

The Hereford Brand

VOLUME 13

HEREFORD, TEXAS, FRIDAY, SEPTEMBER 12, 1913

NUMBER 32

LAUDS IRRIGATION AT HEREFORD

Vitalizing Water Transforming Earth into Blossoming Fields—Pumping Plants a Success.

The following news despatch from the facile pen of Col. G. R. Caldwell, special staff correspondent for the Amarillo Daily News, is so timely and states the situation at Hereford so truthfully that the Brand swipes the piece head and sole and it hereby thanks Mr. Caldwell for this contribution to our irrigation literature. May his days be double and his Battle Ax last longer:

Hereford, Tex., Sept. 9.—When Imperial Rome from her seven hills ruled the world, it was royal writ that "A Roman citizen was greater than a king"—all of which can be paraphrased into statement that Imperial Agriculture has always ruled the world; that the most imperial agriculture is that of irrigation; and that an irrigation farmer is a farmer king.

THE ROYAL REASON.

The reason for irrigation's royalty is not far to seek, as in all regions and all climates where irrigation has been, or is used, soil production is from double to four-fold per given area than that of rainfall. Let the climate be wet or dry—the soil poorer or richer—the waters of irrigation always at hand for seasonable and discriminating application, alike encourage and stimulate the soil to its greatest natural capacity and insure also the readiest and timeliest harvest. This is true in alike dry humid regions, as is currently evidenced by the fact that the introduction of incidental irrigation beneath the rain skies of Michigan has swelled cropage returns to almost a rivalry with the prolific irrigation harvests of the dry atmosphere Northwestern American States.

FEED THE MAN.

And it can be loudly remarked (in parenthesis) that irrigation, with its prolific production of human foods, makes largely for the good of the human race, for a man full fed is a man full fledged—and a man full developed and full equipped is the acme and apex of the great declaration that "Man is the noblest work of God." Physically, mentally and sentimentally, man is closely allied with his stomach. His bone, brawn and brain are all built up by his twin equipment of appetite and digestion, while when it comes to sentiment, we have the time-honored and time-proven feminine axiom that the swiftest, smoothest and most substantial route to man's affections is through his stomach.

GRANARY OF OLD WORLD.

In old days when the Pyramids were young and there swayed the Egyptian scepters of the Rameses and the Pharaohs, the overflow irrigation Valley of the Nile was the granary of the world, its cereal production forming the chief factor in Egypt's great national wealth—a wealth which finally tempted and brought about Roman conquest. And thus, had it not been for irrigation, Shakespeare would not have immortally written of Mark Anthony and Cleopatra nor would Egypt's dear and dusky queen have embalmed herself in all future feminine hearts by the magnificent extravagance of

swallowing in solution a priceless pearl necklace.

A MODERN INSTANCE.

And so, from the ancient—but still green—irrigation glories of the Valley of the Nile; of the Rameses, of Mark Anthony and Cleopatra—we come down to the great instance of modern irrigation which is embodied in the region surrounding Hereford in the Texas Panhandle. Not yet three years old, this modern irrigation is famous for its swift and substantial success. The irrigation method is that of well pumping from shallow water—the region comprising a finally eligible irrigation area of at least one hundred and fifty thousand acres, with first depths to water running from 40 to 80 feet, the great bulk of which, however, is of lesser depths.

THE HOUR AND THE MAN.

If it is true that "opportunity knocks but once at the door," Hereford surely heard that knock when her good fortunes and fair fate brought D. L. McDonald to her door. The Hour had struck and with it came the Man—a man with whom to see is to act and with whom to act is to accomplish.

"UNDAUNTED IS THE McDONALD."

In his general make-up, Mr. McDonald well typifies that temperament expressed in the motto-slogan of one of the Scotch Highland McDonald clans of "Undaunted is the McDonald." Instantly recognizing the great opportunity offered to well irrigation in the shallow water belt of the Hereford region, Mr. McDonald, with his judgement backed by resources—at once set about, with indomitable effort, and inflexible purpose, to make this great irrigation opportunity a magnificent fruition. How speedily and well he has succeeded is to be read in the facts that where grass grown plains there are now 28 big pumping plants and an approximation of five thousand acres of irrigated land, with prolific harvests of alfalfa, milo maize, kafir corn, cane and millet—these harvests bringing with them the introduction of the silo and an inceptual stock fattening which is to eventually develop the Hereford region into one of the greatest export meat producers of the wide American Southwest.

HARVESTS.

Irrigated harvests this year return yields of 5 and 6 tons of alfalfa an acre; from 40 to 80 bushels of oats per acre and average of 30 bushels of wheat per acre; while milo maize and kafir corn will thresh out from 50 to 80 bushels per acre, with some fields reaching from 80 bushels to upward of 100 bushels per acre—to which can be added that comparatively limited Indian corn acreage will return from 50 to 60 bushels per acre. In one instance, 9 acres of alfalfa cut 4 times, already counts up \$70 per acre, while yet another cutting is still to come. In another instance, cane planted for hay will yield from a 50-day growth over 2 tons per acre.

THE WONDERFLOW FARM.

The Wonderflow Farm, owned by Baskin & Hester, can be taken as a fair average of this year's returns under well irrigation. With 160 acres under irrigation this farm this year produced \$1340 worth of oats; \$1000 worth of alfalfa, and \$2,000 worth of sorghum, or a total money return of a fraction less than \$5,000—the total farming expense being \$1,700, this leaving a net income of \$2,300 from the 160 acres as the re-

(Continued on page 3)

PUBLIC SCHOOL OPENS MONDAY

Everything Ready for Beginning of Term of 1913-14—Two New Departments Established.

Those in authority are placing everything in readiness for an auspicious opening of the public school next Monday, Sept. 15. Workmen have been busy for two weeks installing the two new departments; that of manual training and domestic science. Hereford places her schools right in the front rank at one stroke. The faculty will contain a number of new faces for this session. The School Board feels that a strong corps of teachers has been chosen and look forward with much confidence of a successful session. The faculty and assignments are as follows:

Ben Short, superintendent; D. A. Shirley, principal of high school, instructor in science and mathematics; W. S. McClung, instructor in Latin and physiography; Miss Maude McLean, instructor in history; Miss Eva Alexander, instructor in English. The assignment for the grades are: Mrs. Geo. Garrison, seventh grade; Miss Frances Dameron, sixth grade; Miss Meda Woodburn, fifth grade; Miss Hortense Russell, fourth grade; Miss Maggie Avert, third grade; Miss Zollie Garrison, second grade; Miss Anna Brown, first grade. For the two new departments, Miss Avert, domestic science; L. R. Vaughn, manual training.

In order to provide ample room for the children of the public school age, the Board has seen proper to make the following rule: No children under 7 years of age on Sept. 1, 1913, will be admitted to the school. This simply means that children under seven on Sept. 1, are not entitled to free tuition and cannot be admitted for attendance.

Supt. Short says that an informal opening will be held Monday morning at the usual hour of school opening at which time a short program will be given. The public is cordially invited to attend.

Wildorado Community.

Wh have had a few local showers the past week, but need a good general rain.

The revival meeting at the M. E. church closed last Sunday night. Had good preaching by Bro. Henderson of Lockney with eight or ten additions to the church.

T. R. R. Adkins will move from our midst very soon, going to Canyon. W. B. Phillips and M. O. Meeks, with their families, attended the show at Hereford last Friday.

I. A. Allred and A. B. Fuqua are each putting up silos.

Wildorado, Union and Fairview schools all began work the first of this week.

T. R. R. Adkins narrowly escaped breaking his arm a few days ago cranking up an auto. He says he is a crank, but not an auto crank.

Floyd Mitchell, our generous hardware man, is having a silo erected on his 40-acre farm.

Will McDade is moving this week to the O 4 O ranch.

G. H. Womble, Ralph Allred, W. B. Renison and M. O. Meeks with their wolf hounds have been making times interesting among the coyotes lately, having overtaken and captured several of them.

Rover.

Findlay Findings.

This community was taken very by surprise when on last Thursday, Sept. 4, Mr. B. P. Abbot and Miss Mae Messenger were united in marriage at the home of the bride's parents, Mr. and Mrs. J. N. Messenger. The affair was very quiet, being attended by only a few friends and neighbors. After the ceremony a bounteous repast was served. Miss Messenger was one of the communities' most popular young ladies. Mr. Abbot is a highly esteemed man, who is employed by the syndicate people. They left immediately for their home in Bovina. The writer joins with the people in wishing them a most happy and joyous wedded life.

Miss Fern Taylor is attending the Friona high school.

Misses Pauline and Emma Galmire entertained a number of young people at a party at their home on Saturday, Sept. 6. Everyone forgot everything and were just kids once more. Old time games such as drop the handkerchief, good evening, good night, etc., were played. In the wee small hours of the morning they all left, voting the hostesses as very pleasant entertainers.

Some of the cattlemen have had to dip their cattle the second time.

D. B. Lanford, the Watkins man, was in these parts Tuesday.

Miss Storm of Farwell is teaching the Schlinker school.

R. E. Lee and wife have returned from their Kansas visit.

Ernest Houlette was kicked by a horse Saturday.

Findlay Finder.

Dimmitt Items.

Mr. Boyd was in Dimmitt Saturday.

Mrs. C. H. Clifton was shopping in Hereford Friday.

F. Query and wife were in Dimmitt Saturday.

The following attended the show at Hereford Friday: Kenneth Rowan, H. Cash and wife, Mrs. B. McLean, Worth Clifton, Jay Hasting, Oro McLean, Donald and Dow Duree, Hyatt Brothers, W. Alexander and son, Eva Rowan, Ulric Clifton and Bill Easler.

Claude Dendy was in Dimmitt Monday.

Mr. Harris of Spring Lake was in Dimmitt Monday and while here had the misfortune to lose a fine mare.

Married—On Sept. 7th at twelve o'clock, at the home of the bride's parents, Mr. and Mrs. J. W. Hendris, near Arney by Rev. Smith of Dimmitt, Miss Ora Hendris to Mr. Elmer Noble and Miss Lee Hendris to Mr. Edgar Noble. After a brief ceremony and congratulations, then came the dinner which was greatly enjoyed by all. The brides were dressed alike in white and the grooms in grey. They will make their future home at the Noble ranch nine miles northeast of Dimmitt. Their many friends join in wishing them a long and happy life.

Mr. Loery of Hereford, was in Dimmitt Wednesday.

Elmer and Ollie Dixon were in Dimmitt Tuesday.

Brit Boyd was in Dimmitt Monday.

Mr. Garrison of Hereford was in Dimmitt Wednesday.

