

The Hereford Brand

VOLUME 17

HEREFORD, TEXAS, THURSDAY, MARCH 8, 1917.

NUMBER 6

TRUCK GROWING BY ELECTRICITY

Hereford May Develop Number of Small Truck Farms. Canning Plant May Follow.

The new equipment of the Hereford Light and Power Company will furnish the opportunity for small-truck farming. Heretofore, it has been a question of pumping the water by gasoline power and that has not proven to be satisfactory. This was on account of the trouble that is always and ever present in operating a small gasoline engine and the high cost of gasoline. The truck farmer needs a small power plant that will supply from 200 to 300 gallons per minute and the installation of a gasoline pumping plant of the ordinary type has been prohibitive. With electric power, the cost of the "juice" would be the largest item of expense and this, with a number using the all-day and all-night current, would be furnished at a low figure. This cannot be given just at this time, but Mr. Oberthier will be in a position in a few weeks to name a price that will appeal to the truck farmer.

A great number mistake the matter of irrigating. They conclude, by analogous but false reasoning, that if a well of a 1000 gallons capacity will irrigate 100 acres, that a well of 250 gallons capacity will furnish water sufficient for 40 acres. In the first place, fast growing, succulent plants and all "truck", require more water than alfalfa or the ordinary crops. But this is not the main trouble. All methods of irrigation require what is termed a "head" of water; that is to say, there must be a sufficient volume let into the "borders" or rows, so that the incoming flow will push the water along over the surface or along the row ditches. The lack of volume is demonstrated in the garden. A long row will hardly take the water running from a windmill because the stream is too small to produce the volume necessary.

This trouble is obviated by having a large pump supply or a reservoir of sufficient capacity to furnish the quick supply when irrigating. This must be thoroughly understood—there can be no successful irrigation without an ample supply of water and in sufficient quantity to give a good "HEAD."

Now, as to the capacity of the pumping plant and the reservoir. If a truck grower wished to handle 20 acres of truck, such as potatoes, tomatoes,

beans, he should have a water supply of not less than 500 gallons per minute. If the pump will not supply this, then a reservoir must be built. This reservoir should be of sufficient holding capacity to contain all the water that the pump will lift in 14 or 16 hours or better in 24 or 36 hours. Then, the pump could be started in the evening one day and allowed to run steadily until the second morning following, when the reservoir would be full and the water ready to turn upon the plats to be irrigated. Not counting the seepage, in a 36-hour run, there would be, with a 250-gallon well, 540,000 gallons of water in the reservoir. By using 500 gallons per minute, a full head of that amount could be used for 10 or 12 hours, or a day's run. As the water is lowered, the "head" would be less and not more than 300,000 gallons could be taken from the reservoir at one time and sufficient head maintained.

With these figures, any one can determine what size "tank" must be constructed and the size of the pumping plant needed.

With some twenty truck farms touching Hereford, all raising the same thing, there would be no trouble in securing a canning plant. Sweet potatoes are easily grown and canned beans are always in demand, both green and dry. If there was not enough truck grown the first year, a community canning outfit could be bought and a co-operative plan used in putting up the first year's crop.

Something more will be said about this trucking business next week. If you have an idea that is good, let's have it.

The current to operate this new equipment will be furnished by the Hereford Electric Light and Power Company. F. H. Oberthier, owner, is installing a special boiler and dynamo to take care of this new business, the new equipment costing several thousand dollars. Besides this the company is putting up new and better line equipment, in many places entirely new posts and wires. With this additional electric equipment an all-day and all-night current will be available. Many of the business houses, shops and garages, where power and light are needed are making plans to install electric motors. They know that there is nothing that exceeds the steady, always-ready electric current for power.

Breaks Ground for New Building

Contractors Teifel Brothers started a force of men making excavations for the Betts-Clark new building on Main Street, Wednesday morning. Material is being placed upon the ground for the foundation and as soon as the brick arrive, the erection of the walls will begin.

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For the Best Service, Sales and Net Results consign your Cattle, Hogs and Sheep to



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Stock Yards Station



LOUIS E. BOYCE
Vice Pres., Sec'y., and Treas.

Kansas City, Missouri

"Dad" Wood, who has been with the Walker Hardware Company for a number of years as the "All-round" man of the house, has accepted a similar position with the Dunlap Hardware Company. Mr. Wood is an admirable, agreeable citizen, always in a good humor, meeting his friends and business associates with a "glad hand." He counts every body on his list of friends and every body knows him as "Dad" Wood. He never had a "grouch" and, no doubt, he would think he was taking the "back ache" if one should come on him. He invites his friends when they need him to call upon him at his new place.

BRINGS IN BIG WELL FOR CITY

McDonald Company Drills Supply Well That Will Furnish 2000 Gallons Per Minute.

In a reasonably short time, after the drill machinery was set, D. L. McDonald brought in a big supply well for the city last Thursday noon. This well, with the proper equipment, will easily afford 2,000 gallons of sub-stratum water, cool and pure. The hole is 26 inches in diameter, in which will be placed a 24-inch steel casing, solid down to the water bearing sand; then a shutter screen casing will be used. The well from the surface to the water is only 50 feet but the well was sunk 150 feet in order to secure an abundant supply. Even in penetrating 100 feet into the water bearing stratum, a splendid water bearing formation, the bottom of the stratum was not reached. It was not thought necessary to sink the well to that depth but as the drilling was easy and this being the first big well for the city, a test was thus given to show that an abundant supply was at hand.

This well will be equipped with a three-stage turbine pump driven directly by a 20-horse power electric vertical motor, the motor and pump being of sufficient capacity to furnish 500 gallons per minute. The pump will be placed at a depth of 90 feet but the pumping "head" or "lift" will not exceed 60 feet. The pump is placed at a point below the head so that the well will be self-cleaning and that there will never be any trouble from sand. The water will be lifted by this equipment and will flow into the large concrete reservoir, which the city had constructed several years ago. Then, in addition to this, another motor-driven pump will force the water into the 75-foot tower reservoir or into the mains of the water system at the rate of about 350 gallons per minute. This pump will be driven by a 25-H. P. electric horizontal motor.

This well as equipped will be sufficient for all present demands of the population but the well at its normal capacity would supply a population of 20,000 people. The people will be given a cheap meter rate so that they can use the water for their gardens, lawns and domestic purposes. As a result, Hereford should "blossom on the rose" and become the most attractive city on the Plains.

The City Commission is to be congratulated upon making a contract for such a well. The other wells of small capacity failed to give sufficient supply for the town's needs.

In making this well for the city, Mr. McDonald and his drilling force pride themselves that they have built a good well and when the job has been completed will be one of the best equipped wells in the Southwest. Mr. McDonald will make it a "show well" one that any citizen of the county may show their visiting friends and one that the City Commission can rely upon for as constant and an abundant supply of water. He considers the well worth \$10,000 and if property

Society and Clubs

On Friday, Mrs. Lawrence Johnson, of Summerfield, was hostess to a number of ladies representing the local Rebekah lodge. The entire day was most enjoyably spent and at twelve o'clock a magnificent dinner was served. Of the party were: Mesdames-Hawkins, Myrick, Crouch, Stambaugh, Kathryn McNeerney, Chas. McNeerney, and Misses Elsie Smith, Belle Woodburn, and Mabel Betts.

