more serious trouble. So stop the cough the quickest you can, before it creeps too deep. By a very simple treatment you can stop the cough practically at once, and relieve the heartiest cough often in 24 hours. The treatment is based on a remarkable prescription known as **DR. KING'S NEW DISCOVERY FOR COUGHS.** You simply take a teaspoonful and hold it in your throat for 30 or 40 seconds before swallowing, without following with water. It has a double action. It not only soothes and heals soreness and irritation, but it quickly loosens and removes the phlegm and congestion which are the direct cause of the coughing. With the concentrated in this way, the whole coughing effort goes in a very short time.



# Begins Saturday, Jan. 17 Ends Saturday, Jan. 24



## AT GREATLY REDUCED PRICES

- SAILOR GIRL SUITINGS, in Middle Cloth.
- FINE WHITE GOODS for Underwear, Dress Goods and Shirtings.
- WASH CREPES, in all colors.
- SWISS EMBROIDERIES and LACES.
- UNDERWEAR and GOWNS for Children and Ladies.
- TOWELS, of any design and price you desire.

## Here's a Few of the Many Bargains

PERCALES—25c values for	20c
DOMESTICS—20c values for	15c
DOMESTIC—25c values for	20c
DOMESTICS—30c values for	25c
LINENS—\$1.00 values for	85c
LINEN SHEETING—\$3.00 values for	\$2.45
LAWNS—50c values for	40c
LAWNS—35c values for	30c
LAWNS—25c values for	20c
WHITE TABLE DAMASK—\$1.25 values for	\$1.00
WHITE TABLE DAMASK—\$1.00 values for	80c
WHITE TABLE DAMASK—75c values for	55c

# D. R. Gass & Son

# Sallie's Temptations

(Copyright 1924—By Gladys Baker)

## SALLIE HIDES TO—A CONFESSION

I wanted time to think clearly. Curtiss Wright was the kind who would not accept anything but the truth and something in his manner warned me that I would gain nothing by deception. Things were chaotic now. The whole evening had been crowded with hideous incidents passing swiftly one after the other and I longed for the sunshine and tranquility that comes with the morning after.

"I'm tired—awfully tired," I finally said. Then suddenly I decided how I would handle the situation. "I want to tell you about the bathing suit and Ted Billings," I continued in a languid manner, "tell you what I'll do. Take me to St. Augustine tomorrow for luncheon and we'll talk it all over."

"No, Sallie," he answered sternly. "I've got to have this thing settled NOW—I won't be made ridiculous, I tell you—"

"But what about four o'clock in the morning?" I interrupted, "long explanations are certainly not in-lu-bri-cous." I quoted his very words and drew out the last word in an exaggerated manner. A glimmer of amusement dawned in his eyes.

"All right," he conceded, "you win as usual, but tomorrow there will be no hedging."

I changed my frock three times the next morning. After coffee and a delicious grape fruit in my room, I noticed it was almost noon and time we were starting. Finally, I decided on a smart little Sport frock of sapphire blue homespun and a close fitting hat of exact color.

I made my appearance on the veranda. Curtiss Wright was walking back and forth as if he had been there a long time before me.

He looked at me closely. "Are you twelve or thirteen years old this morning?" he smiled and inquired.

"I don't know about that but I feel too good to be true . . . to anybody" I flippantly answered.

We crossed the bright bridge spanning the St. John's river. Thundering over its length, I caught my breath at the sparkling gale of the water. At the distant sky-line were soft, rose-tinted roofs or houses barely peeping from the vivid green branches.

The day was like late summer with a hint of autumn in the air. New Year's Day in Florida—I had seen a New Year's Day in New York when all was sleety and dark and the head lights of automobiles skidding about on the crowded thoroughfares, stared through the gloom that enveloped the noon tide.

As we turned into the San Jose Boulevard on the St. Augustine Highway, we passed a whole family in a Ford, apparently equipped with every convenience for camping.

"How would you like that, Sallie?"

Curtiss Wright was anticipating my answer.

"Ugh!" I shuddered; "too many babies, too much rattle and not enough hot water," I replied sharply.

"And yet, Sallie, look at the contentment on their faces. That young girl has cheeks like red roses. There's not one of your friends with that sort of happiness in her eyes caused from the sheer joy of living."

"Don't you think their happiness comes from ignorance and lack of ambition?" I fenced.