Casey Jones.

Still Selling Cheap.

I have moved the remnants of my stock of groceries to R. G. Sisk's place of business and he will continue to sell them cheap. G. W. Brumley.

WITH COUNTRY NEWSPAPERS

Department of Scissors and Paste-pot—Clippings and Comments—Politics et Cetera.

Quanah Tribune Chief—Congressman Stephens is a good man, we suppose, though one of the kind that is always looking for the place of least resistance. Having represented this district for sixteen years ought to satisfy him; now we want a substitute with more ability and backbone.

The Brand thinks the Quanah Chief mistaken when he says that Congressman Stephens does not show "ability." In one thing, at least, he has shown "rare ability"—the distribution of post office pie as he knows where the bulk of the votes must come from in order to remain a resident of Washington.

Vernon Call.—A newspaper published not a thousand miles from Vernon is trying to match a race with a man somewhere in the Panhandle against Congressman Stephens, no doubt, thereby believing that he will get to publish a whole lot of political thunder under the head of advertisement. It is a Banquo's ghost, we believe.

Quanah Tribune Chief—Yep! But if you have read Shakespeare, you will recollect that the ghost gained his point.

Political ghosts "is" hard to down; a nightmare is nearly as bad.

Floyd Hesperian.—Congressman John H. Stephens has an avowed opponent for his place in Congress as representative of the Jumbo District in the person of W. H. Prescott of Cottle county. Others are also grooming themselves for this race when it comes off in 1914. Should the right man come out Mr. Stephens will not have as easy "pickings" as formerly and might actually have to visit the district in order to win.

Lockney Beacon.—From indications Mr. Stephens will be classed as "He also ran" in next year's primaries. The voters of the Jumbo district would doubtless be willing for him to have an office "At his old home in the District of Columbia," but they have not seen him in so long they prefer some one else from this district. Stephens will be retired next year, and his next fifth annual trip to Texas will do him little good. Wherever you go in the district the people are talking of a change. They haven't even a picture to remind them that they have a representative at Washington.

Washington Leader.—Report comes, where it is alleged a biped specie, purporting to be a man, debauching the character of a respected young lady, then resorting to a criminal practice in order to hide the shame, then leaving his wife and children. If these alleged facts are true, is there one of our readers that will contend that the penitentiary is not only too good a place for the perpetrator of such deeds? A young girl's life ruined and remorse and shame brought to an innocent wife and children! Do you think the author of this shame and remorse should go unpunished? Diggs, in California, has just been sentenced to the penitentiary for a similar, yet it seems to us hardly as a revolting crime as this alleged one. But from present indications, it looks like this man might go Scott free.

H. Galbraith of Terrell, Texas, was in the city this week making a health seeking tour of the Plains. He is a newspaper person of state wide reputation and his pencil was not idle while here, especially when saw some of the big irrigation wells and the harvest ready for the reapers. He secured a lot of data which he will use in his publication.

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

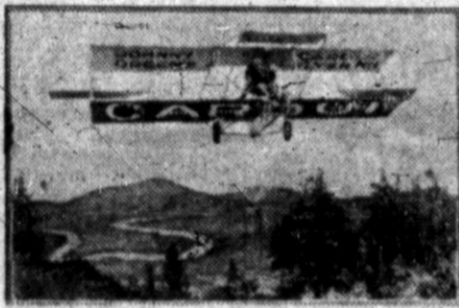
F. J. CHENEY & CO., Toledo, O. We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

NATIONAL BANK OF COMMERCE, Toledo, O.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists.

Take Hall's Family Pills for constipation.

Johnny Green Will Fly Again At Chattanooga



Green's Cardui Flyer

CHATTANOOGA, Sept. 8—(Special)—The Chairman of the Grand Army Entertainment Committee, has closed a contract with Johnny Green famous Cardui birdman and waterfowl, to make three flights in Chattanooga during the G. A. R. Reunion, to be held in Chattanooga, September 15-20.

Green is the man who made the record flight in Cardui Flyer No. 1 over Lookout Mountain during the U. C. V. Reunion last May. He was the first man to attempt that dangerous flight, refused by so many other prominent aviators. A feature of his exhibition this month will be a flight in his Cardui Flyer No. 2, equipped with hydroplanes, up the Tennessee River. This will be the first hydroplane flight ever made by any Southern aviator.

Visitors to the G. A. R. Reunion will do well not to miss these flights by the famous aviator, free to all, and should look out for the dollar bills, which he drops among the crowds below, as he goes hurtling through the air.

Ray Barnett, press agent for the Barnes Circus, passed through Tuesday on his return to New York City on business. He states that Mr. Barnes is about to close a contract with Buffalo Jones to capture a hundred wild animals in Africa for his show.

Half Day's Ironing For 2 Cents



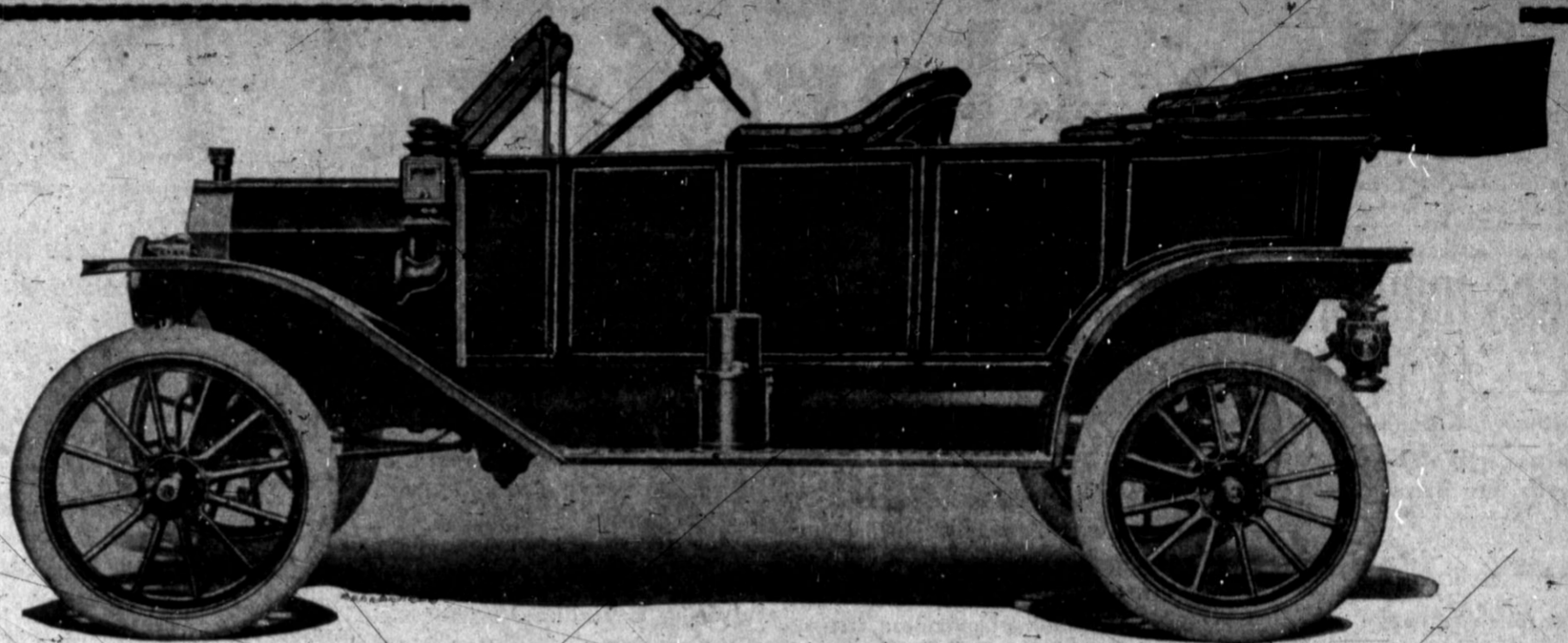
This Royal Iron

Will save half the labor and ALL the worry of the week's ironing. No hot stove; no hot, stuffy rooms. Will save the price of two tons of coal in one year. Easy to start, has perfect combustion; keeps an even-hot ironing surface without heating the hands.

Built upon correct principles. 500,000 are now in use. Sold under Guarantee by

W. W. BENNETT

See him, he has them in stock and will show you how easy they are to run.



FORD

Obey that impulse! The fine joy of Automobile ownership may now be yours. Ford prices are down within the easy reach of the untold thousands who have waited for the coming of the car at the right price.

FIVE HUNDRED DOLLARS is the price of the FORD Runabout; the Touring Car is FIVE-FIFTY, the Town Car SEVEN-FIFTY—all f. o. b. Detroit, complete equipment. Get catalog and particulars from W. E. Groendycke, Panhandle Dealer, Amarillo, Texas, or from **E. H. BRANDT** LOCAL DEALER



Direct from the MINES

The price of COAL advanced the first of this month, and will advance again October the 1st.

We handle the Sunshine Maitland Coal, as good coal as is mined in Colorado. We would appreciate your order

FALLWELL & SON
TELEPHONE 41

Gough-Noblitt Nuptials.

The friends of Mr. Leron Gough will be pleased to learn that he has taken unto himself a wife, the happy event occurring at Cooksville, Tex. The Fort Worth Sunday Record published splendid likenesses of him and his bride and had this to say:

"One of the most pretty appointed weddings that has taken place in Cooksville in many months was that of Miss Louie Noblitt, daughter of Mr. and Mrs. W. T. Noblitt of that city, and Mr. Leron B. Gough of Hereford. Both of the young people are well known in Fort Worth. They attended Texas Christian University here, and graduated in the class of 1911. The ceremony was performed by Prof. E. R. Cockrell of T. C. U. The Baptist church where the wedding took place was beautifully decorated and the wedding party was composed of many of the school friends of the young couple. After the ceremony Mr. and Mrs. Gough departed for Beaumont where Mr. Gough has received the appointment as principal of one of the public schools."

Mr. Leron is the son of Judge L. Gough, well and favorably known here. The Brand wishes for these young people a long and happy life in their new relation.

WHO PAYS TAXES TO KEEP THIS TOWN GOING?

By Holland.

When a new bridge is needed, a road must be repaired, a court house is to be built, where does the money come from? Do the mail order houses pay it? Hardly. They will not even send a contribution to help buy a bell for the new church or to help a Fourth of July celebration. They pay no taxes in this town, and they are not concerned in its prosperity. This town must be supported by its residents and those who live in the immediate vicinity. If they insist on sending their money away then they are helping to kill their town, and they are making it harder for them to pay the taxes necessary to maintain local government and to make local improvements. You owe something to yourself, and you owe something to your neighbors. You can help yourself by helping your neighbors. You can't injure your neighbors without injuring yourself. When you send money to mail order houses you are hurting your town, your neighbors and yourself. SPEND YOUR MONEY WHERE YOU MAKE IT.