Mr. Lynn Shepard, of Arrow Rock, Mo., was honor guest at a delightful evening party given by Mrs. C. C. Ferguson on Friday. The spacious Ferguson home presented a charming picture with its tasteful decorative touches adding to the welcome of open fires and softly shaded lights.

Tables placed for forty-two occupied the guests, most pleasantly and must be furnished by Misses Oberthier, Dunlap, and Coffin, was an added pleasure. Angel food cake with charlotte russe furnished delicious refreshments.

The Parent-Teacher Club in regular session, Friday afternoon, considered among other matters of business, different methods for raising the remaining one hundred dollars necessary to purchase the books which must be added to the high school library in order to place the high school on a first class basis. Possible subscription, raising the yearly membership dues, and other means were discussed, the matter finally being left in the hands of a committee.

Field Day as a means of observing San Jacinto Day met with much favor last, this date conflicting with the inter-scholastic meet at Canyon, an earlier date was recommended and the matter left with the teachers.

The teas will be continued throughout the month.

A program including a pleading chorus by the Third Grade with its teacher, Miss Mary E. Gallagher, at the piano, the reading of the prize cigarette essay by Bruce Guthrie, and an address on "School Spirit" by Prof. F. P. Wilson, was enjoyed.

The study of American painting is leading the Bay View club along paths of much pleasure and profit and has already established the fact that American is not the least among the art countries of the world.

The meeting assigned to Mrs. Robinson was on account of her illness, deferred until Saturday and was held with Mrs. Stephens who directed the lesson study. The general topic was "The Art Institutes of America," the Metropolitan Art Gallery of New York receiving special attention. The Revolutionary painters with a sketch of Stuart and his works was included in the lesson.

Thursday's meeting with Mrs. Arnold took up the study of "Landscape Painters" with Mrs. Donald as leader. Mrs. Potts contributed an excellent paper on "Whistler and His Works." Mrs. Donald gave an appreciation of Freud, founder of the Chicago Art Institute, while Cole and Inness as representative landscape painters, formed the subject of a comprehensive article by Mrs. Robinson.

Guests of the club at the later meeting were Mesdames R. T. Evans, of Pilot Point and Mrs. W. E. Bates of Marshall, Mo.

Encyclopedia For Library.

The Civic Club has inaugurated a movement to secure for the library the long-hoped-for and badly needed encyclopedia, and those familiar with the club's proclivity for accomplishing difficult ends, feel confident that the books will, within a very short time, grace the library shelves.

After due consideration of various plans for obtaining the necessary funds, it was decided to raise the money by popular subscription. This method found favor for two reasons: first, the need is urgent and the amount could be secured more quickly in this way, and second, this means would stimulate interest in the library inasmuch as the books would represent the individual gifts of a large percentage of the city's population. It would thus be the joint possession of the many who would have access to its pages, and this fact would create a personal interest that would extend to the library itself.

A good encyclopedia is invaluable in a public library and is especially needed in Hereford where so few reference books can be had. Such books belonging to the public school cannot be taken from the building and, besides, the school library is open only during school hours and then not to the public.

It is the intention, now, to keep the library open for several days in the week just as soon as practicable, and all the books, including the hoped for encyclopedia, may be used during the library hours and drawn out on a yearly library ticket.

Definite plans will be concluded at Saturday's meeting and an effort will be made to raise the money at once.

Freud Cobb Dies.

The friends of this young man will be grieved to learn of his death, which occurred Tuesday, March 7, after a lingering illness of several years. He came to Hereford about one year ago for his health, thinking a change of

climate would be of benefit to him, but he was confined to his room most of the time. He leaves a wife and two small children, and two brothers, one residing here, Mr. Ben Cobb, and the other, Mr. Tom Cobb, in Kentucky, who came here to attend the funeral. The funeral services were conducted from his residence, Rev. Geo. S. Wyatt officiating. Interment was made at the City Cemetery Thursday, at 2 o'clock.

The members of the Rebekah lodge shared a very pleasant evening on Tuesday of last week when in addition to a business meeting and installation ceremony, they served a delicious supper and enjoyed the remainder of the evening socially. The officers installed were as follows:

- Mrs. Myrick, N. G.
- Mrs. Ray, V. G.
- Miss Elsie Smith, Sec.
- Mrs. Sherman Williams, Treas.
- Mrs. Stambaugh, R. S.
- Mrs. Walker, L. S.
- Mrs. Kibble, I. G.
- Mrs. Meggett, O. G.
- Mrs. Ashbrook, Chaplain.
- Mrs. Florey, P. G.

ASK THE MAN WHO IRRIGATES?

The Sidway Keeps my Spine - Straight

The only carriage with springs adjustable to baby's increasing weight. Saves delicate spine from jolting. Makes a roomy home crib, easily moved about. Folds into small space. Easily handled on streets. Many conveniences.

Every part can be easily washed. Waterproof Dupont Fabrikoid hood completely protects baby. On display at our store, in styles and at prices to suit you.

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WE HANDLE THE COMPLETE LINE OF "SIDWAY" CARTS and SULKYS

which is the recognized superior line of America. As an introduction of this line for the spring season, we are going to make some attractive offers in price making. The Sidway line is not made cheap; they are the best made. Every mother wants her baby to grow up and be strong. The Sidway line of carts and sulkys are so constructed as to give baby lots of extra room and the spring construction is the best on earth.

\$18.50 Carts for.....	\$14.95
\$16.75 Carts for.....	\$13.45
\$12.50 Carts for.....	\$ 9.75
\$11.00 Carts for.....	\$ 8.45

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THE FEDERAL GOVERNMENT IS STRONG IS RESOURCEFUL IS WILLING IS READY

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YOUR BUSINESS AND CONFIDENCE IS INVITED IS PROTECTED IS CULTIVATED IS STRENGTHENED

Western National Bank

OF HEREFORD

CAPITAL \$120,000

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J. L. SMITH, V. Pres. ROSCOE DAVIDSON, Asst. Cash

BONNIE BRAE REGISTERED HEREFORDS

"THE MERE OF QUALITY AND QUANTITY"

70 CHOICE YOUNG BULLS FOR SALE 70

Bonnie Brae Herefords stand for the strongest Anxiety 4th strain, together with many years of judicious individual selection and breeding under my own personal supervision.

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Bonnie Brae 31st, 422082 by Bonnie Brae 8th, 239653 by Publican 189221.

Beau Matador 488624 by Beau Dandy 145664 by Beau Brummel 51817.

Beau Dandy 9th by Beau 2nd, 366151 by Beau Dandy, 145564.

Beau Dandy 9th, 416124, winner of the Blue Ribbon at the Oklahoma Breeders' Sale and show, March, 1914.

WALTER LUPTON

PROPRIETOR OF

BONNIE BRAE RANCH

HEREFORD, TEXAS

F. E. CHAPMAN, HERDSMAN

Friona News

The candy-pulling party at the Congregational church Friday night was well attended and everybody present seemed to enjoy themselves greatly.