"Oh, I'm not saying I'd like to be the head of the family or anything like that, but I maintain that a lot of unhappiness is caused from too much knowledge about superficial values of life."

"I think contentment brings stagnation, and I'd much rather be miserable at times and be able to stand in the sunshine on a hill top or to touch the stars on rare occasions . . . a silence, then, 'nobody wants to be a vegetable.'"

"You're a little philosopher," he answered; "at any rate, your opinions are fresh and entertaining."

We passed through the gray City gates that have guarded the city well through all the picturesque years that have passed over this romantic spot discovered by Ponce de Leon in his quest for the fountain of youth. Old Fort Marion was on the left with its antiquated charm, and tourists strolled along the dancing bay, their white clothing fluttering in the warm brisk breeze.

"The drive has put an edge on my appetite," my companion declared.

"Where do we lunch?" he asked.

"The Alcazar Grill," I replied.

"There'll be music and interesting tourists and—"

"The story you promised about the bathing suit and Billings," he added.

His manner had changed and I noticed he spoke with decisive solemnity. The time had come when I must explain. The sun that shone so brilliantly in my heart sank swiftly behind a cloud.

(To be continued)

### METHODIST CHURCH

"Jonah and the Fish" will be the subject for the morning sermon next Sunday. You are cordially invited to hear this message. At the evening service, 7:00 p. m., "The Failure Who Succeeded." Special music at each service.

Sunday School at 9:45 a. m. You and your family need the Sunday school, and the school needs you.

J. O. HAYMES.

### PROGRESSIVE

Miss Lavern Robinson, who has been in Floydada, Texas, with relatives for

some time, spent the week end with home folks.

Mr. and Mrs. Robinson and family, who have been living in this community for several years, left Tuesday for Floydada, where they expect to make their future home.

School opened Monday morning with plenty of enthusiasm on the part of the teachers and children. Everyone seems to have enjoyed the holidays so much that it will "carry them over" for some time now, while they indulged in some real school work.

Bob Vaughn and family spent Monday evening in the home of Mr. and Mrs. Tom Vaughn.

Messrs. Cecil Hodges and Finis Wade left Hereford for Littlefield, Texas, last Tuesday.

The attendance at Sunday school Sunday wasn't as large as usual. New officers were elected. There were not many changes made however.

There was also a small attendance at singing, but as usual everyone was

interested in singing.

Mr. and Mrs. C. C. Bowman of Hereford spent Sunday evening in the home of Mr. and Mrs. C. P. Caldwell.

Edward Meeks of Amarillo was visit-

ing in this community Sunday.

One of the most interesting features of excitement in this community is listening over the Radio at Mr. Mebar's these long nights.

## ARE YOU WELL?

If you are sick you are miserable. If you are well you are happy.

### Chiropractic

adjustings will make you well. See your Chiropractor. Consultation will cost you nothing.

Calls made. Telephone 232

Florence E. Tinsley, D. C.  
Chiropractor

Office hrs: 9 to 12 A. M.; 1 to 6 P. M.

Except Sunday

Other Hours by Appointment

Suite 10 Britan-Dunlap Bldg.

## USED CARS

Ford Roadster,	1923
Dodge Touring,	1920
Buick Touring,	1917
Ford Delivery,	1919

### Terms

Beavers Bros.  
Phone 383

### HEREFORD INSURANCE AGENCY

Ralph Barnett, Mgr.

Phone 273

## No Guess-Work Here

Most folks know that getting eggs depends largely upon the hen's feed—Yet with many people feeding is guess-work. Their hen's lay part of the time and usually "board" when eggs are most profitable.

### More Eggs or Money Back

The guarantee behind Purina Hen Chow and Chicken Chowder eliminates all guess-work. These Chows have all the elements that make eggs. That's why they are offered on a money-back guarantee.

Ask for the Checkerboard Bag



Jones & McLean  
COAL AND GRAIN

## Queen

### INCUBATORS AND BROODERS

on display on our floor

The Incubators are in 180-egg and 275-egg sizes. The Brooders are of the coal burning Colony type.

There is Nothing Better. Come and see them

STREU HARDWARE CO.

Home of Service and Quality

### ROOFING EXPERT

Bring Your Roofing Troubles to

H. L. WHITE

Roofing Expert Clovis, N. M.