C. L. Reynolds, wife and twins, boy and girl, of Gainesville, Texas, stopped off here for a week to visit with J. H. Bowers and family, to whom they are related. They had been visiting in Albuquerque and Amarillo. Mr. Reynolds is a man of keen observation and after he had visited the irrigated farms around Hereford and had looked upon the broad expanse of fine land, he remarked that this portion of the Southwest is the finest he had seen. If our people down around Gainesville only had a glimpse of your flowing wells and, better still, could take a look at the biggest crops ever grown anywhere, they could not be kept out of the country. I am afraid that they will not believe what I will tell them when we get back home, the stories will be so out of line with the usual idea of this country.

Mr. and Mrs. Roy Barber have recently been enjoying visits from friends and relatives from Kansas. They were: Mr. Arthur Wisemeyer of Emporia, a long time friend of Mr. Barber, who remained for two weeks; Mr. and Mrs. O. H. Kendig and children, also of Emporia, who left this week for a trip thru California; and Mr. and Mrs. T. B. Barber, uncle and aunt of Mr. Barber, of Council Grove, who are still here. Mr. Kendig and Mr. Barber are brother-in-laws. All were delighted with the Plains.

BRAND WANT ADS

TELEPHONE NUMBER

30

RATE 5c PER LINE

Count 6 words to the line. Multiply by 5 and then by the number of issues you wish the ad to run.

Out-of-town orders must be accompanied by cash

Result Getters!

To Sell, Buy or Exchange, Use Brand Want Ads

Was Well Pleased

Brand Publishing Co., Hereford, Texas, Gentlemen:— You will please insert the following in your paper for two consecutive weeks. Enclosed find check to cover. Am pleased with the result of my former ad. Very truly yours, J. F. PERRY, Midland, Texas

The Best in The Panhandle

Brand, Hereford, Texas. Gentlemen:—Enclosed please find \$1.10 for \$5 word want ad run two issues for me. I placed this ad in some 6 Panhandle papers and I received more answers from the ad placed with you than any other paper. J. P. ANDERSON, Canyon, Texas.

Brand Want Ads always makes interesting reading. You'll find them on page seven

Brand Publishing Company HEREFORD, TEXAS

WANTED! HOMES FOR THE FAMOUS FAULTLESS STARCH DOLLS
Send 5 tops from ten cent packages of Faultless Starch and ten cents in stamps (to cover postage and packing) and get Miss Elizabeth Ann, 22 inches high. Send three tops from ten cent packages and four cents in stamps and get Miss Phoebe Fimm or Miss Lily White, twelve inches high. Send tops from five cent packages if you wish, but twice as many are required. Cut this ad out. It will be accepted in place of one ten cent or two five cent tops. Only one ad. will be accepted with each application.
BEST STARCH FOR ALL PURPOSES.
NOTE! IF YOUR GROCER DOES NOT HAVE FAULTLESS STARCH SEND US HIS NAME. WE WILL WRITE HIM AND IF NECESSARY WE WILL SEND YOU A DOLL FREE.
FAULTLESS STARCH CO. KANSAS CITY, MISSOURI

Will Open Stock Ranch.

Two Temple, Texas, men have bought the Boyd ranch west of Hereford and some additional land making about 1,000 acres in all, where they will open a stock ranch. Both men, Messrs. Buchanan and White, are prominent and influential citizens of Temple. Mr. White will have charge of the ranch.

MONEY IN IDEAS

Bell, Howe, Singer, and other millionaire inventors began life as poor boys. Fortunes await other inventors. Can YOU think of something to patent? America's greatest inventor tells HOW TO INVENT in a booklet sent to you free by COPP & CO., Patent Attorneys, 745 8th St., Washington, D. C. Be sure to name this newspaper in your letter. Ask Editor about cost of Patent.

The Hereford Brand \$1 a Year

Deaf Smith County Depository

**Every Young Man Wants to Know
How to Make MONEY**

Every young man should want to know how to **SAVE** Money. So earn and save at the same time, young man **Be on the Safe Side** We offer you absolute safety and appreciate your patronage

The First National Bank

A Bank of The People

W. S. HIGGINS, Pres. E. B. POSEY, Cashier

The Hereford Spirit.

If you like the old town best,
Tell 'em so.
If you'd have her lead the rest,
Help her grow.
When there's anything to do,
Let the fellows count on you,
You'll feel bully when it's through,
Don't you know?

If you want to make a hit,
Get a name,
If the other fellow's it
Who's to blame?
Spend your money in the town,
Where you pull the sheekles down,
Give the man who kicks a frown—
That's the game.

If you're used to giving knocks,
Change your style;
Throw bouquets instead of rocks,
For awhile;
Let the other fellow roast,
Shun him as you would a ghost,
Meet his hammer with a boast,
And a SMILE.

When a stranger from afar
Comes along,
Tell him who and what we are—
Make it strong.
Needn't flatter, never bluff,
Tell the truth, for that's enough;
Join the Boosters—they're the stuff—
We belong.

—Swiped from Ft. Worth

Cash must accompany the copy for all local readers and want-ad advertisements. Please do not ask the Brand to make an exception of you. It is easier to pay for the ad when placing the order than to be dunned for a small amount afterwards. 32-3t

At the Canyon Institute.

The teachers institute held last week at Canyon was largely attended, there being 77 teachers present, with Randall county in the lead with 28, Deaf Smith with 21 representatives, Parmer with 17, Oldham county with 6 and five other counties with one each. Prof. D. A. Shirley of this city was the presiding officer and Supt. Hodges of Farwell secretary. An important resolution adopted at the close of the session was to the effect of asking the co-operation of other adjoining counties and the division of the work of the annual institute into departments. The institute was held in the splendidly equipped buildings of the West Texas Normal and a profitable time is reported. Those from Hereford public school were: Misses Anna Brown, Zollie Garrison, Maggie Avent, Hortense Russell, Meda Woodburn, Frances Dameron, Mrs. Geo. Garrison, W. T. McClung and D. A. Shirley.

CONFIRMED TESTIMONY

The Kind Hereford Readers Cannot Doubt.

Doan's Kidney Pills have stood the test. The test of time—the hardest test of all. Thousands gratefully testify. To quick relief—to lasting results. Hereford readers can no longer doubt the evidence.

It's convincing testimony—twice-told and well confirmed. Hereford readers should profit by these experiences.

Mrs. J. Wiley, 119 S. Harrison St., Amarillo, Tex., says: "Doan's Kidney Pills have been used in our family and we know that they can be relied upon to relieve lumbago, lameness across the kidneys and other symptoms of kidney complaint. Three years ago one of my family used Doan's Kidney Pills with great benefit and at that time publicly endorsed them. That statement still holds good and I wish to add that since then we have suggested Doan's Kidney Pills to many other people suffering from kidney complaint."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other. It

A New Rain Prophet.

Mayor Knight has the eminent distinction of being in personal communication with the only rain prophet in Texas, one that can coax the clouds to pour down their blessings of rain, provided a "round trip" is sent in advance. As evidence that this is not a joke, the following letter has just been received by the High Mayor:

Brownsville, Tex., 21-8, 1913.
Dear Sir

Prayers for Rain are most effective if a God chosen is present. Some years ago I was drowing near Panama, believing however in Miracles got saved by one and ever since the Waters seem to follow sometimes preceding me. This Days I am praying for Rain in your locality but would come if amount for Round trip is mailed. Have recently returned from old Mexico walking

many miles past burning Structures at nights yours truly

Prof. G. A. Kastelic
1006 Washington Str.
Brownsville, Tex.

The Brand does not know whether the "round trip" has been sent to the "professor," but it recommends that the City Commission take this offer under serious consideration. If they do not think Hereford is in sore need of rain, they could commend the plan to Vernon and Wilbarger county, or some point where aqua pura is scarce.

Jr. B. Y. P. U. Program.

Sept. 14, 1913.
Subject—The Home Friends.
Leader—Mattie Mounts.
Song.
Song.
Scripture reading, Romans 12:14-20—Olive Wilson.
Prayer.
Memory verse—Frances Wilson.
Reading and discussion of lesson.
Tell story of life of Joseph in Egypt as told in daily readings of "Our Junior"—Gladys Hicks.
What lessons may we learn from reading the life of Joseph?—Mae Mounts.
Minutes.
Roll call.

YOU'LL LIKE HEREFORD!

**START YOUR LIVER,
DON'T STOP WORK**

Dodson's Liver Tone Acts Mildly, but Surely. Livens Up the Liver and You Stay On Your Feet.

It is the experience of calomel users that if they take enough of the drug to have the desired effect, it seriously interferes with their work the day after. But this is the least important item, for calomel is often a dangerous drug and acts on the system violently.

Don't take chances with calomel. Get a bottle of the pleasant, safe and perfectly harmless Dodson's Liver Tone, guaranteed to take the place of calomel. Instead of making you feel worse the next day it makes you feel better—and you actually are better, for no remedy in the whole world livens up the liver, regulates the bowels and really rejuvenates the system any better than this dose.

You are the sole judge of its merits. Betts-Clark is fully authorized to hand you back your money without question if it fails to please you—and relieve you.

Remember, if you feel constipated and bilious, what you need is Dodson's Liver Tone. A large bottle and a good guarantee for 50 cents from Betts-Clark.

The Texas Horse

The Texas horse, as a utility animal, excels those of any other state in the Union. He has plowed our fields, fought our battles, and is the most faithful of animal kind. Among all the animals he stands first in war, first in peace and first in the hearts of the people.



1910 VALUE PER HEAD \$80.

The horse has contributed more toward the progress of the country than any other animal and our philanthropists, as civilizers, must all take off their hats to this dumb brute. During the past quarter of a century he has given away more than half his occupations to the cause of science and scientific discoverers and inventors are now operating in his remaining territory, but he has more than held his own in value and he is today the unit of power by which all his competitors must measure potential energy. He must not only compete with the inventive genius of man, but the mule—his progeny—has wrested from him some of his most valuable occupations. No animal ever met with such strenuous and untiring competition and while press agents have been predicting his elimination he has become a prime factor in the high cost of living. He came out of the war worth \$29.40 and has steadily increased in value—today he is worth \$80.

He has carried the pack of the pioneer, pulled the stagecoach in early days, herded the cattle on the plains and while bringing forward the civilization of the country has lifted himself from a broncho to a thoroughbred. He pulls for Texas stronger than any other animal.