Charles Winn and John White were business visitors in Hereford Thursday of last week. Charles is taking lessons on the violin from Miss Marsh and therefore makes the trip regularly each week.

The Friona Woman's Club met at the home of Mrs. White on Wednesday afternoon of last week. After the program was rendered the usual luncheon of light refreshments was served by the hostess, assisted by Mrs. Winn.

On Tuesday of last week a delegation of members of the Congregational choir were driven to Amarillo in W. E. Goodwine's car, where they made the purchase of a new Farrand piano for the church. The new instrument was placed in the church on Thursday and is said to be a beauty. The purchasing committee was composed of Mesdames Goodwine, Henschel, Winn, Reeves and Kinsley and Logan Simpson. The old piano has been placed in the dining room of the church.

Reed Curtis ran out of cake for his cattle out at his ranch nine miles south east of town, and called on Chas. Winn to deliver a load there on Saturday; and although the day was severely cold and the north-east wind was blowing a gale and filled with stinging snow-flakes, Charles had the nerve to load up and deliver the cake.

W. H. Warren is enjoying a visit from an old friend and former neighbor, Mr. Campbell of Trenton, Mo., this week. Mr. Campbell was here a few weeks ago, accompanied by his son-in-law, Smith Gallatin, who purchased the Rousch farm east of town. It is rumored that Mr. Campbell is now contemplating the purchase of the Hauna farm of 375 acres adjoining the west side of town. These farms are now occupied respectively by L. F. Lillard and J. W. Ford.

Mrs. Wilkins of Kansas City, Mo., is here now with her husband who is located there in the interest of the George G. Wright Land Co. She was the guest of the ladies' club last Wednesday.

We are pleased to chronicle that health in the community is becoming normal again. Mrs. Reece is gradually recovering from the injury sustained from her fall several weeks ago.

R. P. Lee departed last week for Colorado on a business errand.

On Friday evening of this week the members of the Congregational church will hold the dedicatory services of the new addition which has been built underneath the building. The program promises to be an interesting one and will consist of music, speaking and other literary exercises and a bountiful repast will be served. A good social time is planned for and everybody is heartily invited to be present.

W. E. Goodwine is preparing to plant a field of sweet clover on his farm this spring. The growing of this crop is in the experimental stage in this locality and Mr. Goodwine's efforts will be watched with considerable interest by his neighbors, and it is hoped success will crown his efforts for the successful growing of sweetclover here will add another valuable forage crop to the list of Panhandle products. Another of our progressive farmers is thinking seriously of planting soy beans on his farm as one of his spring crops. This is also another valuable forage crop which will add greatly to the value of Panhandle land if it can be successfully grown here.

Grain continues to roll into the elevator, the farmers return home with their wagons loaded with coal, lumber or machinery; our merchants are doing a good business; most of the farmers are through their winter listing and plowing; the snow last Saturday added considerable moisture to the ground; the wheat is growing; young calves are beginning to show up in the pastures and withal our country is presenting a cheerful and inviting appearance, and we are ready to welcome and extend the glad hand of welcome to any who may choose to come and cast their lot with us.

JUST FUN

"Care to our Coffin adds a nail, no doubt, And every grin so merry, draws one out."

A Hereford four-year-old came running to his mother the other day crying exultantly, "we'll sure get mucn eggs today, mamma, for the old hen's been a sittin' on the nest 'most all the afternoon. Later in the day he came in with one egg and the disconsolate remark, "That old hen's been sittin on the nest ist for fool, 'cause she ist laid one egg." Another day the same lad, whose grandparents had come for a visit, ran to a neighbor with the information that Grandpa and Mrs. Grandpa had arrived.

Willie's composition on soap: "Soap is a kind of stuff made in nice-looking cakes that smells good and tastes awful. Soap pieces always taste the worst when you get it into your eye. My father says the Eskimos don't nev-

er use soap. I wish I was an Eskimo."

A 5-year-old boy and a 3-year-old girl were talking. Glenn said, "I'm older than you," and was feeling elated over the fact. Ha, who always has a ready reply, said, "Well, I'm newer than you."

"How the trees sigh and moan in the wind, tonight Johnnie" said sentimental big sister, "You'd sigh and moan, too," replied Johnnie, "if you were as full of green apples as they are."

The teacher of a class of boys numbering twelve, one Sunday asked each boy to bring a friend the following Sunday, but when the Sabbath arrived the class still numbered the dozen.

The following week, however, there was an addition of one. The teacher surprised, asked who brought the new member.

"Tommy Wilson," was the reply. Now Tommy was the worst boy in the class.

"And how did you manage to bring this new boy to school?" asked the teacher.

"Please mum, I told him I'd punch his head if he didn't come."

"Pop," inquired little Clarence Lilywhite, "what am a millennium?"

"Sho!" said his parent. "Doan you know what a millennium am, chile? It's jes' about de same as a centennial, only it's got mo' legs."

Young Teddie, who had just begun the study of geography, was told by his aunt that the Mississippi was called by the Indians the "Father of Waters." "You must be mistaken, auntie," said the little fellow. "If it was the 'Father of Waters' it would be Mister-Stippi!"

"Why are you here, my friend?" asked the prison parson.

"I'm the victim of the unlucky number thirteen."

"Tell me all about it—that unlucky thirteen."

"Yes, sir; twelve jurors and one judge."

"A donkey was tied to a rope six feet long. Twenty feet away was a bundle of hay. The donkey wanted it. How did he manage?"

"That's an old one," answered Sharp. "I say: 'I give up' and then you say: 'So did the donkey.'"

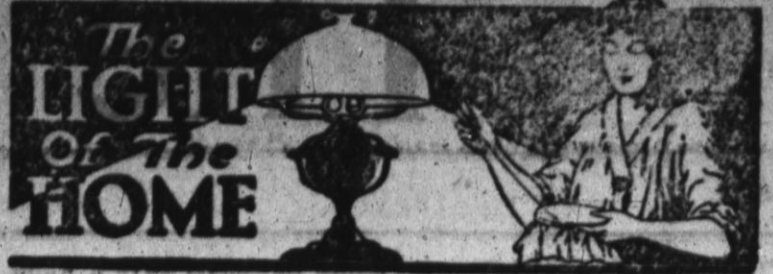
"You're wrong. The donkey jst walked up to the hay and ate it."

"But you said he was tied to a rope six feet long."

"Surely. But you see, the other end of the rope wasn't tied to anything. It's really quite simple."

"Pa," said little Willie Green, "what is a sense of humor?"

"A sense of humor, my son," responded Pa Green, "is that which makes you laugh when a thing happens to someone else, that would make you mad if it happened to you."



For father—a cosy armchair, his favorite paper and A RESTFUL LIGHT.

For mother—the easiest chair, her sewing basket and AN EASY LIGHT.

For the children—at-home-lessons or books, A CLEAR LIGHT easy on youthful eyes.

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FAMILYLITE

It is an illuminating oil made specially for home use. It burns with a soft, brilliant glow—and burns evenly down to the last drop.