## Thrift in the Home

calls for a Bank Account for every member of the family. Thrift at home does not call for the sacrifice of all pleasure and comfort, but rather careful expenditures and the saving of a part of every dollar made. We invite a Thrift Club for the family at this bank.

The First National Bank



## World's Greatest Automobile Buy

Everybody Says It—Sales Prove It

### Hudson Leads Because

### Note These Prices

They are below all comparison

HUDSON

on the famous Super-Six

COACH... \$1345

SEDAN (5) \$1795

SEDAN (7) \$1895

Freight and Tax Extra

It gives greatest value for the money. It undersells all rivals because the world's largest volume of six-cylinder closed cars gives greater cost advantages.

Its motor is the famous Super-Six which Hudson patented and exclusively holds.

Comparison further shows what everybody says and what sales prove.

The World's Greatest Buy

LUTHER HOUGH, Local Agent

# MONEY TO LOAN ON FARM AND CITY PROPERTY

Loans on property located in cities are not common, and have been very hard to make, but I have made arrangements with a good Loan Company, who desires to make loans in Hereford. Also, represent the Largest and best Insurance Companies doing business in the World. **INSURE IN SURE INSURANCE**

## THE A. L. BIGGS AGENCY

Phone 36

Theatre Building

**DIMMITT NEWS**  
 Jan. 13, 1925.  
 Mr. and Mrs. M. R. Avery and children motored to Amarillo Saturday, returning Sunday.  
 Mr. Carlton of Friona was in Dimmitt Sunday to see the doctor.  
 Miss Christine Fuller spent Sunday with Miss Susie Lee Cooper and they attended church in Dimmitt Sunday night.  
 Orval Grant returned home from the Plainview Sanitarium last week, where he has been the past two weeks recovering from an operation.  
 Mrs. Mayes Miller will leave this week for Wichita Falls, Ft. Worth and Rush Springs, Okla. She expects to be gone four weeks.  
 Claude Hogue made a business trip to Hereford Tuesday.  
 Miss Cecilia Huseman spent Sunday with her parents in Nazareth, Mr. and Mrs. John Huseman.  
 A large crowd attended the Chamber of Commerce meeting Saturday night at the court house.  
 Mrs. Joe Hastings has been on the sick list this week.

**HEREFORD FUTURITY SHOW PROMISES STRONGEST FIELD**  
 The Hereford Futurity show, held in connection with the National Western Stock show, at Denver, Colo., Jan. 17 to 24, promises to be one of the very strongest ever held. According to secretary John E. Painter of the Western Hereford Breeders' association, under whose auspices this show is held, "in point of quality as well as numbers this coming exhibit is expected to excel."  
 "We now have 74 entries contributed by 14 members of our association," writes Mr. Painter, "and many of our entries now have enviable records at both eastern and western shows. Many of the prime Herefords that our members will show have been nominated in our Denver sale, which also includes some of the very best cattle of the year. Both the grand champions of the Pacific International will be shown at Denver and sold in the Hereford sale to be held Wednesday afternoon, Jan. 21. The Junior champion of the American Royal at Kansas City will also be shown and sold in the sale, besides a great number of other prize winners."  
 "Some of the very best carloads of bulls that the breed has ever produced are also entered in the carlot show. Such bulls, if used on good cows, will lift the mortgage and once more restore prosperity to the ranchman."  
 Mr. Painter urges all stockmen interested to be sure to attend the show, and to inspect the good Herefords to be shown and sold. He asks that all keep in mind the date of the Hereford sale and make plans to attend.

**PRICE CONDITIONS REQUIRE BALANCED DAIRY RATIONS**  
 Canyon, Jan. 16.—With feed 30 to 50 per cent. higher and butter fat 10 to 15 per cent. lower, the West Texas dairyman must give more attention to the kind of feed that he uses, according to Professor Frank R. Phillips, director of Agriculture at The West Texas State Teachers College.  
 Because of the high price of local feeds and wheat products, The West Texas Teachers College has found it necessary to substitute rice bran for a high percentage of wheat in the dairy