According to the census reports of the Federal department of agriculture, dated Jan. 1, 1910, we had 1,369,000 head of horses, and the latest estimate given on value per head was \$80, making a total value of \$109,520,000 for all horses of all ages. This is an increase of 100,000 in number and \$75,000,000 in value during the past decade.

The soil and climate of Texas is particularly adapted to horse raising and no country on the globe can equal us in economy and quality of production.

Mrs. J. H. Bell of South Hereford has not been sick as reported, but is enjoying perfect health. She has had visiting with her Mr. and Mrs. W. D. Wicker of Lamb county. Mrs. Wicker is the daughter of Mr. and Mrs. Bell. Also Mr. and Mrs. H. C. Becker of the same county. Mrs. Becker is their granddaughter.

For Pies Biscuits Cakes, Waffles or Muffins



Only One Cent an Ounce

Or anything else that is generally difficult to bake with economy and success—you'll find one heaping teaspoonful of

HEALTH CLUB

more efficient, purer and easier to use than any other Baking Powder obtainable at any price.



In 10¢, 15¢ & 25¢ Cans
At all Good Grocers

Italian Orchestra at Court House.

These who are inclined to judge a performance simply by the price of admission were highly delighted and greatly surprised at the wonderful performance of the Italian Orchestra at the Gem Theatre last night. They are artists with temperament and excellent interpretation. They put their hearts into their work. In fact, they produce music soulful and impressive. The young violinist is a virtuoso. None better has ever been heard in our city, and his solo work alone is worth many times the price of admission. Everybody should hear these Italian artists. All can benefit by such delightful playing. The management of the Gem Theatre deserves credit for affording the music lovers of Parsons such a rare treat. It is seldom that the public anywhere is offered similar opportunity at such small cost.—Parsons Sun.

At the court house Friday and Saturday nights, Sept. 12th and 13th. Admission children 15c, adults 25c. Benefit Chamber of Commerce.

Blake Cogdell left Saturday on the 2:40 train for Ft. Worth where he was to meet Chas. Cogdell, his brother. After which he went on to Peacock Military College at San Antonio where he will be for the next nine months.

JUST CLEAN Groceries Priced Right

Telephone 81

CARDWELL BROS

The Hereford Brand

(A NEWSPAPER)

Published by

The Brand Publishing Co.

A. C. ELLIOTT
MILLICENT GRIFFITH, Owners

A. C. ELLIOTT, Editor

Address all communications to
BRAND PUBLISHING CO.

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Subscription Price \$1.00 Per Year,
Strictly in Advance

Any erroneous statement affecting the character or reputation of any individual or firm which may appear in The Brand, will be gladly corrected upon being brought to the attention of the publishers.

All reading matter appearing in The Brand marked "t" or "f" with figures prefixed or "adv" is paid advertising.

No man can slander another and get away with it.

WHEN the other fellow does not agree with you in church affairs, he is either ignorant or prejudiced.

No man can hope to put "stars in his crown" when he tries his level best to pluck the diamonds out of his neighbor's crown.

THE City Commission is still making an effort to get the town cleaned up before the "Doctor comes," and has served notice on the eligible to "work the road."

IF Hereford gets in the class of clean towns this year, the Brand pities the condition of other places. While many of the places have been thoroly cleaned, others are still luxuriant in weeds and pileful in cans.

HEREFORD should go to the Panhandle State Fair at Amarillo with a force strong enough to capture every prize offered. There should be a "Hereford Day," in which the White Faces would be in evidence so much that the folks there would know that the town is on the map.

MANY a young man has lost an opportunity because he was not thoughtful and polite to his elders. Only recently the writer knew of a business man who was seeking for a competent young man to fill an important position and, in his own mind, had fixed upon a certain bright young fellow, but, in passing him on the streets one morning, he observed that his manners towards his elders were everything but polite and he, at once, dropped him from the list.

NEXT week, the public school opens for another year's work. Remember, it's work, not play. Every young man and young lady in Hereford and still in their teens should enroll the first day and be there every day for the full nine months. But if you are 20 or more and have not finished as much as the high school course, you should, also, be there. No young lady can hope to better her condition by remaining out of school for any reason, except for failure of her health. No young man can hope to rise above the level of low water mark, who refuses to take advantage of the opportunities offered by the public schools.

"I'd go to school, but I don't like the teacher," is the often remark of some boy or girl. Now, take this in earnest; that's the poorest excuse you can give. Does a business man refuse to associate with another business man because he does not like him, or refuse to sell a customer goods because he does not like him any too much? If you refuse to get an education because you imagine you do not like the teacher, what will you do when you get out into the world and meet men every day who make no effort to be pleasant even in business affairs, who are little and penurious, and who do not consider you anything except to use you for their own advantage. A teacher, at least, will try to raise you above the level of cattle and will consider your feelings in the smallest detail. Young man, young woman; get an education or rather improve your ability.

More Fine Peaches and Grapes.

The Brand has established itself as official taster for the fruit growers around Hereford. Again this week, the writer had the pleasure of receiving a large bowl containing some extra fine peaches and a number of varieties of grapes. We have already exhausted our vocabulary in trying to tell how good the fruit is and can only say that this last lot was the acme of sweetness and goodness. We are indebted to Mrs. Montgomery for this kind remembrance.

Off to the Canyon Normal.

A number of young people of Hereford have entered the West State Normal at Canyon. Among the number are: Misses Mary Gallagher, Annie Price, Jennie Wyche, Bessie, Helen and Cotta Sisk. Of the boys, there are: Earl Lust and Jim Lipscomb.

B. Anderson Witherspoon fixes wells and windmills. Does tinning, plumbing, etc. Phone 330. 2tf

Quarter Century Experience in Banking Business

In Order to Keep Your Credit Good

And take advantage of the opportunities which present themselves, you must have connection with a good strong bank that can assist you in your time of need. We always take care of the ones who stay by us, and extend every accommodation consistent with good banking. We know your wants and want your business.

The Western National Bank

Mutually Agreeable Accounts Solicited

We Sell K. N. & K. Self-Identifying Travelers Checks

K. N. & K. Travelers Checks Payable All Over the World

With Mrs. B. S. Arnold.

Business and pleasure were happily combined on last Tuesday when Mrs. Arnold entertained the Bay View Club in a business meeting, which was followed by a social hour, complimentary to Mrs. H. H. Hawkins' guests, Mesdames Edna Wheeler and J. W. Robinson, both of Hillsboro, Texas. Other guests were Mesdames Claude Witherspoon, C. C. Ferguson and P. W. Price. A number of games of "42" and conversation made the hour one of pleasure. An appetizing salad course was served.

I'll meet you at the Corner Drug Store. 38tf

Surprising Cure of Stomach Trouble.

When you have trouble with your stomach or chronic constipation, don't imagine that your case is beyond help just because your doctor fails to give you relief. Mrs. G. Stenge, Plainfield, N. J., writes, "For over a month past I have been troubled with my stomach. Everything I ate upset it terribly. One of Chamberlain's advertising booklets came to me. After reading a few of the letters from people who had been cured by Chamberlain's Tablets, I decided to try them. I have taken nearly three-fourths of a package of them and can now eat almost everything that I want." For sale by all dealers.—Advertisement.

Mowing Meadows.

By mowing the meadow just after the bloom falls, the hay will retain more of its rich, grass flavor than if it is allowed to stand till thoroughly ripened. Early cut hay also is easier of digestion and not so liable to cause digestive derangements among live stock as is the late-cut product.

Fall Seeded Alfalfa.

If fall seeded alfalfa cannot make rapid growth in the spring it is at a disadvantage as compared with spring seeded alfalfa that can be sown on clean soil on which one or two crops of weed seeds have been killed before seeding.

Road Accidents in Great Britain.

A marked increase in the number of road accidents is noted in the United Kingdom. The total rose from 28,023 in 1909 to 35,210 in 1911, of which motor vehicles caused 20,226. Statistics for the London metropolitan area show that every one hundred motor cars killed five times as many persons and injured three times as many as every one hundred horse-drawn cabs.

Dependent on Wood Pulp.

Mr. Frank Lloyd, at the annual dinner of the British Wood Pulp association, spoke of the serious effect upon the industry of the drought in Scandinavia, and, referring to the rapid development of the industry, pointed out how dependent paper makers now were upon wood pulp. If they had to rely on straw, etc., as was the case only about twenty-five years ago, his mill at Sittingbourne "would alone require a string of carts over four miles long, and at least 40,000,000 gallons of water every twenty-four hours."

Cures Old Sores, Other Remedies Won't Cure. The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Porter's Antiseptic Healing Oil. It relieves Pain and Heals at the same time. 25c, 50c, \$1.00



They Grow in The Hereford Country

WORLD RENOWNED

Perfumes

TOILET WATER

Remember!
Only the best
is good enough for
you. If you'll always buy

Palmer's Goods

you can be assured you
are using the very best
toilet goods in
the WORLD

Powders

Creams

BETTS-CLARK

I'll Meet You at The Corner Drug Store



Lesson No One
Learn to
buy at
Our
Drug store
your
Stationery
and
School
Supplies
Leather
goods too.

What's more annoying than using cheap lead pencils and cheap, soft paper which snags your pen and spreads ink? Buy our good grade paper, pens and pencils and make writing a comfort. If you want your children to learn to write easily, furnish them with good quality stationery. Our leather goods are the superior kind. Lots of them, too. Come to OUR Drug Store

Corner Drug Store.

W. F. ORR, PALACE BARBER SHOP

DROP IN ON US

CLEANING AND PRESSING—THE KIND YOU LIKE



See our new fall styles
You'll like the soft, all-
wool feel of our fabrics and
you'll be impressed by our
safe and solid guarantee.

Let us take your meas-
ure for a new suit or over-
coat. We refund your
money if we FAIL TO
PLEASE YOU

W. F. ORR

At Palace Barber Shop

OUR TONSORIAL WORK PLEASES EVERY BODY

WE MAKE CLOTHES THAT FIT AND WEAR

WANTED—A girl to stay in our home and to do some housework while going to school. See Mrs. L. L. Jones, Hereford. 32-2tp

Hon. Cleveland Holland of Fort Smith, Ark., has been on a visit to his friend, Henry Wilkinson. Mr. Holland is a prominent attorney in that state. He was pleased with Hereford.


Have you ever seen any of our tire repairing? Our vulcanizer is steam heated, which is the safest and best. Tube work done at any hour of the day. Barnhart & Rice. 1t

Mrs. W. H. Garrison and Prof. D. A. Shirley attended the Sunday school convention held at Canyon last week as representatives from the First Christian church. They report a fine program and much good work done, returning with their enthusiasm up several degrees for better Sunday school work.

Buttons covered from scraps of your material in twenty-five different sizes, including Ivory Rims in colors Light Red, Dark Red, White, Blue, Brown, Black and Tan. Address J. H. Shill, Amarillo, Tex. 32-4tp

Old School Books! All Kinds! We want them at once. E. T. Woodburn & Son. 25tf

A
GOOD
COMPANION
IS A GOOD CIGAR



We take a personal pride in our Cigar Department. We carry the best brands in Havana and Domestic Cigars. Our Cigars are kept moist and mellow. For a real Good, Satisfying Smoke, next time buy that Cigar at

E. T. WOODBURN & SON

We want your auto work whether it is a simple job of adjusting or a complete overhauling. Barnhart & Rice. 1t

Silo Is Blown Down.
John J. Zinzer had the misfortune of seeing his new stave silo fall down one day last week. It had just been erected and guyed, when a spurt of a whirlwind came along and the structure seemed to cave in, the staves on one side falling. The men at work near by went to it and lowered the remaining part without further damage.

See me for your plumbing and windmill work. Satisfaction guaranteed. Phone 358. Alex Thompson. 32-2tp

Mrs. J. A. Roberts Dies.
After an operation, Mrs. J. A. Roberts, wife of J. A. (Buck) Roberts, died at the residence of Mr. and Mrs. Ed Johnson, Thursday, September 4, at 9 p. m. She had not been in good health for many months and had come up from Clovis, where she had been living for the past two years, in order to receive the physician's attention. It was hoped that she would be able to stand the shock of an operation, but not so. Funeral services were conducted the following day by Rev. Purser and the remains shipped to Pilot Point, Texas, where interment was made. She had made her home in Hereford for a number of years and had many friends, who mourn

her taking away with the deepest sorrow. She was born and raised in Denton county, Texas. Her twin brother, Sylvesta Beck, and her niece, Miss Elsie Beck, were present at the bedside at the time of her death. The friends in Hereford extend to the bereaved family their sympathy.

Standing of Contestants in Stambaugh's Piano Contest.
Week ending Wednesday, Sept. 10th, 1913.

No.	Notes
66	5,612305
124	3,220170
64	1,225030
75	853060
105	696010
110	688285
122	671440
154	668325
107	572105
155	253505

Special votes will continue this week on millinery and on the 5c, 10c and 25c counters. Will also give for one week 5,000 to the dollar on ladies' and children's Suits and Coats. Buy your winter suits and coats and millinery here and get the votes. It will help your friend by giving them the votes. The contest closes Oct. 8th, only one month to work. The one that brings the most trade to our store and sells trade books will surely get the most votes.
Geo. A. Stambaugh, Cash Store. 10tf

Local and Personal

Tel-er-phon 367. 48tf
E. W. Harrison was at Kenna, N. M., on business this week.

Betz-Clark are agents for the Saturday Evening Post. 27tf

J. W. Barnett is up after being at home for a few days with a slight indisposition.

Kemp has it for less. 10tf

D. R. Grimes has moved back from Umbarger and will engage in the business of well drilling.

For popular songs and music go to The Fair. 32-2t

Mrs. Geo. Garrison is enjoying a visit from her mother, Mrs. E. J. Havernacher of Cleburne, Texas.

Fruit jars and jelly glasses at The Fair. 32-2t

Wiley Pierce, who owns a ranch south of Friona, was in Hereford this week on business.

For popular songs and music go to The Fair. 32-2t

Born—To Mr. and Mrs. J. W. Robinson of South Hereford, Wednesday, Sept. 3, a 9½ pound boy.

Fruit jars and jelly glasses at The Fair. 32-2t

B. H. Smith of Quanah, Texas, at one time in business in Hereford, was here recently visiting with his brother, C. Smith.

To Prevent Blood Poisoning
apply at once the wonderful old reliable DR. PORTER'S ANTISEPTIC HEALING OIL, a surgical dressing that relieves pain and heals at the same time. Not a liniment. 25c. 50c. \$1.00.

Mrs. Claude Witherspoon and little daughter left on Wednesday to visit for a few weeks in Vernon, Pilot Point, Waxahachie and Dallas.

Cold weather is coming; the latest figures in outings at The Fair. 32-2t

Mr. and Mrs. W. E. Harp of Lexington, Ky., left on Thursday after visiting for two weeks in the homes of Messrs. B. K. and James Nutter.

Cooking utensils at The Fair. 32-2t

Mrs. E. W. Morris and son, Edward, returned recently to their home in Abilene, after a delightful visit of four weeks with Mr. and Mrs. J. H. Pitman.

We have about 25 head of best Jersey cows in the country for sale. J. A. Fox. 1t

All school books will be sold for cash. Woodburn & Son. 32-2t

Mrs. Bunch of South Hereford has been confined to her room for some weeks on account of ill health. Her friends hope for her a speedy recovery.

Mrs. A. J. Virden of Princeton, Mo., is visiting with friends in the city, Mrs. J. P. Snyder and Mrs. C. Smith. The three have known each other since childhood.

Buy your school books today and tomorrow and avoid the rush on the first day of school. Woodburn & Son. 32-2t

Mrs. Edna Wheeler and Mrs. J. W. Robinson and little daughter returned to Hillsboro on Wednesday after a pleasant visit with Mr. and Mrs. H. H. Hawkins.

Want to trade city property in Del Rio, Texas, for grazing land near Hereford. Write W. K. Shipman, Del Rio, Texas. 30-4t

Buy your school books today and tomorrow and avoid the rush on the first day of school. Woodburn & Son. 32-2t

Lemuel Carlyle has just returned from a trip to Missouri and Oklahoma where he has been visiting with relatives and friends for two weeks. He says that crops in those states are indifferent.

As we are handling the school books for accommodation to our patrons only we have to sell for cash. Woodburn & Son. 32-2t

W. O. W. to Meet.
W. O. W. meets Saturday night, Sept. 13th. All members are requested to be present.
C. L. Sullivan, clerk.

Hereford Garage and Machine Works can do all kinds repairing. Heavy Lathe and Planer work a specialty. Give us a call. 10tf

The Fair has a good supply of school supplies—tablets, examination papers, composition books, pencils, pens and ink, musilage, dinner boxes, book straps and satchels, etc., in fact, everything the studious boy and girl needs, except books. 32-2t

A Bargain.
8 room house, 5 acres well improved, \$500 cash, balance 10 years, 7 per cent; also small farm close in at a bargain. A. H. Elliston. 31-2t

Barnhart & Rice have added an air compressor to their garage equipment and now have free air on top for autoists. 1t



THE MODERN WEATHER PROPHET

Recollect last spring when that late frost struck your orchards and produce? You'd have given a mint to have had fair warning.

A Rural Bell Telephone will summon help when frosts threaten, besides being profitable in countless other ways. Our nearest Manager will cheerfully furnish information or write to.

THE Southwestern Telegraph and Telephone Co. DALLAS - TEXAS



Credit and Confidence

Grow with Business Relations. Start an account now and build a large credit for future use. Conservative treatment to all, ample facilities, backed by The Guarantee Fund Law of Texas, are some of the things you should consider when opening a bank account.

The First State Bank & Trust Company
Of Hereford, Texas
"THE PEOPLE'S DEPOSITORY"

S. B. EDWARDS, President
HENRY WILKINSON, Vice-Pres.
H. B. WEBB, Vice-President
A. P. MURCHISON, Cashier
J. C. BURKHALTER, Asst. Cashier

The Palmer Lumber Co. Sells LUMBER

Christian Endeavor Lesson.
Sept. 14, 1913.
Verses in the Gospel—John 1:1-14
Daily Readings—
Christ Satisfies—John 7:37-44.
Grace and Truth—John 1:15-18.
Regeneration—John 3:1-8.
God's Great Love—John 3:14-21.
Life from the Dead—John 5:19-25
Bread of Life—John 6:45-57.

TOPICS FOR DISCUSSION.

What incident in the life of Christ inspires you most?
Which of the gospels is your favorite? Why?
What is the golden rule? Where is it given?
Which of Christ's miracles most impresses you?
Which of Christ's parables most impresses you?
Let each member give a favorite verse.

GOSPEL TRUTHS.

Christ seemed to be fond of saying, "He who hath ears to hear, let him hear." Not the wisest of all truth will avail for us unless we listen.

The secret, in spiritual things, of keeping what we have is to get more. Christians are not to be gadabouts with respect to the house of God any more than with respect to the houses of men.

In saying to the men of His own day, "Ye have the poor with you always," Christ did not mean that poverty is a perpetual curse to the earth. Christianity will abolish poverty.

We do not know whether to translate it "about my Father's business" or "in my Father's house," but whenever one is about God's business he is in God's house.

There is no reason why the Marys should not find time to care for the house and the Marthas find time to learn from Jesus.

If Christ, supremely capable of judging, judged not man, how do we dare to judge any man.

If the branch cannot bear fruit except with the strength of the vine, neither can the vine bear except through the branches.

CHRISTIAN ENDEAVOR PRESIDENT TO BE CONNECTED WITH T. C. U.

Hon. Patrick Henry, president of the Texas Christian Union and a member of the State Legislature from Wichita district, has been selected by the trustees of the Texas Christian University of Fort Worth as principal of the college of business. The office of athletic director for the university has been created, to be held by a member of the faculty, and Mr. Henry will also serve in this capacity. Mr. Henry will resign his seat in the legislature at the close of the present special session and assume his new duties Sept. 16, the opening of the fall term.

Spring Lake News.

Sept. 3.—Houston Bros. purchased a new Ford auto last week.

S. H. Roush and wife were in Dimmitt Tuesday.

Mr. Heffman sold his farm last week to Mr. Keller of Alton. Mr. Heffmans will leave this week for California where they will make their future home.

D. G. and O. C. Axtell were in Hereford last week after lumber for the school house.

The Roush and Axtell school houses have been moved together and an entry room is being built.

The people of this district claim the honor of establishing the first rural high school on the plains.

Some feed is being cut.
Mr. Iten and Mr. Dixon of Cleo have their silos completed and will commence to fill them next week.

Miss Mamie Axtell spent several days last week in Amarillo visiting.

Mr. Cleavinger purchased 25 cows from Mr. Heffman last week.

Mr. and Mrs. Ewing left Monday for their home in Missouri.

G. F. Abbott returned Monday from Central Texas where he has visited the past three weeks. He made the trip in his auto.

Mr. Phipps purchased 35 cows Monday from Mr. Younger of Alton.

It is trying to rain as we are writing. Hope it success.

Mrs. Gardner returned to Plainview Monday after spending the summer with her parents, Mr. and Mrs. Barnetson.

Hustler.

Causes of Stomach Troubles.
Sedentary habits, lack of out-door exercise, insufficient mastication of food, constipation, a torpid liver, worry and anxiety, overeating, partaking of food and drink not suited to your age and occupation. Correct your habits and take Chamberlain's Tablets and you will soon be well again. For sale by all dealers.—Advertisement.

Summitt Breezes.

Geo. Shepard has returned from a two weeks' visit through Kansas and Nebraska. He reports that the drought has put everything out of joint and that cattle are being sold at a great sacrifice for want of water and feed.

The showers all seem to go around or just up against the barbed wire fence and stop.

C. P. Galley went to attend a session of Presbytery at Clarendon this week as a delegate from the Dimmitt Presbyterian church.

About 12 of the boys of Summitt neighborhood had another coyote hunt a few days ago and had a merry chase getting five pelts.

Rolland Douglas and wife spent the latter part of the past week in Hereford and took in the show.

Mrs. C. P. Galley and her two small boys paid a visit to her son, Hollis and wife, 9 miles east of Hereford at Riceville.

More still weather causes more use of the gas engine to furnish water for the cattle.

The Best Medicine in the World.
"My little girl had dysentery very bad. I thought she would die. Chamberlain's Colic, Cholera and Diarrhoea Remedy cured her, and I can truthfully say that I think it is the best medicine in the world," writes Mrs. William Orvis, Clare, Mich. For sale by all dealers.—Advertisement.

The Name of the Town.

"What's the name of this town, anyhow?" It's a query you are more likely to hear ten times than only once at every stop of the train. Follows then a craning of necks which, if your coach happen to have stopped at the precise point, is rewarded with the name of the town painted in dim letters on the end of the depot. Occasionally the further information is vouchsafed as to its integral and fractional distance from the two ends of the line. That information, instead of satisfying, is apt to arouse a further curiosity concerning the town. "What's its population?" "What are its resources?" "Is it distinguished for anything?" "Has it any manufacturing, or is it dependent solely on agriculture?" "What crops do they grow around it?" These are some of

One Dollar for One Million Flies The FLY SWAT and the FLY TRAP together have rid Hereford of millions of flies. The DOLLAR TRAP which we sell will catch a MILLION FLIES. One of these TRAPS placed in your back yard or in your barn will catch the little pests before they bring their disease laden bodies to your house. Try one of the best Traps for a DOLLAR

T. M. PALMER LUMBER CO., Hereford

the queries you are apt to hear from the traveler made curious by the tedium of travel. But his curiosity goes unsatisfied, except in the rare instance he is in proximity to some one who both knows and is accommodating enough to tell. This double-faced opportunity which invites both the railroad, alert and eager to satisfy every want of the traveler, and the town, craving to have itself known, is perhaps already sufficiently disclosed. But to particularize, why would it not serve the interests of both far beyond the cost to erect at stations large bulletin boards giving in painted letters and figures some of the information concerning these towns, their distinctions and resources, which the curiosity of so many travelers seeks? We believe it is an opportunity which both the railroads and the towns could collaborate in utilizing, and that the returns to both of them would be greater than are those of many other means they adopt at much greater cost.—Editorial in Dallas News.

Texas Corn

Texas is a world's force in agriculture. Withdraw our farm products from the market and the people of two hemispheres will go hungry and shiver with cold. Out of the soil and from the air our farmers take annually nearly a billion dollars of wealth. In plowing the land the Texas farmers walk 330,000 miles per annum, which is equal to traveling around the globe 12,500 times.



1910 VALUE PER ACRE

The chief products of Texas in order of their value, as estimated by the Federal agricultural department for 1910, are cotton, corn, wheat, oats, hay, rice, potatoes, etc. Cotton as the leading product is far ahead of its rivals. Corn occupies second place without challenge. Wheat and oats have been disputing for third place, but the separation this year is so pronounced that there can be no longer any controversy over their respective positions.

An examination of our cereal products dispels the idea that Texas is a one-crop state. In 1910 we harvested 233,000,000 bushels of grain. Although a bushel of oats weighs less than a bushel of any other grain, yet there is some significance in the total quantity of all cereals produced. Our cereal belt is following closely behind the plow as it turns the virgin soil, and we have so far found no geographical limitation placed upon it by nature.

Our corn acreage in 1910 was 8,900,000 and production 181,280,000 bushels and it had a farm value of \$114,206,000. This corn was raised in 120 days, making an average production of approximately \$1,000,000 per day. We raised 20.6 bushels per acre at a farm value of \$13.93 per acre. The corn crop of 1909 and 1910 will purchase the railroads of Texas using the railroad commission's valuation on railroad property.

This giant industry has scarcely begun its development in Texas and the possibilities of extending the corn area and increasing the yield per acre present a wide field for enterprising farmers and there are millions of acres of idle land in the corn belt.

We may not be the nearest to you, but we will come the nearest pleasing you. Betts & Clark. 141f

A letter from Mrs. M. E. Gallup of Indiana says: "I have been reading the Brand for three years and am lost without it. I like the spirit of the paper especially the editorials. I like your state, but especially the Panhandle."

A Good Investment.
W. D. Magli, a well known merchant of Whitewater, Wis., bought a stock of Chamberlain's medicines so as to be able to supply them to his customers. After receiving them he was himself taken sick and says that one small bottle of Chamberlain's Colic, Cholera and Diarrhoea Remedy was worth more to him than the cost of his entire stock of these medicines. For sale by all dealers.—Advertisement.

Lay Your Plans NOW to attend the great Panhandle State FAIR

—TO BE HELD AT—

Amarillo, Texas

Oct. 6 to 11, Inclusive, 1913

ALL KINDS OF Exhibits and Amusements

Horse Racing Low Railroad Rates

"Visible Evidence is Better Than Descriptive Evidence"

For Particulars address The Secretary Panhandle State Fair, Amarillo, Texas.

UP-TO-DATE LIVERY and SALE BARN

When you want a good drive or an up-to-date rig call at our Barn. We have spent a great deal of time and money lately improving and enlarging our premises. We have one of the best barns in West Texas and can give you the best accommodations in any line of livery service. We guarantee courteous and fair treatment to all. Phone 249.

A. L. SHERK HEREFORD, TEXAS



E. R. Read, Agent

Colonist fares to Pacific Coast \$30.00 on sale Sept. 25 to Oct. 10, with stopovers.

Galveston and Return \$21.20, Sept. 5, 12, 19 and 26, limit 10 days.

Canyon and Return \$1.15. Sept. 2 and 3, limit Sept. 6.

Chattanooga, Tenn., and Return \$35.70, Sept. 9 to 17, inclusive, limit Sept. 28.

On sale daily to Sept. 30, limit Oct. 31.

Kansas City and return \$24.40. Chicago and return \$40.90. St. Louis and return \$32.45. Denver and return \$21.20.

AMARILLO, TEXAS

Teaches Bookkeeping, Banking, Shorthand, Type writing and all necessary auxiliary branches. Positions secured for graduates.

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M. G. SUGGS A. M. JONES
SUGGS & JONES
 ABSTRACTERS
 Complete Abstract of Title to Deaf
 Smith County Lands.
 Hays Make Deaf Smith County
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C. O. LEE
 Dealer in
**REAL ESTATE AND ALL KINDS
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 Notary Public Hereford, Texas

HEREFORD NURSERY
 Choice Fruit, Shade and
 Ornamental Stock. Write
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 Will Practice in District and
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 Fire Insurance Life Insurance
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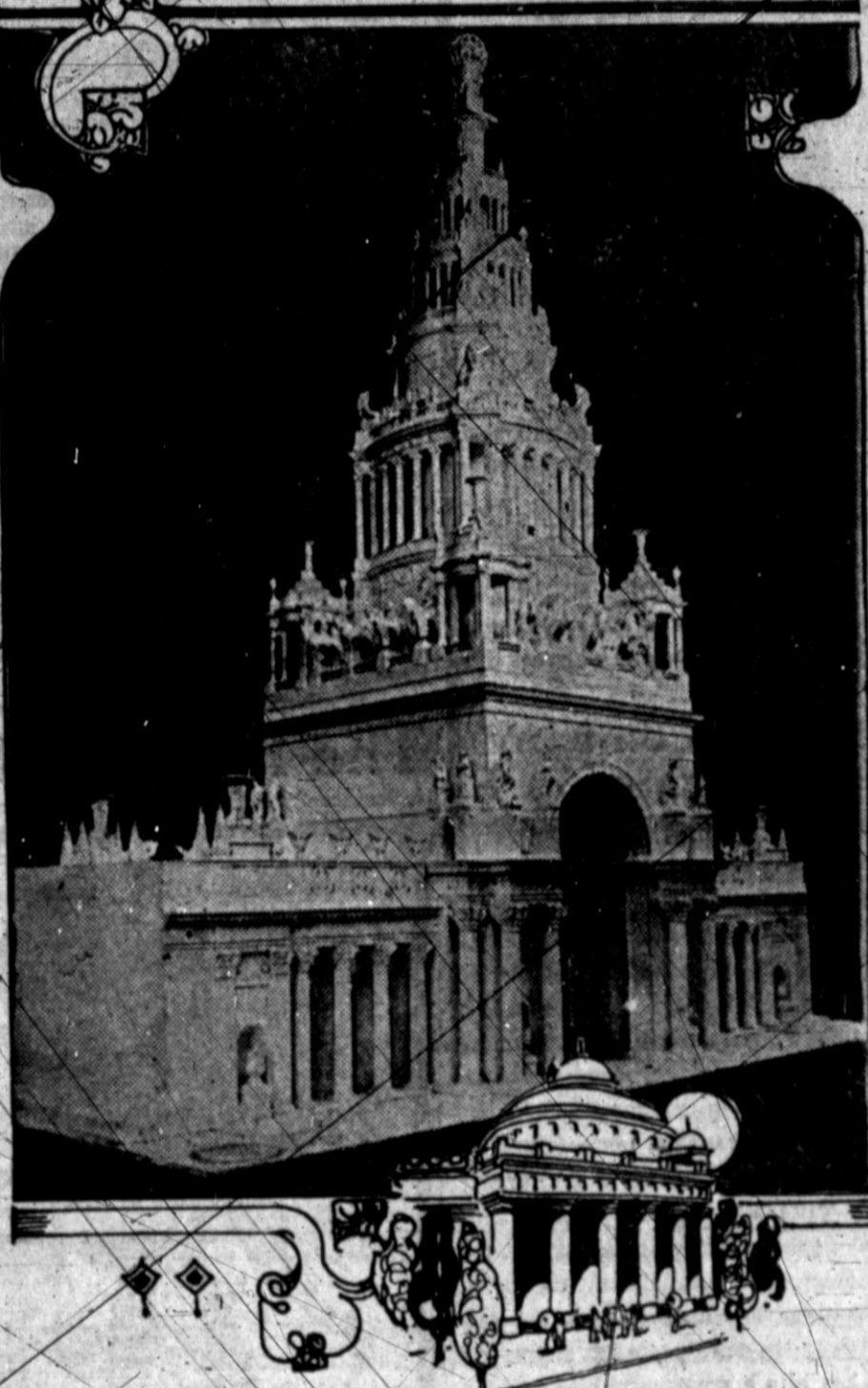
WANT ADS

MISCELLANEOUS WANTS

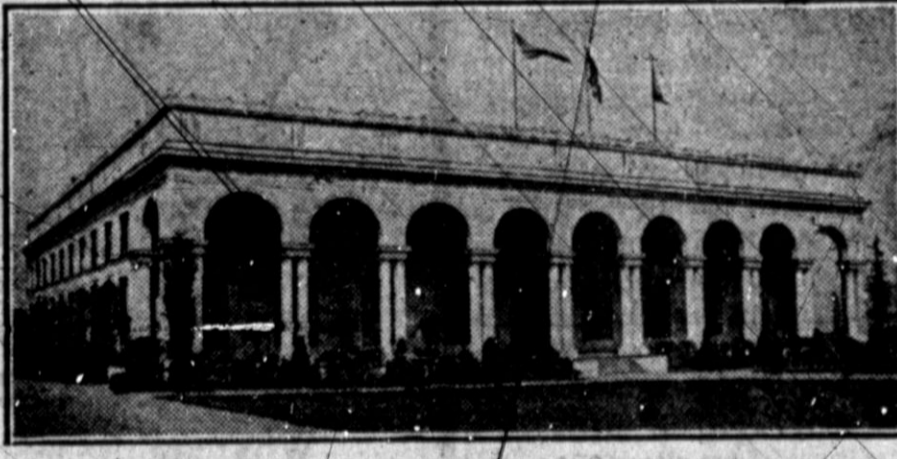
Local readers 5 cents per line. 19tf
WANTED—Your shoe repairing at
 Norton-Powelson Saddle Co. 35tf
WANTED—You to buy your lumber
 from R. H. Kemp. 1tf
 For Sale—Saddle and work horses
 also a buggy. See J. L. Fuqua. 1f
FOR RENT—Five room house. Call
 Western National Bank. 31-2t
BINDER FOR SALE—Deering
 Broad cast, 6 ft. and also 6 ft.
 mower. See T. H. Kellow. 23tf
GOOD ALFALFA seed for sale.
 Phone Mrs. L. R. Bradly, No.
 75-2r 13tf
FOR SALE—One 155 egg Progres-
 sive Incubator and brooder, almost
 new, at a big bargain. Phone 30
 and ask for Ward. 31tf
FOUND—Large tie rope with patent
 snap on it. Also, a spur with J.
 A. S. on heel piece. Owners can
 have same by calling at Brand office
 and paying for this ad. 31-2t
FOR SALE—40 head of brood sows,
 hogs, shoats and pigs; white leg-
 horn chickens, finest layers. Public
 sale, Sept. 17. At W. L. Wilson,
 near Endee, N. M. 31-2tp
TO TRADE—For good herd sheep,
 all or any part of 50 good brood
 mares, all bred to jacks, and 2 good,
 young jacks, also have a lot of young
 horses and mules will trade, sell for
 cash, or upon time with good paper.
 Address at once P. O. Box 805,
 Plainview, Texas. 31-5t
FOR SALE OR TRADE—320 acres
 of red, sandy, loam land in the
 San Jon Valley of New Mexico.
 Good and smooth. Phone 30 or ad-
 dress Box 111, Hereford, Texas.
 28tf
MONEY TO LOAN—On improved
 half sections or large ranches, 5
 years' time at 8 per cent, privilege
 of paying 1-10 of principal any in-
 terest date. See C. O. Lee. 6tf
For Weakness and Loss of Appetite
 The Old Standard general strengthening tonic,
GROVE'S TASTELESS chill TONIC, drives out
 Malaria and builds up the system. A true tonic
 and sure Appetizer. For adults and children. 50c.

STATES ARE HUSTLING—EXHIBIT SPACE FREE.

Exhibit space is absolutely free to all exhibitors at the Panama-Pa-
 cific International Exposition in San Francisco in 1916.
 All the capital that is being put into the great Exposition and all the
 benefits to be derived from the millions of visitors who will view the
 exhibits are at the disposal of the exhibitor without any cost whatever to
 him, except the cost of transportation, installation and maintenance.
 Every state in the United States will be represented at the Exposit-
 ion. In most of the states the legislatures have made direct appropri-
 ations for participation. In the few that have not done so commercial in-
 terests are co-operating to raise large sums in order to have their states
 represented. This is being done in Iowa, Oklahoma and other common-
 wealths which feel that as they bore a part of the expense of building the
 Panama canal their citizens should participate in the Exposition that is
 to celebrate the canal's completion.



Copyright, 1913, by the Panama-Pacific International Exposition Co.
THE HUGE TOWER OF JEWEL, 430 FEET HIGH.



Copyright, 1913, by the Panama-Pacific International Exposition Co.
SERVICE BUILDING, FIRST OF THE COMPLETE STRUCTURES.

Junior Missionary Society.
 At the Methodist church, Satur-
 day, Sept. 13th, 4 p. m.
 Money is like butter in that it
 blesses only as it is spread to feed
 humanity, and to hoard it is to lose it.
 Class No. 1.
 Selected hymn.
 Prayer.
 Roll call—Respond with scripture
 quotations.
 Minutes.
 Reprotes.
 Payment of dues.
 Lesson story, Homeless Girls—
 Edna Fay Darnell.
 Jesus Loves Me—Annie Parker.
 Story selected—Leader.
 Class No. 2, 5 p. m.
 Selected hymn.
 Prayer.
 Scripture lesson, John 14—Mary
 Parmer.
 Roll call—Respond with scripture
 quotations.
 Minutes.

Report of officers.
 Payment of dues.
 Lesson—Medical Missions in
 China.
 A Missionary letter from China—
 Alice Dicart.
 A missionary story from China—
 Elizabeth Black.
Church Notices.
 The Brand will be glad to have
 the different churches to announce
 their Sunday and week-day services.
 Please write the "copy" just as you
 wish it to appear and hand it in. No
 charges will be made for such notices.
 Announcements or advertisements of
 suppers, teas, ice creams, plays, or
 anything to make money, will be
 charged for at the rate of 1 cent per
 word, cash to accompany the
 "copy" to insure insertion. Please
 do not ask the management to break
 this rule in your favor. 3t
 Betts-Clark are agents for the
 Saturday Evening Post. 27tf

Music Studio.
 The Misses Edwards music studio
 will be conducted again this year.
 Miss Jennie Edwards will teach the
 piano. She is well and favorably
 known. Those who wish to take
 piano should phone 184 or come to
 the studio on the morning of the
 opening of the school. Miss Annie
 Laurie Lay will take the place of
 Miss Hattie in teaching the violin.
 Miss Lay has been a successful
 teacher at Clifton and Itasca Col-
 leges and uses the same methods as
 Miss Hattie, having studied under
 the same teachers. She comes high-
 ly recommended. 1t
 I'll meet you at the Corner Drug
 Store. 38tf

**THE HEREFORD BRAND
 AND
 THE DIMMITT PLAINSMAN**
 BOTH ONE YEAR FOR
\$1.50
 These two papers fully
 cover all the important Local
 and Development News of Deaf
 Smith and Castro Counties.
 ADDRESS
BRAND PUBLISHING CO.,
 HEREFORD, TEXAS

**WHENEVER YOU NEED
 A GENERAL TONIC - TAKE GROVE'S**

The Old Standard Grove's Tasteless chill Tonic is Equally
 Valuable as a General Tonic because it Acts on the Liver,
 Drives Out Malaria, Enriches the Blood and Builds up
 the Whole System. For Grown People and Children.

You know what you are taking when you take Grove's Tasteless chill Tonic
 as the formula is printed on every label showing that it contains the well known
 tonic properties of QUININE and IRON. It is as strong as the strongest bitter
 tonic and is in Tasteless Form. It has no equal for Malaria, Chills and Fever,
 Weakness, general debility and loss of appetite. Gives life and vigor to Nursing
 Mothers and Pale, Sickly Children. Removes Biliousness without purging.
 Relieves nervous depression and low spirits. Arouses the liver, to action and
 purifies the blood. A True Tonic and Sure Appetizer. A Complete Strengthener.
 No family should be without it. Guaranteed by your Druggist. We mean it. 50c.

**HUSBAND RESCUED
 DESPAIRING WIFE**

**After Four Years of Discouraging
 Conditions, Mrs. Bullock Gave
 Up in Despair. Husband
 Came to Rescue.**

I had gotten so weak I could not stand,
 and I gave up in despair.
 At last, my husband got me a bottle of
 Cardui, the woman's tonic, and I com-
 menced taking it. From the very first
 dose, I could tell it was helping me. I
 can now walk two miles without its
 tiring me, and am doing all my work."

Catron, Ky.—In an interesting letter
 from this place, Mrs. Bettie Bullock
 writes as follows: "I suffered for four
 years, with womanly troubles, and during
 this time, I could only sit up for a little
 while, and could not walk anywhere at
 all. At times, I would have severe pains
 in my left side.
 The doctor was called in, and his treat-
 ment relieved me for a while, but I was
 soon confined to my bed again. After
 that, nothing seemed to do me any good.

If you are all run down from womanly
 troubles, don't give up in despair. Try
 Cardui, the woman's tonic. It has helped
 more than a million women, in its 50
 years of continuous success, and should
 surely help you, too. Your druggist has
 sold Cardui for years. He knows what
 it will do. Ask him. He will recom-
 mend it. Begin taking Cardui today.
 Write to: Chattanooga Medicine Co., Ladies'
 Advisory Dept., Chattanooga, Tenn., for Special
 Instructions on your case and 64-page book, "How to
 Treat for Women," sent in plain wrapper. 1-66

1902 **GARRISON** 1913 **BROTHERS**

Are now ready to show you a full line of
Heating Stoves, Cook Stoves, Ranges
 We carry the Round Oak and the Garland Lines
 ---names which stand for QUALITY. Come and see
 them. We are still headquarters for Star and Leader
 Windmills, New Way Gasoline Engines, John Deer
 Implements and a full stock of General Hardware.
MAKE OUR STORE HEADQUARTERS

LAUDS IRRIGATION AT HEREFORD

(Continued from page 1)

sult of a first year's irrigation. This farm has a 1,500-gallon-per minute plant, which in addition to irrigating its own 160 acres, irrigated 32 acres on an adjoining farm.

SILOS.

In the immediate Hereford region there will be this fall about 20 silos, with an average capacity of 150 tons, all of which will fatten for export market either cattle, hogs or sheep. The Zinzer farm has two silos of 200 tons capacity each, which will be filled from 35 acres of kafir corn, which means a kafir forage yield of over 11 tons per acre. Mr. Zinzer will market silo fattened both "baby" and matured beef. On the McDonald farm proper, which has a 200 ton cement block silo, will be fattened 150 head of this spring's heifer calves, with a following of one hundred head of hogs, this "baby" beef being expected to weigh out 1,000 pounds per head for late spring market shipment, while the hogs will probably more than pay all fattening expenses of both themselves and the baby beef. On the S. B. Edwards farm will also be silo fattened 150 head of baby heifer beef with similar expected results.

HOME PRODUCED MEAT.

Both Messrs. McDonald and Edwards will fatten their baby beef on exclusive home farm products, consisting of silage stuff, some alfalfa and millet hay and kafir and milo maize fodder for roughness and expect to hereby finally demonstrate that oil cake or oil meal are entirely unnecessary to the production here of the highest grade of market meats.

PREMIER PEACHES.

The Hereford region has produced this year all varieties of fruits, both irrigated and unirrigated. Cashier Lipscomb of the Western National Bank here had irrigated peaches this year of the Governor Hogg variety which measured as high as 10 1/2 inches in circumference, 54 of these peaches filling a 12 quart bucket. One of these trees produced three bushels of peaches which sold in the local market at \$4 per bushel. Under rainfall production E. A. Winterowd has on present local exhibition three peaches with an aggregate weight of 18 ounces. These peaches are Pool's Pride and one of the trees has been in constant bearing ever since the 20th of last June, this peach having the peculiarity of fruit ripening at the top of the tree and continuing to ripen in regular rotation until the lowest branches are reached. Ripening fruit is now hanging thick on the three branches next to the ground and Mr. Winterowd will dig down and see if there are any peaches growing on the tree roots.

INCREASE NEXT YEAR.

D. L. McDonald estimates that 20 additional pumping plants of the present standards of from 1,000 to 1,500 gallons of water per minute will be in operation by the first of next March, which will give the region about 50 of these big plants with a total irrigation next year of from 10,000 to 12,000 acres.

We have a few hundred tons of cotton seed cake for October, November and December delivery at \$31.85 per ton, f. o. b. Hereford. Prices subject to change without notice. Star Mill & Elevator Co. Itp

Bring all your old School Books to us at earliest time, we want to trade for them; will either give you merchandise or credit slip for new books. E. T. Woodburn & Son. 25tf

BRAND WANT ADS

Result Getters!

TELEPHONE NUMBER

30

RATE 5c

PER LINE

Count 6 words to the line. Multiply by 5 and then by the number of issues you wish the ad to run.

Out-of-town orders must be accompanied by cash

To Sell, Buy or Exchange, Use Brand Want Ads

Was Well Pleased

Brand Publishing Co., Hereford, Texas, Gentlemen:— You will please insert the following in your paper for two consecutive weeks. Enclosed find check to cover. Am pleased with the result of my former ad.

Very truly yours,
J. F. PERRY,
Midland, Texas

The Best in The Panhandle

Brand, Hereford, Texas. Gentlemen:—Enclosed please find \$1.10 for 55 word want ad run two issues for me. I placed this ad in some 6 Panhandle papers and I received more answers from the ad placed with you than any other paper.
J. P. ANDERSON,
Canyon, Texas.

Brand Want Ads always makes interesting reading. You'll find them on page seven

Brand Publishing Company
HEREFORD, TEXAS

Italian Orchestra at Court House.

Those who are inclined to judge a performance simply by the price of admission were highly delighted and greatly surprised at the wonderful performance of the Italian Orchestra at the Gem Theatre last night. They are artists with temperament and excellent interpretation. They put their hearts into their work. In fact, they produce music soulful and impressive. The young violinist is a virtuoso. None better has ever been heard in our city, and his solo work alone is worth many times the price of admission. Everybody should hear these Italian artists. All can benefit by such delightful playing. The management of the Gem Theatre deserves credit for affording the music lovers of Parsons such a rare treat. It is seldom that the public anywhere is offered similar opportunity at such small cost.—Parsons Sun.

At the court house Friday and Saturday nights, Sept. 12th and 13th. Admission children 15c, adults 25c. Benefit Chamber of Commerce.

We have a few hundred tons of cotton seed cake for October, November and December delivery at \$31.85 per ton, f. o. b. Hereford. Prices subject to change without notice. Star Mill & Elevator Co. Itp

General Rains Come.

Good rains have visited all the Panhandle. The precipitation in Deaf Smith county will average 3 inches. At Hereford the fall was full 4 inches.

The Wild Animal Show.

All who attended Barnes Wild Animal Show was well pleased. Nothing so daring and intensely entertaining has ever been thru this section of the country. The performing animals with their watchful trainers was a lesson worth going miles to witness. The parade was far above the usual in that the animal cages were open and young ladies were to be seen sitting quietly knitting in the midst of wild and restless beasts. The many fine horses made the parade a lesson in itself. One of the largest crowds ever assembled under a tent in this country witnessed the show, both afternoon and evening performances

being well attended. The show was great, instructive and highly entertaining. The young and the old enjoyed it. Mr. Barnes, the owner of the show, personally conducts many of the feats and performances of the animals and in this may be attributed his successful career. His newspaper publicity agent, Ray Barnett, the quite a young man, looks after his department with the skill of a veteran. His enthusiasm, his energy and his strong conviction in the success of the enterprise he represents makes him a most valuable man.

A Musical Treat.

A musical treat was in waiting for those who heard Prof. Bistolfi's Italian Orchestra last night at the court house and none were disappointed. Their interpretation of the world's renowned musical compositions was par excellent. Both classical and popular music was given. Their rendition of some of the old Southern airs added a color of patriotism to their splendid program. Special mention must be made of the violin solo by one of the young men and the special number—"The Passing of the Regiment." Those who did not attend last night should hear them tonight and tomorrow night, as this is the best and most classical musical entertainment ever given in Hereford.

New Pastor Will Arrive.

Rev. G. A. Farris, who has been called by the First Christian church, is expected to arrive today and will preach next Sunday and evening. All members are urged to attend. The public is extended a cordial invitation.

Meeting Closes.

The revival services conducted by Rev. Merrell, Baptist evangelist of Abilene, closed last Sunday night. Two additions were made to the Baptist church. A purse of \$250 was presented to the preacher before his departure.

We may not be the nearest to you, but we will come the nearest pleasing you. Betts & Clark. 14tf

R. O. Whyman, civil engineer, has been appointed by the commissioners as official county surveyor.

YOU'LL LIKE HEREFORD!

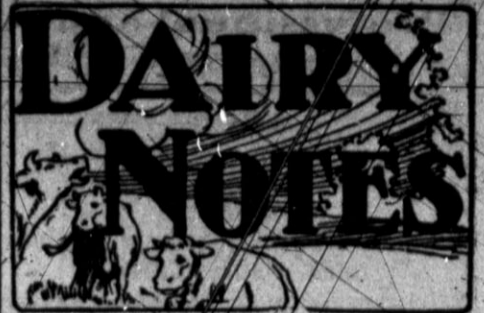
QUALITIES OF HONEY LOCUST

Drought Resisting Tree May Well Be Grown on Most Farms in the Northwestern States.

The honey locust is a most beautiful tree and one that might well be grown to some extent upon most farms. It belongs to the legume family or pod producers and has a beautiful compound leaf. It grows very large and has sharp thorns on both the branches and trunk of the tree, says a writer in the Dakota Farmer. When closely set in the form of a hedge, it makes a most formidable barrier against any kind of stock. The Colorado station in a recent bulletin recommends the honey locust as the most drought resistant of any species of deciduous trees. When this is taken into consideration, it will be seen that this tree deserves a much larger use in the northwest. It does not sucker as does its closely related species, the black or yellow locust, and is not nearly as subject to the attack of the locust borer. The writer has in mind a specimen of the honey locust in Jewell county, South Dakota, which is one of the handsomest trees he has ever seen in the Dakotas. It is about twenty-five feet high, very spreading, and has proven a rapid grower. Northwestern nurserymen highly recommend this tree and offer seedlings and young trees at low prices and the Dakota Farmer would urge a larger trial of this beautiful tree in its territory.

The Best Hot Weather Tonic

GROVE'S TASTELESS CHILL TONIC enriches the blood, builds up the whole system and will wonderfully strengthen and fortify you to withstand the depressing effect of the hot summer. 50c.



No animal that gets only feed enough to support life can make a gain or profit.

Corn fodder that is dry and dusty will be improved a little by sprinkling in the mangers.

The man who can double the productivity of his farm more than doubles its value.

Provided your cow is a good one, the more she is fed along right lines, the more she will give.

Haphazard methods of breeding never pay with dairy cattle. The best herd bull is none too good.

One of the chief reasons for butter becoming rancid at an early age is the fact that it is not washed thoroughly.

The bigger the ears of corn when they are put in the silo, the bigger the milk flow will be when the silage is fed.

The milk utensils must be free from seams and cracks. It is impossible to keep them clean if this is not the case.

Before warm weather comes prepare a cool place for the milk and cream. Make the milk and cream room cool, sweet and clean.

One advantage of succulent feed is the fact that it not only provides the cow with more moisture, but at the same time is more appetizing.

The Hereford Brand \$1 a Year



See The New Fall Styles

What are the women going to wear this Fall and Winter? How much are the styles going to change? Must I buy a complete outfit of clothes—or will some of the good dresses I bought last season fit in with the new models?

These are questions every woman is asking herself. They are answered in the new issue of

The Style Book for Fall and Winter LADIES' HOME JOURNAL PATTERNS

74 pages of the attractive new frocks, dresses, gowns, etc. for fall and Winter. At the Pattern Counter 5c

Don't guess at these important questions—don't wait and worry over them. Five cents will answer

them all immediately and give you hundreds of ideas for clothes of every description for every member of the family. The Style Book for Fall and Winter is a home necessity.



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THE STORE FOR SAFE BUYING