Familylite is a clean oil, it gives off no smell or smoke. It requires less trimming of the wick—and less refilling of the lamp.

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Dr. Robinson Transferred
Dr. E. E. Robinson for two years preceding elder of the Amarillo Conference district, but assigned to Big Springs by the last conference, has been transferred to Plainview.

Dr. Robinson's health is such as to demand the higher altitude of the plains country and for this reason the transfer was made.

Rev. Story, who has been pastor at Plainview has been assigned to Clarendon.

Jerry Burkhalter celebrated Texas Independence Day by mingling with his Hereford friends.

Trades Day at Lockney

Monday, Feb. 26th, was a big day at Lockney and that thriving city of the south plains entertained a large number of visitors. The day had been advertised by the Young Men's Business League as "Trades Day" a stock sale being a part of the day's program. Prizes were awarded for the best entries of various kinds of stock. Trades Day will become a fixed institution at Lockney.

Sale Postponed

The Cogdell sale billed for last Saturday, March 3rd, was, on account of the severe storm, postponed until Saturday of this week.

Notice

The regular meeting of the Civic Club will be held in the county court room, Saturday afternoon at 4:30. Officers and members, and all ladies interested in the club's work are urged to be present.

Appreciates the Brand

Bakersfield, Cal.
Feb. 26, 1917.

DEAR SIR:

Enclosed you will find stamps for which please send to my address the "Brand", as I want to keep in touch with it town that was my home for so many years. I feel that I have many good friends there and the paper each week would be like a number of letters to me. I am interested in Hereford and the Panhandle country. Glad to hear that times are more prosperous there, and hope it will continue.

Respy.,
Mrs. C. G. Witherspoon.

Mr. B. F. Guthrie,
Hereford, Texas.

Deaf Smith County Lands Wanted

We buy and sell land every day in the week. If you wish to save from \$2 to \$5 per acre in buying land, write for our bargain list. The Home Land Co., Pampa, Texas. We deal in real estate, farm lands, ranches, cattle. References: First National Bank, Pampa, Texas; Amarillo National Bank, Amarillo, Texas. We have a bargain in a smooth section near Hereford; terms 6 per cent on 5 years time. 5-17

Buy Goodrich Silvertown cord tires at Barnhart & Rice Garage. 3617

CHICHESTER'S PILLS

THE DIAMOND BRAND
Indice! Ask your Druggist for Chichester's Diamond Brand Pills in Red and Gold wrapper. Take no other. Buy of your Druggist. Ask for CHICHESTER'S DIAMOND BRAND PILLS, for 25 years known as Best, Safest, Always Effective.
SOLD BY DRUGGISTS EVERYWHERE

Save Shrinkage



between Range and Market
Use Santa Fe
Sheep-Feeding
Barns in transit

Instead of a shrinkage between range or feed lot and market, the Santa Fe will bring you more money for your sheep and lambs by fattening them in transit.

Emporia Sheep-Feeding Barns Fatten your sheep in transit

Owned and operated by the Atchison, Topeka & Santa Fe Railway Company. Capacity, 50,000 head. Scientific feeding, conducted by an expert sheep-feeder. Competent shearers, with fifteen modern shearing machines; capacity, 2,000 head daily; electric power.

The best alfalfa hay, alfalfa meal, corn and screenings. An abundance of pure water from never-failing wells.

When feed gives out at home or water fails, don't sacrifice your sheep. Turn them over to the Santa Fe, who will haul to these barns, fatten and deliver on market at your order. You will not have to pay a cent till the sheep are sold. The sheepman's insurance against hard luck.

You will be surprised to learn how small is the cost per head for this service. It will net you extra dollars when sheep are sold. Bill your sheep via Santa Fe, stop to feed at Emporia, and we will do the rest.

Santa Fe Emporia Sheep Barns are only a few hours away from the great Kansas City and St. Joseph live stock markets. St. Louis and Chicago markets can be reached without unloading.

Questions gladly answered. For picture folder of facts, write to

F. S. Brooks, Gen. Live Stock Agent, A. T. & S. F. Ry., Kansas City, Mo., or J. B. Baker, Mgr., Emporia Sheep Barns, Emporia, Kan.



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and we invite our friends
to call on us

We are now prepared to give you better
Service--Day and Night

It AF-S us great
pleasure to serve you

BRANDT & KINNEY
Ford Garage
Hereford, Texas

FIGHTING THE "BAD MEN OF THE PLAINS" BY BUFFALO BILL

FROM "TRUE TALES OF THE PLAINS" COPYRIGHT, 1908, BY WILLIAM F. COVY



specimen of manhood and one of the most deadly shots with rifle or pistol that ever lived. In his enthusiasm as a Union spy he made a detour around, down into Texas and back to southwest Missouri and joined the Texans under an assumed name and accepted service as a Confederate spy, consequently giving himself the double danger of a spy's fate. Therefore by this means, he became of immense service to the Union forces.

For many months he was confidential secret service agent for the Confederate forces under General Price in an invasion of Kansas, and in one battle while among their advance guard he saw a maneuver of which he thought the Union general should be informed. He therefore made a dash to the rebel to the opposing lines. His action was so sudden that the southerners thought his horse had become unruly. The audacity of his movements did not dawn on them for a few moments, when, with yells, a squad took up hot pursuit. Both armies watched in breathless suspense; but, always famed for picking superior mounts, he quickly distanced all save one, who followed close up behind him, firing several shots which whistled close to his ear. Just when Hickok's horse was compelled to vault a small creek he turned in his saddle and with his unerring aim dropped the gallant pursuer from his horse and rode safely into the Union lines. Here he delivered his information to General Pleasanton, which turned the tide of the day.

Probably the most noted event in his career was his single handed fight with Jacob McCandies and his gang of nine men at Rock Creek, western Kansas, while riding pony express in 1863. This was his first great fight while covering his route, armed only with two Colt revolvers. He halted at Rock Creek Station to find the stock tender dead and his wife excited by his presence. As he approached she exclaimed:

"My heavens, Bill, McCandies and his gang are in the neighborhood, or were this morning!"

This gang of bandits had been laying a trap for Hickok to get him out of the way. Rushing to the door to remount and get back, he saw several heads pop up out of the grass, and a bullet struck the door jamb. Jumping back and telling the lady to escape, he was fortunate to find a loaded rifle left by the husband which the McCandies gang did not think of, as they saw that Bill was armed only with six shooters. There were some rallery and badinage between him and McCandies of a defiant nature when McCandies and nine bandits rose and, with a yell, charged for the door. They depended on taking the chance of losing some of their men and made a quick charge. Bill's instructions were to me in such cases, "Will, always get the leader." This he did, as he fired straight at McCandies, the bullet catching him full in the heart, and he dropped instantly. By this time the desperadoes were close upon the cabin. Jumping aside, he emptied the revolvers through the cabin door. Four men fell dead, besides McCandies, at this stage of the game.

Although wounded with buckshot and bullet and struck over the head with a rifle that caused him to bleed at the mouth and nose, he still "stayed with 'em." At this time, as he told me himself, the cabin was filled with smoke, and anything he struck or hit was an enemy, and in the gloom prob-

yelling until he felt sure that every one was down.