ration. High productive cows are more necessary now than ever, for with feed costs as they are at present, it is doubtful if cows producing a small amount of milk will pay for their feed. In any case, nothing of the labor and other expenses connected with the dairy industry.  
 The greater the amount of milk a cow gives, the smaller will be the opportunity for profit. The higher the cost of grain sorghum feeds, which form the bulk of the concentrates in West Texas, the greater the need for carefully balancing the ration with protein supplements. It has been found at Canyon that alfalfa hay and cotton seed meal offer the two cheapest sources of protein.  
 It has also been found at the college dairy that the ration consisting of one part of cotton seed meal to five to seven parts of grain sorghum chops, given at the rate of one pound of the mixture to 2 1/2 to 3 pounds of milk produced by the cow, is the most satisfactory ration. At present prices of grain sorghums and rice bran, it is well to substitute the latter for about 50 per cent of the ration.  
 A cow should have from 15 to 20 pounds of roughness per day, half of which should consist of alfalfa hay, if this can be purchased at \$20 to \$30 per ton.  
 Another comment made by Prof. Phillips is that West Texas dairymen should give more attention to the kind of barns which they use to protect

their cattle. Exposure to storms and extreme cold, such as the Panhandle has recently been subject to, requires a larger amount of feed when a cow is unprotected. Heating drinking water for dairy cows has been found very profitable under extreme weather conditions.

Let's build a Hotel in 1925!

**EXECUTION SALE**  
 The State of Texas, County of Deaf Smith, W. B. Arnold, plaintiff, vs. C. E. Barber, et al, defendants.

Whereas, by virtue of an order of sale issued out of the district court of Deaf Smith County, Texas, on January 8th, 1925, on a judgment rendered in said Court on the 22nd day of November, 1924, in favor of the plaintiff, W. B. Arnold, and against the defendant, C. E. Barber, for the sum of \$3719.71 with interest thereon from date of said judgment at the rate of 10% per annum, and costs of suit, said case being No. 1477, on the docket of said Court, I did on the 8th day of January, 1925, at 10:00 o'clock a. m. as directed by said order of sale, levy upon the following described lands, situated in Deaf Smith County, Texas, and belonging to the defendant, Emma L. Barber, to-wit: a part of Sec. No. 61, Blk. K-3, and being all of the N 2-3 of Blk. 66 of the Whitehead addition to the town of Hereford, as shown by the plat

thereof, of record in the deed records of Deaf Smith County, Texas; also, a part of Sec. No. 61, Blk. K-3, and being all of Blocks Nos. 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61 and 62, and all of lots Nos. 4 to 18, both inclusive, in Blk. 78, all in said Whitehead addition to the town of Hereford, also the following portion of said section No. 61, Blk. K-3, to-wit:

Described by metes and bounds as follows:  
 Beginning at the N. W. corner of a block of land, designated on the said plat as "City Park". Thence in a westerly direction to the N. E. corner of said block No. 62;  
 Thence in a southerly direction to the N. W. corner of said block No. 60;  
 Thence in an easterly direction to the N. E. corner of said block No. 60;  
 Thence in a northerly direction to the beginning.

Also a portion of Section No. 110, Blk. M-7, described by metes and bounds as follows:  
 Beginning at the N. W. corner of said Sec. No. 110;  
 Thence E. with the N. boundary line of said Sec. 110 2.3 ft. to a point in said boundary line;  
 Thence S. 636 feet to a point;  
 Thence W. parallel with the N. boundary line of said Sec., 590 feet to a point in the center of the Tierra Blanco Creek;  
 Thence in a Southwesterly direction, with the center of said creek and with its meanderings, to a point in the W. boundary line of said section, where said creek crosses said boundary line;  
 Thence N. 1025 feet to the beginning, containing 21 6/100 acres; and on the 3rd day of February, 1925, the same being the first Tuesday in said month, between the hours of 10:00 o'clock a. m. and 4:00 o'clock p. m. on said date

at the Court House door of said County, I will offer for sale and sell at Public Auction, for cash all the right, title, interest and estate of the defendants, C. E. Barber and Emma L. Barber, and each of them in and to said property.  
 In Testimony Whereof, Witness my hand on this the 8th day of January, 1925.  
**CLAUDE BENTON,**  
 Sheriff of Deaf Smith County, Texas.  
 By W. A. Miller, Deputy.

**LODGE DIRECTORY**  
 Hereford Lodge No. 544, A. F. & A. M. State meetings, second Monday each month.  
 J. W. BRADLEY, W. M.  
 J. S. JONES, Sec.  
 Hereford Chapter 245, B. A. S. Regular meetings, first Monday of each month.  
 J. G. HASTINGS, H. P.  
 J. S. JONES, Sec.

