

The Hereford Brand

TUESDAYS—TWICE-A-WEEK—FRIDAYS

22nd YEAR, NO. 31

HEREFORD, DEAF SMITH COUNTY, TEXAS, TUESDAY, MAY 9, 1922

CLARENCE OUSLEY, CANDIDATE FOR SENATE, TO SPEAK HERE THURSDAY

DISTINGUISHED SCHOLAR, STATESMAN, ECONOMIST, WITH SPLENDID TRAINING FOR HIGH OFFICE HE IS SEEKING

BEST EQUIPPED TO HELP FARMERS

Experience in State Agricultural Work and With Federal Government Gives Him a Rare Foundation For Real Service to Our Stockmen and Farmers

Honorable Clarence Ousley of Fort Worth, candidate for the United States Senate, will address the voters of this county and section in the District Court room at 2:00 p. m., next Thursday, May 11. Whether or not they agree with him politically, the men and women of this community who miss this address will be the poorer, as the national platform today is crowded with men who cannot compare with Mr. Ousley as a pleading and convincing orator. In his definition of what an educated man is Dr. Atwood recently said that such a man is one who "can think on his feet and carry a thought through an address to a successful conclusion." There are many speakers before the American public today, but within the limited area of our knowledge there is none that more aptly exemplifies this truth than Mr. Ousley.

The good people of this community who turn out next Thursday are assured of the fact that they will hear an easy, fluent, logical, pleasing discussion of national issues; one that will leave a thought for them to turn over in their minds; a discussion by an able man, ably prepared, full of suggestion to the man or woman genuinely interested in the present grave problems of our national government.

In sifting up candidates for public office the idea suggests itself to us that the size of the job to which they aspire should be taken into consideration. Outside the Presidency itself the position of United States Senator is perhaps the most exalted to which a man can be elected by the people. One can hardly expect a whale to swim in a glass bowl, and a minnow is swallowed in the vastness of the Atlantic ocean.

We have nothing but respect for the other candidates for the Senate. Any man who reaches the altitude where he is seriously considered by the people for such a distinction must necessarily be hewn from large timbers. We are for Mr. Ousley in this race, not because we are against his opponents, but because we believe him to be the best fitted of them all for the service to which he aspires.

We are for Mr. Ousley because we believe his presence in the Senate would bring prestige, standing and influence in that honorable body to the Lone Star State. His understanding of national and international problems, his genial dignity, his ability to grasp the fundamentals of a difficult proposition, his ease and fluency in public speaking and debate, his unflinching devotion to the principles which he advocates, would insure the respect of his colleagues and of the public at large.

We are for Mr. Ousley because we believe he can and will do more for the agricultural and live stock interests of Texas than any other candidate. He is recognized as the leading expert on cotton marketing in the south today. As a member of the American Trade Commission which visited Europe in 1912 he made a detailed study of economic, agricultural and commercial relations between the United States and the rest of the world, thereby acquiring a foundation knowledge along such lines accorded but few in this generation. As Director of the Extension Service of the A. & M. College and the U. S. Department of Agriculture for five years he secured an insight into the real needs of the Texas farmers and stockmen.

(Continued on page five.)

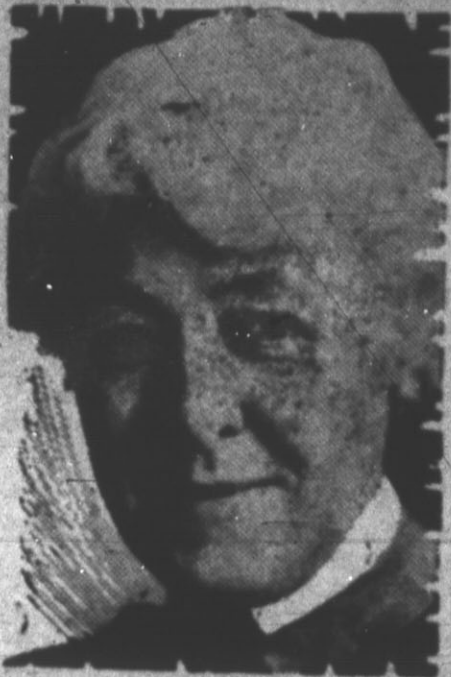
GOOD ROADS
With machinery constructed for carrying heavy loads, it springs the proposition of securin' better roads. Where once we followed by-ways, as we driv the frisky shote, or poked along the high-ways that would stall a mountain goat—we now encounter road-hogs in their mighty souper-eight or run across the silver with its precious human freight.

In these strenuous days of "Git-there" we have got 'to have the track when half the people's goin' out-en' half a-comin' back. When Granny and the children gets the taste for higher speed, I reckon a better road's the everlastin' need. So, the Legislator socks a bigger license on yer boat—while the tight-wad uses language that I wouldn't keer to quote.

Then—resurrec yer shovel an' yer scraper, and yer hoe, and don't be pessimistic when you're partin' with yer dough. Remember, we are livin' through a mighty restless hour, when rapid transportation is the center-pole of power! There's no excuse for terrapins, or lazy-minded toads, when Progress blows her whistle, in the call for better roads.

Uncle John

HEADS BIG RAILROAD SERVICE



The Women's Service Department of the Chicago, Burlington & Quincy, Omaha and Kansas City Railroads is now headed by Miss D. Ogden as Supervisor.

Miss Ogden has had years' experience in the passenger department. She knows the intricacies of railroading thoroughly.

U. D. C. Program June 11 Contains Many Favorites

The U. D. C. held an all day session at the home of Mr. and Mrs. E. B. Black last Friday. The old veterans present were: W. P. McMillan, Capt. H. Trow and Col. E. T. Woodburn. Nearly all the members of the organization were present as were also several invited guests. During the day a program was rendered consisting of vocal and instrumental music, papers, impromptu talks and the regular routine of business. It was decided to hold Decoration Day services the second Sunday in June. The program will be as follows:

- The Lord's Prayer—Mrs. J. J. Clark, Leader.
- Song—"Silver Threads Among the Gold"—Chapter.
- "When Mother Was a Little Girl"—Mrs. F. E. Bove.
- "Mother of Mine"—Mrs. J. Frank Potts.
- Memories of Black Mammy—Mrs. Floyd Gabbert.
- Tribute to the Confederate Mothers—Mrs. Rex Tyson.
- Instrumental Music—Misses Landrum and Black.

MOODY INSTITUTE WORKER TO SPEAK HERE WEDNESDAY

Miss Charlotte Cary, Superintendent of Women of the Moody Bible Institute of Chicago, for twenty-three years, will speak at the Presbyterian Church, Wednesday evening at 8:00 o'clock.

Miss Cary teaches Hereford Wednesday morning and will be the guest of Miss Livingstone and Miss Swisher, who are graduates of the Moody Bible Institute.

Miss Cary's work now is acquainting people with the opportunities offered by the Moody Bible Institute for training people for Christian service.

The public is cordially invited to hear Miss Cary speak.

OKLAHOMA FAMILY TAKE POSSESSION OF MURRAY RANCH

Mr. and Mrs. J. E. Collum and son, of Hollis, Okla., moved on the C. W. Murray ranch last week. The Murray ranch is located about thirteen miles northwest of this city.

Bullish Trend Noticed in Hereford Bull Sales

Discriminating buyers have raided the Hereford country of late in search of good blooded bulls for range purposes, over 200 fine bulls having been purchased and shipped out of here within the past two weeks. As a consequence the supply is said to be growing limited, although there is still some good stuff left for the later buyers.

P. L. Childress, president of the Arizona, Texas, bank, bought 120 head of high class bulls from Truman Hines, E. B. Black, Jones & Dameron and J. D. Burkett. These were ones, two and threes.

G. Powers of Scholle, N. M., shipped out two carloads to points in New Mexico and Arizona. He secured the animals from W. C. Russell, G. B. Combs, C. J. Mapes of Castro county, and H. H. Boardman.

The fame of Hereford's blood lines is spreading and with the lifting of the financial depression the industry of furnishing the fine herd bulls should grow and develop rapidly.

Real Estate Men Beginning Plans For Organization

Nearly all of Herefords real estate dealers attended a banquet in Amarillo last week, guests of the Amarillo real estate exchange. They were shown many courtesies and returned convinced of the merits of organization in their line. Among those who went to Amarillo were Ralph Barnett, A. H. and J. B. Elliott, L. Baskin, J. E. Hill, J. A. Wear, G. M. Suggs, I. Gough, Ed Connell, J. E. Bray and C. R. Smith.

At Monday's luncheon Mr. Barnett stated that the officers of the Amarillo organization desired to help in the organization of a Hereford association. Therefore an invitation was extended by the club to the Amarillo real estate men to meet with the Hereford Chamber of Commerce next Monday and discuss the proposition.

It is hoped that the local real estate men will cooperate in this particular movement and get together for their own as well as the country's good.

Program Announced For Mothers' Day on May 14th

The program for Mothers' Day, next Sunday, May 14, will be held at the Methodist church, beginning at 3:30 p. m., has been announced by the Mothers' Club as follows:

Song—By Audience.
Prayer—Rev. J. R. Sharp.
Scripture Lesson—Rev. J. N. Wooten.
Solo—Mrs. Homer Fox.
Reading—Ardelle Foster.
Address—Rev. M. M. Beavers.
Solo—Mr. Earl Wilson.

FEDERAL LOAN MEN TO HOLD CONVENTION ON JUNE 12

Secretary J. Frank Potts of the Hereford Farm Loan Association Tuesday received a wire from Washington notifying him of the annual meeting of the National Union at that point on Monday, June 12, and asking him to notify all associations in the state and urge their attendance.

This is an association of all members of associations organized under the Federal Land Bank Act, and will be largely attended from all the states.

HULA-HULA DOLL IN PARADE



The Hula-hula doll has broken into society, at least into flapper society, as proved by this photograph from the Atlantic City parade.

Chautauqua Program Shows Balance and Power

President Ashbrook and secretary J. S. Jones of the Chautauqua committee were planning to start the first team of ticket sellers Tuesday in an effort to dispose of the season ticket guarantee at the earliest possible date. The plan is to use different committees on different days and keep hammering at it until the tickets are all disposed of. The programs have just been received here and show the following:

- First Day (May 22)**
Afternoon—Phillips Sisters' Orchestra. Six Highland Lassies.
Evening—Phillips Sisters' Orchestra. Dr. E. T. Hagerman. Subject, "The Man With One Window."
- Second Day**
Afternoon—The Oratorio Artists. Frank P. Johnson. Every farmer should hear him.
Evening—The Oratorio Artists.
- Third Day**
Afternoon—Everett Kemp, Entertainer. J. A. Cooper. Subject, "Civilization's Supreme Test."
Evening—The Play—"Friendly Enemies," with New York cast.
- Fourth Day**
Afternoon—"Daddy" Grobecker's Todlers. The original Swiss company.
Evening—"Daddy" Grobecker's Todlers. Detective Harry J. Loose—"They Never Get Away."
- Fifth Day**
Afternoon—Redpath Concert Artists. Best loved music by a superb company of artists.
Evening—Redpath Concert Artists. Ruth Bryan Owen—Distinguished Lecturer.
- Sixth Day**
Afternoon—The Play—"Turn to the Right." America's greatest comedy. New York cast.
Evening—Jane Gonde—"The Girl from the Golden West"—Entertainer.
- Seventh Day**
Afternoon—The Children's Pageant. W. E. Wenner. Subject, "A Square Deal for Jack."
Evening—Eugene Lauriat and Company. The Great Magician with new illusions in spectacular program.

LUNCHEON OF H. H. S. ALUMNAE MAY 13

GRADUATES APPEALED TO FOR SUPPORT ANNUAL EVENT

NAME CHAIRMEN

Plans Making for Snappiest and Happiest Reunion Yet

Plans are being completed for the Alumnae Luncheon, which will be served by the Methodist ladies, on Saturday evening, May 13. Tickets will be \$1.00 each, 75c of which will be used for the picnic and 25c for expenses. They may be purchased at the First State Bank & Trust Co.

Ex-graduates, please wake up and help boost for the occasion. Let us make it a success, brimming full of school spirit and vibrant with remembrance and love for the old H. H. S. Don't say "a few" are making arrangements or that "they" are planning, but that "we" shall have a great get-together time and that "our" banquet will be a success.

Following is a list of chairmen of the various committees who need your support. Don't be slackers, be true to your colors. Come and be the most loyal and enthusiastic alumnae present.

- Active vice-president—Mrs. A. G. Thompson.
Arrangements and Decorating Committee—Mrs. Robo McLean, Miss Helen Sisk.
Menu Committee—Mrs. A. O. Thompson, Miss Jennie Rotes.
Invitations—Miss Cotta Sisk, Mr. Buford Farmer.
Tickets—J. A. Pitman, Miss Marie Burns.
Program—Music, Mrs. John Williams; Toasts, Miss Mae Mounts.
Alumnae Luncheon
Methodist Church
May 13, 1922

- Toastmaster—Mr. Travis Dameron.
I
Fruit Cocktail
Toast—To the School Board—J. A. Pitman.
Toast—To the Faculty—Mrs. Robo McLean.

- II
Chicken
Potato Chips
Perfection Salad
Peanut Cases
Parker House Rolls
Vocal Solo—Mrs. Lonnie Allen.
Toast—To the Girls of the Alumnae—Mrs. John Williams.
Toast—To the Boys of the Alumnae—Mr. Wallace Cox.

- III
Bread Cream
Angel Food Cake
Reading—Miss Nellie Farmer.
Piano Solo—Miss Elizabeth Black.
Toast—To the New Alumnae—Mrs. A. O. Thompson.

- IV
Mints
Vocal Solo—Miss Swisher.
Toast—To the Visitors—Miss Catherine Wilson.
Toast—To the Present Occasion and Future Banquets—Toastmaster.

Members to Enjoy Fish Fry May 30 At Sulphur Park

A "fish-fry" for the stockholders in Sulphur Park Country Club has been called for Tuesday, May 30, at the Club grounds. Preparations are under way to provide an enjoyable outing for every member who attends this gathering and, in addition, a lot of important business is to be transacted at the same time.

The constitution and by-laws committee recently appointed will be expected to make a report on May 30, when the members present will consider the document and either adopt, reject or revise it. Immediately afterwards it is planned to apply for incorporation and to advance the stock to \$300 per share.

J. B. PHILLIPS IS OWNER VERY FINE BLOODED ANIMAL

J. B. Phillips shipped in "Financial Fern Aloi," a fine dark Jersey Bull from the Waterloo Jersey Farm, Waterloo, Iowa, Saturday morning. This Jersey is from the largest herd of line-bred Financial-Interest Jerseys in the world. Mr. Phillips probably has done more for the up-building of Jersey milk cows than any other one man in the county.



CHERRY BLOSSOM TIME—"TURN TO THE RIGHT"—AT CHAUTAUQUA.



At Chautauque, with Daddy Grobercker's Yodlers.



STRO COUNTY Political Announcements

Following candidates authorize...
Judge:
B. D. Woodlee

County Clerk:
Joe Hastings

DIMMITT

and Dimmitt had an intere...
May 7, the score being 10 to...
Messrs. Stark and Belfry;
Woodburn and Duree;

Webb took the place of...
Mr. Webb keeps on he will...
to Ruth's batting average.

Mrs. Dave Shepard and Mr...
Shepard entertained a...
their friends Sunday for...
those invited were Mr. and...
Shuford, Misses Tennie

Mary Reynolds, Leola Shu...
Mrs. Joe Gollehon, Homer...
L. Vaden, Lloyd Reynolds,
rd. Clyde Shuford.

Fort preached a fine ser...
morning. A large crowd...
hear him.

Alexander is spending a...
vacation visiting at the home...
Mrs. C. G. Loving.

McLean made a business...
triple Thursday and while...
Mrs. C. C. Loving and

and Mr. and Mrs. Clara...
and little daughter, Ros...
Mrs. C. E. McLean went to...
Texas Saturday morning.

Galle, of Cleo, spent the...
with Mrs. I. B. Brooks.

was in Dimmitt Monday...
on of Springlake, return...
day from Kansas, where...
the funeral of his sister

Niel visited his family in...
y night and Sunday.

rain fell in Dimmitt...
noon, also hailed some...
to damage anything...
state.

Van O'Neil visited Mr...
er Womack Sunday, on...
kins ranch.

O. B. Hankins motored...
Monday afternoon.
Hastings and Miss...
and Joy Hastings were

broad jump. Tate has the makeup for...
an athlete and we hope he will bring...
back some honors for us.

NAZARETH

Miss Mary Birkenfeld left Monday...
for Amarillo, after visiting a few weeks...
with her mother, Mrs. Syl. Birkenfeld...
and other relatives.

Mrs. Joseph Hinesman, Sr., died last...
Tuesday at her home in Nazareth. She...
is survived by her husband and four...
children, Herman, Joseph, Jr., Mrs. John...
Helman and Mrs. John Albracht. She...
was sixty-three years old and was...
loved by all who knew her. The funeral...
was held from the Holy Family Church...
on Thursday. A large crowd...
attended.

Quite a crowd attended the railroad...
meeting at Nazareth Hall last Thursday...
evening. Boys keep it up. We...
surely need a railroad.

Bill Stark has traded his Dodge car...
for a Ford.

A girl was born to Mr. and Mrs. Phil...
Acker last Tuesday.

WYCHE

Since we notice every other com...
munity is represented in the Brand, we'll...
send in our bit too.

Our school is out now, and we par...
ents wish to thank the trustees for their...
selections of teachers. We certainly had...
two fine teachers—Misses Kate Walker...
and Mattie Mounts. Teachers, we think...
your closing program was the best rendered...
here in many years. Ladies—your refresh...
ments were enjoyed, too!

Miss Mitchell and her brother were...
visitors of the Sunday School Sunday.
Mr. and Mrs. Clayton were in town...
Friday.

The time of our Sunday School was...
changed from 2:30 to 10:30 a. m. Our...
Sunday School is progressing nicely...
under the supervision of L. N. Wolfe.

May 14, we are to have an all-day...
session—a program in the morning—a...
basket dinner at noon—preaching in...
the afternoon by Bro. Wooten.

Rain is over and all of our farmers...
are back in the fields with smiles on...
their faces.

FRIONA

The baccalaureate sermon was...
preached to the graduating class by...
Rev. Morris of the Baptist church, on...
Monday night. It was intended that...
the sermon should be preached on Sun...
day night, but Rev. Morris went to

Summerfield in the morning to fill his...
regular appointment at that place, and...
the rain which came up in the after...
noon made it impossible for him to re...
turn at that time. The house on Mon...
day night was well filled and the ser...
mon was heartily appreciated by all.

The evenings of this week are pretty...
nearly all filled with public meetings...
of either educational or patriotic af...
fairs. On Wednesday the primary and...
intermediate departments of the school...
will give their entertainment, on Thurs...
day the high school play will be render...
ed, on Friday occurs the commence...
ment exercises and on Saturday eve...
ning another meeting is called to make...
arrangements for Memorial Day; all...
to be held at the schoolhouse.

Some of the young men of the town...
are proposing a Saturday baseball...
league for the town if the people will...
give it the necessary support, and all...
the games here will be played on Sat...
urday instead of Sunday. Now will...
the good people of Friona meet the...
boys half way on their proposition. This...
will probably be discussed at the Sat...
urday night meeting. If you are in...
terested, attend the meeting.

A large percent of the wheat which...
was sown last fall, failed to material...
ize when the spring rains came and...
most of this land is being planted to...
row crops. This will make hundreds...
of acres of maize, kafir and sorghum...
which otherwise would not have been...
planted and the ground is in splendid...
condition for the planting and prospects...
are good for a good yield.

V. F. Hodge departed Sunday morn...

ing for Dallas, where he will enter a...
sanitarium. He was accompanied by...
his father-in-law, Mr. Pool of Floyd...
da, and R. L. Hicks of this place.

O. C. Schlenker and family expect to...
depart this week for Indianapolis, In...
diana, where Mr. Schlenker will lo...
cate and begin the manufacture and

sale of the combined rim-shrinker and...
tire carrier which he has recently pa...
tented. We wish him unbounded suc...
cess in his enterprise.

To date the largest crop being put...
out by one man is that of five hundred...
acres being planted by G. C. Taylor, on...
(Continued on Page Five)

In Chicken Chowder, Baby Chick Chowder, Baby Chick Chow

Purina

BRAN—SHORTS—MEAL Always on hand.

Jones & McLean Grain Co.

Phone No. 1

Guarantee Double Development or money back. Ask for our guarantee.

FISK TIRE

Time to Re-dre? (Buy Fisk) Trade Mark Reg. U. S. Pat. Off.

RED-TOP 30 x 3 1/2

Extra Ply of Fabric—Heavy Tread

Price \$17.85

FOR poor roads, for heavy loads, for hard use anywhere the Fisk Red-Top cannot be equaled for small cars. An extra ply of fabric and a heavy tread of extra tough red rubber make a strong tire built to meet exacting conditions. Time after time one Red-Top has outworn three ordinary tires. Its distinctive looks indicate your selection of a high-grade tire while its extra mileage more than justifies your choice. There's a Fisk Tire of extra value in every size, for car, truck or speed wagon.

Financial Health

It is the aim of this bank to maintain the soundest financial health. This is secured by intelligent investigation, conservative lending, ample reserve, a clean record and the standing of the men in charge of its affairs. We invite your investigation of these matters.

First National Bank

111 one-eleven cigarettes

Three Friendly Gentlemen

TURKISH VIRGINIA BURLEY

10¢

for FIFTEEN

In a new package that fits the pocket— At a price that fits the pocket-book— The same unmatched blend of TURKISH VIRGINIA and BURLEY Tobaccos

Conserved by The American Tobacco Co.

111 FIFTEEN AVENUE

ATTENTION, MR. CUSTOMER

We welcome this opportunity to thank you for the liberal patronage in the past, and to express our hope for more in the future. We wish also to announce that we are dealers for Dodge Brothers Motor Cars. If it is a new car you want or the old one repaired come and talk to us. As previously stated in the news, we are moving into the Gilliland Building where we will have more room and hope to offer better service.

BEAVERS BROS.

Phone 383

MERS AND WHEAT GROWERS—KEEP THREE THINGS IN MIND

First That this Agency is the strongest in the Panhandle and writes Fall Insurance.

Second Any inexperienced Agent can take your Fall application and your money or note; but if trouble comes he cannot help you.

Third Companies have experienced men to take care of their interests, you need this Agency to take care of your interests.

A Dependable Service.

T. K. Wilson Insurance Agency

Important—



NOTICE TO THE PUBLIC

The organization of the Bankers' Benefit Association will soon be completed. After consulting with the Doctors we have decided to raise the age limit to 55; for all who are admitted between the ages of 45 to 55, it will be necessary to have an analysis of the urine, for which the applicant will pay the doctor \$1.00.

In order to make it possible for many good people to join, the bankers have suggested that we accept \$5.00 with the application, \$5.00 June 1st, \$5.00 July 1st.

Everyone should know this is not a promotion scheme, but a hard headed, common sense business proposition. It is simply a plan where 1,000 persons band themselves together for their mutual protection to the extent of \$2,000 against loss by death. We know we must die, and we know that \$2,000, paid at once in cash, will mean much to those we leave behind.

The other day someone said that the first \$15.00 paid was all for promotion. Now one of three things is true of this party. 1st, he hasn't informed himself by reading, or 2nd, the Good Lord never endowed him with much sense, or 3rd, he is so mean that he can't see good in anything.

We are spending some money in The Brand and otherwise to inform you about the Bankers' Benefit Association, that you may avail yourself of this opportunity to do something worth while for those who are dependent on you. If you don't do it then the responsibility is yours.

We can only admit 1,000 members.

If you haven't already sent in your application, do so at once for in a very short time the association will have the limit and a delay on your part will shut you out! When the membership reaches 1,000, the only chance then is to wait for someone to die and this may be 1, 2, 3, or 4 years. Therefore, you see where you stand if you don't get in now.

If you haven't the money, see your banker, for I'm sure that anyone who desires to provide \$2,000 additional protection for those dependent on them would be considered a good risk by him. If, for any reason, he doesn't let you have it, see us.

Hand in your application to any one of the three Banks or to this Agency.

We shall be pleased to give you any desired additional information; but for your own good, act now.

The T. K. Wilson Insurance Agency

Hereford, Texas



Yodels in use among the Swiss mountaineers, Swiss folk songs and matches of America's selections. All of the program is given in the picturesque costume worn by the Swiss mountaineers.

The yodel is many hundreds of years old. It is the cry that was used by the Swiss mountaineers to convey messages many miles to their friends far below in the valleys. By experimenting they found that certain notes had great carrying power when given in the form of a yodel in the thin air of the mountains. During generations these yodels were developed up to the place you will hear them today.

Daddy Grobecker's yodelers gives one of the most unique and interesting programs to be heard anywhere.

Election Notice

Notice is hereby given that a Special Election will be held at the regular voting boxes of Deaf Smith County, Texas, on the 10th day of June, 1922, for the purpose of determining whether the Commissioners Court of Deaf Smith County, Texas shall be permitted and authorized to issue County Bonds in the sum of Sixteen thousand (\$16,000.00) Dollars, payable within six years, for the purpose of establishing and maintaining a County Hospital for the care and treatment of persons suffering from illness, disease or injury.

Only qualified Property Tax Paying voters will be permitted to vote at said election, and those favoring the issuance of said bonds will have written or printed on their ballots the words "For

the issuance of Bonds," and those opposed to the proposition to the issuance of the bonds as aforesaid, shall have printed upon their ballots the words, "Against the issuance of Bonds."

The above special Election will be conducted in the manner and form as is now provided by law for general Elections, and by the regular appointed

election officers, who have heretofore been appointed to conduct elections in their respective Precincts.

Given under my hand and seal of office, this the 28th day of April, A. D. 1922.

(SEAL) W. M. HIGBERT,
County Judge of Deaf Smith County, Texas.



Seven Per Cent for Savings
Invested in a Great Business

You may now put your savings to work in this great business which provides telephone service to more than 635,000 subscribers in five great states.

Through purchase of this company's 7% Preferred Stock you may share in the ownership and earnings of the Telephone System that serves you.

7% P Cumulative Preferred Stock
OF THE
SOUTHWESTERN BELL TELEPHONE COMPANY

Every Subscriber a Shareholder

Eggs, Poultry, Cream, Hides

We Pay Cash
WANTED
All Kinds of Poultry

FREE
to Customers, Rogers' Silver

The Golden Rule Produce Co.
Rear of old Stambaugh building

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

At about this time of the year, when your lawn sheds its winter coat of hardness, and the first blades of grass spring up, you're going to start thinking of a lawn-mower.

That is, if you want a neat, even growth, and know its advantages. An unkempt, shaggy lawn detracts from the appearance, and so indirectly from the value of the house.

Drop in and look over the various models and sizes.

Dunlap Hardware Company
Garden Tools Lawn Mowers

The Hereford Brand
ISSUED TUESDAYS AND FRIDAYS

Edith B. Holman Walter R. Stockman
Holman & Stockman
Publishers

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

First number of the paper issued Feb. 23, 1921, as The Hereford Reporter (weekly); first number of The Brand (weekly) issued March 21, 1922; first number of The Brand (semi-weekly) issued May 3, 1921.

Subscription, Zone 1—per year, \$2.00
Subscription, outside Zone 1, per year, \$2.50
Six months \$1.50
Three months \$1.00

No subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

ordinary people, those who come in contact only with the ordinary things of life from day to day, to readjust their common sense and put a stop to the continuous exploitation they suffer as a result of the money raising fever. The readjustment of the "drives" certainly is in order. People are asked to contribute almost weekly for everything from the Society for the Protection of Spavined Horses to the Benighted Weeping Babies of the Choctawhatchee of Passamaquoddy. The drain on the average purse for this sort of silly charity is tremendous. Sacrifice and helpfulness are all well enough in their way, but imposition should be checked. There are all sorts of stories recording the number of persons out of work to be read in the newspapers, but try to find anyone who wants to do any work and you have a job on your hands. Every city tells the same story—park benches filled with idle men and the suburban newspapers filled with advertisements for men wanted for work in gardens and about homes, with no men to be found. The farms are pretty much in the same condition. True, the city nondescript is not of much value on a farm, even so, but there are plenty of good homes awaiting men who

are willing to work and willing to learn. Woman labor is in the same condition. Help—we no longer dare to call them servant girls—is impossible to obtain at any price. In the meantime the drives go on. Many of them are operated on a fifty-fifty basis, the collectors getting as much as the cause and sometimes more, and the public is misled to the limit of its foolishness. Draw down the curtains on the drives. We've had enough of them.

DADDY GROBECKER'S YODLERS
Original Alpine Swiss Company Coming

Years ago you will remember the papers were full of the story about W. J. Bryan and the Swiss Yodlers who were with him on the program.

Those Swiss Yodlers were Daddy Grobecker's Alpine Company, the original Swiss Yodlers to appear on Chautauques program and the only genuine Swiss Yodling company in America today.

Daddy Grobecker at the beginning of his program will introduce you to his wife, his daughter and granddaughter, all members of this company. You will immediately fall in love with the entire family. The program is given in an informal way and you can almost imagine yourself the guest of the Grobeckers in their Swiss home in the Tyrol.

The program consists of the various

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. Megert

For Sheriff and Tax Collector:
Omer Baker
C. R. Smith
C. S. Farrell

For Tax Assessor:
W. W. Bennett
Ira Ricketts
J. H. Daniel
Albert Murphy
C. E. Lester

For District and County Clerk:
A. L. (Lee) Biggs

For County Treasurer:
J. J. (or Uncle Joe) Ward

SAVE FLAPPERS' SOULS

Mrs. Mattie Crawford, woman evangelist, sometimes called the Female Billy Sunday, has launched a campaign designed to bring salvation to the flapper. "The little flappers are flapping their souls away," she says. "They must send them to the laundry of the Lord, and let their hair grow. The tiny modern Delilahs are having the tables turned. The flapper has lost her moral strength with the loss of her locks."

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

A Jack very heavy boned, sired by Mammoth and dam Maltese, both of Kentucky. This is the best I ever raised and I have been in the business 40 years. See him at my home in Hereford. Can be bought reasonably.

H. TROW

WHY NOT REQUIREMENTS FOR CONGRESS?

Before a young man is permitted to begin the study of medicine, the law, the church, or in fact, most of the other professions, he must pass an examination to prove himself possessed of certain educational requirements regarded as a necessary basis of his practice in the event of his entering actively into the calling of his choice. This is wise, but it would be wiser if those who seek to enter the most important, the most difficult of all professions, the profession of government, had to have a basic knowledge before they were eligible to run for public office, particularly of a legislative character. Every man who wants to run for Congress, for example, should be compelled to have as a background either four years of experience on a farm or a thorough course in some agriculture college. The man from the city without a knowledge of farming is unfit to legislate for the American people. The excuse offered is that he represents the territory and the people that elect him, but as a fact, he cannot represent any section efficiently unless he knows the farmer's problem. He must vote on tariff matters, on agricultural legislation, on measures that have almost a direct bearing on all classes of our citizenship, urban, suburban and rural, and he does so, as matters stand, with nothing to guide his action but a certain amount of horse sense. Horse sense is well in its way but we have had too much of this horse legislation. A river cannot rise higher than its source and legislative enactments never will rise above the intelligent knowledge that lies behind their enactment. Let us have some standard of requirement before a man is eligible to run for the state legislature and for Congress.

Liberty Dry Battery

FOR AUTOMOBILES

We have taken the agency for this fool-proof battery, and you should investigate its merits. Guaranteed for two years. The hottest spark you ever saw. Will have them in stock within a few days.

Hereford Light & Power Company
"Your Electrical Servants"

Diversify

When a man becomes willing to risk everything on one throw in the game of life he is courting disaster.

We believe this statement applies to any line of business, and especially to the business of farming.

Diversify and help your country.

We are in the market for some well secured cattle loans on the basis of bank balances.

FIRST STATE BANK & TRUST CO. of Hereford
Our deposits are guaranteed by the State Bank Guaranty Fund of Texas

PUT AN END TO THE DRIVES
While all this talk of readjustment goes on, it might be

Classified Advertising

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

Wants

New Handy
 for house cleaning, rug cleaning, fine cleaning—anything in the clean-up line. Also will clean up your lots at the City Cemetery. See R. F. Farris, 30-21-P.
FOR-BREAKING sod, or breaking and planting combined, call The Brand office 29-31-13

B. FRANK BUIE, Lawyer
 Office in Court House, Hereford, Texas. When services are desired, will take any case in any court in Hereford. Also give legal advice how to keep out of court.

For Sale

FOR SALE—Good as new single-row Go-Devil, with discs and knives ready to go. N. C. Vogels, 31-11

FOR SALE—At W. R. McClain's, on Section 16: 4 head horses, 1 row-binder, 1 Sulzer plow, 1 Amerson go-devil. Price \$350.00.
 G. F. McClain, Wildorado, Texas. 30-41-Pd

FOR SALE—Irish Cobbler seed potatoes at Osh and Carry Grocery. 29-41-Pd.

FOR SALE—Several brood sows, with and without pigs; 1 registered Hampshire boar. Several weaned pigs. 29-11
 Earl Gough.

FOR SALE—Flower plants, dahlias, canna, and gladioli bulbs.
 Mrs. F. E. Bowe, Phone 389. 18-11

Lost

LOST—Child's dark tortoise shell rim glasses. Finder please phone Mrs. Ralph Barnett, 339. 31-11

FOUND—On streets of Hereford, gold necklace and cameo, and string of beads. Owner call at Brand office. 30-21

For Rent

FOR RENT—House; also 2 rooms in another house. 75-11
 H. L. Broadwell

FOR RENT—Suite good office rooms. Very low rate. Inquire at 30-11
 Dunlap Hardware Co.

FOR RENT—Rooms for rent, also desirable garden work done. Call on L. E. Sullivan, Corner 4th and 25 Mile Avenue. 31-41-Pd



**PUZZLE—Which is Mother and Which is Daughter?
 MR. GROBECKER'S DAUGHTER AND GRANDDAUGHTER**

From Neighboring Towns

FRIONA
 (Continued from Page 2)

his land seven miles northwest of town. R. H. Kinsley and Loga Symson were business visitors in Amarillo Saturday and M. A. Crum made a business trip to Hereford Monday.

DAWN

There isn't any kick as to the rainfall in this community the past two weeks. Some say we have had six inches of water.

Everyone has taken to the "high weeds" and are killing them as fast as ever. Some have corn up and are planting other grains.

If it don't stop raining soon, there will be a yell going up. "We will have to move to a dry country."

The Literary society met last Friday night and elected new officers. Mr. Wes Brady was elected president and Mrs. Jess Perkins, secretary. We had quite a lot of fun too. A contest was on. Sides were chosen and lined up on each side of the house, like the old fashioned spelling match and the fun began to see which side could name the capitals of the states. There was lots of argument and more guessing. The ladies also put on a play worth mentioning, "Not a Man in the House." There seems to be some real talent in Dawn, although if we thought otherwise, it would be unwise to say so, as the play was entirely put on by the ladies.

The Sunday School has fallen off in attendance the last two Sunday. We hope it will not do so any more.

The Dawn Baseball Club has ordered ball suits, so they will look like a baseball team anyway. They played some good ball at Vega, but the Vega boys had us skinned just a little. There is another line coming so just was the Dawn boys' smoke.

JOEL

Tho it was threatening and did rain a hard shower, there were thirty-six present at Sunday School and preaching services Sunday at the schoolhouse. The service was worth while. Bro. Beavers preached us a fine sermon, subject, "Our Opportunities." Also, we are

CLARENCE OUSLEY WILL ADDRESS VOTERS HERE MAY 11

(Continued from Page One)

men that insure genuine sympathy and intelligent direction of national legislation for their benefit at Washington. As Assistant Secretary of Agriculture at Washington during the war his grasp of these needs of the Texas farmer-stockman, viewed from both state and national angles, was further strengthened.

We are for Mr. Ousley because to a natural mental vision of remarkable range he adds a calm philosophic judgment of men and affairs acquired through long years of close study of world affairs as a newspaper publisher and editor.

We are for Mr. Ousley because of the general demand for real leaders in these stressful times. We are for him because he has rightfully used an unusual mental equipment and trained himself through long years of brilliant preparation for just such service as the people now demand of their official servants. The national cry is for men of ability, and should the people of Texas now repudiate this son of real power and leadership we will feel that the people really do not know what they want or what to do with it when they have the opportunity.

We are for Mr. Ousley because from

long personal acquaintance we know him to be a man without an unworthy thought, or a selfish aim; a man whose family life is ideal, whose influence has been all for the moral and uplifting; a Christian gentleman who by precept and example has taught many thoughtless men to come nearer living the Golden Rule.

We are for him because, as a Senator of the United States, we could point to him with pride and sincerely say: "The interests of Texas in Washington are in able hands," and rest assured that the dignity and representation of the greatest state in the Union were in safe keeping.

Seth H. Holman.

YO-HO-FOLKS!

DADDY GROBECKER'S

Alpine Yodlers

The Famous Original Company—His Own Family are Coming to

Chautauqua



A Triumph in Milling

Great West and Amaryllis Flour

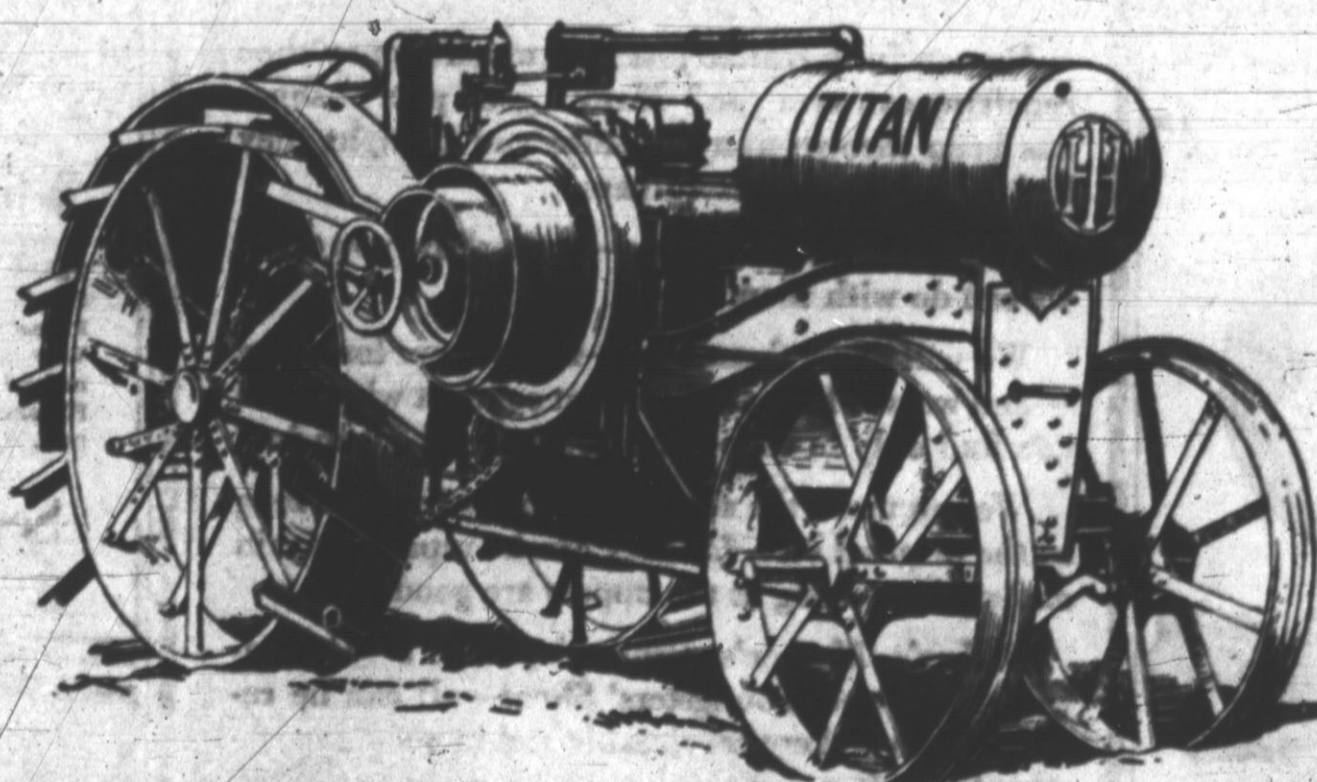
As an all-around baking flour it has no superior. The hard wheat contents form a perfect base for bread making. While the natural oils of the soft wheat furnish that nut flavor.

AT YOUR GROCERY

Great West Mill & Elevator Co.

Go To Church Sunday!

International 10-20 Tractor



Price \$700 f. o. b. Factory, 5% discount for cash, UNTIL MAY 20, 1922

And that is not all—we will give you a \$200.00 Implement Free of charge, to go with this Tractor! BETTER ACT QUICKLY—JUST UNTIL MAY 20!

Price & Hough



FUEL ECONOMY RESULTS OF VARYING LOAD TEST

NEBRASKA STATE TRACTOR TESTS 1920-1921-1922 48725 B.H.P. R.R. 1919

TEST NO.	MAKE TRACTOR	HORSE POWER (H.P.)	GAL. PER 10 HRS. (10 H.P.)
1	INTERNATIONAL 10-20	337	31.7
2	CASE 10-18	337	32.7
3	DEERE 10-20	337	32.7
4	DEERE 10-20	337	32.7
5	DEERE 10-20	337	32.7
6	DEERE 10-20	337	32.7
7	DEERE 10-20	337	32.7
8	DEERE 10-20	337	32.7
9	DEERE 10-20	337	32.7
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99	DEERE 10-20	337	32.7
100	DEERE 10-20	337	32.7

The C. O. Lee Hardware

TOWN & COUNTY Personalographs

Mrs. H. Goldberg went to Amarillo Tuesday morning.

Mrs. Pearl Hyer Hazel left Hereford Monday for Sweetwater, Texas.

Allen Bell made a business trip to Albuquerque, N. M., Saturday.

Buy a Ford and bank the difference. Ford Garage.

Liquid wax floor dressing makes all floors look new. Service Garage.

Mr. and Mrs. Will Bunch arrived home from Amarillo Saturday.

H. H. Sparks, of Quanah, Texas, arrived in Hereford Saturday morning.

Get your liquid wax floor dressing at the Service Garage.

Buy a Ford and bank the difference. Ford Garage.

Order your flowers early. Sunday, May 14, will be observed as Mothers' Day in Hereford. Mrs. Edgar Johnson. Phone 95.

L. G. Simpson, of Friona was in this city Saturday on business.

Mr. and Mrs. L. I. Gerton returned home Monday morning from Denver, Colorado.

Until further notice we pay 17c per dozen in trade for eggs. Halsell Grocery Co.

Mrs. H. Goldberg and daughter arrived Saturday from Tucuman, N. Mex.

Tanlac is manufactured in one of the largest and most modernly equipped laboratories in the country. J. J. Clark Drug Co.

Misses Lem and Maggie Robinson, of Alvarado, are visiting their brother, J. O. Robinson, this week.

Buy a Ford and bank the difference. Ford Garage.

Mr. and Mrs. R. H. Caler, of Bellview, N. M., were in this city Saturday.

Mr. and Mrs. Floyd Collup and son, of Bell, N. M., spent the week end visiting with relatives here.

J. A. Hughes spent the week end with his family, returning to Lubbock Monday morning.

Dr. B. G. Prestridge, of Alvarado, is in this city for a day or two, this week.

Closing Out Sale

Of Spring hats, beginning May 9. We will sell all our Spring hats at cost. This does not include midsummer hats, however, a reduction will be given on these also. 31-21 Mrs. T. N. Helfner.

Mr. and Mrs. Edgar S. Ireland went to Amarillo Monday morning for the day.

Thousands of weak, run-down men and women have reported astonishing gains in weight from the use of Tanlac. J. J. Clark Drug Co.

For cash only—we put on ten days special cost sale, on coffee, tea, soap, vinegar. Come and see. Halsell Grocery Co.

Have your car Simonized and ride in a new one. Service Garage.



JANE GOUDE
"The Girl from the West" at Chautauqua.

Cash

We Pay Cash for Cream, Poultry and Eggs.

Conklin Produce



RUTH BRYAN OWEN
at Chautauqua.

Order your flowers early. Sunday, May 14, will be observed as Mothers' Day in Hereford. Mrs. Edgar Johnson. Phone 95.

Judge Reese Tatum, Miss Elva Shackelford and Atty. Clifford Braley of Dalhart arrived in this city Monday morning.

Until further notice we pay 17c per dozen in trade for eggs. Halsell Grocery Co.

W. P. McMinn returned to his home at Summerfield Saturday, after a visit of several days in the home of his daughter, Mrs. J. F. Ward.

Buy a Ford and bank the difference. Ford Garage.

O. C. Schlenker, of Boyina, passed thru Hereford Tuesday morning enroute to Indianapolis.

Stork Special
Born, to Mr. and Mrs. James LeGrand, a son, April 13.

Mrs. J. W. Bell, of Dimmitt, left this city Tuesday morning for Amarillo, where she will visit with her daughter, Mrs. J. Acker.

Charley McLeary and Jimmie Wilshire, of Alvarado, are working on the Prestridge ranch.

J. H. Beall, Jr., attorney of Sweetwater, was attending court in Hereford Tuesday.

Mrs. T. W. Smith, of Clarendon, who has been visiting her brother, W. A. Cowan, left Hereford for her home Tuesday.

Tanlac has been an unfailing source of comfort to millions throughout the length and breadth of this continent. Have you tried it for your troubles? J. J. Clark Drug Co.

Service Garage has the Simoniz that makes old cars look new.

Mrs. Mabel Ruddy was called to Seymour, Mo., by the serious illness of her mother. Mrs. Ruddy left Hereford Monday morning.

For cash only—we put on ten days special cost sale, on coffee, tea, soap, vinegar. Come and see. Halsell Grocery Co.

H. R. Sullins left Hereford Tuesday morning for his home near Clovis. Mr. Sullins visited a few days in the home of his brother, J. J. Sullins, in south Hereford.

GOOD ATTENDANCE AT LUNCHEON OF COMMERCIAL CLUB

A good attendance was again noted at the weekly luncheon at the City Cafe. No special feature had been billed and the hour was taken up with discussion of the forth-coming Chautauqua, the West Texas Chamber of Commerce meeting at Plainview, proposed organization of the real estate men, and other matters. The meeting next Monday will be held at the Stockmen's Cafe. Those present Monday were: T. K. Wilson, Lee Biggs, N. C. Vogele, Doug Fox, Ralph Johnson, Glenn Boardman, Mr. Walser, C. C. Rockwell, Ed Connell, J. P. Down of Canyon, D. L. McDonald, Seth B. Holman, G. A. F. Parker, W. R. Steckman, Ralph Barnett, C. A. Skelton Dr. J. W. Hicks, Elmer Dameron, Mayor Knight, T. H. Hines, Rev. M. M. Beavers, Captain John Estes, D. F. Ashbrook, E. W. Harrison, Edgar Ramey of Dimmitt, Gano Hastings, Homer Wilkinson.

NEW CITIZEN IMPROVING FOLLOWING AN ACCIDENT

About two weeks ago J. O. Robinson, of Alvarado, arrived in Hereford, accompanied by James Wrigley and Archie Dean Prestridge. Mr. Robinson is going to improve the Prestridge ranch, eleven miles west of Hereford. Some days later while unloading posts he received an injury and has been quite ill, but is improved at this writing. Mrs. Robinson and children are now in the city.



HON. W. E. WINNER OF OHIO
"A Square Deal for Jack,"
at Chautauqua.

GO UP IN HIGH
When the six cylinder's only hittin' on four we're good an sore. Up goes the hood and the old wrench and plier are dragged out. Soon she's buzzing along again an' we settle back happy. If the old wagon happens to be an eight or a twin six, we'd throw a fit if every cylinder didn't fire. How many of our own cylinders are missing every day? Even the slowest of us, the low-geared boys, have quite a few not firing and they're trying to get the old boat up the hill under all sorts of handicaps when a little examination an' overhaulin' would shoot us up on high.



"GET OUTDOORS"
Tennis is a game that grows in popularity because almost equal to best ball from a point of exercise and can be played any pretty day with two or more people. You never get too old for tennis. It's great sport. Tennis supplies are inexpensive provided you buy good goods—Diamond Brand Goods.

Corner Drug Store

Service Garage

For the best of Gas & Oils, we have it. It's Texas Gas and Texaco Oils Always.

Storage

All day and all night service. That's our place and that's the place to leave your car for Storage. You can get in or get out when you want in or want out. You should see our Tire and Vulcanizing room and the way we are fixed to do the work. OUR tire work never interferes with cars passing in or out of their stalls.

When You Need

Tubes, Inner Boots, Mud Chains, Spark Plugs, Light Bulbs, Cold Patches, We have them. Why not SIMONIZ your car and make it new. We have the Simoniz that makes old cars look new.

Service Garage

HENRY HASTINGS, Mgr.

MR. AND MRS. FRED DAVIS HERE FROM ARIZONA VISITING

Mr. and Mrs. Fred Davis arrived in Hereford Monday morning from Williams, Ariz. and are visiting in the home of their parents, Mr. and Mrs. J. D. Thompson.

Think as you plow. There is a need for more thinking and less fault-finding in farming. Think more and save muscle and brains. Farm women need more conveniences with which to do their work in the home. Some farmers who buy farm equipment seem too poor to buy home equipment. But they are too poor to do without them.

NEW HARNESS
Just received—guaranteed to please, and priced right, too, at on a pre-war basis.
IMPLEMENTS—Let us show you our line of Standard farm and garden implements. We can give you just what you want.
GARRISON BROTHERS

WE BACK THE FARMER
and boost for diversified stock-farming at all times.
We believe it a good policy for everybody.
Diversify and Bank your profits with the
Western National Bank

"I Sez to Frank"
"We have to meet competing prices!" Frank sez, "Yes, if you can find anybody hez got better prices than what we hez got, why we'll come down!" But I couldn't, so we did not have to sell below cost!!!
Frank A. Gyles, Grocer
Where Quality is Paramount
Courtesy Service

MONEY 8% MONEY
We want all the good Farm and Ranch loans we can get at straight 8 percent interest—the larger the better. We represent The AMERICAN NATIONAL INSURANCE COMPANY, of Galveston, Texas, one of the strongest old line Life Insurance Companies in the South. They lend their own money direct to the borrower, and have ample funds on hand now. They take only one Deed of Trust and you sign no interest or commission notes.
Mr. Ireland is their Special Agent, representing the Loan Department, and can make inspections promptly.
When in need of a loan, see us.
Ashbrook & Ireland
Rooms 9-10 Elliston Bldg.

DIVERSIFY
The wheat farmer might make a crop and he might not. The man who is successful is the man that makes the safe and sure method, and has
Four Sources of Income—Milk Cows, Hogs, Chickens and Grain
Call and see our latest plans for HOG HOUSES, POULTRY HOUSES and BARNs for MILK COWS.
"Make the Barnyard Pay the House and Garage Bills"
PANHANDLE LUMBER CO.
OUR AIM—TO HELP IMPROVE THE PANHANDLE

SAVINGS
Do you fully realize just how much money shoe repairing can save you? Many a good pair of shoes has been thrown away because you thought they had outlived their usefulness.
Bring those shoes to us—let us show you what we can do with them.
We will make them over—make them look new—and we will keep in them that comfort which you can find only in shoes that you have "broken in."
We can make the shoes wear many times as long as the original sole, for they can be repaired again and again, as long as the uppers are good.
Father's, Mother's, Brother's, Sister's—Grown-ups' Shoes and Youngsters' Shoes—all can be renewed, can be kept serviceable and in good appearance long after you think they are worn out.
There is no surer way of saving money than good shoe repairing. It will cut your family shoe bills in half.
Greatest value from shoe repairing comes from using only the BEST of materials—Let us show you the difference in the various qualities of leather.
TUBB SHOE SHOP
Repairing That's Different.