Hickok was wounded by three bullets and eleven buckshot and cut in thirteen places. It was six months before "Wild Bill" fully recovered from the results of what was one of the most thrilling exploits in border story—one that is not created by the romancer, but is well authenticated—that "Wild Bill" in single handed conflict killed ten men, men of the most desperate character.



HEREFORD PEOPLE VISIT SAN LEON

San Leon, Texas, Mar. 1-17.

TO THE PUBLIC:

Our home is in Hereford, Texas, which is in the western part of the State. Through the representations of the San Leon Company's Agent, Mr. Edwards, we came down to make a personal investigation of the San Leon proposition.

We can truthfully say that we found everything as represented to us in the San Leon Company's printed matter, and by Mr. Edwards personally.

The climate here is unusually mild to us. We saw sights we are not accustomed to seeing at this season of the year. We saw green vegetables growing, strawberries in bloom, and the green grass.

We are from a cattle country, and with the grass green here so many months in the year, and with such mild winter weather, it looks to us that this part of the state would be a fine place to raise cattle and hogs.

At San Leon, we saw groves of green orange trees. We saw several farms being cultivated on the San Leon peninsula, one being Mr. Charles Bloom's, who has as pretty a snug farm of about 20 or 25 acres as one would care to see, and the other of Mr. C. E. Schaff and his family, which has something like 100 acres, with a 100-ton silo, big barn, very pretty manager's home and other improvements now under construction. Mr. Schaff is the Receiver of the Missouri, Kansas & Texas Railroad. The soil at San Leon looks fertile and productive to us, and from what we learned from the above farms, our opinion of the soil was fully confirmed by their experiences.

San Leon is connected with Houston by two good shelled roads.

One thing that appealed to us particularly was the quantity and the unusually large size of oysters, being gathered in the water surrounding San Leon. They are being gathered there for the market. We are taking 1,000 of them back home with us. We believe they are the largest oysters we have ever seen anywhere.

We were told by citizens of San Leon that fishing there cannot be excelled anywhere in the district.

One more thing of which we saw and enjoyed, we went by the Goose Creek all day. There we saw 1 1/2 bushels on every hand, and it looked to us like a regular city of derricks, yet, we were told that there were only about a half dozen of these large derricks there last September.

The formation at Goose Creek and general topography there very much resembles the formation and topography at San Leon, and considering San Leon's general geographical location and proximity to Goose Creek, and the fact that it is located in what is known as the Central Oil Belt makes the chances of finding oil under the San Leon townsite look very flattering to us.

We met, and had quite a talk with Mr. R. L. Ditto, a Geologist. He told us he had been over the San Leon property, and had made other investigations in other parts of the Houston-Galveston district near San Leon, and he stated that from what he knows of that section, that there are excellent chances for finding oil there.

We believe that the San Leon lots offer a wonderful opportunity for a straight-out real estate investment at the remarkably low prices they are being sold and considering the prices on other bayshore property we saw on the way down to San Leon from Houston. The San Leon property is well located for a bay shore resort, and the prices asked for the lots are cheaper than the prices we saw on other bayshore property, almost within sight of the townsite.

The company gave us every opportunity to compare prices and see other towns, and other propositions. We were taken through all the towns on the bayshore between Houston and Galveston, and several other towns in this vicinity.

We do not hesitate to recommend the San Leon proposition to any one who would like to make an investment, and in a well located townsite for a bay shore resort, or to anyone who would like to take advantage of the oil possibilities at San Leon.

Yours very truly,
W. H. Smith,
A. E. (Cap) Hamill,
Hereford, Texas.

Adv.—Copy of letter.

MAKES MOVING PICTURE OF MAIN STREET

Advertising Firm Makes Film Scene of Hereford's Main Street, business Activities and School

A traveling advertising firm, composed of two enterprising young men were in Hereford this week, soliciting advertising from the business men. Their plan is to sell theatre tickets to the merchants who, in turn, give them to their customers. Besides this regular line of work, they carry a first class moving picture machine and, while here, took a picture of Main Street, showing the activities of that main thoroughfare of the city. They also made a film of the Central School, showing the children emerging from the building and engaged in their play.

These young men will return in about two weeks and will make a film of a local play, if the "local stars" will take enough interest in the matter. No doubt, they will, as Hereford has several "Mary Pickfords" and quite a few "Charlie Chaplins." This play will also be the pictures made this week.

Announcements will be made as to the dates.

JACKSON, MISS., MAN Tells How To Cure Chronic Cough

Jackson, Miss.—"I am a carpenter, and the Grippe left me with a chronic cough, run-down, worn out and weak. I took all kinds of cough syrups without help. I read about Vinol and decided to try it. Before I had taken a bottle I felt better, and after taking two bottles my cough is entirely cured, and I have gained new vim and energy."—JOHN L. DENNIS.

Vinol is a delicious non-secret tonic which is guaranteed for coughs, colds and bronchitis and for all weak, run-down conditions.

CORNER DRUG STORE STOCKING & McLAN, Proprietors Hereford—Also at the leading drug stores in all Texas towns.



IT IS NOW TIME

to RUN OUT from UNDER that OLD FIAT of yours and get under one of our NEW SPRING LIDS. We carry the celebrated "BEAVER" and "NO NAME" lines, also have a nice assortment of STETSONS.

Come in and see the new shapes and colors, AND DON'T FORGET THOSE NEW GREEN AND BLUE CAPS, as well as the Plaids and solid colors. We have them.

FOX MERC. CO.



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

BURNS For Drugs

CALOMEL DYNAMITES A SLUGGISH LIVER

Crashes into sour bile, making you sick and you lose a day's Work

Calomel salivates! It's mercury. Calomel acts like dynamite on a sluggish liver. When calomel comes into contact with sour bile it crashes into it, causing cramping and nausea.

If you feel bilious, headachy, constipated and all knocked out, just go to your drugist and get a 50 cent bottle of Dodson's Liver Tonic, which is a harmless, vegetable substitute for dangerous calomel. Take a spoonful and if it doesn't start your liver and straighten you up better and quicker than nasty calomel and without making you sick, you just go back and get your money.

If you take calomel today you'll be sick and nauseated tomorrow; besides it may salivate you, while if you take Dodson's Liver Tonic you will wake up feeling great, full of ambition and ready for work or play. It's harmless, pleasant and safe to give children; they like it.

PAT POSEY DEAD; RESULT OF A PISTOL SHOT

Pat Posey was fatally injured by the accidental discharge of a pistol in the hands of a friend Thursday evening about 6:30, at Lubbock, and died the following day about noon. He was buried in the Lubbock cemetery Saturday afternoon at two o'clock.

Just a week more than eighteen months ago Pat's father, J. B. Posey, formerly in the banking business at Floydada and Plainview, and young son Evans, were killed by gas fumes in an underground silo near Slaton.

Pat's fatal injury was received at the hand of an intimate friend of about the same age in Lubbock, a

young man named Von Rosenberg, a nephew of the former commissioner of banking and insurance in this state. The discharge of the pistol was accidental, according to Pat's statement made when he recovered consciousness shortly before his death. He was at the friend's home when the accident occurred.