**Charley Says:**

We has ul' hunch that ther won't be no "cross word" puzzle tew solve about dinner, er supper, er breakfast or no uther meel ef yew'll jest purchus the makins uv your meel from us. We'll even suggist things fer yew.

**Charley & Wallace Grocery**

P. S. We has Walker's selebrated Silver Cleener, also Freshmann's yeast in season, an what you want when you want it.

# NOTICE

## TO CATTLE AND SHEEP FEEDERS

We will sell Cotton Seed at the Gin for \$28.00 per ton as long as they last. Come and get them quick while we are selling them below cost—to open storage room.

### Johnson and Moore Gin Co.

Hereford, Texas

**A Dandy Good Place**

to have your car washed and greased, and tires vulcanized or changed. And we handle that Good Gulf Gasoline and motor oil.

Let us store your car by the day week or month.

Phone 103

**Hereford Garage Station**

OSCAR E. EASLEY, Prop.

One proof of Buick is in cold weather starting and driving.

er driving.

out of cold weather.

dinary annoyance that takes the operator on the carburetor.

exclusive, auto-matic heat control.

zero. Buick has an smooth, even at starts easily—runs In-Head Engine The Buick Valve-

**RENFRO & SONS**  
 Hereford, Texas

When better automobiles are built, Buick will build them

Those Long Winter Evenings keep your home warm and cosy with a

# COLE'S ORIGINAL HOT BLAST HEATER

THE health of your family depends upon properly heated rooms—warm floors. The maximum radiation, low base heat, air tight construction, and Hot Blast Combustion insure even temperature in all parts of the room at all times.

And besides, Cole's Original Hot Blast Heater is guaranteed to consume one-third less fuel than any underdraft stove on the market—guaranteed to hold fire for thirty six hours.

Let us show you yours today.

**Dunlap Hardware Company**  
 (INC.)

HAVE WHAT YOU WANT WHEN YOU WANT IT

# TOWN & COUNTY

## Personalography

Mrs. Nettie Price Nixon was in Amarillo Thursday on business.

Pay Cash and Pay Less, at Reed's Grocery.

R. P. Brazil was in Clovis Friday on business.

If you have Capon Chickens, bring them to the Hereford Produce. We want them. I. H. Spratt, Manager.

Fred Hale, of Galveston, spent the week end in Hereford with friends.

We Keep the Smell!—Orr's Tailor Shop.

Mrs. Harvey Cash of Canyon visited her sister, Mrs. E. S. Ireland, from Sunday to Wednesday of this week.

Presbyterian Missionary Society will meet on Jan. 21st, with Mrs. Holman. Lesson 13 in the study book will be led by Mrs. Boardman.

Mrs. Percy Welliver returned Sunday from California where she spent the holidays with relatives.

We give Double Green Stamps on Wednesdays, ask about it. Phone 16. ORR'S TAILOR SHOP.

Mrs. M. L. Steele and daughter, Miss Dennis Mae, motored to Amarillo Wednesday and spent the day shopping.

Pay Cash and Pay Less, at Reed's Grocery.

Erwin S. Hamilton spent Monday in Amarillo on business and visited his cousin, Mrs. C. T. Herring.

We have some light overcoats at less than wholesale, while they last. ORR'S TAILOR SHOP.

M. L. Steele was called to Clovis on Wednesday to meet in conference with Mr. Gaskell of the Kansas City Bank.

Mr. and Mrs. P. L. Beyer of Follett, Texas, spent Sunday with Mr. Beyer's parents, Mr. and Mrs. J. E. Beyer.

### "FARM LOANS"

See me when in need of a loan, have attractive rate, prompt service. 73-1f A. A. Ott Realty Co.

Erwin S. Hamilton spent last week in Tucumcari and adjacent country, prospecting, but returned to Hereford Monday—to stay.

Mr. and Mrs. S. T. Nixon left Friday for Los Angeles, Calif., after a short visit with Mrs. Nixon's sister, Mrs. G. A. Harris, and family.

Pay Cash and Pay Less, at Reed's Grocery.

Mrs. Hogan of Little Rock, Ark., arrived Wednesday and is visiting her sister, Mrs. J. H. Hodge, for a few days.

We give Green Stamps on all accounts paid by the 10th of the following month. Phone 16. ORR'S TAILOR SHOP.

J. W. Johnson, son of Mr. and Mrs. Edgar Johnson, returned Tuesday to Clovis, after a short visit with his parents here and his brother in Amarillo.

Mr. and Mrs. J. E. Turner returned Wednesday from Canyon, where they have been located for the past month. Mr. Turner will again take up his work here.

We have three line bred Hereford bulls for sale. Good enough to go with your Registered Hereford Herd. E. B. BLACK CO., Hereford, Texas.

Mrs. Ivy Crow and two children, and brother, H. C. Sowell, left Thursday for Gladewater, Texas, where they are to make their home. Mr. Crow has been there for some time prospecting.

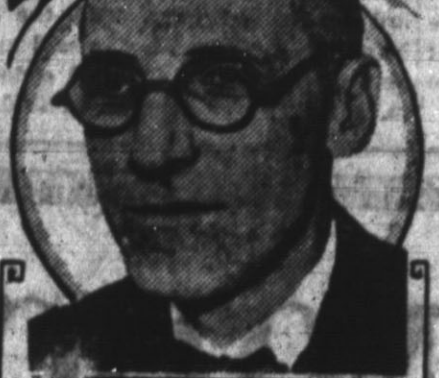
### NOTICE

Take advantage of the low prices on high-grade glasses fitted by Dr. Claude Wolcott at Amarillo. Save from \$5.00 to \$7.50. This will pay you for the trip. Take this advertisement with you. 74-4f

Mrs. G. H. Brooks left Saturday for Carson, Mo., where she will visit her sister for a few months before going on to Okmulgee, where she will spend the remainder of the winter with another sister.

Remember we are the only Tailor Shop that gives you E & H Green Trading Stamps with your cleaning and pressing. Phone 16. ORR'S TAILOR SHOP.

### "Boar's Nest" Again



Congressman F. D. Scott of Michigan sued his wife, Edna (above) for divorce, charging extravagance and affairs with other men. His secretary, Jane Kennedy (below), told him of the "other man." Mrs. Scott fought back, mentioning the famous "Boar's Nest" at Washington, where she said, her husband met brother lawmakers to gamble. She mentioned several names—and now official Washington is mighty "jumpy"

Miss Ina and Lura Gregg are spending the week in Amarillo visiting Mrs. Jack Lester and other friends. Miss Lura is having a month's vacation from the Hill & Ireland office, where she is stenographer, and is spending the time in visiting her many friends.

Some good two year old Registered Hereford Range Bulls for sale—of our own raising. E. B. BLACK CO., Breeder of Better Registered Hereford Cattle, Hereford, Texas.

### SIMS COMMUNITY

Dawson Blasingame and family took dinner with E. T. Whitten and family last Sunday.

Misses Gusta and Lois Samuelson visited in the Reed home Monday night of last week.

John Rector and wife transacted business in Vega Tuesday of this week.

R. L. Ferguson and wife made a business trip to Hereford one day this week.

Miss Nina Hutchinson visited awhile in the Rector home last Monday evening.

Last Wednesday afternoon, while the Ferguson boys, Hilley Hutchinson and

Lloyd young were out hunting, one of their twelve gas shotguns was accidentally discharged, the shot taking effect in the Young boy's leg. They rushed him to the Hereford Sanitarium where several shots were removed from the wound, but several shot were still in the wound the last report we had from him. We hope for him a speedy recovery.

Mr. Morrison and son, Edwin, of the Bippus community passed through our community enroute to Adrian Saturday, where they expected to meet Mrs. Morrison and young daughter, Edna, Sunday afternoon, from Chillicothe, Texas. Mr. Morrison bought a home in our part about a year ago, and lived out here the past year, while his wife and part of his children remained at Chillicothe a few months longer. We are glad to see people coming to our part of the State. We welcome them and hope others will come this way.

Misses Gusta and Lois Samuelson pupils have spent a very busy week, giving and taking their mid-term examinations. They are ready now for business for the last part of school year. We have plenty of ice every night,

but it has not been as cold the past week, as it was a few days ago.

### EXECUTION SALE

The State of Texas, County of Deaf Smith, in District Court of Deaf Smith County, Texas, John W. Robinson, plaintiff, vs. Blain Poff, et al, defendants:

Whereas, by virtue of an order of sale, issued out of the District Court of Deaf Smith County, Texas, on January 21st, 1925, on a judgment rendered in said court on the 19th day of November, 1924, in favor of the plaintiff, John W. Robinson, and against the defendant, Blain Poff, for the sum of \$16,106.24, and costs of suit, said case being No. 1458 on the docket of said Court, I did on the 8th day of January, 1925, at 10:30 o'clock, a. m., as directed by said order of sale, levy upon the following described lands, situated in the County of Deaf Smith, and State of Texas, belonging to the said defendant, Blain Poff, to-wit: All of Section No. 91, Certificate No. 960. Original Grantee B. S. & F., in Block M-7, containing 650.6 acres; and on the 3rd day of February, 1925, the same being the first

Tuesday in said month, between the hours of 10:30 o'clock a. m. and 4:00 o'clock p. m. on said date, at the Court House door of said County, I will offer for sale, and sell, at public auction for cash, all the right, title, interest and estate of the defendants, Blain Poff and A. B. Aran, and each of them in and to said property.

In testimony whereof, Witness my hand at Hereford, Texas, on this, the 8th day of January, 1925.

CLAUDE BENTON, Sheriff of Deaf Smith County, Texas. 74-3f By W. A. Miller, Deputy.

Good Printing at the Brand

ARTIFICIAL EYES (Imported Enamel Glass)  
SOUND CONDUCTORS (Add For The Very Deaf)  
READING GLASSES \$7.50 (Fitted to Measure)  
Dr. Claude Wolcott, Specialist Eye, Ear, Nose, Throat, Catarrh 1104 Polk St., Amarillo, Tex.

### Gloria Swanson

In an ALLAN DWAN Production

### "HER LOVE STORY"

A Paramount Picture

MARY ROBERTS RINEHART'S stirring story of the secret romance behind a throne. Gloria's best!

at the

### Star Theatre

Friday, Jan. 16 and Saturday, Jan. 17 Matinee and Night

Admission 15c and 40c Show Starts 6:45 p. m.

# NEUTRODYNE FADA

A REAL RADIO IN LOOKS BUT BETTER IN PERFORMANCE

Sold on attractive terms. Come in and see one and get easy payment plan

## CORNER DRUG STORE

### Business

# Announcement

HENRY WILKINSON & CO.

have changed to

HEREFORD JEWELRY STORE

W. H. RAY, Manager

On account of placing our store on a firm and safe footing, we have been compelled to place our business on a strictly cash basis. We are not in a position to credit anyone. We keep no books and therefore cannot handle charge accounts. We hope you will understand our position, and not ask us to make tickets or charge a single item, as this cannot be done. We have decided to materially cut the price of every article in the store and sell for cash only. This will be a saving to the public and better for all.

HEREFORD JEWELRY STORE

W. H. RAY, Manager

# Furniture that Sells

WE DON'T KEEP FURNITURE —WE SELL IT.

We are going into 24th year in the Furniture business in Hereford. We have tried each year to serve you just a little better. We plan not to let this year be any exception to the rule.

We are now showing a full line of Living room Furniture, prices ranging from \$275.00 and down to \$95.00 for three-piece suite.

Full line of Bedroom Furniture in Walnut, Mahogany, Ivory or French gray, in prices from \$195 down to \$65.00 for complete suite.

It will surprise you to see the nice selection of Dining room Furniture in the latest period styles that we are showing. These suits are all priced at least 25 % under their real value. Ranging from \$250.00 down as low as \$110.00 for complete suite.

All odd Dressers, Extra Beds, Springs, Hoosier Kitchen Cabinets, Singer Sewing Machines, Victrolas, Pianos are plentiful in our store. Come and see them. Yours truly,

## E. B. Black Company

We are satisfied with small profit.

The Six-Letter Word That Solves The Puzzle of Life

# T-H-R-I-F-T

Thrift—systematic saving of your extra earnings—means freedom from money worries; it banishes the fear of old age; it makes possible the pleasures and comforts of life; it makes you a free man instead of a wage-slave. It solves the questions of Life.

Keep that New Year Resolution! Come in today and open a bank account. Or if you are already a depositor, keep that resolution to deposit a certain amount of your earnings regularly.

THE WESTERN NATIONAL BANK of Hereford



THE STORE WITH THE SHERWIN-WILLIAMS HOUSEHOLD PAINTING GUIDE

# PANHANDLE LUMBER CO.