

The Hereford Brand

VOLUME 15

HEREFORD, TEXAS, FRIDAY, APRIL 9, 1915

NUMBER 10

HEREFORD'S PUBLIC SCHOOLS One of the Institutions of Which All Are Proud Is the Factory Where Boys and Girls Are Prepared for Life's Work

The town of Hereford has a number of public enterprises and institutions of which her citizenship are proud. She points to her magnificent courthouse as a monument to the enterprise and progressiveness of the people of the county. Her churches, well attended and supported, stand as evidence of the city's deep interest in the things that are spiritual and moral. Her public utilities are all above the average in equipment and service for towns of this size.

However, in none of these things do all the people take more interest or give more loyal support than to the public schools where the boys and girls to the number of more than half a thousand are being trained for future citizenship.

Few towns the size of Hereford affords a better school building or one better equipped for efficient work. In addition to the central building, an excellent three story brick structure with about twenty rooms and auditorium, there is a separate building for the primary grades and another for the manual training.

The work of the school is divided broadly into high school, grammar school and primary department. The primary work covers four years, the grammar work three and the high school four years, with some elective work in science, manual training and domestic science.

The high school offers four years work regularly, including four courses in history and civics, four in Latin, four in mathematics, four in English, one-half course in science and four year's work in domestic science and four in manual training and mechanical drawing.

The work in the high school is done under the direction of well trained teachers who have all had college or university training and are specialists in their respective departments.

The science work which includes physiography, physiology and physics is conducted in a fairly well equipped laboratory and the board are adding to the equipment from year to year as the school grows and their means will permit. The science work is very popular, about 50 pupils taking physics this year. For the work in mathematics, Latin and English the school library is very well equipped with supplementary works and is under the direction of specialists in their line.

The best equipped department of the high school is the domestic science and in fact few schools in the state have a better selected equipment for this work than Hereford. This department of the school alone was equipped at a cost of nearly two thousand dollars. The work in this department is open to all the pupils from the sixth grade up. At the present time about 75 girls are taking some of the work.

The sewing department is equipped with sewing machines, chairs, a dresser and carts for cutting and planning and an ironing board.

The cooking department is especially well equipped at a cost of \$1,400. There are eighteen individual desks equipped with all necessary utensils including individual gas burners. In this work the food principles of the more common foods and the laws governing food values are studied. The instruction is both by lectures and the regular laboratory work. In the senior year the girls are given a course on the problems of the home, sanitation and decoration, and a study of different kinds of cloth, especially wool, cotton, silk and linens. The girls take great interest in this work

and the influence on the home and the linking of the school life with the home life will be far reaching.

In the manual training department good work is being done. Last year this department was in the basement of the main building, and splendid work was done under the teaching of Mr. Vaughn, but owing to the increased interest in this work among the students, the School Board made an increased effort to meet the demands by setting aside a building about 24x60 feet and fitting it up with indispensable machinery, tools, etc., as they thought their finance would permit. Now there is a splendid equipment and some real good work is being done under the instructions of Mr. B. P. Castell who is well qualified to fill this important place.

There are 45 boys enrolled in this department and they are given work in mechanical drawing until they can take specifications of fairly difficult work and make a very clear mechanical drawing of it. Patrons can best get an idea of what is being done in this line by seeing the boys at their benches.

The cost of filling up this department was about \$3,000.

The grade work of the schools from the primary to the high school is in charge of especially trained teachers of experience and here an excellent foundation is laid for the work of the high school.

The grammar school is well described by the name it bears. In this school it is insisted that pupils do not learn to read but read to learn. More and more ability must be acquired to get thoughts from the written or printed page, more and more ability must be acquired to express these thoughts in words and phrases that are one's own. It is the policy of the teachers in the grammar school to carefully conserve the interest and strength of pupils as they pass from the preadolescent age to the adolescent age. It is well noted that in this age memory and imagination are keen and active and these psychological conditions are taken advantage of to teach gems, descriptions, words, language, and all those important factors of an education that involve these peculiar mental traits. It is intended to make thorough preparation in the grammar school for work in the high school.

The course offered in the high school is not extensive but it is the policy to make it intensive. Four courses in history and civics, four courses in Latin, four courses in mathematics, four courses in English, one and one-half courses in science, four years work in household economics and four years work in manual training and mechanical drawing, is offered in the high school.

Of the work the University of Texas affiliates the local high school for fourteen and one-half courses as follows: Latin, three units; English, three units; History and civics four units; Mathematics, three units; Science, one and one-half units.

In employing teachers for the schools, the trustees seek high qualifications both in experience and scholarship, their rule being to employ no one who has no experience, and no one who does not hold a first grade certificate or a certificate of higher rank. Every teacher of the present corps has had training in a higher institution of learning. More than 90 percent of the present corps of teachers have better than three years experience and 75 percent of them hold permanent certificates.

A careful survey of the school indicates that a little better than 90 percent of all pupils in regular attendance will receive promotion if the grade of work now being done is continued. And when it is taken into consideration that 90 percent is very close to the highest expectations in the best schools, the degree of efficiency of the local schools is

marked.

To date 515 pupils have been enrolled in the school and of these 446 are in regular attendance. These figures show that a little better than 90 percent of all pupils enrolled are in regular attendance and the reports of the teachers show the actual daily attendance of those on the present roll to be about 95 percent. This gives an average attendance for the entire roll above 85 percent, and when it is taken into consideration that the average for the State of Texas is about 65 percent, this again is remarkably good.

The library, while not large, is well selected and contains about one thousand volumes of reference books, classics and general reading books.

Athletics is given due prominence and the high school has good football and baseball teams as well as an especially strong basketball team among the girls.

Hereford Schools is well prepared to take care of non resident pupils and they will find a cordial welcome here. With its wide-awake progressive school board and efficient corps of teachers, Hereford Schools are justly a source of pride for the town.

A Good Woman Passes Away

After a long illness, Mrs. Lee Alice Norton, wife of R. H. Norton, died at the family residence Monday April 5th, at 7:40 p. m. The peaceful end came while she was surrounded by the members of her own family, visiting relatives and neighbors. Loving hands had done everything possible to relieve her of her suffering and to make the last days as quiet and peaceful as possible. She knew the end was near and bade the members of her family a loving farewell, assuring them by word and expression that she was fully prepared to make the change from Time to Eternity's shore.

The funeral services were conducted at the First Christian church. The Sunday School auditorium was filled by the friends of the family, at the hour 2 p. m. Wednesday, Rev. G. A. Faris, pastor of the church, preached the sermon, taking his text from the story of the great woman of Shunam, whom the scriptures describe as a good woman. The minister paid high tribute to our departed friend and neighbor, extolling her virtues and advising emulation on the part of those who would make their lives useful.

Mrs. Lee Alice Norton was the daughter of Mr. and Mrs. A. W. Corbett, having been born in Parker county, Texas, January 22, 1867. Her parents have gone before her. Four sisters and three brothers still survive her. She was married to R. H. Norton in Stephens county, Dec. 20, 1883, and the union was blessed with seven children, all of whom are living save one. These were present in her last hours and are: Claud, Ezra, Ruby, Una, Alma and Howard (Dick). There were also present Mr. Norton's brother and her sister, Mr. and Mrs. A. J. Norton of Quanah; also a sister of Mrs. Norton's, Mrs. W. W. Howard, and a niece, Mrs. M. S. Winbury and her husband, all of Quanah.

The family moved to Amarillo in 1896, where they lived for two years, and then came to Hereford, locating on the farm west of town and where they have lived since. The family has many friends in this and other counties of the State who will learn with regret of the sore bereavement.

The funeral arrangements were conducted by O. E. Thomas, the hearse bringing the body from the family residence to the church, where loving hands bore it into the presence of sorrowing and sympathizing friends. The pall bearers were selected from the deacons of the church; Mr. Norton being an elder of the congregation and she a

faithful and devout member, having united with the church in 1885. They were: J. W. Barnett, W. E. Dameron, C. P. Arthur, C. H. Dyar, Geo. A. Stambaugh and L. Gough. The ushers were: Elmer Dameron, Claude Ricketts. Specially selected songs were rendered by members from the different churches, eight voices having been chosen. Some of the songs were sung at the special request of Mrs. Norton. These were: "God Will Take Care of you," "Asleep in Jesus," "The Unclouded Day," and "It Is Well With My Soul."

After the sermon, the friends were permitted to take a last farewell view of their departed friend and neighbor. A beautiful white casket, surrounded by many sweet floral offerings, held the tabernacle of the body from which the spirit had been called home. The funeral procession then proceeded to the City Cemetery where the last sad rites were said. Though a cold rain was falling, many of the friends joined in the procession, and after the new earth mound was made, placed their floral offerings as a last token of their devotion and friendship.

Our friend is gone from us in body but not in good deeds and sweet spirit; these will remain with us and will serve to us a guide for our lives. —A Friend.

Easter at the Churches

Special services were held at most of the churches Sunday in observance of Easter.

At the Baptist church the services both morning and evening were in keeping with the Easter spirit. The facts and the beautiful significance of the resurrection was sung by the choir in chorus and given emphasis in a strong sermon by the pastor, Rev. R. E. L. Farmer. The morning discourse was based upon "The Seven Miracles in the Gospel of John," and in the raising of Lazarus Rev. Farmer made the application of the resurrection as a fact for all humanity—that "Life is," indeed, "ever Lord of Death and Love can never lose its own."

At the evening hour the services were in charge of the Salvation Army staff that have been in the city for several days. The addresses and music were full of earnestness and inspiration.

Both services were largely attended.

The services at the Presbyterian church were inspiring and especially fitting for a day consecrated to the contemplation of a Risen Re-

deemer.

Flowers, so sweetly symbolic of His beauty and purity, contributed greatly to the making of the church a fit temple for the worship of the King.

The music by the choir was appropriate and beautiful and special selections were given by Mrs. Stephens, Miss Wilson, Miss Gregg and Mr. Broadwell.

At the morning service, Rev. Ward M. Baker had for his theme "The Resurrection," and this old-new story was made a living, vital fact, carrying with it hope, and light, and life for all the world. A large audience was present at both services.

At the Christian church both services were distinctively in harmony with the Easter-tide. At the morning hour the music consisted solely of the old hymns which have for so long expressed the faith and devotion of the church. No other music can ever take the place of these old songs which have come down to us as a precious heritage not to be lightly prized, and the fact that they were given first place, added much to the spirituality of this part of the worship.

The beautiful easter story was the theme for the sermon both morning and evening and spoke its message of love, and comfort, and hope; in two earnest and forceful discourses by the pastor Dr. Faris. The story so simply and beautifully told, received added strength from the wonderful personality always so evident in Dr. Faris' addresses.

At the evening service a duet was given by Mrs. Haile and Miss Lucas, and a quartette by Mrs. McNearney, Miss Lucas and Messrs. Curtis and Barnett.

The church was well filled at both services.

At the Methodist church the services were especially beautiful. The floral decorations were elaborate, transforming the church into a bower of beauty and adding their Easter message to that of choir and pastor. The morning service consisted of an excellent sermon by the pastor and special music by the choir. The theme of Rev. Benson's discourse was, as at the other churches, "The Resurrection," and this sublimest fact of the world's history was presented in all of its strength and beauty. Two especially good musical numbers were an anthem by the choir and a quartette by Messrs. Mitchell and Curtis, and Mrs. Rice and Miss Mabel Betts. At the

evening service the program was in charge of the two young people's missionary societies and was one of the best programs ever given in the city. It consisted of two parts, the first "The Pilgrim's Vision," and the second, "The Changed Cross," with "The Holy City" given in pantomime between the two parts. During the pantomime "The Holy City" was effectively sung by Miss Mabel Betts.

The church was crowded to its utmost capacity and many were unable to get even standing room.

WILLARD NOW CHAMPION

Knocks Out Johnson After Twenty-Six Rounds of Hard Fighting

Jesse Willard, the Kansas cowboy, wrested the heavyweight championship from Jack Johnson, the negro, who has held it since he gained it from Jefferies in 1910. The battle was fought at Havana, Cuba, and was a hard struggle.

Up to the 20th round it looked like Johnson's fight, but after that he began to weaken and in the twenty-sixth a terrible right to the jaw put the black giant to sleep.

PLANTING GARDEN "SASS"

All the Wives, Mothers and Daughters Now Swinging the Hoe

Every man in Hereford that can get his wife at work is making a garden this week by proxy.

The woman with the hoe is a real force this week and the lettuce and onion bed have received their final combing and the little brown seeds are asleep in mother earth awaiting the resurrection that follows the wooing of the sun's rays and the gentle showers. The soil is in fine condition for making garden; there is plenty of moisture to germinate the seed and make the onion set stick out his green nose in a few days.

Probably no place in the world does gardens do better than here with the same amount of care. All kinds of vegetables and melons grow luxuriantly in this fertile soil, under this sunshine and watered by the river that flows beneath.

Irish potatoes alone are the one exception. While the tops grow to great size the potatoes fail to reach a paying size. There is probably enough garden truck raised in Hereford every year to feed a town of twice the size. The women are all industrious here and the men are all helpful with advice and counsel.

"YOU'LL LIKE HEREFORD."



The World Holds Nothing Better

Than a modern, thoroughly equipped farm—run on a strictly scientific basis—and its smiles are 'always kindly for the successful toiler in its Great Out-of-Doors.

A BANK ACCOUNT is the latest farm equipment and one which the up-to-date farmer cannot afford to be without.

We earnestly solicit your account, Mr. Farmer, and you are always welcome at OUR BANK.

Rainfall since January 1, 1915, —2.5 in.

The First National Bank
E. B. POSEY, Cashier

FREE

.. EXHIBITION ..

FOR THE BENEFIT OF THOSE WHO WOULD LIKE TO SEE OUR FIELD SEED CLEANING MACHINE AT WORK, WE WILL RUN OUR "CLIPPER" CLEANER ON

Saturday, April 17th

FROM 1 TO 5 P. M.

COME AND SEE US DO THE WORK.

E. W. Harrison

HIS LAST TEA FIGHT

By HOPE AINSLEE.

Copyright, 1915, by the McClure Newspaper Syndicate.

"Don't ask me to go to any more of these tea fights, Helen, I beg of you," protested Donald Moore as he anticipated his sister's invitation.

Helen's pretty face became clouded at once. "George! How rude! Tea fights!"

"Well, pink, blue or yellow teas—or anything you like to call them. I've escorted you this whole winter from one studio to another. I've lunched gallons of sickly tea and eaten pounds of cake and tarts and jam, and I've listened to would-be artists rave for hours about their souls and their temperaments. I'm sick of it."

"Won't you go just this once—this afternoon? I promised you would be there and I believe you'll really like Caroline Becker. She has no temperament and of course I find her rather dull—"

"I'll go," interrupted her brother. "Any person living in a studio and having a tea and that you can find dull must be an oddity."

George turned away, whistling. He had a sincere hope that his sister would develop some common sense after she had a season or two of New York studio life. She was young.

As they walked briskly down Central park west toward the studio building in which Helen's "dull" artist friend lived, George Moore began to be curious about his hostess to be.

He was more than curious when he took her proffered hand and felt her warm, strong grip as she welcomed him and his sister to her studio. The girl was beautiful, in a simple, sweet way. She was like the girl he knew in the West, not a particle like the girls his sister "adored" and who lived in the studios he had been frequenting.

Neither was this studio like the others. It looked more like a real home than anything he had seen in New York. There was no oriental scent in the air; there were no dimly lighted candle lamps, no smoking table with "ladies' cigarettes" lying on it.

"This is so cheerful and homelike, Miss Becker," he found himself saying after he and his sister had admired the picture that had won the Academy prize.

"Oh, it is, really?" asked Caroline, earnestly.

"It is, indeed," George repeated. "That's been one of my main objects in the furnishing of it and in all my little entertainments. I've tried to have the home atmosphere—the way mother does at home in Omaha—and, now don't laugh when I show you something." She ran behind a screen and returned with a stone crock in her arms.

"The cookie crock!" cried Helen. "I can hardly believe my eyes," added George.

"And real, homemade cookies!" explained Caroline, removing the top of the crock. "Mother sends them every week and I always have some."

Each of the guests took a round sugar-covered cookie and ate it as if it were the best thing they had ever tasted.

"I wouldn't exchange this cookie for all the French tarts or pate-de-fougas tid-bits in all the studios in New York," said George Moore more enthusiastically than his sister had heard him express himself since he had left home.

"They are good," admitted Helen. "It's just that—they remind me of home," said Caroline.

As George reached for a third cookie his sister frowned upon him.

"George Moore! You laugh so loud and eat so much. I'm ashamed of you," she admonished.

"Don't be, please, Miss Moore," pleaded Caroline, putting a friendly hand on Helen's arm. "It's so good to see and hear him. It's like home—"

And after that the guests began to arrive so that George and his sister could not monopolize their hostess. Helen had to drag her brother home and as she usually had to urge him to remain even a polite length of time she was more than amused.

"That is the first real girl I've met at these tea fights, sis," he said as they walked home.

"Yes?" replied Helen, raising her eyebrows. "She's very pleasant."

"Pleasant! I should think she was—she's a peach! She's a real genuine girl and I intend to see much of her. And I hope that cookie crock will not grow empty for I intend to make many a raid on it."

"I thought this was your last 'tea fight,'" suggested his sister.

George laughed. "I'll forgive you for taking me to this one, sis—honest I will."

"For you saw the handwriting on the wall of Caroline Becker's studio, didn't you?" she asked, teasingly.

Amarillo Physician Dies
Dr. W. D. Patton, a well known physician of Amarillo died at his home of Polk Street Monday. He was ill about a week, being first attacked by tonsillitis followed by complications. He was 45 years old and had spent most of his life in Texas.

Minstrel Show Pleased
The Busby's World' Greatest Minstrel Show Wednesday evening has shown the distinction of being the only one to exhibit here for some time without a lot of fault finding critics picking its attractions to pieces afterwards.

A negro minstrel show is in a class by itself; and a good one never fails to please an audience where laughter and amusement are sought. The negro has an ear for music; it is natural with him; and he has his way of rendering it. It is not classical, but it is better—more pleasing.

The minstrels gave a good entertainment—one well worth the price, and the audience got its satisfaction of negro melody and laughter.—Hazelton Herald. Hereford Tuesday April 13.

ENDORSED AT HOME
Such Proof as This Should Convince Any Hereford Citizen

The public endorsement of a local citizen is the best proof that can be produced. None better, none stronger can be had. When a man comes forward and testifies to his fellow-citizens, addresses his friends and neighbors you may be sure he is thoroughly convinced or he would not do so. Telling one's experience when it is for the public good is an act of kindness that should be appreciated. The following statement given by a resident of Hereford adds one more to the many cases of home endorsement which are being published about Doan's Kidney Pills. Read it.

J. D. Burkett, 300 E. Second St., Hereford, says: "I suffered from sharp twinges through the small of my back, especially when I stooped or lifted. I was also caused much annoyance by a too frequent desire to pass the kidney secretions. Since I used Doan's Kidney Pills I have been free from these ailments." Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Burkett had. Foster-Milburn Co., Props., Buffalo, N. Y.

Whenever You Need a General Tonic Take Groves'
The Old Standard Groves' Tasteless Chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

See that 75c window at the Fair. It Lester Weavers Dairy Phone 9. 5tf
Crex Art Rugs at \$7.50 E. B. Black Co. 1tf
Don't say drug store say Corner Drug Store. 1tf
It's late but it's coming—That Awful Telegram. 1tf

Betts-Clark are agents for the Saturday Evening Post. 27tf
Second hand Sewing Machines in good repair \$5 to 10 E. B. Black Co. 9tf
Good brooms at The Fair for only 35 cents on Mondays, Thursdays and Saturdays. 17tf

E. A. Winterrowd, City Drayman. Piano moving a specialty. Work guaranteed. Phone 62. 10tf
I pay cash for cream. You get your money as soon as test is made I am at Stambaugh's Store. I. H. Spratt. 3-tf

The best light weight automobile of merit is for sale by H. L. Rice. It's a Hercules. It's a money saver and pretty as can be. 7tf

Handicapped
With but three minutes to catch his train, the traveling man inquired of the street car conductor, "Can't you go faster than this?" "Yes," the bell ringer replied, "but I have to stay with my car."—Harpers.

LISTEN!
Landlord's bill for rent under discussion:
Husband—"Where's the money I gave you last week?"
Wife—"Well, I gave a dollar for the Belgians, two bits for the poles and \$50 for an Easter bonnet, to keep the poor milliners employed in New York. How can a woman keep money nowadays, if she has a soul?"
Answer—Build You A Home.
Hereford Lumber Co. 1t
Betts-Clark are agents for the Saturday Evening Post. tf
\$2.95 buys a matting Art Rug size 9x12 E. B. Black Co. 9tf

Piles Cured in 6 to 14 Days
Your druggist will refund money if PAZO OINTMENT fails to cure any case of itching, blood, bleeding or protruding Piles in 6 to 14 days. The first application gives ease and rest. 50c.

CALOMEL DYNAMITES YOUR LIVER! MAKES YOU SICK AND SALIVATES

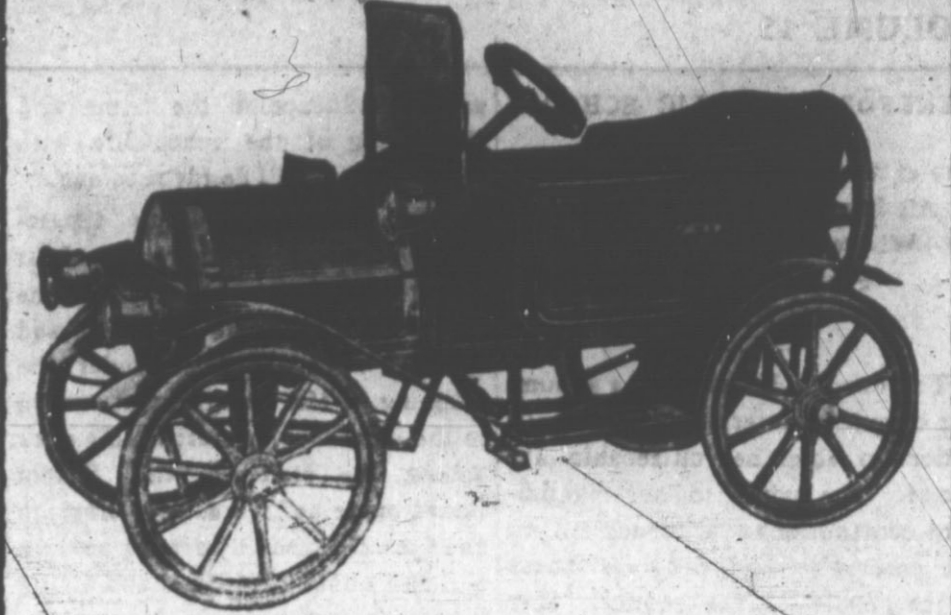
"Dodson's Liver Tonic" Starts Your Liver Better Than Calomel and You Don't Lose a Day's Work
Liven up your sluggish liver! Feel fine and cheerful; make your work a pleasure; be vigorous and full of ambition. But take no nasty, dangerous calomel because it makes you sick and you may lose a day's work. Calomel is mercury or quicksilver which causes necrosis of the bones. Calomel crashes into your bile like dynamite, breaking it up. That's when you feel that awful nausea and cramping. Listen to me! If you want to enjoy the nicest, gentlest liver and bowel cleansing you ever experienced just take a spoonful of harmless Dodson's Liver

Tonic tonight. Your druggist or dealer sells you a 50 cent bottle of Dodson's Liver Tonic under my personal money-back guarantee that each spoonful will clean your sluggish liver better than a dose of nasty calomel and that it won't make you sick. Dodson's Liver Tonic is real liver medicine. You'll know it next morning because you will wake up feeling fine, your liver will be working; headache and dizziness gone; stomach will be sweet and bowels regular. Dodson's Liver Tonic is entirely vegetable, therefore harmless and can not salivate. Give it to your children. Millions of people are using Dodson's Liver Tonic instead of dangerous calomel now. Your druggist will tell you that the sale of Calomel is almost stopped entirely here.

"A SINGER"
Is Always the Pride of Its Owner

The Singer Sewing Machine is Recognized all Over the World.
SPRING SEWING
Think how helpful a good Sewing Machine would be to you just now in remodeling old and making new garments. The charm of the SINGER and its new attachments is—you can do everything; plain sewing, tucking, ruffling, binding, hemming, darning, hemstitching and embroidering. If you wish to try one we will gladly bring one to your home.
SOLD ON EASY PAYMENT PLAN
With liberal allowance for your old machine.
MACHINES REPAIRED
E. B. BLACK CO.
LUTHER BLACK' SPECIAL SALESMAN

GIVEN AWAY SATURDAY, MAY 15TH



We give a ticket with each 5c purchase. We also give tickets for all accounts paid before the 15th of each month. Please remember we want your drug business.
"HURRY BACK SOMETIME"
GEO. E. BURNS, Druggist

Hereford Garage & Machine Works
FOR
Goodyear, Goodrich and Michelin Tires.

A GREAT REDUCTION IN THE FAMOUS Michelin INNER TUBES
FRESH BATTERIES
All Kinds Machine Work, Gunsmithing, Etc.
AUTO LIVERY
PHONE 23
The Hereford Garage & Machine Works

Coming Soon, In A Big Tent

J. M. BUSBY'S WORLD'S GREATEST COLORED MINSTREL SHOWS
SUCCESSOR TO HARRISON BROS. SHOWS
THE NEW AND ANCIENT SOUTH

Hereford
Tues.
April
13

Now Don't Miss This Good One. Parade at Noon. Performance at 8 p. m.

MODERN MEDICINES

By W. A. Price, M. D.

Doubtless you are wondering at what my position will be in dealing with this subject. It has been said by a great American patriot, "In order to forecast the future we must recall the past." But it will not be my object simply to draw comparisons. A slight contrast will necessarily intervene. A perfect line of demarcation cannot be drawn. In the rainbow, we cannot tell just where the yellow ends and where the red begins. The practice of medicine fifty years ago, however was in keeping with the times. It was abreast with every thing modern. The old doctor of that date, with his long coat and high-topped hat, gathering herbs on the hill-tops and in the vales, was in every degree modern. He was then equal to the occasion. His stage property consisted in dress and general deportment, which inspired confidence. The drift of his conversation, the nod of his head, the Ah!, these were his familiar characteristics. These suggested ability and power almost supernatural.

Our early doctor was an individual character, living to himself, holding his ability, his attainments, and his deficiencies shrouded in mystery. He looked upon his competitors from an antagonistic point of view. He abstained from all consultations and adhered strictly to a policy of non-intercourse. Furthermore, Formalist. Every appeal inspired psychic-confidence. In fact, sectarian medicine was, as we now know, phycho-therapeutics.

No other period in the history of the world has been fraught with such marvelous advancements and accomplishments as have figured and are figuring in this quarter of a century. We may say with the Poet, "Intellectuality is as plentiful as Autumn leaves." This is a scientific and a philosophic march with no one attempting to tower above his compeers. It is a universal stride to conquer Nature and Nature's ills. The world has announced more discoveries and inventions in the last quarter of a Century than at any other period of equal length, since the dawn of Creation. Just a few years since medicine was a single profession, with no division or subdivisions. Today, Modern Medicine consists of more than a score of Specialties blended with such exactness that the ending of one is the beginning of the other. We find the Political and Theological bodies looking forward to a unity of purpose, they are discarding dogmatic superstitions and subterfuges. The wonderful changes in our great profession are well manifested in every nook and corner of this mighty country, as well as abroad.

Then may I ask, Is the Medical Profession found wanting? I answer superlatively, NO. We have offered with the coat of sectarian medicine. We know the "isms" and "pathies." The curtain has been hoisted and the public allowed to view the doctor as he is, and as he should be. The people are no longer credulous. Hypotheses and conclusions will no longer satisfy a progressive and intellectual public. Scientific facts demonstrated beyond all probability are the only means by which we may be able to hold the profession upon that high plane of intellectuality which characterizes the age in which we now live. Just a few years since, a slight knowledge of Anatomy, Physiology, Chemistry, Materia-Medica plus a very poor clinic, covered almost in "to-to" our college advantages. If we possessed an unflinching determination we kept pace with the progress of time. The first and greatest movement was in raising the requirements of a general education, making it a pre-requisite, and indispensable to admission into a well founded Medical school. The second step forward was when the four years graded system was established. These requirements necessarily, reduced the number of Medical schools by more than half, many of which were open scoundrels while in existence were only in the business from a commercial standpoint. What a blessing it has al-

ready achieved, what wonders already accomplished.

The M. D. degree today means something. It stands for proficiency competency, and medical ability. How? Through unity and co-operation. We had only a small nidus handed down to us from our predecessors, but by a conservation of co-ordinate strength we have woven a web that has gathered science Modern Medicine. At this juncture in the history of its reciprocal existence, no other profession can rival its greatness. As we grow in a general education, we can more and more fully appreciate co-operation, we become more conscious our inter-dependence, one upon the other.

The Medical education is so wide that it would be futile for any one to claim more than a working knowledge. Through the laboratories we unite all of the Clinical Specialties, General Practice, Surgery, Gynecology, and Eye-Ear-Nose and Throat. In fact, we all center at the Biological and Clinical Laboratories with our specimens of blood, excretions, secretions, germs, pathological specimens, etc. The Laboratories have furnished the missing link which has united this great throng of thoughtful investigators. For what purpose? The betterment of mankind; not for world greed, but for the ills of suffering humanity.

The Modern Doctor is a business man. He is a political man. We are closely allied to the government. There is a great place to fill, and we are hardly ready for the emergency. Formally, our duties were to the individual, today the masses are making demands that we must supply. We are called upon to thwart the ravages of those Morbific agencies which are laying waste to, and destroying the vitality of this great Republic. Hence, we

must be patriots. Our work is far greater than that of any other. We must look well to the Food and Water Supply. We must go to the Cuban Islands and suppress the Yellow Fever. We must make the Isthmus of Panama a veritable Paradise for the white man. The Mosquito must be driven from his hiding place, and the swamps and lagoons, saturated with crude petroleum. It is the Doctor who must stand in the front of the raging heat of battle until all Morbific agents have been driven away. Then the reapers and gleaners can come for the harvest. We look into the Modern Hospital with all of its equipments, the Sanitariums with their accommodations, Infirmarys with their heavy endowments, Institutions of every character nestled here and there, -the details of which can only be explained by a glimpse at Modern Medicine, re-enforced by co-operation. Man is in the ascendancy. The hour is bright with protends and possibilities. Time will not allow me to chronicle the various means and advantages in Diagnosis and Treatment. Therapeutics is pushing forward by leaps and bounds hardly less than marvelous. (Just a word.) Active Principles, Assaid Extracts, Serums, Bacterins, Agglutinating Re-agent, Heat, Light, and Water, and Electricity; all these are for humanity, all for conservation of health, all for lengthening our period of longevity.

Deep down in the heart of mankind, there is a profound reverence for that which we are doing. There is no picture so great or thrilling; so emotional, so enduring; as the battle against Micro-organism. In my conclusion I wish to sound a warning note, and at the same time, one of encouragement. Let us ever bear in mind the fact that the Medical Science, grand as has been

its accomplishments, is still in a measure experimental. Hence, we should remember that there are new truths, and new sides to old truths. We should hold our knowledge, but with our eyes shut. Our greatest obligation is to receive truths, try them, and if worthy use them. Finally, we are enlisted in an heroic army, which is giving ceaseless battle in behalf of suffering humanity. Our cause is a noble one. How infinitely grand is this sweet and sleepless struggle.

Hannibal, Mo. Mar. 2, 1915.
Dear Sir: Enclosed find check for \$2.00 for two years subscription to the Brand.

I feel that the Panhandle is just now coming into her own and the Brand is contributing its share towards its uplift.

Yours truly,
S. O. Osterhout.

YOU'LL LIKE HEREFORD!



The Telephone Saved a Life

When one of our men was badly injured by the threshing machine we telephoned the doctor, who told us how to patch the man up. The doctor then started for our place in a hurry. When he arrived the man was pretty weak, and without the doctor's advice the results might have proved serious. Thanks to the telephone, the man pulled through.

Every farm should have Bell Telephone connection.

Write our nearest Manager for information
The Southwestern
Telegraph &
Telephone Company



"You'll Like Hereford—Oceans of Water."



WILSON'S RANCH BRAND

Ranch at Arney, Castro County. Anyone finding stock strayed from this ranch please notify owners
Jno. L. Wilson & Son
Hereford, Texas

If The People of Hereford

or West Texas do not believe that there is a Nursery on the Plains that grow their own stock, come to Plainview and we will show them as good a stock of home grown trees as they can find anywhere, propagated from varieties that have been tested and do the best. Investigation solicited. We have no connection with any other nursery

PLAINVIEW NURSERY, :: Plainview, Texas

Horses Mules Cattle For Sale

At Our Ranch in Castro Connty, 3 Miles North-East of Hart Post Office.

- 40 head, good quality and age, red and white faced Cows.
- 1 Registered, 3-year-old white face Bull.
- 3 Good grade white face Bulls—good breeders.
- 25 Steer and Heifer Calves—mostly white face.
- 10 Good Durham Milch Cows.
- 10 Well broke, 4 to 6 year old muls.
- 2 Good 15 1-2 hand unbroken Mules.
- 1 Extra good 4 year old draft Mare.
- 2 Good 5 and 6 year old Geldings., weight 1050 and 1150.
- 1 good 7 year-old mare Pony
- 1 3 1-4 Farm Wagon.
- 2 Set Farm Harness.

This is all good stuff and is priced to sell.

Mcfarland & Sons

Telephone on Kress & Smiths Dimmitt Line

\$7.00 Per Ton is the Price of our Genuine Colorado Maitland Washed Nut Coal.

This coal it the best coal for cooking that is sold here, because it is free from slack and dirt. We also have the Colorado Lump Coal, and coal from New Mexico. We have on hand at all times plenty of Feed and Hay. We have Flour from \$3.50 pea hundred up. We have a few hundred pounds of Idaho Irish Potatoes that we will close out at \$1.75 per 100 pounds.

Fallwell & Son

PHONE 41

GARRISON

1901 BROTHERS 1915

Our Car of John Deere Implemnts



Broke another tongue

This time get a

Hall Steeltube Wagon Tongue

We sell them

Garrison Bros.

HEREFORD, TEXAS

Is here. Let us show you our line of Listsers, both single and double. Cultivators, Harrows, Listed Corn Cultivators (Go-Devils), Iron Clad Wagons, Van Brunt Grain Drills, Garden Tools of all kinds, and Rubber Hose.

We also carry Star and Leader Windmills, Pumps and Pump Rods, Well Casing and Pipe, Barbed Wire, Woven Wire Fence, Harness, Collars, New Perfection Oil Cookstoves.

Make Our Store Headquarters

A Tremendous Trifle

A king riding for his life had been told a nail was missing from one of the shoes of his mount. He didn't think it mattered. But the horse cast a shoe, went lame and the royal fugitive fell into the hands of his enemies—lost for lack of a trifle.

The trifle is always producing results out of all proportion to the cause.

Oil is a trifle in each individual case, but it enters so intimately into all the operations of your domestic or business life that you depend upon its service for the continuance of all your affairs.

Quality and service are of the utmost importance to you. The kind of quality and service supplied by the "Made in Texas" products of The Texas Company, known by the Red-Star-Green-T emblem and the Texaco name.

Remember the service you require and get Texaco, the quality product for the fulfillment of that service.

Our agent will be glad to confer with you.

The Texas Company
General Offices, Houston, Texas

No. 31



The Hereford Brand (A NEWS PAPER)

Published by The Brand Publishing Co.

B. F. GUTHRIE, Editor

Address all communications to BRAND PUBLISHING CO.

Established April 27, 1901, in the postoffice at Hereford, Texas, as Second-class mail matter.

Subscription Price \$1.00 Per Year, Advance

EDUCATING FOR PRODUCTION

We hear much these days about the high cost of living. Many are the causes assigned for its existence and the remedies suggested for putting it to flight are even greater in number.

Bankers, real estate men, lawyers preachers and newspaper men are all telling the farmer how to manage his business so that he may feed the world and yet the high cost of living goes marching on.

Statesmen and politicians (you'll note there's a difference) have been making laws and suggestions from regulating Standard Oil to a law to prevent the killing of heifer calves—and the price of tough steak and gasoline still soar.

Let us educate for production instead of for consumption. There are entirely too many of the genus known as consumer, compared with that very useful although often less ornamental microbe known as the producer.

We have been educating our youth to be doctors, lawyers, traders and professional men of all kinds, joining the ranks of consumers rather than farmers and artisans and taking their places among the producers.

Let us educate for production instead of for consumption. There are entirely too many of the genus known as consumer, compared with that very useful although often less ornamental microbe known as the producer.

Making Improvements

Mr. B. S. Arnold who lives outside the city limits supplied by the sewer system of Hereford has made arrangements to have the sewer connected to his place at his own expense.

The city then allows credit on his light and water bill till the bill is paid. When a man who lives beyond the limits is willing to do this a man who lives near the sewer should certainly be willing to make use of it.

Goes Home

Miss Violet Wilson who has been here for her health since last autumn, and who has made her home at the residence of Col. E. T. Woodburn, returned to her home at Vernon Monday morning. Her health is much improved.

With Our Churches

Presbyterian Christian Endeavor.

Subject: Getting Ready For The Next Life.

Song 120.

Scripture Col. 3:1-4.

Song 63-140.

Prayer—Rev. Baker—Miss Coffin.

Song. How must we get ready for the next life.—Harley Green-Phillip Broadwell.

How did Christian in "The Pilgrim's Progress" begin his journey?—Catherine Stinger.

Why should our preparation for the next life never cease?—Mary Bradley-Mac Murchison.

Piano Duet—Elizabeth Tatman-Lila Cobb.

Why should we love spiritual things better than material things?—Mr. Galley-Mac Womack.

Monday's Reading—Winnie Warren.

Tuesday's Reading—Glenn Boardman.

Wednesday's Reading—Sloan Baker.

Thursday's Reading—Velma Green.

Friday's Reading—Nelia Carter.

Saturday's Reading—Frank Gyles.

Piano Solo—Grace Smith.

What is the best time to get ready for the next life?—Roy Roberson—Hallie Womack.

Leader's Talk. Business.

Leaders—Hope Owens—Dea Coffin.

Epworth League Program.

April 11, 1915

Subject: Gods Helpers.

Song. Prayer. Scripture Pas. 72: 1-13.

Leader—John Henson. Song.

How are we rewarded for the help we give God—Ruth Sites.

Music—Edith Rayzor.

How is a League a help to a community?—Luther Black.

Vocal Duet—Jaunita Caylor-Gladys Ivy.

Scripture Recited. Pas. 17:7.—Grace Sites.

Pas. 17:11.—Pearl Pollock.

Heb. 13: 5.—Myrtle McNutt.

When does a League succeed?—Carroll Shaw.

Song.

Baptist Young People's Union.

April 11, 1915.

President In Charge. Song.

Prayer. Business.

Leader In Charge. Song.

Importance of Praise—Leader. Pas. 100 Recited—Dee Owens.

Song. Praise Him. Pas. 148 Recited—Eddie Connell.

Why praise God for what he has done—Earl Wilson.

Special Music—Mary Bradley. Pas. 117 Recited—Helen Lambert.

Why praise God for what he has done for me—Jerry Burkhalter.

Song "Saved."

Benediction—Frank Jessie.

ICE

We have just unloaded a car of ICE and are ready for business. We appreciate the business you gave us last season and will try to give you the best of service this coming season.

Brumley & Fallwell

Our wagons will start about the 12th.

Church of Christ.

The usual Bible classes will meet at 10 a. m. promptly; preaching at 11 a. m.; song practice at 3:30 p. m. promptly; also preaching a 8 p. m. To all services we invite the public, and all who come are welcome.

The Missionary Society of the Presbyterian church will meet with Mrs. H. L. Broadwell on Wednesday April 14th at 2:30 p. m., to sew for the orphans.

Sheriff's Sale

State of Texas, County of Deaf Smith.

By virtue of an Order of Sale issued out of the Honorable District Court of Bowie County, on the 10th day of February 1915, by the Clerk thereof, in the case of Simms Bros., versus W. H. Walker et al, No. 100, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in May, A. D. 1915, it being the 4th day of said month, before the Court House door of said Deaf Smith County, in the town of Hereford, the following described property, to-wit:

Situated in Deaf Smith county, Texas, and being all of lots Nos. 13, 14, 15 and 16, in Block No. 19, of the town of Hereford, according to the map or plat thereof, of record in the Deed Records of Deaf Smith County, Texas, said property generally known as the W. H. Walker property.

Levied on as the property of W. H. Walker to satisfy a judgment amounting to \$1,000.00 in favor of Jancy H. Simms and A. L. Simms and cost of suit.

Given under my hand, this 5th day of April, 1915.

R. W. Baird, Sheriff, 10-4t Deaf Smith County, Texas.

\$2.95 buys a matting Art Rug size 9x12 E. B. Black Co. 9t

Buy's New Car

Mr. John Sherman went to Amarillo Saturday to bring in a fine new Maxwell car which he had ordered for Mr. A. L. Gibson who accompanied him on the trip. Mrs. Sherman also was of the party but stopped off at Canyon and visited with relatives until Mr. Sherman returned Sunday afternoon.

LISTEN!

All we ask—Please give us some of your business that we may demonstrate to you how very satisfactory our service is—do you want a sack of lime for disinfectant purposes? It's not expensive. Hereford Lumber Co. 1t



Ladies and Gentlemen!

In behalf of the Management, it is our pleasure to announce that on

Saturday, April 17th

The World-Famous Comedy

"Stop Thief"

IN FIVE PARTS

It is pardonable pride that we take this occasion to repeat that we feel most fortunate to have secured this wonderful picture at this time as it is much sought after and has been shown only in the larger cities.

At the Theater

Electricity

The willing servant. He will not only light your home but will keep you warm in winter and cool in summer; sweep your floors; cook meals; do your ironing, etc. Put him to work for you. He has his headquarters with us. Phone 388.

HEREFORD LIGHT & POWER CO.



Painted Floors Will Save Scrubbing

It doesn't require scrubbing to keep a painted floor clean. A damp cloth or a mop brings better results in cleanliness than the back-breaking scrubbing of unpainted floors.

Lincoln Floor Paint

forms a smooth, hard coating over bare wood or old shabby floors. Made especially to walk on. It comes in convenient sized cans in all popular colors. It's easy to apply—you can do it yourself—and dries quickly.

Call for color cards.

Kemp Lumber Co.

That Awful Telegram—the best ever. Watch for the date. 9-2t

Green backs saved on your furniture bill at E. B. Black Co.

Linoleums 45 cents per yard E. B. Black Co. 9t

Apples! Apples! Apples!!!

We have about 30 boxes of good apples that we are closing out at \$1.25 and \$1.50 per box. Better get one. Brumley & Fallwell, phone 41. 1t

Don't miss it, you can't afford to—That Awful Telegram.

Orchard Men To Meet All those interested in fruit growing are requested to meet at the court house on Saturday afternoon Apr. 10 to form a regular organization for fighting orchard pests and in other ways promoting the interest of fruit growing.

Remember its for the Cemetery Association—That Awful Telegram. 9-2t

Wall paper 10 cents per double roll. E. B. Black Co.

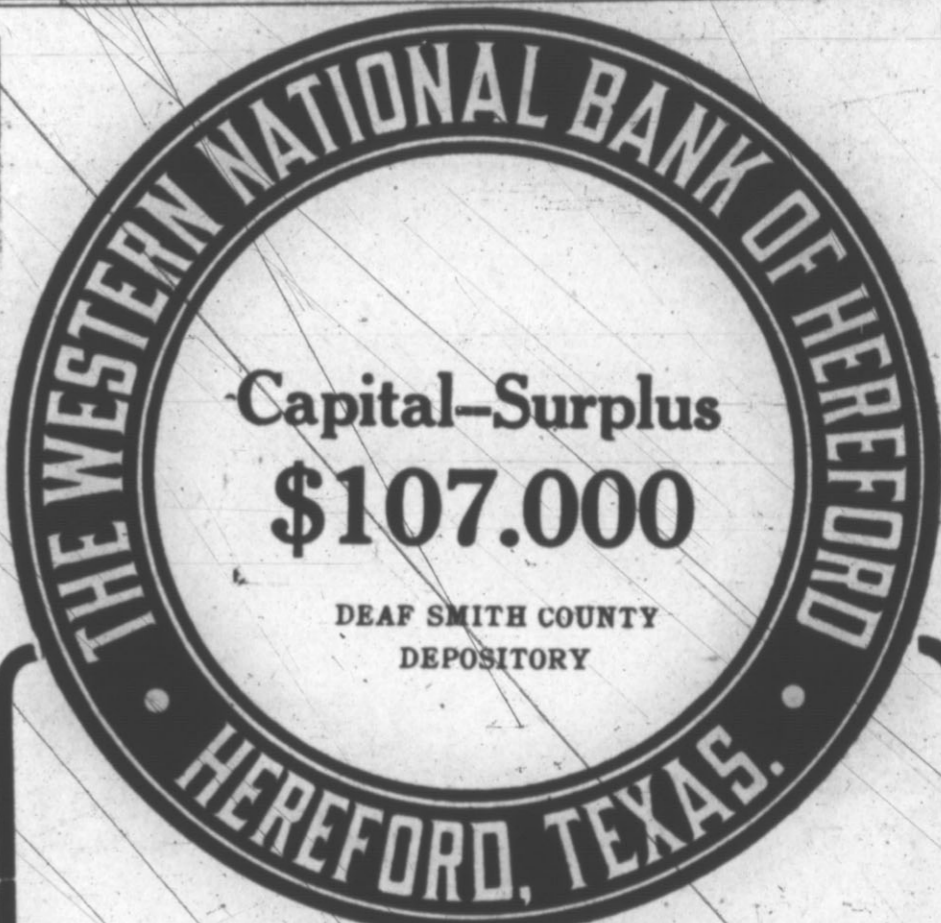
Linoleums 45 cents per yoad. E. B. Black Co.

\$550 HERCULES \$550

Built by experienced automobile men with plenty of capital behind them. The Hercules is here to stay.

Ask for a Demonstration

H. L. RICE, Agent



Capital-Surplus \$107,000

DEAF SMITH COUNTY DEPOSITORY

EVERY BUSINESS MAN

Must receive effective cooperation from his banker.

Loyalty to our customers has proven profitable to them—and to us.

We extend every accommodation consistent with safety.

4 Per Cent and 5 Per Cent On Time Deposits

G. A. F. PARKER, President A. J. LIPSCOMB, Cashier J. W. SHERMAN, Asst.

ANOTHER BIG WELL

LAST FRIDAY we finished developing another big irrigation well of the McDonald type for Samuel Wailes, located on the West half of Section 8, Block K-3. This well is one of the very best ever completed and will thoroughly satisfy Mr. Wailes who comes from the irrigated districts of Colorado and knows what irrigation water means.

A test hole just finished on Section 25, Block K-3, shows water at 43 feet with an excellent showing for a fine flow of water.

Get a McDonald Irrigation Plant

D. L. McDONALD OFFICE: MAIN FLOOR COURTHOUSE

Society and Clubs

A very enjoyable dinner party was given Wednesday, March 31st, at the beautiful country home of Mr. and Mrs. William McIntosh when Mrs. McIntosh entertained in honor of the birthday of her sister Miss Minnie Hood. The guests were invited to spend the entire day and the bountiful dinner served at the noon-hour was only one of the many delightful features of a day filled with the pleasures which genuine hospitality bestows. Those who participated in the happy occasion were: Mesdames Falkerson, Rodgers, Dickson, Steward, Mrs. Baken and daughter, Miss Harriet, and Mrs. J. M. McIntosh and children.

The Intermediate Y. P. S. C. E. of the Christian Church enjoyed a genuine good time party at the home of their teacher Mrs. Emmett Barnett on Monday evening. The boys and girls gathered at an early hour and spent the entire evening in just such jolly games and pastimes as children most thoroughly enjoy. Refreshments of fruit punch and cake were served by the hostesses to about twenty young people including the entire membership of the society.

The Embroidery Club held its final meeting of the year on Monday. The meetings of this club have been the source of much pleasure to the members and it was with genuine regret that they disbanded for the summer.

The Bible Club meeting which was announced for Monday was postponed until next Monday Apr. 12th when the meeting will be held with Mrs. Emmett Barnett.

Mrs. J. J. Clark gave her little son Hollie, an Easter party Friday afternoon from 3 to 4 o'clock. Thirteen children were present and each found from two to four eggs. Homemade candy was served which all enjoyed. Little Easter chickens were given to them as souvenirs.

Those present were: Alton Miller, J. M. Abbey, Raymond and Laverne Pacey, Roy Smith, Edgar Johnson, Wilma Carroll, Newell Hughes, Charles Newell, Clayton and Evelyn Long, Cathleen Hawkins and Oliver Ray.

One of the most delightful events of the week, combining in a charming manner the social with the purely intellectual phase of the work, was the meeting of the Bay View Club, on Thursday at the home of Mrs. B. S. Arnold.

The lesson for the afternoon was confined to the study of the Angevin Kings. Excellent papers were read by Mesdames Potts and Ferguson, in which Mrs. Potts gave a graphic picture of the British Parliament and Mrs. Ferguson pointed out the geographical features which have in such great measure determined the history of England.

A dainty luncheon served during the social hour which followed the program consisted of chicken à la King, on toast, olives, icecream and perfection salad.

Miss Jane Gregg was hostess at a charming dinner party given at her home Thursday at which covers were laid for four of her girl friends Misses May Chamness, Bess Snyder, Clara Dunlap, and Gladys Johnston. The elegant dinner was served in five courses and the pretty dining room with its flowers and artistic table decorations made an attractive setting for the bright youthful faces surrounding the board. Later the entire company formed an auto party to Dawn where they were entertained by Miss Chamness with a delightful supper at the home of her parents Mr. and Mrs. A. J. Chamness.

LISTEN!

The health of each community must be safeguarded if the people are to be comfortable and happy. Cleanliness is the keynote to the whole proposition. Use LIME liberally about your premises—it's inexpensive, but most effective. We have it, Hereford Lumber Co. 1t

Weavers Sanitary Laundry
Family washing 25 cents per dozen rough dry. Six cents per pound with flat work ironed.
Phone 196.

Citation by Publication
THE STATE OF TEXAS,
To the Sheriff or any Constable of Deaf Smith County—**GREETING:**
You Are Hereby Commanded.
That you summon, by making publication of this Citation in some newspaper published in the County of Deaf Smith if there be a newspaper published therein, but if not, then in any newspaper in the 69th judicial district; but if there be no newspaper published in said judicial district, then in a newspaper published in the nearest district to said 69th judicial district, for four weeks previous to the return day hereof, Juan Lopez, who is now under assumed name of Juan Torres, whose residence is unknown, to be and appear before the Honorable District Court at the next regular term thereof, to be holden in the county of Deaf Smith at the Court House thereof, in Hereford, on the first Monday in May, 1915, the same being the 3rd day of May, 1915, then and there to answer a petition filed in said Court on the 8th day of April, A. D. 1915, in a suit numbered on the docket of said Court No. 881, wherein Ruby Lopez is plaintiff and Juan Lopez is defendant.

The nature of the plaintiff's demand being as follows, to-wit:

That she is a bona fide inhabitant of the State of Texas and the county of Deaf Smith, and that she has resided in said county and State more than six months next preceding the filing of this suit.

That on or about the 1st day of October, 1912, she and this defendant were married legally, and that as a result of this union plaintiff has one child, a boy named George, who was born in April, 1913.

That she and defendant lived together as man and wife until about the 15th day of January, 1915, when by the cruel and harsh treatment and improper conduct of defendant to the plaintiff, she was compelled to permanently abandon said defendant, since which time they have

not lived together as man and wife. That she was at all times a loving and dutiful wife while she lived with defendant. That defendant, unmindful of his marital vows and duties, in about one month after they were married began to abuse and to threaten plaintiff and to strike her, and to curse her without provocation.

That plaintiff alleges that defendant's action and conduct toward her are such a nature as to render their further living together as husband and wife unsupportable.

Wherefore plaintiff prays that this defendant be cited by publication to appear and answer this petition, and that on final hearing herein she be decreed a judgment dissolving said marriage relations, and for custody of her child George, and for costs of this suit and for such other and further relief in law and equity as she may be entitled to.

HEREIN FAIL NOT, And have you before said Court, on the said first day of the next term thereof, this Writ, with your endorsement thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Hereford, this 8th day of April A. D. 1915.

A. O. Thompson, Clerk District Court, Deaf Smith County, Texas. 10-4t

Minstrels Make Good

J. M. Busby's Minstrels played to a crowded tent last night. They were by far the finest minstrel troupe that ever visited our city under canvas. Anyone who likes minstrel shows could not help but be pleased at their singing and dancing, which was greeted with round after round of applause. The show is new, clean and up-to-date, replete with new songs, and certainly deserves the excellent patronage which it received. — *Alva Daily Times*
Hereford Tuesday April 13.

Crex Art Rugs at \$7.50 E. B. Blacks Co. 9t

Organizes Orchestra
Miss Emma Marsh of the Amarillo Conservatory of Music is organizing an orchestra to be composed of the members of her violin class and others who play different instruments. The practice under such supervision as Miss Marsh can give would be invaluable to the class and we bespeak for Miss Marsh a liberal patronage.

LISTEN!
Screens are cheaper than Doctor Bills. Please call and inspect our line of screen doors—the prices are within reach of all. Hereford Lumber Co. 1t

Buy Restaurant
Mr. W. D. Norval of Memphis has purchased the restaurant and confectionery of C. S. Richards and is moving here this week. They come here for the benefit of Mrs. Norval's health.

Mrs. Norval has been here for several weeks at the home of her father Mr. J. D. Curtinger and while she is thought to be improving she is still confined to her room.

Second hand Sewing Machines in good repair \$5 to \$10 E. B. Black.

Recital
The pupils of Miss Mabel Betts will give a recital at the high school auditorium on Saturday evening Apr. 10 at 8 p. m.


LISTEN!
Cleanliness is cheaper than flies. Clean up your premises and use lime liberally as a disinfectant. We sell lime. Hereford Lumber Co. 1t

Will Deliver Ice
We wish to announce to the public that on and after the 15th day of April, we will have our wagons ready to deliver ice to our patrons here in Hereford. For the benefit of the farmers and out of town folks we will have a two ton ice box in our grain store where they can call any hour of the day and get any amount of ice they may want.

Phone No. 1. McQueen Grain and Coal Co.

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

WILLIAMS BROS.
Sanitary Grocers Phone 128



SEND THE CHILDREN TO OUR STORE WHEN YOU WANT GROCERIES. WE LIKE YOU WILL GET JUST AS GOOD SERVICE AS IF YOU WERE TO COME YOURSELF. WE SELL TO EVERYBODY AT THE SAME HONEST PRICE. IN THE AVANT-DROP PRICE FOR THE AVANT-UP, ALWAYS FRESH KIND OF GROCERIES TO BE HAD.

Local and Personal

Mr. C. J. Mapes was over from Dimmitt Saturday.
R. M. Cheery of Amarillo was a Hereford visitor Sunday.
Mr. J. R. Stubbs was a business visitor in Hereford Saturday.
Mr. E. C. McClean of Dimmitt was a Hereford visitor Monday.
Dr. Turrentine was laid up the early part of the week with grippe.
Mr. Wm Ruhl of Vega was registered at the Northern Wednesday.
R. H. Morrow of Elida, New Mexico was in Hereford the first of the week.
Farm Demonstrator Boys made a trip to Farwell the latter part of last week.
Mr. and Mrs. H. T. Mitchell motored to Amarillo and spent the day Monday.
Mr. J. C. Hubbard of Amarillo was in Hereford Tuesday and Wednesday of this week.
Mr. and Mrs. M. A. Fox of Mangum, Oklahoma arrived Thursday for an extended visit with their sons at this place.
Mrs. Jennie M. Burt who has spent the winter here with her sister Mrs. J. A. Weir returned to her home at Plymouth, Illinois Wednesday.
Mr. and Mrs. George Garrison went to Amarillo Friday afternoon. Miss Lois Garrison had charge of Mrs. Garrison's school work in her absence.
Mrs. W. F. Mullin returned to her home at Miami, Texas Wednesday after spending a week with the family of her brother-in-law Mr. F. Mullins whose wife died last week.
Mr. Arnold circulation man for the Daily Panhandle of Amarillo was in Hereford Tuesday in the interest of that paper. The Panhandle people are getting out a good paper.
H. L. Broadwell is one of the Presbyterians attending the meeting of Presbytery at Vernon this week. He will extend his trip to Frederick, Oklahoma, and other points before returning to Hereford.
Prof. Meyers of Amarillo made his regular professional visit to Hereford Thursday. He is very enthusiastic over the outlook for the success of the Music Festival to be held in Amarillo Apr. 29th.
Mrs. Thomas Mason who has been visiting her niece Mrs. Oliver Christy for the past two weeks, left Tuesday evening for Hutchinson, Kansas where she will visit for a short time with friends before returning to her home at Tobias, Nebraska.
Mrs. J. Williams and little daughter, Edna May, went to Panhandle Thursday morning where they will spend a few days with Mrs. Williams' daughters Misses Mary and Irene who are employed in the public schools of Panhandle, Miss Mary having charge of the music and Miss Irene teaching literature in the high school.

H. A. Fisher, of Vega was in Hereford Sunday.
Mr. W. M. Pearce was over from Bovina Wednesday.
Mrs. M. V. Robinson has been ill with La Gripp this week.
Mr. J. F. Marshall made a business trip to Amarillo, Friday.
Mr. J. B. Elliston made a business trip to Amarillo Tuesday.
A. J. Oliver of Bovina was in Hereford Wednesday on business.
Attorney Knight was transacting legal business in Dimmitt Wednesday.
Mrs. Roscoe Davidson is the guest of her sister, Mrs. W. B. Anthony, this week.
"I like to have been a woman once—yes indeed"—That Awful Telegram.
Mr. J. G. Graves of Plainview was a business visitor in Hereford Wednesday.
Messrs J. P. Crassley and W. A. Pilfery of Amarillo spent Monday at Hereford.
S. B. Edwards who for some time has been at Dawn is moving back here to live.
Mr. E. W. Harrison returned Wednesday from a trip to points in New Mexico.
D. F. Ashbrook returned Thursday from a two months stay in and near Trenton, Mo.
Mrs. D. F. Ashbrook had for her guests at supper at the Northern Hotel Sunday, Misses Ona Hammer and Nora Cottor.
F. W. Jersig of Bovina was here Wednesday for an hour, later going on to Dimmitt accompanied by Mayor Wm. Knight.
Mr. J. A. Caldwell and Miss Von Soule of Amarillo motored down to spend Easter with H. L. Broadwell and family.
Mr. F. E. Chapman, of the McIntosh ranch went to Clovis Saturday and spent Easter with his son Mr. Leland Chapman, a druggist of that place.
Mr. and Mrs. A. J. Oliver and little son of Bovina, were Hereford visitors Wednesday. They came over with Mr. F. W. Jersig in his car and returned by rail Thursday.
Dr. Ganger, District Superintendent of the State Agricultural Department, is in Hereford this week and has accompanied Mr. Boys in his trips through various parts of the county.
J. S. McCleary of Montgomery City, Mo., came in Thursday morning on business. It will be remembered that Mr. McCleary sectionized the Capitol Syndicate lands at the time they were placed on the market several years ago.
Mr. E. F. Connell, of Hereford, received a telegram Thursday morning that his brother at Lometa, Texas, who was an officer there, had been shot and killed while making an arrest. Nothing of the particulars are known here. Mr. Connell left yesterday for that place.

"Trade Mark" FURNITURE


TODAY people are buying Standard Merchandise of world wide reputation because that means Quality-Insurance, Style-Insurance and Economy Insurance. Publicity and Quality behind it has made a reputation for our furniture and has established the National Supremacy of the "Trade Mark" lines we carry. When you put your money in an article of this kind you feel satisfied that you have gotten the BEST you can get and you pride yourself in possessing it. The standard lines we handle are well known articles of merchandise, viz.:

The Gobe Wernicke Book Cases and Filing Cabinets
The Baldwin Pianos and Player Pianos
The Sealey Mattress
The Liggetts & Piatt Bed Spring
The Famous Phoenix Rockers
The Gurney Refrigerator
The Singer Sewing Machine
The White "Sit Strate" Sewing Machine
The Famous Smith & Davis line of Brass and En-

ameled Beds
The Gendran line of Go-carts
The Hoosier Kitchen Cabinet
Smith's Wilton and Axminster Rugs
W. & J. Sloan's French Wiltons and Superior Axminster Rugs
Crex Grass Rugs and Matting Art Rugs
Bissel's Carpet Sweepers and Vacuum Cleaners
Carpen's Upholstered Furniture

Most of the above named articles are household words to most people and their qualities are well known. While goods of Merit cost a little more to begin with, there is a lifetime of satisfaction in their use. Imitations are cheaper to begin with but more expensive and less satisfactory in the long run.

REMEMBER: OUR CAMPAIGN OF LOW PRICE MAKING IS STILL GOING ON



Penny Wise and Pound Foolish

Hard times make every woman look to see where she can save money, which, of course, is sensible and proper if not carried too far.

In the case of food it would be foolish to attempt to substitute sawdust for a breakfast food because it is cheaper. Everyone knows sawdust has no food value and its use would be a positive detriment to the health.

Alum baking powders may cost a little less than cream of tartar powders like Dr. Price's, but many of the highest food authorities both in this country and abroad have declared them to be injurious and not safe to use.

To attempt to cut the cost of living by using low-grade alum powders is unwise economy.

DR. PRICE'S CREAM BAKING POWDER Made from Cream of Tartar

Public School Notes

been some talk of a few of the girls entering and if they do, well—blue ribbons.

The Philomatheon Society met good attendance last Friday afternoon. The session was held in the auditorium and some musical numbers added to their usual program.

Open Session

The Societies of the High School have arranged to have an open session on Apr. 16, at 8:15 p. m. The material for the program has been chosen from the best numbers of all the programs we have had this year. It is a good sample of the work of the societies and we are especially anxious that the patrons of the school be present to

find out something of what we are doing. The following program has been arranged:

Piano Solo—Elizabeth Black. Essay: (Music soothes the Savage Beast)—Cassie Phillips. Reading—Juanita Caylor. Senior Quartette. Essay: Burns and Scott, representative writers of Scotland.—Olive Buster.

Debate: Resolved that compulsory military drill should be established in all High Schools.

Affirmative. Travis Dameron. Calvin Barnett. Negative. Buford Farmer. Gilbert Fox.

Travis Dameron, of the Senior class holds the record on attendance. He has not been absent. He has been present every day and on time since he entered the high school department four years ago.

Grace Wilson, of the same class, has a good record she has not been tardy and has been absent only one day since she entered the 7th grade 5 years ago.

Sixth Grade

The following pupils averaged above 90 in the last examination. Ruth Smith 96; Donelda Sites 94; John Turner 93; David McDonald 95; P. B. Fuqua 92; Laurinda Stoabs 91; Louis Criss 91; Baker Womble 91; Olive Wilson 91; Albert Standiser 90.

Hersel Mullen has resumed his school work.

Ether Rice from the Rice community has been enrolled in this grade.

Seventh Grade

The Seventh Grade was given a fourth day holiday on last Friday afternoon for having no tardies for four weeks. This makes three they have made perfect tardy records for a time period of four weeks each.

The children are now beginning the practice on their commencement program.

We are sorry to have Lora Evans, Dee Owens, and Bruce Bradley absent this week.

On this month's examinations the following pupils averaged 90 or above. Frankie Mae Baker 97; John McDonald 96; Dorothy Boardman 96; Aelen Lambert 91; Hazel Green 90; Ruth Owens 90. A large majority of the rest averaged from 85 to 90.

Prepared lime and sulphur for tree spraying at the Corner Drug Store.

That Awful Telegram Monday night at the Opera House Apr. 12.

LISTEN!

"You work for your money—make your money work for you. A new spirit has come over us and unexpectedly. The new watchword 'Made in U. S. A.' from now on will be the bright star leading our country to greater success. Why should we not lead? Build. You A Home. Hereford Lumber Co. It

NOTHING BETTER FOR WEAK WOMEN

"I Never Spent Any Money That Did Me So Much Good as That I Spent for Vinol."

Bellefontaine, Ohio.—"I wish every tired, weak, nervous woman could have Vinol for I never spent any money in my life that did me so much good as that I spent for Vinol. My nerves were in a very bad condition, making me very weak, tired, and worn out and often drowsy headaches. I had tried cod liver oil, doctor's medicines, and other preparations without benefit.

"One day a friend asked me to try Vinol. I did and soon my appetite increased, I slept better and now I am strong, vigorous and well and can do my housework with pleasure."—Mrs. J. F. LAMBORN, Bellefontaine, Ohio.

Nervous, weak, tired, worn-out women should take Mrs. Lamborn's advice and try Vinol for there are literally thousands of men and women who were formerly run-down, weak and nervous, who owe their good health to Vinol.

It is the medicinal, tissue building elements of the cod's livers, aided by the blood making, strengthening influence of tonic iron, contained in Vinol, which makes it so efficient in all such cases.

Corner Drug Store, Hereford, Texas Stocking & McLean Props.

LISTEN! If we can show you why it will pay you to buy from us, we will get your business as a matter of course. We are asking the opportunity to SHOW you. Hereford Lumber Company.

Lost—A silver mesh purse containing some silver change. Finder please return to Frances Dameron.

The Corner Drug Store can supply you with the proper material for spraying your trees.



...LOW RATES...

ACCOUNT WORLD'S PANAMA PACIFIC EXPOSITION San Francisco, Cal. We will have on sale daily March 1st to Nov. 30th, round trip special excursion at fare of \$48.30, final return limit three months from date of sale. Liberal stopovers allowed going and returning. Free slide trip to San Diego, California.

ACCOUNT ANNUAL SESSION PANHANDLE ASSOCIATION I. O. O. F.—Clarendon, Texas. April 21-22, 1915, we will have on sale April 20-21, tickets to Clarendon and return at the rate of fare and one third for the round trip. Final return limit, April 24th.

D. L. THORNBURY, Agent

Trees Trees Trees The Hereford Nursery Co.

Is located in the Panhandle, Deaf Smith County, Hereford, Texas. On the main line of the Santa Fe, 3700 feet elevation.

Growers and dealers in Choice Fruit Trees; Grape and Berry Vines, Shades, Shrubs, Everblooming Roses, Evergreens, Etc. A quarter of a century of exclusive Nursery business. We have tested over 300 varieties in our experimental orchard grounds during the past twenty-five years at a cost of more than \$1000 annually. Our experiments are worth a fortune to the planter. Let us make your selections for you. Many varieties do not fruit here, but our buds are taken from heavy bearing trees.

When you buy from us you are assured stock that has had the best of care in growing and handling. We have introduced some of the leading varieties of the day and they are not surpassed by any of them. Try our family orchard collection and have ripe fruit from May to October. Our motto is the best. Quick transportation by express and parcel post. Write for Catalog.

We are interested in your success and will freely give the necessary information. It is to your interest to patronize us.

L. P. LANDRUM, Manager

"Royal Cuticle Soap" Sale at D. R. GASS & SON'S Big Store

SOAP SALE EXTRAORDINARY

Introducing "Royal Cuticle," a new high grade toilet soap at

10c

3 Cakes for 25c

National Capitol Building

Built in Miniature in One of the Windows of the Gass & Son's Store

This Masterpiece is Executed With 6000 Cakes of "ROYAL CUTICLE SOAP"

A sight of a lifetime and one that is worth coming miles to see. Every citizen of Hereford and vicinity should see this wonderful piece of workmanship. It's a marvel of ingenuity and artistic skill. It exhibits the front elevation of the national capitol. The mammoth Arch of Triumph with its ornamental columns of Liberty and Charity of Progress. The great hall, flanked with smaller halls running through the entire building is shown with marked exactness as to its distinctive features and adornment. This masterpiece

SOAP SALE EXTRAORDINARY

Introducing "Royal Cuticle" a new high grade toilet soap at

10c

3 Cakes for 25c

The Greatest Soap Sale Ever Held in Hereford

In order to thoroughly introduce their Medicated Royal Cuticle Soap, the Royal company has selected and appointed the highest class and most dependable store in each city through which to offer the greatest soap bargain ever offered in America and incidentally make one of the most unique displays ever shown. In selecting their representative for Hereford they naturally first thought of Gass & Son and arranged for this display and appointed us agents for this city and vicinity.

We consider ourselves fortunate in having secured the exclusive agency for Royal Cuticle Soap for Hereford, and are glad to be able to give the people of this vicinity an opportunity to buy this high grade toilet soap at positively the lowest price ever named for such quality.

To Our Out of Town Friends—

We are sole agents for the sale of "Royal Cuticle Soap" in Hereford and within a radius of 40 miles. Send your mail orders. We prepay postage during this introductory sale. Sale starts Saturday.

INSTEAD of distributing small free samples to each family, the manufacturers allow us during this event only to sell one 25c cake for 10c and 3 cakes for 25c, and not more than six cakes to one person; no dealers supplied.

Sale Starts Monday, April 10th

10c

10c for a cake of Royal Cuticle Soap, or 3 cakes for 25c. Royal Cuticle Soap is the equal in every way to regular 25c soaps and the present price is only for introductory reasons. Sale starts Saturday.

10c

This Soap Is Famous Elsewhere

but has never been sold in Hereford under its present name, although a soap made from the same formula is sold everywhere under another trademark at considerably more than 10c a cake. This Royal Cuticle Soap is the cleanest, purest, softest and soothing you could use on your hands or face. You should get a half dozen cakes at the introductory price which we will make for a short time, while the exhibit is in our window. The price is positively the lowest ever made for such high grade soap.

Sale Starts Saturday

Store opens at 8 o'clock. Royal Cuticle Soap, regular 25c cakes at 10c a cake or 3 cakes for 25c. Don't forget the date, Saturday, April 10th. Six thousand cakes in all. Order by phone if you can't come, but get the soap.

In connection with this great soap sale we will offer the following extra specials:

Spring Dresses, Shirt Waists, Art Square Rugs, Axminster, Velvet and Wool Fiber Rugs, Embroidery Crepe, Silk Dress Goods, Messalin, and Knit Underwear, full line of Men's and Boys' Spring Suits, Palm Beach Suits, etc. These will be the greatest values ever offered in this county. Come early before the rush commences.

D. R. GASS & SON, Hereford, Texas