At the time of his death Pat was stockfarming southeast of Lubbock. He is survived by his widowed mother, four brothers and two sisters—Hesperian.

Bring your hides to McQueen Coal and Grain Co. We pay the top cash price for them, green, dry and old hides.

To Cure a Cold in One Day Take LAXATIVE-BROMO Quinine. It stops the Cough, and Headache and works on the Cold. Druggists refund money if it fails to cure. R. W. GROVER'S signature on each box.

We sell White and Singer sewing machines on monthly payments. B. Black Co.

Our Stock is Now Resplendent

With All That's New and Up-to-Date

Anticipating a big demand in all lines, we have purchased WISELY, and as to how WELL, we invite your inspection. There is a wide range of NOVELTY and ASSORTMENT so VAST that all taste can be SATISFIED. Our PRICE-QUALITY COMBINATION makes your buying both a PLEASURE and a MONEY-SAVING TRANSACTION.

The New Season's Silks

SPORT SILKS in the best assortment you will find in the city. All the new weaves and color combinations. Prices range 75c to \$1.50 per yard.

CHIFFON TAFFETAS in a thoroughly complete assortment of shades. Street and evening colors, yard wide dependable quality, price \$1.50 to \$2.00 yard.

GEORGETTES in all the new shades to match the extreme novelty shades, as well as full line of Crepe Chiffon and others of the popular sheer weaves, priced \$1.25 to \$2.00 per yard.

FANCY TAFFETAS in almost an endless assortment of color combinations of stripes and plaid effects. These are all 36 inches wide. Prices range from \$1.50 to \$3.00 per yard.

Beautiful Shirting Silks

We anticipated the great demand for shirting silks this season and provided a most wonderful assortment. Decidedly new colorings in stripes of every width. Prices range 35c to \$1.50 per yard.

Wash Goods

NEW SKIRTINGS in the fancy stripe and plain stripe of all the new shades, not alone for spring skirts but for suit combination as well. Prices range 25c to 65c per yard.

DRESS VOILES and imported woven tissues, colors and designs to suit the most fastidious, 27 to 30 inches wide, prices 25c to 65c yard.

New spring blouses in GEORGETTES in cream, white and gold, and are clustered with beads, others in CHIFFON TAFFETAS and CREPE DE CHINE in all the new shades, range in price from \$3.50 to \$8.50.

New and novel Chinese beads in the wonderful colorings, long and short lengths, price 35c to \$2.50.

So many other new and novelty things to show you we haven't time and space to mention all. Make us a visit and we will be more than glad to show them. Seeing is believing.

Fox Mercantile Co.



"Nine bandits charged for the door." ably they assisted him in their destruction. But with his faithful bowie knife he never faltered until all was quiet, calm and still, for he had struck savage blows, following the devils up one side of the room and down the other and into corners, striking and

75 YEARS OF KNOWING HOW

The P. & O. No. 111 Lister

This lister is known to farmers wherever sold as P. & O. No. 111, but the improved type is called No. 111 on account of important improvements.

There are more of them in the hands of farmers than all other makes combined, over 2,000 sold by one dealer in one county in West Texas. The special features on this Lister made it deserving of its immense sale. Its use is not confined to preparing for row crops; it is now almost universally used for plowing for small grain crops by listing and re-listing, leaving the ground in oval waves, which not only catches and holds the moisture but prevents the loose soils of the West from blowing away.

The adjusting link on front end of beam is an important exclusive feature on the No. 111, absolutely preventing the point from running below the desired depth. The wheels are provided with dust-proof boxes, an immense help in the sandy loam lands of the West. The leading device absolutely deposits one seed at a time of any of the row crops, besides can be equipped for both corn and cotton. You will have to see this wonderful improvement to appreciate it. The tilting hoppers allow change of plates without emptying them. Furnished with either disc or shovel covers. This Lister embodied many other important features that will convince you that it is the best on the market.

The P. & O. No. 123 4-Wheel Lister

This lister has all the advantage of the No. 111 and in addition has rear wheels. This is desired in many localities as it enables the operator to see the seed as planted. The rear wheels have cushion springs to hold them in line with the row and following the unevenness of the ground and conform to the ridge without straining the rear frame, compelling also, the Lister to remain in proper working position at all times. The friction lock disengages automatically, allowing the wheels to castor and turn round in a very small space.

We manufacture the most complete line of Two Row Implements on the market. Ask your dealer and if you cannot be supplied through him, write us for circular and special introductory offer.

Parlin & Orendorff Implement Company

DALLAS, TEXAS

The Hereford Brand

R. F. GUTHRIE, Editor

Published April 17, 1901, in the post office 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.
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THE EDITORIAL COLUMN and several other columns have been abbreviated this week to make room for urgent copy that came in late. The Brand is anxious to accommodate its patrons but it is also anxious to get out on time early Thursday afternoon. An effort to get copy into the office by Wednesday will be appreciated and we can give no assurance that later copy will be used.

IN AN ADDRESS before the Parent-Teacher Club, on Friday, Prof. Wilson said some things which surely deserve a wider hearing. Speaking of school spirit Mr. Wilson pointed out that demonstration and getting before the public are not necessarily evidences of a wholesome school spirit. He commended a hearty interest on the part of the parents, but recommended its verification in well-prepared lessons and faithful school attendance. "The parent's interest," said Mr. Wilson, "is in the majority of cases, reflected in the pupil's attitude toward his work. There are always the exceptions which prove the rule, but the test of the school's efficiency should be based upon the work of the majority of the pupils—not of the few who are in no sense representative. School spirit of the right sort manifests itself in an effort to cooperate heartily with the teachers in securing a reasonable amount of home work and in developing in the pupil a just pride in and feeling of personal responsibility for, the institution of which he is a part."

THE BRAND ANNOUNCES this week some changes in its working force. The mechanical department has been placed under the management of E. J. Hayes, of Wichita Falls. Mr. Hayes was selected from a large list

of applicants because of his evident fitness for the place. He adds to a wide experience, thorough preparation as a special ad and job man. As foreman, this work will have his personal supervision and no effort will be spared to maintain, in this department an excellent standard of efficiency.

We are fortunate, also, in having secured the services of R. A. Yantis of Athens, as special linotype man. Mr. Yantis has the best of references as a capable machine man as well as being thoroughly familiar with all lines of work on the floor. He is an expert and will give expert service.

Miss Nellie Clem, for the past several months a valued employee of the office, has been retained. Miss Clem is an efficient linotype operator and can capably handle anything that comes to a print shop. She is faithful and painstaking and her work has already added much to the general efficiency of the Brand's service.

We feel, now, that we are in a position to offer to our patrons the very best. The new force is becoming familiar with the office and its workings and it is a force of which any printing office might be proud. Then, the office itself is representative of the class of work it expects to do. It is thoroughly modern and its equipment is second to none in the Panhandle. Much new type has recently been added. There is, now, no reason why it cannot turn out first-class work promptly, and it will endeavor to merit more than ever, the loyal support which it already enjoys.

Don't fail to see the different lines of pattern hats—The Gage, The Empress, The King Bee—the hats worn by particular people. Mrs. T. N. Heifner. 6-11

"OCEANS OF WATER"

when the auto in which he was riding with Newton Wilson and Albert Taylor skidded and turned over about 3 miles south of Canyon. Arnett was pinned under the back of the front seat. Wilson was driving at the time and he and Taylor escaped without serious injury.

Will Locate at Tascosa,
R. L. Murphy from Muskogee, Okla., has come to Tascosa to cultivate one of the irrigated farms of New Tascosa, having been sent by Dr. Paris of Muskogee, who is financially interested in the project.

Boy Wins \$100 Scholarship
Kenneth Carpenter, the champion state pig raiser, won the \$100 scholarship at Stillwater A. & M. College given by the State Bankers Association.

The young champion left last Friday for El Reno with photographs and

records to exhibit regarding his experiences while raising the hogs. Besides this prize he has won several others at county fairs.—Woodward, (Okla.) Democrat.

Stockmen's Cafe
If your wife don't like to cook, keep her for a pet, and eat at the Stockmen's Cafe. Special dinner every Sunday. OMER BAKER, Proprietor. 46-11

Drives Out Malaria, Builds Up System
The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out Malaria, purifies the blood, and builds up the system. A true tonic. For adults and children. 50c.

Lax-Fos, A Mild, Effective Laxative & Liver Tonic
Does Not Grip nor Disturb the Stomach. In addition to other properties, Lax-Fos contains Cascara in acceptable form, a stimulating Laxative and Tonic. Lax-Fos acts effectively and does not grip nor disturb stomach. At the same time, it aids digestion, arouses the liver and secretions and restores the healthy functions. 50c.

Easter Opening



On Thursday, March 15th, we will have on display our full line of spring and summer hats, suitable for Easter, and all Summer wear.

EVERYBODY INVITED
Mrs. T. N. Heifner
Third Door East of Postoffice

Enjoy Yourself

at
The STAR THEATRE

The following merchants issue call tickets with each one dollar cash purchase. Ask for them.

C. D. Hill, Cash Grocery

We Sell For Less

Phone 259

Walker Hardware Co.

Everything in the Hardware Line

Corner Drug Store

Phone 105

Other Stores Will Be Announced Later.

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

A New Man

We are pleased to announce that we have with us Mr. Otto Bhend, recently from North Dakota. He comes highly recommended as an electrician and general utility man. Put your motor, wiring and electrical problems up to him.

"Do It Electrically"

Hereford Light & Power Co.

THE SECRET KINGDOM AND PATRIA

Two of the best serials that has ever been produced. The Secret Kingdom, a Vitagraph picture, produced by J. Stuart Blacton and Albert E. Smith, with Charles Richman and Dorothy Keller; story by Louis Joseph Vance. A superb serial of romantic adventure, 15 episodes of Beauty, Charm and Thrills. First and second chapters in three reels each will be shown at the Star Theatre, Friday night, March 9th. Patria, the serial supreme, with Mrs. Verpon Castle, the best known woman in America; story written by Louis Joseph Vance; produced by Whorton, Inc.; released through Pathe, which guarantees it to be among the best that has ever been made. Patria is a Preparedness Picture. Patria will be at the Star Theatre each Friday night, commencing March 16th. Chapter three of Secret Kingdom, chapter one of Patria and Walls & Wallops, a two-reel Vitagraph Comedy, on Friday, March 16. The admission will be 10 and 15c. A program that will please the children and the grown-ups. The Star's motto is to please you if we can.

Saturday Night WILIAM FOX presents

Theda Bara

—IN—

"THE ETERNAL SAPHO"

Continues to Improve

That Mrs. L. Gough whose serious illness was reported last week, continues to improve in a manner satisfactory to her physicians is welcome news to her Hereford friends. Tho unable to see visitors her condition is steadily growing better and her complete recovery soon is confidently expected.

County Agents in Texas

There are ninety-five County Agents in the work of Texas today, prorated into seven districts, with a District Agent in charge of each District. These County Agents report to their respective District Agents, who in turn report to an Assistant to the Director at A. & M. College, in charge of farm demonstration work.

Joel Jettings

The weather has turned decidedly colder the past week. The snow which fell will help the coming crop considerably.

The Wallis' twins are improving, altho it is feared that little Tommie has the measles.

Mr. and Mrs. Austin Chamness, little Miss Bobbie, Miss Mae Chamness, Leigh Chamness and Mr. Willis Whitaker were dinner guests at the Marshall Chamness home Sunday.

Jim Chamlee has been on the sick list the past week.

Mr. Robert Mitchell, of Amarillo, was at the Galley home learning how to operate the Bull tractor, last week.

Getting the Right Start

Sam Branch had shipped from Lone Oak two full blood Plymouth Rocks and one registered Berkshire sow recently. This young farmer is stocking up with good stock and poultry.—Primrose Correspondent in Brownfield Herald.

Stole a Super-Six

Accepting the hospitality of Maple Wilson, who was returning from Dallas with a new Hudson Super-Six automobile which he had purchased, a man stole the car at Quanah and made good his escape, nothing having been heard of his whereabouts.—Plainview News.

Drives Oldsmobile Home

O. P. Easterwood, of Clayton, N. M., was in Amarillo, last Saturday, and purchased a 7-passenger Olds 45 with the intention of driving it home.

Dow Mercer, the well-known clerk with the D. Z. Gass Co., has accepted the agency for the Studebaker cars. He has been at Plainview but was home Tuesday and went from here, Wednesday, to Lubbock, where he will have his headquarters.

Good Roads for Cottle County

Through the efforts of the County Judge, Commissioners and the Good Roads Association of Cottle County, B. H. Burrell, good roads engineer for the Federal Government, is here this week looking over the Cottle County roads with a view to making an estimate as to the cost of construction of good roads over this County.—Paducah Post.

Land Is Going Up

J. W. Long and wife, former citizens of this county but now living near Amarillo, returned the latter part of last week to visit relatives. Mr. Long informs us that he has been offered a profit of \$7.50 per acre on the land he purchased there and if he is tempted much more he is likely to sell.—Hansford Headlight.

Auto Skids, Man Crushed

George Arnett, manager of the Elwood ranch near Lubbock, was instantly killed last Saturday morning.

The Quinine That Does Not Cause Nervousness or Ringing in Head

Because of its Tonic and Laxative effect, LAXATIVE BROMO QUININE can be taken by anyone without causing nervousness or ringing in the head. It removes the cause of Colds, Grip and Headache. Used whenever Quinine is needed.

—but remember there is Only One

"Bromo Quinine"

That is the Original

Laxative Bromo Quinine

This Signature on Every Box

C. W. Grove
Used the World Over to Cure a Cold 25c in One Day.

Maker also of the Old Standard Grove's Tasteless Chill Tonic

I am
the Old Family Dr.
My advice
will be in
this paper
Every
Week.



FAMILY DOCTOR RECOMMENDS YOU TO BUY YOUR MEDICINES FROM US BECAUSE HE HAS ALWAYS FOUND THEM TO BE "PURE" AND TO POSSESS THE PROPER "STRENGTH."

HE RECOMMENDS OUR "TOILET" PREPARATIONS BECAUSE HE KNOWS THEM TO BE FREE FROM HARMFUL INGREDIENTS.

HE RECOMMENDS "OUR DRUG STORE THINGS" OF EVERY KIND BECAUSE THEY HAVE BEEN PROVEN FIRST CLASS.

ARE NOT THESE RECOMMENDATIONS GOOD ENOUGH FOR YOU? COME IN.

BETTS-CLARK, DRUGGISTS
THE NYAL STORE

Local and Personal

Judge O. F. Kerr of Dimmitt, was here yesterday on business.

Mrs. J. W. McQueen is the new owner of a handsome Oakland car.

Mesdames O. G. Hill, P. W. Price, J. W. McQueen and B. F. Guthrie visited Amarillo friends Tuesday.

John Sherman is driving a neat little Dodge roadster, a recent purchase through the Miller agency here.

An epidemic of measles following close upon the heels of lagrippe, is making serious inroads upon the school attendance.

O. G. Hill and O. M. Shore are attending the El Paso convention and incidentally looking after ranch lands in that section.

Burl Bowsher, W. B. Miller, C. D. Hill and Claude Rutledge left yesterday afternoon for New Mexico to buy hogs. They will be gone three or four days.

Mrs. Paul Barnett leaves to-day for Brownsville, Texas, where she goes to join her husband. Mr. Barnett has a responsible position in Brownsville and the family will make their home there.

Albert Murphy and family have moved into the recently remodeled residence property belonging to Dr. Miller. Mr. and Mrs. Shacklett have secured house-keeping rooms in the same property.

Mrs. Anne Ferguson, mother of C. C. Ferguson, returned to her home at Arrow Rock, Missouri, Wednesday. She was accompanied by Mr. Lynn Shepherd who has been a guest to the Ferguson home the past week.

Mr. and Mrs. C. H. Dyer, Miss Bertha Dameron and Dr. G. A. Farris motored to Amarillo Tuesday to meet Mrs. Farris who was returning from an extended visit with her daughter at Mission, and her son at Emms. Mrs. Farris was accompanied home by her six-year-old grandson, Cecil Pat Farris, who will spend several months here.

W. H. Smith and E. A. Hamill, accompanied by E. M. Edwards, returned a few days ago from a ten days' trip to San Leon, By-The-Sea-shore, where they were on a tour of inspection and prospecting. They left there under sunshine and vegetation green, arriving at Hereford in a blowing snow. The distance from Hereford to San Leon is about 800 miles and the altitude changes from 15 feet to 3810 feet above the sea level.

A. J. James and S. Mullierin of Friona, were here Tuesday looking after business matters and doing some trading. While here, they called at the Brand office to inquire about the organization of the Farm Loan Association in which the former is interested. They think that a good number from Parmer county would like to join the association at Hereford. Mr. James is the owner of 1600 acres of good land located about 3 miles from Friona.

J. W. White of Friona, was here last Thursday attending to some business matters and while in the city called at the Brand office. He reports everything running smoothly down in Parmer. Mr. White is superintendent of a very large and enthusiastic Sunday School at Friona and the continued success of the school is attracting considerable attention. While Friona is a small village, the Sunday School has a larger attendance than some in Hereford, according to the reports.

Anything you want at Skelton's. It

Mrs. Harry Whitcomb is spending the week at the country home of A. Chamness.

Miss May Chamness will enjoy a vacation from her duties in the Ray Jewelry store having resigned her position there last Saturday.

Miss Waldine Wilson spent a part of last week in Farwell, the guest of her sister, Miss Hazel. She returned home Friday, accompanied by Miss Hazel and Miss Bess Nance, both of whom spent the week-end here.

Our stock is the most complete we have ever had. Skelton's. It

Judge Gough went to Amarillo Saturday last and remained over till Monday, visiting with Mrs. Gough who is still in the hospital.

Judge R. D. Woodlee of Castro county, was in Hereford Tuesday looking after business matters. He reports his county in fine condition, many new people coming in to make homes, and that more are expected in the Spring.

Egg crates and nest eggs at Skelton's. It

E. M. Hunt returned Wednesday from Dallas where he has been for medical treatment. He is feeling well and is assured that his recovery is permanent.

Gored by a Bull

Mrs. Mollie Hamilton was gored and seriously injured by a bull as she was going to do the milking at her home on the Nall ranch thirty-five miles east of the Pecos, Monday evening.—Lake Arthur, (N. M.) Times.

Everything for the kitchen at Skelton's.

Mr. and Mrs. A. L. Lalman, who have been visiting Mrs. Lalman's brothers, Russell, James, and W. A. Carroll, returned to their home at Knoxville, Tenn., Wednesday.

Maroy Knight, Commissioner Ashbrook, City Marshal Brazil, City Clerk Croun, and Rev. Wyatt went down to Amarillo Wednesday, the party being the guests of Mr. Ashbrook in his big car. Matters of a business nature called them to that city.

Window glass and wall paper at Skelton's. It

E. C. Burks of the Arney neighborhood was here yesterday attending to business matters. He owns a large ranch and many fine white faces.

W. B. Arnold and S. B. Edwards returned yesterday morning from Missouri where they had been for a week on business.

See me about telephones and party line supplies. Skelton's. It

Prof. and Mrs. Ben Short, of Vega, were here yesterday. They were accompanied by T. K. White also of Vega, and Mr. Piper of Boston, Mass. The latter comes from that far off city, famous for beans to look over some land which he owns near Vega. He is delighted with the country, but does not think he will move Boston down here.

Hon. Carl Gilliland and Will O'Brien returned yesterday from New Mexico where they had been some days on important business matters. Mr. O'Brien is buying a 30-section ranch in that state.

Skelton has it for less. It

Mrs. J. D. Woodburn and little daughter, Jimmie Joe, returned to their home at Claude this morning after a week's visit with the family of E. T. Woodburn.

H. B. Stephens returned Monday morning from a trip to Bunceon, Mo.

Mr. and Mrs. F. A. Robins, of Hastings, Iowa, are visiting Mr. and Mrs. E. L. Donner this week. Mr. Hastings is also looking after his land interests in the county. The Brand will keep him in touch with the country after his return home.

Mr. and Mrs. R. T. Evans, of Pilot Point, who have been for some time at Floydada, are visiting at the home of Mr. and Mrs. Joe Collins. Mrs. Evans is a sister of Mr. Collins.

C. E. McLean came in Tuesday night from Mineral Wells where he had been for the benefit of his health. He left Wednesday for his home at Dimmitt.

Geo. Cloyd and family returned on Tuesday night from Kansas City, where they had been living for the past several months. Mr. Cloyd was with the McDonald Commission concern. He says that Hereford looks good to him but that K. C. looks like a circus every day.

Notice

Persons moving into or out of houses using electricity please notify us so we can keep your accounts straight. 6-11

Will Buy Your Hogs

I buy fat hogs, poor hogs, big hogs, any kind of hogs. