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Bouquet Venice Soap
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The Hereford Brand

Let Our Labels
Be Your Guarantee
CORNER DRUG STORE

VOLUME 15 HEREFORD, TEXAS, FRIDAY, OCTOBER 22, 1915 NUMBER 38

CARRANZA GOVERNMENT RECOGNIZED

Diplomatic Relations to be Resumed—Provisional Government to Protect Property.

Diplomatic relations between the United States and Mexico were formally renewed Tuesday after a period of two years and eight months, when the recognition of Venustiano Carranza as chief executive of the government of Mexico.

Secretary Lansing and the Ambassadors of Brazil, Chile and Argentina and the ministers of Bolivia, Uruguay and Guatemala, constituting the Pan-American conference on Mexican affairs met Monday and decided for their respective governments to present their recognition, fixing Tuesday as the time to act.

Since recognition was decided upon a week ago official reports show that a material change for the better has taken place in Mexico. Thousands of Villa troops have laid down their arms and it is believed that the restoration of peace and reconstruction depends now upon Carranza and his followers.

Assurance has been given that foreigners will be protected in their lives and property, that claims against the government will be paid, that amnesty will be given political enemies and that the clergy will not be persecuted.

This action may mean the immediate proclamation of all embargo on arms.

All Carranza consuls will be recognized in their official capacity and an American ambassador to Mexico will be selected at an early date. It is believed that a Latin American diplomat will be employed.

SLEW TEN MEXICAN LOOTERS

Government Officials Hunted Down Foreigners Who had Caused Death of Three Americans

Brownsville, Tex., Oct. 19—Ten Mexicans today paid with their lives for alleged complicity in last night's wrecking of a St. Louis, Brownsville & Mexico passenger train on the outskirts of Brownsville, the killing of three Americans and the wounding of four others.

Police officers said tonight they had clues to other Mexicans connected with the robbery. No secret was made that more would be killed if civilian posse catch them. The death today from a bandit's bullet of Dr. R. S. McCain, deputy state health officer here, aggravated the feeling of the Americans more than any previous incident in the three months of border raids. He was one of the most widely known men in the Lower Rio Grande Valley.

Doctor McCain's death was the third to result from the robbery. The four injured, three of them suffering from bullet wounds and one from scalps, tonight were on the way to recovery.

Civil and military authorities today did not agree on whether any of the bandits in the robbery had crossed from the Mexican side of the river. Military officers believed the raid was made up from the American side.

Louis de la Rosa, whom two passengers claimed they recognized among the robbers, has several times been seen in Matamorás, and American army officers had asked for his arrest by Carranza officials.

Probably fifteen hundred cavalrymen and infantry today joined in patrol and search work for traces of the bandits thirty miles up the American side of the river. Hundreds of civilians, led by scores of deputies, joined.

PORTALES DEFEATS HEREFORD

Local High School Drops First Game of Season to Visitors—To Play Clovis Next.

The Hereford High lost to Portales Saturday by a score of 30 to 12. The playing was good, the winning team leading in forward passes, which gave them the game, the ball going always too far down the line to be interfered with. The home team's work was very creditable, and with practice they're winners.

A game with Clovis will probably be matched soon.

Holds Three Services Sunday

Rev. Attieas Webb, of Fort Worth representing the Anti-Saloon League, preached three times last Sunday in this section to large audiences. He was at Dimmitt in the forenoon, where he was greeted by a large audience. A collection for this cause was taken up amounting to nearly \$150.

He was at Summersfield in the afternoon, and was heard by a small audience, owing to the fact that the notice given was short and it was not known by all that he would be there.

In the evening he preached a very able sermon to a crowded house at the Presbyterian church. Services at the other churches were dismissed for the evening, all joining in the service at the Presbyterian church.

Feeding Lambs

A. L. White has closed a deal with Samson & Son for 1,350 lambs. Mr. White will feed this bunch of sheep during the winter. He believes the market for mutton will be good for the next few years. Formerly he raised sheep in Kansas and other states, and is experienced in handling big herds.—Plainview Herald.

Handsome Birthday Present

Mrs. O. G. Hill was the recipient this week of a beautiful 1916 model Maxwell car, a birthday gift from her husband. The car is a beauty and Mrs. Hill has already become quite proficient in driving it.

A New Residence

Mr. Homer Wilkinson's new residence in northwest Hereford so far as the exterior is concerned is nearing completion. When completed it will be one of the most modern and attractive cottages in Hereford.

Eighteen Turnips to Bushel

The Brand realizing the fact that a great many people living in other states, who read the Brand still think this section is the Great American Desert that they learned about in their geographies, always tries to give out the good points about this country in small doses so that they will believe some of it is true. However, turnips is another of the vegetables that do remarkably well here.

The Cardwell store had on display the other day turnips raised here that the largest one weighed five pounds, and eighteen made a bushel. And they were selling at 2 1/2 cents per pound turnips that were worth a bit a piece.

You people on \$100 land in Iowa, Illinois and Missouri can't beat this can you? Yet you can buy this land in many parts for what you can rent for there.

Hitting the Trail of Truth

Sometimes the hardest thing to put over is Truth. An evil condition which has been hanging around for a long, long time grows familiar and is embraced as an old friend, while it should be taken by the scruff of the neck and the slack of the pants and kicked down the back stairs.

SHORE & HILL SELL CALVES

Two Hundred Fifty Head Sold to Arizona Party for Fifty Dollars Per Head.

Mr. O. G. Hill and Mr. A. M. Shores have sold 250 head of bull calves to an Arizona party for \$50 per head. These are the males out of the herd of calves purchased from Parker & Lipscomb. This is an example of how cattle have made money for those handling them. Messrs. Parker and Lipscomb bought about 700 head of high grade cows last spring for about \$80 per head. Up to July 1st 620 calves were born and all these were bought by Shore & Hill at \$33.50 per head, which looked like a long price early in the season. Out of these they have sold the males and they will be used for bulls in Arizona. The remainder of the steers and heifers are worth considerable more than they paid for them.

These cows made Messrs. Parker and Lipscomb good money as well as the calves making Messrs. Shore & Hill a good profit. These calves will doubtless make the Arizona man good money.

The Greater Navy

Secretary Daniels plans for the new American navy do not run so far as "the greatest navy on earth" as they say a long way.

His five-year program will at least put the United States navy in second place, now occupied by Germany. It will outdistance the Japanese navy, about which, however, there is a good deal of secrecy.

When Secretary Daniels' program is carried out England's admiralty will have something serious to think about. Note what Secretary Daniels proposes:

Fifteen to twenty fighting ships on the dreadnaught and battle cruiser type.

Nearly a hundred new submarines making a total of about 170.

Several swift scout cruisers.

Seventy torpedo boat destroyers.

A proportionate number of supply ships.

An adequate fleet of airplanes and dirigibles.

The President has accepted the Daniels program to be carried out in five years at a cost of 500 millions. It will meet the approval of every American who wants his country to be too strong to have to submit to the dictation of arrogant military-ridden nations—strong enough to safeguard democracy by putting behind it the prestige of power and efficiency.—Wichita Beacon.

Dismiss School

The Hereford School Board decide a vote of thanks for dismissing the Public Schools on last Wednesday afternoon that the children might go to see the elephant. To shut a boy up in school when there is a show in town is positively cruel and any school board guilty of such a misdemeanor should be put in jail twenty-four hours.

A shipment of the new high crown hats just received at Mrs. T. N. Heifners.

HEREFORD'S KINDERGARTEN

Miss Beulah Wright Successful in Teaching Little Tots How to "Make Things"

Just about the happiest spot in Hereford these mornings, is the cheerful, sunny room, where Miss Beulah Wright meets the little folks who compose her kindergarten class.

These tiny tots, too young to be doing school work, have just a great need of competent training for their active little minds and bodies as do their elder brothers and sisters and though the ideal way, no doubt, for this training to be given in the home by the mothers, this, unfortunately, is often a physical impossibility, even though the mothers be otherwise capable, hence, the kindergarten fills a real need. Kindergarten work is not intended to take the place of home training, but to supplement it and to supply those things which the home life has little opportunity for emphasizing. For instance, some play is in many instances, an isolated effort at entertaining the child himself. Good as far as it goes, but children need to learn to play with others. There is no more important factor in a child's education, than natural, healthful play—play wherein each must be mindful of the rights and privileges of others. In the case of an only child or even where there are several children and no help in the home, this is an utter impossibility for the same life to handle many of the good and helpful things which a kindergarten supplies. Habits of regularity, of neatness, of accuracy of observation, the development of the senses, the training of the little fingers so that they become skilful in the fashioning of toys or other things which appeal to the childish fancy—these and many other lessons the little kindergartners are learning.

It is more than probable that the lives of the little lads who came scampering home a few days ago with "Indian Hats" and stick horses with real heads, at Miss Beulah's hands, will know few powder or happier moments.

Hereford is fortunate, inasmuch as the public school does not intend to neglect this important and neglected position.

IMPROVING CHURCH PROPERTY

Baptist People Adding to Value and Convenience of Their Property By Laying Sidewalks.

The people of the Baptist Church are making some substantial improvements on their property in the way of some good walks on the north and west. It is good work by the church will only the contagious these good people will have done a great work. The young people of the Church have been especially active in promoting the work.

Sells Fine Cows.

Mr. Alex Lowry sold last week one hundred head of black cows and heifers for \$65 per head. Mr. Lowry has a good herd of these cattle and thinks nothing beats them.

ED JOHNSON PAINFULLY BURNED

Holds Lighted Match Over Leaking Gasoline Tank and Causes Explosion.

On last Saturday evening, Ed Johnson, of the Johnson Grocery store, sustained some painful burns on hands and some slight burns on his face.

The family have a gasoline heater for heating water for the bath room. It is located in a little house in the yard. When Mr. Johnson went home Saturday evening it was out of fix and he went out to examine it. When it is turned off it is supposed to be airtight. Mr. Johnson turned it off first and then struck a match to see what the trouble was. There had evidently been gas leaking and it exploded with a flash over Mr. Johnson's hands and face, badly burning him.

Directory Nearing Completion

The Brand force of five printers have been busy the past two weeks getting out a directory of eight of the counties including Deaf Smith and adjoining counties. It will contain the name, address and business of all the tax payers of these eight counties. It will be ready for distribution in a few days. Free to any resident tax payer of these counties who will call for it or send ten cents to have it mailed to them.

For others than resident tax payers the price is \$2.00 per copy. It is a valuable reference book and worth many times the price asked for it. If you are a resident tax payer of any of the counties covered send in ten cents and it will be mailed to you as long as they last. If not a tax payer and want one of the books send two dollars and it will be mailed you. Or if you want more than one send two dollars for each extra copy.

Returns from Motor Trip

Dr. and Mrs. Turrentine and Mrs. Turrentine's brother, Mack Ridgeway, returned Saturday from a three weeks' motor trip to different parts of Texas.

Mr. Ridgeway who has been here for several weeks will return today to his home today in Mexico, Mo.

Fine Quince Crop

Mrs. J. P. Robinson, of this city, complimented the Brand office with a fine specimen of fruit that is rarely ever seen here. It was a fine quince, as large as a very large apple.

Mrs. Robinson has only one tree, but it was very full of fine fruit. It goes to show that this is another fruit that will do well here.

Off For Dallas.

The following people from Hereford left Friday and Saturday for Dallas to attend the fair: M. E. Yalton, Mrs. Will Gilliland and son Jay, and Mrs. Ed Quisp, who will join her husband, who went several days before.

Big Time Halloween

All sport-loving people will have time to indulge in an evening of merriment on Saturday evening Oct. 30, the day on which Halloween will be celebrated this year.

Arrangements have been made to entertain everybody on that evening at the court house. Admission will be by measurement 2 cents per foot. If you are real tall short it won't cost you much, that is if you are short in stature. There will be ghosts and witches, you can buy for treasures in a pond or get some good candy, have fortune told or get something good to eat and nothing will cost more than ten cents.

Shipping Cattle

The Stock yards at Hereford was a busy place, yesterday. Several hundred head of cattle were being shipped out. Chas. Donald, D. C. Laird and Chas. Williams were the main shippers.

LIBRARY BENEFIT LAST SATURDAY

Fiddling Contest, Spelling Bee and Readings Entertain Fair Sized Crowd at Court House.

The Old Fiddlers' Contest and Spelling Bee given under the auspices of the library committee, on Saturday evening, proved to be a unique and very enjoyable entertainment, notwithstanding the fall-out of several to fill their places on the program. Those who furnished the violin music were Mrs. Bunch, and Messrs. E. Carter, J. F. Britain and Ed Connell. There is a charm about these old time airs, especially to those of us to whom they come as "echoes of the sweet long ago", that is greater than that of any other music and it is speaking mildly to say that the "fiddling" was much appreciated. Other good numbers were readings by Mesdames Pratt, Roloson and Potter, a vocal solo by Miss Mabel Betts, and the spelling contest. The latter number resulted in so many winners that in the language of Josiah Allen's Wife, "Over this scene we will draw a thick veil."

The address of Mayor Knight was timely and gave a clear, concise exposition of what a good library means to a town. Among other things, Mr. Knight said that a new order of books had been received and that these, together with those that will be secured with the funds obtained Saturday evening, will be a valuable addition to the library.

Though the ladies were somewhat disappointed in the attendance, they feel nevertheless that the entertainment served to bring the matter before the public and that it will result in an awakened interest in the library.

They hope to receive many new members soon, all dues being used to swell the fund for the support of the library.

Yearlings Bring \$42.50

The Bell Land and Cattle Company delivered 3403 yearling steers to Landergrin Bros. of Amarillo last Friday. They were taken to their ranch just over the line in Texas. John Landergrin was here to receive them and Capt. O'Donald represented the Bell company in the transaction. The price paid was \$42.50 per head—Logan, New Mexico Leader.

Takes Choice Bull to Texas


Kansas City, Mo., October 18—R. T. Mooney, a ranchman of Hereford, Texas, left the yard yesterday with a choice Hereford 3-year-old bull. Mr. Mooney was so anxious about the safety of this animal that he put a portable bed in the same car with it.



Establishing yourself in the world of Successful Men?
A BANK ACCOUNT inspires Confidence, increases your prestige, and helps you to succeed.
We respectfully solicit your banking business.

RAINFALL since January 1—21.3 inches.

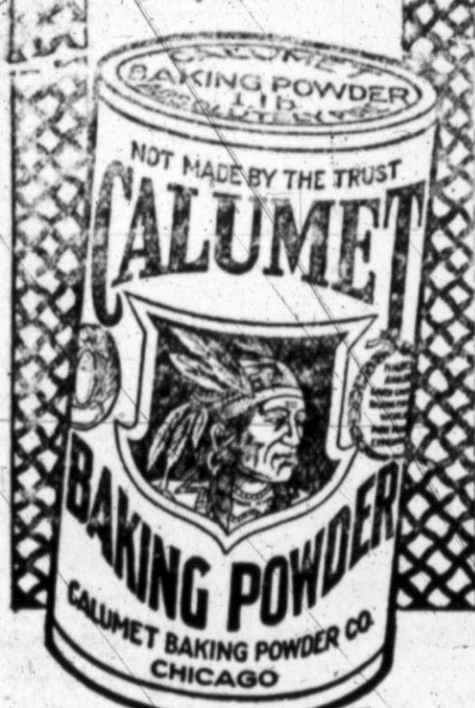
The First National Bank
E. B. POSEY, Cashier



"Goodies!"

—goodies that just melt in your mouth—light, fluffy, tender cakes, biscuits and doughnuts that just keep you hanging round the pantry—all made with Calumet—the sweet, purest, most economical baking powder. Try it—drive away bake-day failures.

Received Highest Awards
See Cook Book Free—See Sign in Front Store.



Calumet
BAKING POWDER
CALUMET BAKING POWDER CO.
CHICAGO

NOT MADE BY THE TRUST

Cheap and big can Baking Powders do not save you money. Calumet does—it's Pure and far superior to sour milk and soda.

Racker Guests Leave

Mr. and Mrs. R. B. Henderson, left Monday for their home at Manwel, Texas, after an extended visit at the Rucker ranch. Mrs. Henderson, who is Mrs. Rucker's cousin, was here at the time of the high waters in the gulf district when much damage was done to their property at Manwel, the town being located near Galveston. A valuable barn and other buildings were destroyed. A singular fact in connection with the flood is that trees which were entirely stripped of their foliage at that time are now in full leaf, the jessamine trees being covered anew with luxuriant bloom, as well as foliage.

Coles Hot Blast heaters are guaranteed to save 1-3 more fuel than any other hot blast heater. Dunlap Hardware Co.

Large shipment new shoes just arrived—the very latest fall and winter styles. D. R. Gass & Son.

WYCHE-LAKE VIEW NEWS

Items Are Plentiful and Are Recorded By Writer for Brand Readers.

Mr. and Mrs. J. A. Wear, of Hereford, spent the week-end at the home of her daughter, Mrs. L. N. Wolfe.

Curtis & McNeerney have purchased a drove of cows from L. A. Ricketts, which they branded Friday.

Mrs. R. C. Bridges visited Wednesday with Mrs. Bishop.

The meeting planned for Wyche school house Sunday was postponed because of the Baptist anniversary day.

Rev. Triplett of Dimmitt, spent Thursday night at G. R. Conklin's. Joe Wherry was at Friona Saturday, branding some cattle which he purchased from Edgar Betts.

Mrs. Raleigh Hough and children visited Tuesday with Mrs. W. Chivington.

C. J. Paddock and wife visited Mr. and Mrs. Tidwell Smith Sunday afternoon.

Arthur Rogers spent Sunday with Archie and Lee Conklin.

Raleigh Hough went to Kansas City Friday.

Virgil Bohannon of Oklahoma, is helping W. T. Smith harvest his feed crop.

L. N. Wolfe went to Vega Tuesday to receive his purebred Hereford cattle which he purchased recently.

Mr. and Mrs. Clyde Beach and John Renfro visited at the W. T. Smith home Monday.

W. T. Smith and family spent Sunday with Mrs. Smith's sister, Mrs. L. R. Bradley, where their father, Mr. J. C. Wombie is recovering after his recent illness.

Mr. and Mrs. Bishop who have been living on the Slaughter ranch this summer have moved to Canyon and Mr. and Mrs. Charley Slaughter have moved here to make their home.

Mrs. Jim Carter is visiting in Hereford this week.

Mrs. J. D. Baker, of Ogden, Utah, who has been visiting her cousin, Ira Ricketts, has gone to Hereford to visit other relatives.

Mr. and Mrs. L. N. Wolfe and children were dinner guests Sunday at the W. A. Stewart home near Hereford.

Mrs. W. A. Ricketts of Hereford visited Tuesday and Wednesday with her son, Ira Ricketts and family.

Many Hereford people enjoyed the hospitality of the Orie Renfro home Sunday.

Six Hundred Thousand Dollar Cattle Deal Closed

Memphis, Texas, Oct. 15.—Lewis & Letts, cowmen of Clarendon, Texas, closed a deal with the Mill-iron ranch, in Hall county, for their entire stock of range cattle. The consideration amounting to six hundred thousand dollars. They have also leased the grass for ten years. This is one of the biggest cattle deals that has been made in this country for some time.

The Quinine That Does Not Affect The Head
Because of its tonic and laxative effect. LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness nor ringing in head. Remember the full name and look for the signature of E. W. GROVE, 25c.

THE NEWS AT SUMMERFIELD

The Brand's Correspondent Writes Interesting News Letter from Summerfield

Messrs. Carl and Norman Frye and sisters, visited Sunday evening at Lawrence Johnson's.

Mr. B. C. Roberson is attending court at Farwell.

R. L. Goodloe and family were the guests of R. M. Moore Sunday.

Mr. and Mrs. Geo. A. Stambaugh and Mr. and Mrs. Coobell, of Hereford, attended church at Summerfield Sunday afternoon.

Ollie Dendy visited last week with Charlotte Mooney, at Hereford.

Misses Cecil Gilliland and Mary Cross visited Saturday and Sunday with Miss Cecil's parents, Mr. and Mrs. W. J. Gilliland at Hereford.

O. T. Dendy went to Hart Monday after a bunch of cattle, he has lately purchased.

The Woman's Home Missionary society met with Mrs. Geo. A. Cock last Thursday.

With Our Churches

Presbyterian Junior Endeavor

Topic for October 31.

Subject—"Way of Peace."

Leader—Marie Stoabs.

Songs.

Lesson story—Ruth Lee.

Scripture reading—Luke 1:79.

Song—1.

Roll call—answered by verse.

Duet—May Womack and Hazel Green.

What does Jesus say about peacemakers—Laura Gregg.

Why is it hard always to follow peace—P. B. Fuqua.

Bible character—Otis Gobb.

Keep practicing peace until you succeed—Frankie Mae Baker.

Collection.

Benediction.

B. Y. P. U. Program

President in charge.

Song

Prayer

Subject—What may I pray about.

Scripture

In matters of religion.

1. Sin and temptation—Herbert Wood.

2. Service and Worship—Lemuel Carlyle.

3. Use of my money—Hope Owen.

Special Song—Mrs. Carl Mountz.

4. Duty as citizen—Goochie Sisk.

5. Love and Marriage—Bro. Farmer.

6. Play—Velma Green.

Special music—Elizabeth Black.

At Baptist Church

Dr. O. L. Haley, president of Wayland College, Plainview, will fill the pulpit at the Baptist church Sunday morning and evening. Dr. Haley will speak at Summerfield Sunday afternoon at 3:30 o'clock.

Services for Ladies

Mrs. O. L. Haley, of Plainview, will hold a special service for the ladies of Hereford at the Baptist Church, Sunday afternoon at three o'clock. Every lady of Hereford invited.

Returns from Trip

I wish to announce that I have returned from my vacation and my dental office is again open.
Dr. Turrentine.

Moves to Long Beach

The following card was received at the Brand office from a former citizen of Hereford:

Long Beach, Calif., Oct. 19, '15.
Dear Mr. Guthrie:—Please change our Brand from Santa Rosa, California, to 1069 American Ave., Long Beach, California, as we have just located here a week since. All well. Success to Hereford, the Brand, and our friends.
A. H. Elliston.

Surprise yourself as well as your friends with a 25c package at parcel post booth. U. D. C's Bazaar.

1901

Garrison Bros.

1915

Now Get Your Corn Harvester


We Have Both the

Deering

and the

Jno. Deere

Get Your Order in for one Now—They Are Going Fast.



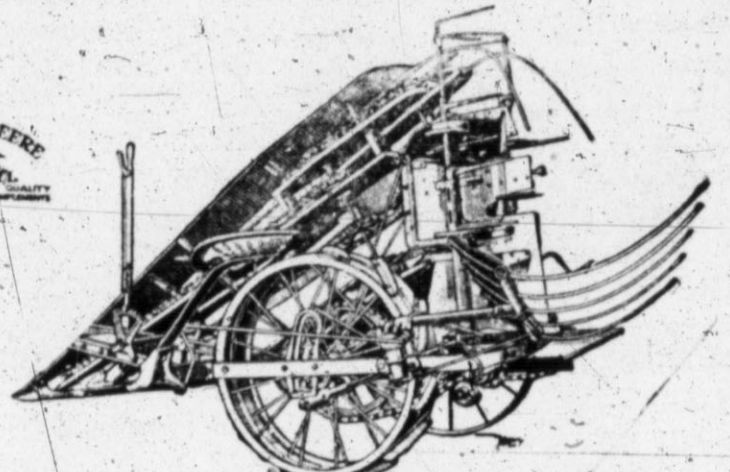
We Sell the

Genuine Deering Sissal Twine 10c per Lb.

The Best Twine Made—Guaranteed to Run 500 Feet to the Pound.

We also carry

- Jno. Deere Iron Clad Wagons
- Van Brunt Grain Drills
- Pipe Casing
- Wind Mills
- Buggies
- A Full Line of General Hardware



Make Our Store Headquarters—Garrison Bros.

The Glory of Service.
John Greenleaf Whittier

Who, looking backward from his manhood's prime,
Sees not the specter of his misspent time?

And, through the shade
Of funeral cypress planted thick behind,
Hears no reproachful whisper on the wind
From his loved dead?

Yet who, thus looking backward o'er his years,
Feels not his eyelids wet with grateful tears,
If he hath been

Permitted, weak and sinful as he was,
To cheer and aid in some ennobling cause.

His fellow men?
If he hath hidden the outcast or let in
A ray of sunshine to the cell of sin—
If he had lent

Strength to the weak, and in an hour of need,
Over the suffering, mindless of his creed

Or home, hath bent,
He has not lived in vain, and while he gives
The praise to Him, in whom he moves and lives,

With thankful heart;
He gazes backward, and with hope before,
Knowing that from his works he nevermore
Can henceforth part.

Dr. J. J. Crume, of the firm of Crume and Killough of Amarillo, will be in Hereford the first Tuesday of each month to treat diseases of the eye, ear, nose and throat.

J. E. Garrison wants to write your fire insurance.

CHICHESTER'S PILLS

DIAMOND BRAND

Beware of Counterfeits. Refuse all Substitutes.

LADIES! Ask your Druggist for CHICHESTER'S DIAMOND BRAND PILLS in RED and GOLD metallic boxes, sealed with Blue Ribbon. TAKE NO OTHER. Buy of your Druggist and ask for CHICHESTER'S DIAMOND BRAND PILLS, for twenty-five years regarded as Best, Safest, Always Reliable.

SOLD BY ALL DRUGGISTS
TIME TRIED EVERYWHERE WORTH TESTED

JONES BROS. TRAINED ANIMAL SHOW

Jones Bros. trained animal shows arrived in Hereford, Wednesday morning at four o'clock from Amarillo. The show train of twenty cars, all steel, are all of the 72 foot length, and is the only steel show train in the world.

The show was unloaded and the raising of the big tent was well underway before most of the little city was awake.

The parade was held at noon. Hundreds of people lined the sidewalks along the route taken and there was general satisfaction expressed by everyone. The parade was a large one, with dazzling, glittering wagons, in which appeared clowns, elephants, three bands, animals in cages, men and women on horseback, and all the other attractions of the tented arena. One feature, and a positive novelty in the parade was the baby elephant, Dunga Din, driven with bit and bridle, by its trainer, a Hindu lass, Miss Lizzette Fonda-Miles, who devoted two years and a half to teaching this ponderous animal.

The show, itself, was what a small boy who sat next to the Brand reporter described as "a dandy." There were thrills, but none of the type popular a few years ago, when performers risked their lives to make the cold shivers run up and down the backs of the audience. The Jones Bros. have decided that what the public wants is entertainment, and not something to horrify them.

Clowns? Yes, a plenty and funny, with new conceits. A good imitation of Charlie Chaplain was among the number, not to mention many clever take offs on fads and fashions of the day. The clowns

appeared often and furnished much fun in a program of two hours that was not allowed to drag.

To describe all that took place in the program would take several pairs of eyes. Among the many features of excellence was the herd of trained elephants under guidance of their trainer Mr. Cheerful Gardner. These were the best trained elephants ever seen here and made a lasting impression on the minds of every person present. Jones Bros. have without a question of doubt, the best trained elephants in the business.

Mr. Ducander and his educated horses were favorites with all.

Mrs. Ducander and her horses, in a life statuary act must be seen to be admired. That it was the ladies' favorite was clearly shown by the rounds of applause this beautiful young lady received all thru the act.

Mr. and Mrs. Rogers, in charge of the educated ponies, have some wonderful animals. This feature is one of the best attractions.

Madam DeVaro and her group of trained lions is out of the ordinary as this lady certainly does not know, or at least realize, what fear is.

It might be mentioned in passing that one of the principle features was the fine music furnished by Prof. C. H. Tinney's Concert Band during the program, and in a 45 minute concert prior to the opening of the regular program.

To say the least, Jones Bros. Trained Animal shows not only gave perfect satisfaction, but their clean, honest, square dealing, throughout gave them a welcome for the future should they decide to visit Hereford again.

T. J. Bassett of south of town bought 73 head of yearling and two year old heifers of a Dimmitt party the first of the week and brought them home to his ranch the middle of the week. He also informs us that he bought seventeen brood sows to add to his already big bunch of

swine. He now has something like forty head of brood sows and is going into the hog business for true. Mr. Bassett always has hogs for sale and when you buy hogs from him you can depend on getting the very best of stuff.—Vega Sentinel.



The **1916 Hercules** \$700.00
F. O. B. HEREFORD

No other car at near the price with these specifications:

- Electric Starter and Lights.
- Demountable Rims
- 28 H. P. Motor
- Full Floating Rear Axle.
- One Extra Rim
- 110 Inch Wheel Base

H. L. RICE, Hereford

Proposed Football Rules

When people were most severely criticizing football for its roughness and were urging drastic changes in the rules, someone printed a small folder that contained a proposed set of rules. The following are a few extracts:

"The field shall be covered with two feet of cotton batting, over which is placed a three-fourth inch carpet.

The price of tickets will be left to the spectator, he paying for same at the gate, whatever he thinks is right.

"The ball must be covered with pale blue or pink satin, tied with baby ribbon.

"All spectators must be dressed in sombre clothing and must remain absolutely quiet during the progress of the game."

"The only cheering permitted shall be three rah! rahs! given by a student chosen by the faculty. These cheers shall be given at the close of each half.

"Each player shall be provided with a flag three inches in length, of the color of the 'varsity, and a small butterfly net covered with soft felt.

"When a player wishes to tackle a runner he must wave his flag three times in front of the runner's face, not higher than the nose or lower than the waist. The holder of the ball must say, 'Fee, fie, fo fum, I have the ball and now I run.' The tackler must say, 'Tweedle dum, tweedle dee,' at the same time catching the runner with his butterfly net."—Youth's Companion.

ABOUT PARROT COMMUNITY

The Brand's Correspondent Sends Interesting Budget of News Items About Parrot Folks

H. D. Neely returned to his home in Omaha, after spending a week on his ranch here.

Mr. and Mrs. Kimbrough are the proud parents of a baby girl born Oct. 17.

B. F. and R. S. Neely hauled hogs to Hereford last Saturday.

Mrs. John Hacker spent a few days this week with Mrs. W. E. Hacker.

Fields in our vicinity are just beginning to get dry enough to work in again since the last rain.

Mrs. John Hacker and Mrs. B. F. Neely spent last Friday afternoon with Mrs. J. W. Hanlan.

Miss Cotta Sisk dismissed school Wednesday that the pupils might be permitted to attend the circus in Hereford.

Mr. and Mrs. Orin Renfro and two children, Clyde and Nannie Mae, Mr. and Mrs. J. W. Hanlan and sons Harold and Earl were dinner guests at B. F. Neely's Sunday.

John Hacker, and Floyd, Frank Metcalf, B. F. Neely and Virgil Smith were helping J. W. Hanlan brand his calves last week.

Mr. McClain from southeast Castro was here last week delivering some cattle to O. M. Shore's ranch. Mr. McClain thinks this part of the country looks fine and would be willing to change locations with some one.

Irene Holzer returned to the Neely ranch last Saturday after spending a few days at the home of S. J. Dodson in Hereford.

A party from Hereford including Mr. and Mrs. Chris Renfro, Mrs. E. Renfro and children, Carl Cockrell and Alta Renfro were motoring through Parrott last Sunday.

Mrs. Pat Walker is home from Dallas where she underwent a very serious operation. Although somewhat improved, she is still very weak. Her friends are hoping for an ultimate recovery.

Mr. Flemin of Develin, Wisconsin, who owns a section of land in this locality, is at present stopping at the home of George Shepard and helping them with the feed crop.

Mr. and Mrs. Frank Shulty of Nebraska, visited at Jacob Wagner's one day last week. They formerly lived near Nazareth in this county and think this part looks so good to them now they may decide to move back here before another year.

Martin Simpson spent Sunday evening with Charlton Neely.

John Hanlan and Floyd Hacker were at the Noble ranch last Monday.

Charlton Neely asserts his right to a vote of thanks from the Parrot school district, and come to think of it he really is entitled to a great big one. He got up before daylight the first morning of school, and swept the school room. Now if that wasn't thoughtful, don't vote the thanks.

Ben Neely went to the Ramey ranch last Tuesday after his seed wheat.

A number of Parrot people attended the show in Hereford Wednesday.

J. F. Hacker is helping Alfred Grant cut feed.

The following is being told on a Hereford visitor to the Dallas fair: He entered a saloon, and from force of habit ordered a "coke with a little lemon." "How's the Panhandle?" said the man behind the bar.

October's Bright Blue Weather

O suns and skies and clouds of June And flowers of June together; Ye cannot rival for one hour October's bright blue weather, When loud the bumble-bee makes haste,

Belated, thrifless, vagrant, And goldenrod is dying fast, And lanes with grapes are fragrant; When gentians roll their fringes tight

To save them for the morning, And chestnuts fall from satin burrs Without a sound of warning; When on the ground red apples lie In piles like jewels shining,

And redder still on old stone walls Are leaves of woodbine twining; When all the lovely wayside things Their white-winged seed are sowing,

And in the fields still green and fair, Late aftermaths are growing; When springs run low, and on the brooks,

In idle, golden freighting, Bright leaves sink noiseless in the hush

Of woods, for winter waiting; When comrades seek sweet country haunts,

By twos and twos together, And count like misers hour by hour October's bright blue weather.

O suns and skies and clouds of June Count all your boasts together, Love loveth best of all the year October's bright blue weather.

—Helen Hunt Jackson.

Starts New Garage

Mr. E. Renfro has started the foundation work for the new garage that he is to build on the lot that he bought from Mr. Oberthier. It will be a large and commodious building.

Drs. Presley & Swearingin, of Roswell, New Mexico, will be in Hereford, at Dr. Price's office, 12 and 13 of each month to do eye, ear, nose and throat practice and fit glasses.

J. E. Garrison wants to write your fire insurance.



THAT
NEW SAXON "6"
IS HERE

◆◆◆◆

6 Cylinder Touring Car \$860 delivered
6 Cylinder Roadster \$860 delivered
4 Cylinder Runabout \$440 delivered

◆◆◆◆

SAXON MOTOR SALES CO.
Temporary Location—Hereford Garage

Wheat Growers Attention

All farmers wanting "Miracle Wheat" can get it through H. B. Webb local distributor who will take your order for immediate delivery. This wonderful wheat has been thoroughly tested on the Plains and in Okla. and has proven a great producer and is hardy, and on account of its heavy stooling is not easily blown out or frozen out, standing the cold weather well making it very valuable for winter pasture.

34-1f

Everything in school supplies at the Fair.

I buy any kind of hogs at the market price. See me before selling. L. Gough.

23-1f

Collin County

60 acres about five miles of Farmersville. Want land near Hereford. Get busy.

Jan. B. Elliston Realty Co.

Swell line of diabetes at the Fair.

State of Ohio, City of Toledo, Lucas County, I, Frank J. Cheney, make oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of HALL'S CATARRH CURE. FRANK J. CHENEY Sworn to before me and subscribed in my presence, this 6th day of December, A. D. 1915. A. W. GLEASON, Notary Public. Hall's Catarrh Cure is taken internally and acts directly upon the blood and mucous surfaces of the system. Send for testimonials free. F. J. CHENEY & CO., Toledo, O. Sold by all Druggists. Take Hall's Family Pills for constipation.

STOP

GET THE TINGLING TANG THAT TONES WONDERFULLY GOOD



AT FOUNTAINS EdMate 5¢ JUST BETTER WITHOUT OBJECTIONS

The Great Campaign is Now On **"Buy It In October"** Carload of New Furniture Now In

Have been Sixty days Getting Ready; the opportunity you have been waiting for is now yours. Many are daily availing themselves of our Great Furniture Offerings—Why Not You? We are prepared to supply your every want in a most satisfactory way. Our Big Store was never so full of values as now. Remember we have the **Greatest Furniture Store** in the Panhandle. We **Absolutely Guarantee** our prices to be **LOWER** than from any source whatever.

Rugs!

\$55 Royal Wilton-Rug	October Price	\$45.00
\$40 Fine Wilton Rug	October Price	33.75
\$30 Splendid Axminster Rug	Oct. Price	25.00
\$25 Good Axminster	October Price	20.00
\$20 Best Tap'stry Rug	October Price	16.50
\$16.50 Good Tap'stry	October Price	13.50
\$12.50 Wool Fiber rug	October Price	8.50

We have sold more than 25 Pianos this season. Have saved our customers over \$2,000 on their instruments. Everyone delighted. Let us save you \$50 to \$100 on a fine piano. we sell for cash or terms to suit the purchaser. Your Credit Is Good with Us.

Bed Room Suits

\$250.00 Colonial Bed Room Suit of 5 pieces the finest Circassian Walnut	October Price	\$195.00
\$225.00 Colonial Bed Room Suit of 5 pieces the finest Mahogany	October Price	\$175.00
\$125.00 Napoleon Bed Room Suit of 5 pieces Bjrd's Eye Maple Extra Fine	October Price	\$95.00

Dining Room Suits

\$275.00 New Style Colonial Dining Room Suits, Buffet, China Case Table 8 chairs	October Price	\$225.00
\$225.00 Colonial Dining Room Suits, Buffet, China Case, Table, 8 chairs	October Price	\$175.00
\$175.00 Elegant Dining Suits, Buffet, China Case, Table, eight Chairs	October Price	\$125.00

Many other splendid suits for much less money. All kinds of Buffets, Dining Chairs, Tables, etc.

Rockers

\$35 Turkish Leather Rocker	Oct. Price	\$27.50
\$25 Fine Leather Rocker	Oct. Price	20.00
\$20 Fine Leather Rocker	Oct. Price	15.00

Duofolds, Day-ports and Couches to suit every one

Parlor Suites

\$125.00 Parlor Suits, Mahogany and Leather	Special October Price	\$100.00
\$65.00 Parlor Suits, Mahogany and Leather	Special October Price	\$55.00

Book Cases, Library Tables, Rockers, Dressers, Chiffoniers and Chifforobes, just the kind you want. See our line of Brass Beds, Fine Mattresses and Guaranteed Springs. We sell the very best at lower prices.

Give us the opportunity and with an equal showing we will save you "Greenbacks" on your Furniture bills. **October Sale a Big Success—Everyting Cheaper In October.**



The Hereford Brand

B. F. GUTHRIE, Editor

Entered April 17, 1901, in the postoffice at Hereford, Texas, as Second-class mail matter. First number of the paper issued February 23, 1901, as the Hereford Reporter; first number of The Brand issued March 21, 1902.

Subscription Price \$1.00 Per Year, Strictly in Advance

Any erroneous statement reflecting 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.

Help boost for a good library and reading room in Hereford. The ladies in charge of the library are doing a good work in trying to build up a good list of books. Everybody should help. Some day Uncle Andy might donate a building.

"Fashion decrees," says the Kansas City Star, "that the up-to-date pocket in trousers this fall must incline across about 30 degrees from vertical." Admirable! We can probably manage the incline all right—its the decline in the interior that worries us.

What this country needs is a revival of the good old faith that was common when we were boys—that about the only way an honest man can get a living is by digging it out of the soil or by some other form of productive labor. Work the soil more and the other fellow less.

Talk about loyalty, patriotism and hero-worship! The Kansas City woman who is going to use one hundred eggs in a wedding cake which she will present to President Wilson, embodies the combined essence of all three. One hundred eggs at Christmas time! Just imagine!

A good farmer with forty good cows, a silo and cream separator on every section of Deaf Smith county, will give this county a population of 20,000 and make Hereford a town of 6,000 people, with good sidewalks, streets, a public library, and all the conveniences of city life with none of the disadvantages. It will also treble property values in Hereford.

If Texas obtains a state highway department at the next session of the legislature the state will get \$900,000 from the federal government for rural post road building and maintenance, conditional that the bill which the Secretary of Agriculture has endorsed is passed by Congress. This money will be distributed in the state to those communities showing the most energy in road building within the next few months, it is asserted.—Austin Statesman.

WOULD DIVIDE TEXAS

Judge John P. Slaton of Hereford, who recently returned from an extended trip through Texas is being quoted by several exchanges as being in favor of a division of the State of Texas into two or more states.

We have hardly been here long enough to have settled convictions on the wisdom of this move but one thing is certain, Texas is big enough for two states and her industries are varied enough to separate her people.

Golden Autumn Here

After a few days of rainy and gloomy weather last week the Autumn sunshine has broken forth in all of its splendor. For a few days the weather has been almost uncomfortably warm in the middle of the day with such beautiful nights as only the Panhandle can furnish.

The autumn leaves are all aglow with a wealth of color while every where the grass is green.

What is more beautiful than the autumn, the fulfillment of the labor of summer and the promise of Spring.

A Winning Combination

The cow and the silo backed by a good family that believe in working for a living is a combination that will make this country one of the most prosperous and delightful sections in the United States.

Put an industrious family with fairly good cows and a silo on every section in Deaf Smith county; let these be supplemented by a good

garden and orchard watered from a good tank supported by a windmill together with poultry, and hogs for the meat and some to pay taxes and square up things at Christmas time, and hard times will be banished forever from the Panhandle. After the calves are weaned and sold for \$35 or \$40 per head, if first class cows and kept, and the silo is full, the cream separator can be brought in on requisition and some good money made.

If two good silos were built and filled in good years so that one would be well filled in case of a bad drouth, there will always be plenty.

Such a class of citizens can be secured for this country if there was some system for letting the people in other sections know what we have, and when they come here sell them land at its real market value and leave them some means to develop and improve their farm.

How's this for a slogan for Deaf Smith county. A good farmer with a silo and forty good cows on every section in deep water sections. A man with a silo and alfalfa field and hogs and cows on every quarter section in the irrigable sections. This is no idle, impossible dream but a condition that could and should be brought about.

HELPING YOUR COMPETITOR

Not many business men are generous enough to spend their time and money helping a competitor get their business away from them.

Yet there are many county newspapers that do that very thing. They give their space to advertise clubbing propositions and then give part of their own subscription price to all the work soliciting collecting, keeping books, and standing all the kicks to get some cheap farm journal or mail order city weekly a big list in their territory. Then the cheap farm journal or mail order weekly goes to the big advertisers and tells them what a big list they have in that territory and that it is so much easier and better to advertise with them than with the country weekly and so thousands of dollars are lost to the country weeklies every year by their own foolishness. If they work up any list in the territory over which the Brand circulates they will have to buy the advertising space, keep their own books and run their own business. The Brand clubs with nothing on earth.

The Local Newspaper

"Stand by your town newspaper. If there is anything in your town worth talking about, ten chances to one your little town paper had a hand in putting it there, and if there exists any unsightly or unsavory nuisance, twenty chances to one it will stay there until your town editor sees it or smells it and wipes his pen on the town board's breeches. If anybody beyond the walls of your little burg learns that there is such a place as peaceville, it will be through the town oracle.

"Every village gets its money's worth in the village newspaper. It's the wagon that carries all your good things to market. It ought to be kept in good repair. In many places it would pay to grease it, paint it, keep its running gear in shape and shelter it at the public expense.

"Stand by your local newspaper. It's the guardian and defender of every interest; the forerunner and pioneer of every advance movement and the sturdy advocate of law and order. Take it away, it would not be six months before the town would look as if it had been doped. Business would drag, society would yawn and grass would grow between the cobbles."—Publishers Auxiliary.

The Greeks and the Bulgarians

The kaleidoscopic turn of events on the Balkans, strange as it may seem, is by no means a surprise to those who are more or less acquainted with the Balkan politics and with the Balkan intrigues for the past few years. Venizelos, the old powerful and able Greek Premier, has again been forced to resign, and it may be safely predicted that his resignation will prevent the Greeks from joining the war.

King Constantine, the brother-in-

law of the Kaiser, who, of course, is in closer touch with the chancelleries of the Teutonic Allies than his able Premier, is said to have been assured by the German and Austrian Governments that, even should Bulgaria attack Serbia, Greek interests in Macedonia will not be affected by it in any way.

But not this assurance alone has driven Monsieur Venizelos from office. He had to resign because he would consent to a landing of French troops on Greek soil.

The purpose of the landing was meant less against Bulgaria than against Turkey. After the Allies had failed to conquer the Peninsula of Gallipoli, they decided to storm Constantinople from the Tschadajja line. To carry out this plan they are compelled to concentrate a large number of troops in Macedonia and Thrace. Constantine of Greece, who knows already the danger threatening his Kingdom from the Italians, was not willing to make Greek soil another theatre of war, especially as long as Greece is formally preserving neutrality. Furthermore, the landing of foreign troops on Greek soil necessitates a revision of the Greek Constitution, and Kings in general are not very willing to allow changes in the constitution and to create precedents. For these reasons Constantine of Greece, with the aid of a powerful minority of Parliament, withstood the policy of his Premier and forced him to resign.

The Bulgarians will, of course, be very glad to see the Greeks remain neutral.

It is a very curious fact that the reason that causes Bulgaria to join the war, causes Greece to remain neutral. The Bulgarians can never allow the Russians to settle in Constantinople and can still less allow the allied troops to operate in Macedonia, because, if Macedonia is once occupied by the allied troops, the Bulgarians will never be in a position to realize their own plans in Macedonia. It may be taken for granted that the Bulgarian statesmen decided to go to war as soon as they learned that the Allies, after their failure in Gallipoli, were going to attack Constantinople from the rear. They know by their first experience from the first Balkan War that an attack on Constantinople from the Tschadajja line can easily meet with success, and that, if this plan of the Allies should be carried out, Constantinople would fall within a short time.

As Russia, in this war, suffered defeat after defeat, the Allies would be forced to leave Constantinople to the Russian Ally as a compensation for his defeats; and as Serbia is an Ally, the Anglo-French troops, operating in Macedonia, would not be withdrawn until Serbia was in a position to defend Macedonia single handed. So that Bulgarians decided upon war for the same reason that Greece finally decided upon preserving neutrality.

What's a Thoroughbred?

Recently we noticed in an exchange a man advertising thoroughbred chickens for sale. A similar use of the term thoroughbred is often made, but it is as much out of place to talk about thoroughbred chickens, or hogs, or cattle as it would be to talk about Polli Angus sheep or Poland China horses. The term thoroughbred was applied to a strain of horses developed in Kentucky, noted for their speed, endurance and beauty, and is still used, while the term standard bred was later applied to the pure blooded, trotting horse in many places. The proper term to use in speaking of stock, such as chickens, hogs, sheep, cattle or horses, other than those properly called thoroughbred or standard bred is pure bred.

This discussion is started in no critical sense, but to the end that such things may be discussed by others. This is a stock country, and many of our people are well versed on the history of pedigrees and proper distinctions in terms.

Postal Savings

The postal savings act is one piece of legislation that has accom-

plished what its friends predicted it would. Our foreign born people who have been stuffing their surplus earnings away in old stockings, mattresses and secret-burying places or sending them back to the old country for safe keeping or industrial use have taken hold of the bait that we threw out in the shape of a government bank. The United States is getting the use of some \$68,000,000 which under other circumstances would be totally lost to us. The immigrant is getting a 2 per cent income, where he got nothing before. They are new customers, who have shown that they have no faith in our banking methods, even if they could understand them, so there is no hardship on our bankers. Seventy-two per cent of the deposits are owned by foreign born. The postal savings act has been wholly constructive, according to Postmaster General Burleson, writing to Harper's Weekly.

It is an encouraging situation from the standpoint of citizenship. We get a better hold on the foreigners when we get him to putting his surplus back into the United States. He becomes a stockholder and a vitally interested person. He is not so foot loose to pick up and go back. The postal savings act might well become a part of the machinery to keep the current toward the center. Without realizing it, the immigrant who puts his money into the Federal bank is stepping on a moving platform. One thing leads to another and his deposit might lead him into local investment and investment into business and into citizenship.—Chicago Tribune.

Don't say drug store say Corner Drug Store. Itf

German Heaters are fuel savers. Dunlap Hardware Co.

Coal bills are a large part of your living expense—reduce both by using Cole's Hot-Blast Heaters.

Gass & Son are getting new dry goods all the time. They have anything you want in dry goods or clothing.

The German Heater heats the cool air on the floor, the ceiling will take care of itself. Dunlap Hardware Co.

Add an element of mystery to your purchase by buying "Sight unseen" at the U. D. C's Parcel Post Booth. Every package 25c.

Save time and money by having your broken castings welded. We weld anything. 37 2t Barnhart & Rice.

Have you read AD-EM-NEL-LAP?

Do not fail to attend the big "Hoosier Kitchen Cabinet" sale now in full force at E. B. Black Co.'s

For Sale

102 good cows. 85 per cent. good white race. Ages 4 to 8 years. There have been six bulls with cows this season. Can deliver Oct. 15. For prices see C. O. or E. H. Norton, Hereford, Texas.

Irrigation and Stock Farming

It pays to irrigate and raise double the amount of feed stuffs you would otherwise raise. It then pays to fill a silo and feed cattle and hogs.

If you raise plenty of feed and want to get some cattle or hogs, call and talk the matter over with us. We have always helped our friends get stock where they could care for it.

Live Stock has always paid in this country

4 Per Cent and 5 Per Cent On Time Deposits

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

Coal Prices

Advance

November 1st
50c Per Ton

"BUY IT IN OCTOBER"

PHONE 76

E. W. Harrison



We should all be thankful that scientific evaporating makes it possible for us to have "dried" fruits which retain the excellent, matured flavors. In fact many dried fruits are better than the fresh fruits, because they are picked RIPE from the tree and shipped to us dried instead of being picked GREEN.

Drying fruits reduces the weight and freight and enables us to sell them reasonably. Come see the many kinds we have.

Williams Bros. PHONE 128

Local and Personal

Mrs. Carl Shirley went to Amarillo last Friday.

Miss Mary Williams went to Amarillo Saturday.

H. C. Summy, of Dexter, spent Sunday in Hereford.

Mr. Cliff Estes returned from Lubbock the first of the week.

Mr. J. N. Boland, of Denver, Colo., is in Hereford this week.

Mr. J. W. Alexander, of Dimmitt, was in Hereford Monday.

T. P. Fleming, of Graham, Mo., is in Hereford on business this week.

B. W. McLean, of Dimmitt, was registered at the Northern Sunday.

Miss Fattie Prichard went to Canyon last Saturday for a short visit.

W. T. Herring, of Amarillo, was a business visitor in Hereford Friday.

Mr. Oberthier left Tuesday for Dallas on business and to attend the fair.

Mr. L. B. Simmons, of Amarillo, was in Hereford the first of the week.

Mr. J. A. Turnbow, was a business visitor from Dimmitt, here Saturday.

Mr. L. F. Buchanan, of Pecos, was a business visitor in Hereford Monday.

Mr. Wynne, the well known Poll Hereford breeder was in Hereford Wednesday.

Miss Charlott Mooney went to Canyon last Saturday to remain over Sunday.

Mr. and Mrs. W. E. Tompkins, of San Dumas, Cal., are spending the week in Hereford.

Mr. Beecher Rowan, of Artesia, New Mexico, was in Hereford the first of the week.

Mr. Geo. Caylor, the land man, went to Amarillo and other Texas points last Friday.

Mr. J. M. Cardwell of the Cardwell Brothers, is in Dallas this week attending the fair.

Mrs. Estelle Tucker, of Canyon, spent Sunday at the home of her mother, Mrs. N. M. Patton.

Mrs. G. L. Willis who has been here for several months left for Cordell, Oklahoma, Saturday.

Mrs. H. E. Cathey who has been visiting her daughter, Mrs. D. W. Hopkins, left for home Friday.

Mr. Norman S. Frye came in from the ranch Sunday and spent the day with Hereford friends.

Mr. N. C. Voegel and his niece, Miss Smith, left Friday morning for Dallas to attend the fair.

Mr. S. A. Harris of the Friona Sentinel, was in town Saturday evening and Sunday morning.

Among the arrivals at the Northern Saturday were Mr. and Mrs. R. W. Dye, of Longtop, Kas., and Mr. and Mrs. Phares, of Marshall, Oklahoma.

Mr. W. H. Ray made a business trip to Amarillo Tuesday.

Mrs. P. V. Winston is visiting Mrs. Robinson this week.

Mr. S. E. Garrison of Hereford and Mr. L. Sawyer of Summerfield left Saturday for the Dallas fair.

Among the arrivals at the Cordova, Monday, were Mr and Mrs. E. W. Hovey, and Mr. O. B. Jackson, of Vega.

Mr. W. W. Robinson, of Claude, Texas, was here last week looking over the country. He was well pleased.

Mr. and Mrs. A. S. Bell of Black, attended the show in Hereford Wednesday.

Mr. Willis and family, who have been here for several months, have gone to Gotebo, Oklahoma to spend the winter.

Mr. J. B. Hubert and son, Barney, who have been working on the Ashbrook house, went to Amarillo to spend Sunday.

Miss Mary Cross, teacher at Summerfield, spent Saturday and Sunday in Hereford visiting Mrs. Payne Gilliland.

Mrs. Frank Goodie who has been visiting her mother, Mrs. Mercer, returned to her home in Wellington Kasas, Tuesday.

R. D. Bone and E. H. Rankin, of Amarillo, and B. L. Pleasants, of Panhandle, were registered at the Cordova, Friday.

Mrs. George Cloyd went to Pilot Point Friday, and will visit a sister at that place. She will be gone about two weeks.

Mr. and Mrs. J. S. Garrett of north of town left Wednesday for Henrietta where they will visit Mr. and Mrs. S. J. Slade.

Mrs. Eva Arnold, who has been visiting Mr. and Mrs. Payne Gilliland left for her home in Cushing, Oklahoma last Friday.

Mr. J. M. Easley of Comanche, Texas, was here the latter part of last week on business and to visit his friend, Mr. Oberthier.

Mrs. W. M. Cogdell and little son, will visit their son and brother, Mr. C. W. Cogdell, this week while attending the Dallas Fair.

Deputy U. S. Marshal of Amarillo, was in Hereford Saturday to subpoena witnesses in a case in the U. S. Court at St. Louis, Mo.

Mr. and Mrs. Frank Smith and Mr. and Mrs. H. H. Wienhold of the Vega sentinel came down Wednesday to bring the children to the show.

Mrs. M. A. Breedlove, who has spent the past three months with her daughter, Mrs. Mooneyham, near town, returned to her home at Memphis, Monday.

Mrs. J. A. Fox is visiting her son, Gilbert, at Trinity College, Waxahatchie, this week. She will also visit other relatives at various points near Dallas, and, incidentally, attend the Dallas Fair.

Mr. J. M. Smith, of Dimmitt, was a Hereford visitor Thursday.

"Gypsy Boots," the newest style for ladies.—D. R. Gass & Son.

Mr. and Mrs. Emer Richards, of Canyon, were in Hereford Wednesday.

Miss Myrtle Bennett, who is teaching school at Black, came down Wednesday.

Mr. Emil Myers, of Amarillo, was in Hereford Tuesday on his regular weekly visit.

Should you fail to buy your piano from us we both lose. Give us a chance. E. B. Black Co. 361f

Mr. R. Anderson, of Muskogee, Oklahoma, has been here several weeks visiting his daughter and family. Mr. and Mrs. G. L. Barber.

E. W. McNutt one of Hereford's leading cattle dealers shipped in 375 head of good Galloway calves this week from the Midland country.

Our acetylene welding plant has arrived and we are now prepared to repair all kinds of metals. 37 2t Baynhart & Rice.

John Cummins is remodeling one of his houses and putting it in good repair to rent. He thinks good houses are scarce enough now in town to justify improving all those needing it.

Making a New S Art Genesis 12:1-3

Now the Lord said unto Abram, Get thee out of thy country, and from thy kindred and from thy father's house, into a land that I will show thee:

And I will make of thee a great nation, and I will bless thee and make thy name great; and thou shalt be a blessing.

And I will bless them that bless thee, and curse him that curseth thee: and in thee shall all the families of the earth be blessed.

Junior Missionary Program

Subject—Jesus the Friend. Scripture text, Luke 10:25-37. Memory verses, Jno. 14:9-11. Jack Murphy.

Matthew 7:2. Elizabeth Stegall. Jno. 14:14—Lorena Murphy. Jno. 14:15—Gwendolyn Price.

Duet, selected—Kathryn Hawkins. Dorothy Barber.

Bible Story—Leader. Story of the Sunrise Land. —Mildred Cross.

Worse Than Hell

"War is hell, but there's one thing more diabolical than hell. That's the rare military sport of dropping bombs on a sleeping city. No matter what city—Paris, Dusseldorf or London. Aim at a fort and you have the pleasure of killing half a dozen mothers. Let go an incendiary bomb to burn a dock and you gallantly burn up a child. Throw down a nitroglycerine bomb at a factory and you have the satisfaction of blowing a baby to bits in its cradle. Superb strategy!"

Wichita Beacon.

Let Something Good be Said.

When over the fair game of friend or foe

The shadow of disgrace shall fall, instead

Of words of blame, or proof of thus and so.

Let something good be said. Forget not that no fellow-being yet May fall so low but love may lift his head:

Even the cheek of shame with tears is wet.

If something good is said. No generous heart may vainly turn aside

In words of sympathy; no soul so dead

But may awaken strong and glorified:

If something good is said. And so I charge ye, by the thorny crown,

And by the cross on which the Saviour bled,

And by your own souls' hope for fair renown.

Let something good be said. —James Whitcomb Riley.

Society and Club News

Mrs. Henry B. Fall, president of the Texas Federation of Women's Clubs, sets before the women of the state, the following excellent ideal of the qualities that should characterize a club officer.

"Let us consider loyalty to our ideals in the selection of our officers. If you were to ask me the chief requisite for a woman to be placed in a position of trust in the club world I should unhesitatingly say she must first of all, be a true gentlewoman. It matters not what may be her intellect, what her power for organization—if she is lacking in the fundamental laws of good breeding, if she is characterized by self-aggressiveness or by a thirst for office, she is not the woman to bring the best results to an organization whose great silent majority is composed of home-making, God-fearing, sweet-natured and humanly-loving women. What can this woman bring to the organization? Who can best fill the position at this hour? These should be the questions we should put to our conscience and answer with our ballots."

One of the most thoroughly enjoyable social affairs of the week was given on Friday, at the home of Mrs. W. E. Betts when her daughter, Miss Mabel, was the charming hostess, and the teachers, both those of the public school and the music teachers of the city, were honor guests.

A color scheme of green and yellow was carried out most attractively with great vases and bowls of feathery chrysanthemums against a background of green foliage.

The affair was delightfully informal, each guest being asked to contribute personally to the evening's entertainment. Soon everyone caught the spirit and entered heartily into the making of delicious candies and the playing of old-time games.

Some very excellent music, vocal and instrumental, was greatly enjoyed.

Hot chocolate and a Welsh rarebit were especially palatable from the fact that each guest "had a finger in the pie."

Miss Betts was assisted by Miss Belle Woodburn in receiving and entertaining the following guests: Misses Pickett, Gray, Gillispie, Price, Wilson, Gallagher, Garretson, Fincher, Nance, Davis, Jones, Snank, Coffin, Woodburn, and Messrs. Walker, Fox, Patton, Wilson, Dameron, Burkhalter, Brant, Cockrell, Gallagher, Betts, Castee and Estes.

Miss Smith, who is spending the winter here with her aunt, Mrs. N. C. Voegel, was the honor guest at one of the jolliest of the early autumn parties when on Wednesday, the 15th, the Misses Norton entertained a large party of friends at their pretty suburban home.

The merry-makers met at the home of Miss Waldine Wilson and with Mrs. G. A. Stambaugh as chaperon enjoyed a "hay ride" to the Norton home.

The spirit of hospitable welcome spoke eloquently in the entertainment, which had been so delightfully planned for the enjoyment of the guests. Games, new and old, typical of the season, furnished novel and enjoyable diversion and at a late hour refreshments of sandwiches, cake, and cocoa were served to Misses Ona Hammer, Mabel and Dimple Gass, Bess Mitchell, French Davis, Mary and Irene Williams, Waldine Wilson, Olive Perkins, Gladys Beedle, Ruth Churchill, Anna Renfro, Bertha Dameron, Lillian Bennett, Miss Bruner and Mrs. Christie.

Mr. and Mrs. Pat Thompson Honored Tuesday night at the home of Mr. and Mrs. J. R. Stubbs the S. W. P. club and their husbands, gave a farewell party in honor of Mr. and Mrs. Thompson who are going to Big Springs to make their future home. Lovely garden flowers, of cosmos and chrysanthemums wel-



Those who "know the difference" come to us to get their prescriptions filled and for all of their drug store things.

All drugs under the same name are not the same quality.

Betts-Clark Druggists THE NYAL STORE

came the guests and directly upon their arrival progressive forty-two was arranged at five tables. Mr. Fletcher Rogers, holding high score received a deck of forty-two cards.

Mrs. Ewell Read presented Mrs. Thompson with a friendship book with the names of those present as a remembrance from the club. Enjoyable refreshments of candied apples, cake and hot chocolate were served. Only club members and a few friends of Mr. and Mrs. Thompson were present.

Social for Rev. and Mrs. Henson Rev. and Mrs. J. R. Henson are to be honored in an "at home" given by the church stewards this evening at the M. E. Church. Two hundred invitations have been issued.

Mrs. J. W. McQueen is entertaining Mrs. Olive Bland Smith, of Maysville, Kentucky, this week.

The "low hung clouds" began to "drop their garnered fullness down" just in time to interfere with the attendance at the meeting of the Bay View club on last Thursday. Those who braved the elements, however, had a most interesting study of the work on painting, with Mrs. Charles Donald as leader, and Mrs. M. J. Conkwright as hostess. Roll call was responded to with current events. Delicious refreshments of

olive sandwiches, pickles, fruit salad and coffee were served.

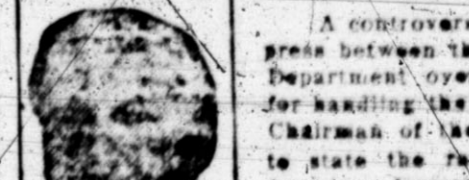
B. W. M. W. Program Joint session of Women's Missionary Society of Baptist Church at residence of Mrs. W. E. Hicks at 3:30 p. m., Wednesday, October 28, 1915.

1. Hymn—My Faith Looks Up to Thee. 2. Scripture lesson—Mrs. J. H. Pittman. 3. Prayer—"That We may know the Power of the Spirit Filled Life"—Mrs. L. W. Ricketts. 4. Reading—The Fruit of Her Hands.—Mrs. H. G. Conkwright. 5. Special song. 6. Paper—"Do we serve the Lord with Gladness?" (If not, why not?)—Mrs. F. W. Lambert. 7. Reading—Mrs. Hicks. 8. Our part in the state mission campaign.—Mrs. J. H. Harris. Two minute reports from Circle Officers. Roll call—response, quotations from Scripture. Minutes of last meeting. Old and new business. Special half hour. Song. Closing Prayer—Mrs. R. N. Mounts. Furniture requisited at the Motor-Cycle Service Station. 372tp

of cycle sandwiches, pickles, fruit salad and coffee were served.

OUR PUBLIC FORUM

Ralph Peters On Railway Mail Pay



A controversy has been raging in the columns of the press between the railroads and the Federal Post Office Department over the question of proper compensation for handling the United States mails.—Mr. Ralph Peters, Chairman of the Railway Mail Committee, when asked to state the railroad side of the controversy to the American farmer said in part:

"The railway mail pay question will be settled—and settled permanently and with justice to all concerned—only when the public has been made aware of the whole subject, with its economic, social and technical, boiled down to a few simple points of the business dealing which no one need be a rate expert to understand."

The first is that the Post Office Department weighs the mails, and readjusts the pay of the railroads, only once in four years. This compels the railroads to carry the increase in the mail tonnage during the intervening years without pay—manifestly an injustice in the case of a rapidly growing business. One consequence has been that last year the railroads carried fully half the parcel post for nothing.

A second point is this: In addition to carrying the mails, the railroads are required to operate many traveling post offices for sorting and distributing the mails while in transit. But the Post Office Department pays for such post offices only where they occupy whole cars, and pays nothing in the many cases in which it merely requires apartments differ from the apartments in combination cars, although such apartments of the exclusive use of the Post Office Department. Failure to pay for them has been an especially hardship to the smaller roads on which the Department does not find it necessary to utilize whole cars.

One last point: In thousands of instances, (though not in all) the Post Office Department requires the railroads to carry the mails back and forth between railroad stations and post offices, but pays them nothing for this extra service beyond the rates covering the rail transportation. The railroads have no choice but to perform this additional service gratis, or refuse to carry the mails at all.

Now for the remedies the railroads ask: They do not ask to have the mails weighed daily or to have each shipment weighed and paid for separately, as is done in the case of private shippers. They merely ask to have the mails weighed, and the pay of the railroads adjusted, at least once a year, instead of once in four years. They also ask that apartment post office cars be paid for, at reasonable rates, according to size. Lastly, they ask that the Post Office Department cease to require of them free messenger service between stations and post offices, and either relieve them of this service or pay fairly for it. These are the reforms the railroads ask of Congress. They gladly lay these reforms before the public, confident that they will appeal to the common sense and fairness of American voters."

Sells a Town

It is not often that all the real estate in an entire city changes hands in one deal but that seems to have happened in Umbarger last week when the entire townsite was sold, according to the following from the Randall County News:

"Prominent among the real estate sales made in Randall county during the past month, is the sale of Umbarger townsite from Mrs. Kathryn Hutson of that county to Mr. John Baten just from Primrose, Nebraska. The consideration was not given.

Your Business appreciated - Geo. E. Burns Druggist.

Booster Edition Bearing Fruit

Mr. Cressup made use this week of a few copies of the Special Edition of the Brand to send to friends in Iowa. Mr. Cressup says he sent a copy to a Mr. Lane, near Tucuman, N. M., and he is so favorably impressed with the showing of this country that he is getting ready to move here.

Your wants can fully be supplied and at prices guaranteed the lowest. Our furniture, rugs, linoleums, sewing machines, etc., at E. B. Black Co.'s

J. E. Garrison wants to write you fire Insurance. 22-1f

Southern Politics.

Lay the jest about the julp in the campfire-balls at last. For the miracle has happened and the olden days are past; That which makes Milwaukee thirsty does not foam in Tennessee: And the lid on old Missouri is as tight locked as can be; For the egg now is nogless and the rye has gone awry. And the punch bowl holds carnations, and the south, "by Gawd, sir" 's dry.

By the still side on the hillside-in Kentucky all is still. For the only damp refreshment must be dipped up from the rill. N'th C'lina's stately ruler gives his "Cola" glass a shove And discusses local option with the South C'lina gov'.

For the mint beds make a pasture and the corkscrew hangeth high, And the cocktail glass is dusty and the south, "by Gawd, sir" 's day.

All the nightcaps now have tassels and are worn upon the head, Not the nightcaps that were taken when nobody went to bed; When the Colonel and the Major and the General and the Jedge Meet to have a little nip to give their appetites an edge.

Now each can walk a chalk line when the stars are in the sky, For the fizz glass now is fizzless, and the south "by Gawd, sir" 's dry.

Though she still has pretty women and her horses still fare fast, "Ole Kentucky's" crowning glory is a mem'ry of the past; Now the partisans of "straight goods" and the "rectified" speak well.

For what's the use of scrapping when the business's gone to hell; In those lonely tasseled cornfields all the crows are living high, Each distillery, a graveyard, for the south, "by Gawd sir" 's dry. -Columbia (S. C.) State.

Forcing Sidewalks

The City of Plainview is going to take action against those who have been ordered to build sidewalks and have not complied.

The ordinance provides that if the order to put in walks is not obeyed within thirty days, the city will take legal action and put in walks, itself, charging same against the property. Of the thirty-five owners notified some five weeks ago, more than half have already responded.

"Fifteen others will run over the thirty-day limit if they do not begin soon," Mayor Dorsett stated today. There is also an ordinance requiring that all who build walks extend same to the curb, connecting with the gutter at the street crossings.

Those owning lots on streets leading to the different public school buildings have been called on first to build. Others will be notified later, according to Mayor Dorsett. -Plainview Herald.

NATURE WARNS Against Using Calomel

The sickening, nauseating feeling that follows the use of calomel is the natural result of disarranging your entire system. Doctors everywhere are agreeing that the action of calomel is much too strong, and leaves the body sick and weakened.

LIV-ER-LAX is a wonderful substitute for calomel, that has all of its good effects and none of its bad ones. It acts thoroughly on the liver, cleansing it of bile, and ridding the entire system of stagnating poisons.

LIV-ER-LAX is strictly a harmless vegetable compound, and is guaranteed to give satisfaction or your money will be returned. Insist on the original, bearing the likeness and signature of L. K. Grigsby. For sale here at Corner Drug Store.

E. A. Winterrowd, City Drayman. Piano moving a specialty. Work guaranteed. Phone 62. 10-1f

Try our doughnuts. You will appreciate them. Fresh Wednesday and Saturday. Hereford Bakery.

A Coming Town.

Mr. Hagen, a representative of the Hereford Brand has been in Wichita for the past ten days in the interest of the Directory of this section that the Brand is getting out. Mr. Hagen visited the exchange building where he was shown many courtesies. Wichita is doing a big business in the Panhandle country through the wholesale houses. Wichita is fast becoming a great cattle market and stockmen are finding it to their advantage to ship there as it is already one of the great stocker and feeder markets.

Smith & Wester, one of the strong firms that are doing a good business in the Panhandle country. They maintain offices both in Wichita and Kansas City. Messrs. R. L. Hays and Fred Thompson managers of the Wichita branch are well known in Texas and stand high in the estimation of Panhandle people.

Mr. Hays showed the Brand representative the courtesy of taking a day off to show him around. Such courtesy is appreciated and the people from here shipping to Wichita will get good service.

Sits on Rattlesnake-Thinking It a Cushion

San Angelo, Texas, Oct. 19.—Only a cool morning probably saved Edith Hanson, a cotton picker on the Stanley Turner ranch, near here, from being bitten by a large rattlesnake.

The girl while in the cotton field just at dawn sat down on what she thought was a cushion. It was a snake measuring nearly seven feet long. The snake was chilled. Had it struck the girl it probably would have caused her death, because of the distance she was from medical attention.—Daily Panhandle.



Rheumatism All Goned

"Feeling fine this morning, thank you! I tell you Smith, if you ever get the rheumatism, you want to get a package of Theritol Rheumatism Powders. They knock rheumatism every time, and by stimulating the secretions and eliminating uric acid and other impurities they tend to cause rheumatism to completely disappear."

You can absolutely depend on this remedy. It bears the endorsement of the American Drug and Press Association and our positive guarantee. Why suffer any longer. Price 50c. For sale by Geo. E. Burns Exclusive Agency

Seed Wheat

For Sale about 200 bushels good Macaroni (spring) wheat at \$1.25 sacked. This wheat will be scarce and high later. Better buy now. F. H. Oberthier.

Go South

429 acre cotton farm Coleman county to trade for Shallow water land near Hereford. Jas. B. Elliston Realty Co.

Well drilling and repairing a specialty. Work guaranteed. Phone 114. Geo. P. Turrentine. 362tp

Don't say drug store say Corner Drug Store. 11f

Go to the Fair to get new music.

To Drive Out Malaria And Build Up The System Take the Old Standard GROVE'S TASTELESS chill TONIC. You know what you are taking, as the formula is printed on every label, showing it is Quinine and Iron in a tasteless form. The Quinine drives out malaria, the Iron builds up the system. 50 cents

Professional and Business Cards

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LAWYER

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OSTEOPATHIC PHYSICIANS

No. 27 and 28 New Euqua Building. PHONES, Office 819, Res. 209. **AMARILLO, Res. 910 Harrison.**

ASHBROOK & SUGGS

Fire, Life and Accident Insurance

All Kinds of Bonds Executed

We Are Specialists

On Fruit and Nut Trees

Shade and Ornamental Trees

Shrubs and Evergreens

Roses and Greenhouse Plants

Hereford Nursery Company

J. FRANK POTTS A. M. JONES
POTTS & JONES

BONDED ABSTRACTERS

Complete Abstract of Title to Deaf Smith County Lands.

Deaf Smith County Maps for Sale

L. S. BRYANT T. E. HUFFMAN
Co. Surveyor Deputy

Bryant & Huffman

Civil Engineers

Draftmen

Office in Court House. Hereford

GO TO

A. PEDDE

109 Main St.

When you want soles put on shoes and boots that won't come off.

All work guaranteed.

MAKER OF FINE BOOTS

C. D. Wright

Attorney-at-Law

All legal business promptly attended to

Hereford - - - Texas

KODAK PRINTS 3 CTS. EACH

ANY SIZE

All films developed free. Best Never-Fade work. Work mailed out next day after received. Refund on bad ones. I guarantee satisfaction.

STUDIO GRAND, Amarillo

LODGE DIRECTORY

HEREFORD LODGE NO. 849, A. F. & A. M., meets th Saturday night on or before the full moon in each month. Visiting brethren cordially invited. Jas. W. Sherman, W. M.; J. S. Jones, Sec.

WOODMEN OF WORLD Meet every Second and Fourth Saturday nights in the L.O.O.F. Hall. Visiting Brothers always welcome. C. E. Lester, Consul Commander; C. L. Sullivan, Clerk.

Santa Fe Time Table



WEST BOUND
No. 21 Lv. 6:40 a. m.
No. 117 " 12:17 a. m.
EAST BOUND
No. 22 Lv. 10:35 a. m.
No. 114 " 5:59 p. m.

Special prices on window shades at the Fair.

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 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.



Quicker Than a Gas Range

Breakfast Biscuit Quick

and perfectly browned top, bottom and sides, in oven with

Cole's High Oven Range

Quick Heating Oven

No anxious waiting for oven to heat up. Breakfast biscuit steaming on your table in much less time than with a gas range.

Oven heat can be regulated instantly. Range is sanitary, easily cleaned and occupies small space. It enables wife or mother to prepare breakfast in a comfortable room.

Come in and see one on display—it's well worth your while.

See the name "Cole's" on the oven door—none genuine without it.

Dunlap Hdw. Co.



Large Dairy Farmers

Use Texaco Roofing

THAT in itself is one of the strongest recommendations for this particularly valuable Texaco Product.

Dairy farming, with its necessarily large investment and its costly live stock, has become a valuable and efficient industry.

The experienced business man engaged in it uses Texaco Roofing to protect his cows from rain and damp.

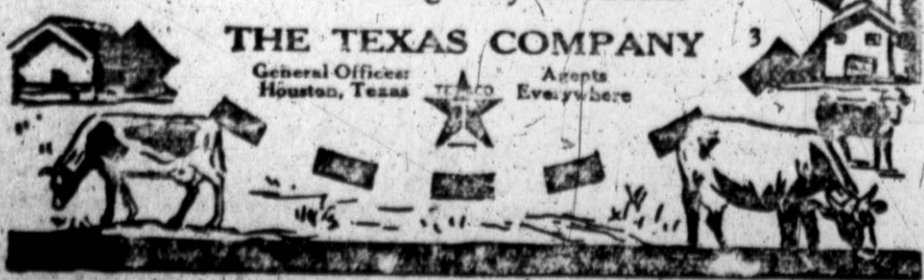
Texaco Roofing is a paying proposition for him. Not only for the protection afforded, but for the low cost of upkeep and the ease with which it is applied. These features make it doubly valuable on your house, barn or factory.

Lay it yourself and make a perfect roof.

Get in touch with the Texaco agent in your town. Let him explain Texaco Roofing to you. It is a worthy representative of the whole line of Texaco Quality Products.

THE TEXAS COMPANY

General Offices Houston, Texas Agents Everywhere



Want Ads

EXCHANGE—Some choice Collin county farms, all sizes, for Hereford land. Investigate. Jas. B. Elliston Realty Co. 27tf

LOOK—Jump at this: 14 head of good horses, mares, mules, cows and calves to trade for good 160 acres not over 12 miles from Hereford. Get busy. Jas. B. Elliston Realty Co. 27tf

STOLEN—Just what you are looking for to make a piece of money, 160 acres 11 miles from Hereford. Jas. B. Elliston Realty Co. 27tf

HIDES WANTED—Will pay highest cash price for all kinds of hides. Ezra Norton at Saddle Shop. 3tf

WANTED—To buy a mile of second hand fence and posts. Inquire at Brand office or Baskin Land Co. 24tf

TO TRADE FOR TEXAS LAND—Three story brick hotel, Dade county, Mo., 28 rooms, modern; income now \$120 per month. Price \$20,000; also improved farm same county; 60 acres, \$60 per acre. J. E. Gyles. 3tf

FOR SALE—Two nice feather beds. Mrs. J. H. Pitman. 37-2t

WANTED—To go out on a ranch; can do all kinds of farm work. Address 517 lock box Hereford, or call at 500 Second Street after six o'clock. Mrs. A. J. Bodkin. 1t

FOR SALE—Two room box house cheap. J. P. Wood. 31-1f

WANTED—Girl for general housework. Call Brand Office.

FOR SALE—A real snap in 640 acres shallow water land if sold at once. Jas. B. Elliston Realty Co. 26tf

EXCHANGE—Some East Panhandle Land for land around Hereford. Jas. B. Elliston Realty Co. 26tf

FOR SALE—An exceptional bargain in 640 acres for cash. Jas. B. Elliston Realty Co. 28tf

FOR SALE—60 cows, 4 to 7; 60 coming 3's. All high-grade Herefords, well bulled by registered males. Also 40 high-grade heifer calves and yearling heifers. I will winter this stock and deliver in spring if desired. See A. S. Higgins 12 miles north, or W. S. Higgins, First National Bank. 3t-pd

A SNAP—For sale, no trade, by owner, 47 1/2 acres in City limits of Canyon, six blocks of Court house, known as old Reunion grounds. Three thousand Dollars (\$3000.00) for entire tract; satisfactory terms. J. M. Nash, Owner, Box 1104, Fort Worth, Texas. 38-4t

BROOD MARES for sale—50 high class brood mares; 30 well bred jennetts; have all been bred to the best Jacks on the Plains. Also several fine Jacks. All of this stuff at a bargain. For cash, or terms, or will trade for good cattle or sheep. Address P. O. Box 207, Hereford, Texas. 364tp

320 ACRES—Best improved irrigated farm. All under irrigation. 35 acres in alfalfa; 3 miles from Dawn, 12 miles from Hereford and 60 feet to water. Equipped with Bessemer engine and American pump. 1200 gallons water. Price \$60 per acre. Communicate Brand office. 364t

WANTED—To trade some stock for land if priced right. Jas. B. Elliston Realty Co. 26tf

WANTED—Have parties now wanting to rent or lease farms and pastures for next year. What have you? Jas. B. Elliston Realty Company. 27tf

FOR SALE—S W 14 Section 40 Block K 7, Deaf Smith County. Will take \$850 cash for it. Send money to First National Bank, Riceville, Ia. John Kessel, Riceville, Iowa, owner.

FORTY HEAD of registered Hereford cattle consisting of twenty eight cows, eleven calves, one bull, will sell all or one half of these cattle also thirty-one head of east Texas yearling and two year old heifers. The above stock priced to sell. See C. O. or E. H. Norton 2t

FOR SALE—Three good young Jersey cows, one fresh now. Might consider good farm mare in deal. M. S. Williams.

FOR SALE—About 200 cows, about 30 yearling heifers, 200 calves, 75 steer yearlings. Will want some cattle fed through winter. What have you and give price per head per month. Address: T. E. Money, Dawn, Texas. 26tf

FOR SALE—125 Hereford calves average age 10 months, 60 per cent calved in 1914, out of George Abbott's Herd. Phone, write or call on O. B. Hawkins, Dimmitt, Texas. 38-4tp

FOR SALE—Six Hundred and forty acres land, for Ten Thousand Dollars, satisfactory terms; no trade. Section 5, Block 7, B. S. & F. survey. Seven miles of Wildorado; and eight miles of Umbarger in Deaf Smith county, no lakes or rough land; every inch of it fenced, good well, shallow water, 40 feet. J. M. Nash, Owner, Box 1104, Fort Worth, Texas. 38-4t

AGE NO BAR
Everybody in Hereford is Eligible.

Old people stooped with suffering, Middle age, courageously fighting, Youth protesting impatiently, Children, unable to explain, All in misery from their kidneys. Perhaps a little backache first. Urinary disorders, dropsy may quickly follow.

Doan's Kidney Pills are for weak kidneys. Are endorsed by thousands. Here's Memphis testimony. S. C. Alexander, Memphis, Texas, says: "Doan's Kidney Pills have been used in my family with satisfactory results. I got them and gave them to my children. They relieved trouble with the kidney secretions."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Alexander recommends. Foster-Milburn Co., Props., Buffalo, N. Y.

Care of Roses

When winter comes, lay down the rosebush, put a big pailful of coal ashes over the roots and stems, cover with straw, and leave until danger from the frost is over, when the ashes must be removed.

A good way to keep rose bushes from freezing is to pour ashes over the roots, then bend the tops down, cover with leafless brush and straw and leave till spring. If the canes can not be bent down, bunch them and tie straw about them, from the bottom up, and put the coal ashes on the roots, as directed. Do not cover too early, as roses are often smothered by too much protection. In this, as in everything else, one must exercise judgment.

In the fall, dig lime in the soil, and when spring comes, mulch with stable manure. It is claimed that horse manure is best for roses as a mulch.

Everything you want at the Fair. J. E. Garrison wants to write your fire insurance. 22-1f

Quality counts—you can't compete with our school supplies—fall line of Blue Jay goods. Geo. E. Burns, Druggist. 1f

I pay cash for cream. You get your money as soon as test is made I am at Stambaugh's Store. I. H. Spratt. 3-1f

"YOU'LL LIKE HEREFORD."

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Gov. James E. Ferguson.
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Congressmen at Large J. H. Davis, Jeff. McLamote.
Congressman 13th District, John Hall Stephens.
State Senator, W. A. Johnson.
Representative, T. J. Tilson.
Attorney General, B. F. Looney.
Treas. J. M. Edwards.
Supt. of Pub. Inst., W. F. Dougherty.
Com. of Agriculture, E. R. Kone.
District Court Deaf Smith County.
Hon. D. B. Hill of Dalhart, Judge.
Floyd A. Cooper, Dalhart, Court Reporter.
County Officers—
Jas. A. Hughes, County Judge and Ex-Officio School Superintendent.
A. O. Thompson, County and District Clerk.
R. W. Baird, Sheriff and Tax Collector.
W. A. Miller, Tax Assessor.
J. J. Ward, County Treasurer.
W. E. Dameron, County Attorney.
L. S. Bryant, Surveyor.
Commissioners Court—
Jas. A. Hughes, Presiding Officer.
W. W. Bassett, Com. Prec. 1.
R. J. Kibbe, Com. Prec. 2.
John Gregory, Com. Prec. 3.
T. J. Bassett, Com. Prec. 4.
Precinct Officers—
J. M. Boone, Justice of the Peace Precinct 1.
Charley Purcell Constable Prec. 1.

Boy Aviator at Dallas

The Dallas Fair has had an unusual attraction this year in the person of Art Smith known as the "boy aviator" who has made some spectacular flights from the race track at the fair grounds. His performing is really wonderful eclipsing anything of the sort that has ever before been attempted anywhere in this part of the country. His flights are made at night and brilliant lights make his doubly little aircraft distinctly visible against its background of black sky, at a distance of 400 feet Sunday, when with the difficulty of wind and rain to overcome he completed twelve loops and a spiral. The vast crowd of tens of thousands was almost absolutely quiet, from mingled interest and suspense.

On occasions of a daylight flight, the birdman writes his name in the blue heavens with a trail of smoke. It is one of the best drawing cards of the fair.

To curb the coal trust get Cole's High Oven Range. It heats and cooks with the same fuel and saves one-third.

No package worth less than 25c many worth more, choice 25c at parcel post booth.

Hereford Garage & Machine Works

Goodyear, Goodrich and Michelin Tires

Ford Shock Absorbers Sanitary Water Bags

Fresh Batteries

All Kinds Machine work, Gunsmithing, Etc.

Auto Livery

The HEREFORD GARAGE & MACHINE WORKS.

Phone - - - 23

Better Construction at Lower Cost
STUDY THESE CUTS

What Interlocking Tile Is

It is a general wall-building material, suitable for use in every character of structure, from the cottage and small store to the mansion and skyscraper.

In it are combined the "cooler in summer, warmer in winter" and lightness of weight features of the hollow wall, with the strength of brick and concrete; in addition, it interlocks in the wall, making the strongest and most rigid wall that can be built. Every unit is a header.

Interlocking Tile is not to be confused with ordinary square tile, which is only designed and intended for partition, and other interior non-load-bearing walls.

WHAT INTERLOCKING TILE DOES FOR ITS USERS
It builds at amazingly low cost (little more than that of good frame) walls that are non-conductive, light in weight, damp proof, comfortable the year around, and more efficient in every way. It increases the buying value of the building dollar.

Write for complete information, Government reports, etc.

FRASER BRICK COMPANY, Sole Manufacturers
DALLAS, TEXAS

CALOMEL IS MERCURY! IT SICKENS! ACTS ON LIVER LIKE DYNAMITE

"Dodson's Liver Tone" Starts Your Liver Better Than Calomel and Doesn't Salivate or Make You Sick.

Listen to me! Take no more sickening salivating calomel when bilious or constipated. Don't lose a day's work! Calomel is mercury, or quicksilver which causes necrosis of the bones. Calomel, when it comes into contact with your bile crashes into breaking it up. This is when you feel that awful nausea and cramping. If you are slugging you feel miserable. I guarantee that liver is torpid and bowels constipated or you have headache, dizziness, coated tongue, if breath is bad or stomach sour just take a spoonful of harmless Dodson's Liver Tone on my guarantee.

Here's my guarantee—Go to any drug store and get a 50 cent bottle of Dodson's Liver Tone. Take a spoonful tonight and if it doesn't straighten you right up and make you feel fine and vigorous by morning I want you to go back to the store and get your money. Dodson's Liver Tone is destroying the sale of calomel because it is real liver medicine, entirely vegetable, therefore it can not salivate or make you sick. I guarantee that one spoonful of Dodson's Liver Tone will put your sluggish liver to work and clean your bowels of that sour bile and constipated waste which is clogging your system and making you feel miserable. I guarantee that liver is torpid and bowels constipated or you have headache, dizziness, coated tongue, if breath is bad or stomach sour just take a spoonful of harmless Dodson's Liver Tone on my guarantee. It is harmless, doesn't gripe and they like its pleasant taste.

HEREFORD THOR-O-BRED TREES AND PLANTS

Have created a demand that is surprising even to ourselves. This years sales will show an increase of 300 per cent over last year.

The fact that we will sell more trees this season than all other nurseries selling on the plains is significant.

For **Twenty-five Years** we've been on the alert striving to give better results—Spending \$1000 per year in tests.

Is it not, therefore, worth your while to investigate our products?

"QUALITY FIRST"
HEREFORD NURSERY CO.
HEREFORD

COULD SCARCELY WALK ABOUT

And For Three Summers Mrs. Vincent Was Unable to Attend to Any of Her Housework.

Pleasant Hill, N. C. "I suffered for three summers," writes Mrs. Walter Vincent, of this town, "and the third and last time, was my worst. I had dreadful nervous headaches and prostration, and was scarcely able to walk about. Could not do any of my housework. I also had dreadful pains in my back and sides and when one of those weak sinking spells would come on me, I would have to give up and lie down, until it wore off. I was certainly in a dreadful state of health when I finally decided to try Cardui, the woman's tonic, and I firmly believe I would have died if I hadn't taken it. After I began taking Cardui, I was greatly helped, and all three bottles relieved me entirely. I fattened up, and grew so much stronger in three months, I felt like another person altogether. Cardui is purely vegetable and gentle-acting. Its ingredients have a mild, tonic effect on the womanly constitution. Cardui makes for increased strength, improves the appetite, tones up the nervous system, and helps to make pale, sallow cheeks, fresh and rosy. Cardui has helped more than a million weak women, during the past 50 years. It will surely do for you, what it has done for them. Try Cardui today.

Write for Chattanooga Medicine Co., Ladies' Advisory Dept., Chattanooga, Tenn., for Special Instructions on your case and 64-page book, "How to Treat Women," sent in plain wrapper. J-2

"OCEANS OF WATER"

WILSON'S RANCH BRAND

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

"ASINGER"
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

NO ALUM in
DR. PRICE'S
CREAM
BAKING POWDER
Sixty Years the Standard
Made from Cream of Tartar

Mr. and Mrs. J. V. Rudd are moving to Dawn this week.

Mr. and Mrs. Gerald Morgan are the parents of a baby boy born last Sunday.

Miss Willie Rhone of Winsborro, will sing at the Christian Church Sunday morning.

W. A. Miller, assessor of Deaf Smith county and wife are on an extended auto trip. They went from here to Austin and will visit other points of interest.

Typewriter
 Good No. 5 Oliver typewriter for sale. Worth the money—in good shape.

Jas. B. Elliston Realty Company.
 Cole's Eot Blast makes your coal pile last. Dunlap Hardware Co.

"Gypsy Boots," the newest style for ladies.—D. R. Gass & Son.

Want Ads
 TOO LATE TO CLASSIFY

TO GRADE—25 Jersey cows for feed.—J. A. Fox.

FOR SALE—Good five room bungalow. East front. J. E. Gyles.

FOR SALE—Improved 160 acres. close in. J. E. Gyles.

STRAYED—Two red and black spotted pigs, about 50 pounds each. J. L. Fuqua. 1t

Bronze "Gypsy Boots" for ladies at D. R. Gass & Son.

J. E. Garrison wants to write your fire insurance. 22-1f

"OCEANS OF WATER"

Piles Cured in 6 to 14 Days
 Your druggist will refund money if PAIN OINTMENT fails to cure any case of Itching, Bleeding or Protruding Piles in 6 to 14 days. The first application gives Ease and Rest. 50c

"OCEANS OF WATER"

YOUR faith in yourself, in your ability to do and dare, is the stronger when you know your Clothes outwardly evidence the zeal, the ambition, you feel within you.
 That's one of the very qualities that you are sure to find in

Lamm & Co's.
 Hand-Made Tailoring

We solicit your
Cleaning Pressing
Repairing
MODEL TAILOR SHOP

Biggs & Watson, Props.

PHONE 15

Hereford, Texas

Seventeen Killed at Butte, Mont.

Butte, Oct. 20.—The death toll in yesterday's dynamite explosion has reached seventeen. Two of the five men injured died last night and other deaths are awaited.

State and county officials are investigating the cause of the accident. Relatives of the dead and injured under the state compensation law will receive \$75,000 in benefits.

Third Bargain Day

Saturday, October 23rd. We have in stock a large assortment of children's and misses' hats on which we will give a big discount, on the following days, Saturday, October 23rd, also Monday October 25th.
 Mrs. T. N. Heifner.

Mr. John Hilderbrand and daughter, Miss Gretta, of Trenton, Mo., are visiting the family of E. Renfro. Mrs. Renfro and Mrs. Hilderbrand are sisters.

The German Heater with its floor warmer chases chills from the cool corners. Dunlap Hardware Co.

Mrs. McClain's Experience With Croup.

"When my boy, Ray, was small he was subject to croup, and I was always alarmed at such times. Chamberlain's Cough Remedy proved far better than any other for this trouble. It always relieved him quickly. I am never without it in the house for I know it is a positive cure for croup," writes Mrs. W. R. McClain, Blairsville, Pa. For sale by all dealers.—Advertisement

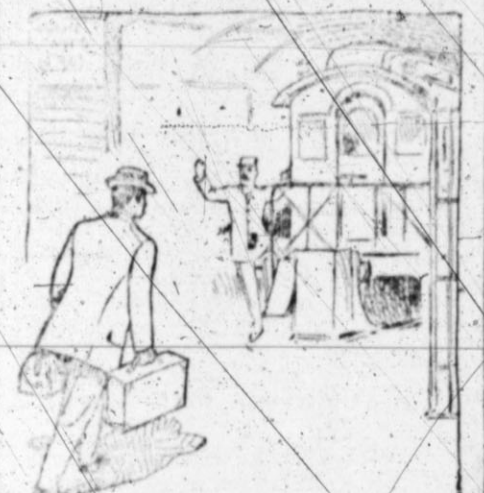
Cures Old Sores, Other Remedies Won't Cure.
 The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Porter's Antiseptic Healing Oil. It relieves Pain and Heals in the same time. 25c. 50c. \$1.00

Good brooms at The Fair for only 35 cents on Mondays, Thursdays and Saturdays. 17tf

Because you're neutral is no reason why you should refuse to purchase a German heater. Dunlap Hardware Co.

Invigorating to the Pale and Sickly
 The Old Standard general strengthening tonic, GROVE'S TASTELESS CHLORINE, drives out Malaria, enriches the blood, and builds up the system. A true tonic. For adults and children. 50c

Santa Fe Time Table



WEST BOUND	
No. 21	Lv. 6:40 a. m.
No. 117	" 12:17 a. m.
EAST BOUND	
No. 22	Lv. 10:35 a. m.
No. 114	" 5:59 p. m.

OUR PUBLIC FORUM

Henry N. Pope

New President of the Farmers' Union.



The farmers of today are divided into two classes—the old and the new. The old farmer represents the ancient regime—a regime that has passed into history. The new farmer is the modern business agriculturist and combined with his knowledge of raising the products of the soil is an understanding of the marketing end of agriculture, as well. The new farmer is the worthy son of a noble sire; he is the modern embodiment of the old farmer's progressiveness. To the stock of information which has been handed down to him from generations past on production, he has added a knowledge of disposing of these products in a practical and business-like manner. And where his forefathers lived "to themselves alone", he has learned the lesson of cooperation not only with his brothers who till the soil, but with all lines of industry whose interests are identical with his own.

It is in this new type of farmer that the new president of the Texas Farmers' Union belongs. In selecting Henry N. Pope as the official head of their organization the farmers of Texas have chosen a man whose policies are in keeping with progressive methods and whose far-sighted wisdom will lead the Union safely over the shoals which beset every association which numbers among its membership men of different minds and varied opinions.

Mr. Pope has been the state lecturer and organizer of the Texas Union for several years and in this capacity has met and solved many problems connected with the organization which comprises practically the entire agricultural population of Texas.

It is the opinion of President Pope that it needs no prophet's eye to see the vast change for the better in rural life and conditions that is now in progress. A thorough student of economic conditions, he believes that the evolution of farming methods will steadily continue until the farming interests of the state and nation are placed on a firm financial basis and agriculture takes its rightful place as the foundation upon which all other industries are built.

President Pope invites the continued cooperation of the business interests of the state in helping to solve the problems of the farmer and is especially grateful for the assistance and encouragement being extended by the bankers and business men in trying to finance and market the future cotton crops of Texas. He will endeavor during his administration of the affairs of the Farmers' Union to bring about a closer understanding between the men who follow the plow and the men who direct the financial affairs of the state, hoping that when his tenure of office shall have expired, he may retire with the assurance that the gap of misunderstanding which has so long existed between the farming and allied industries may be bridged over in such a manner as will bring progress and prosperity to the entire citizenship of Texas.

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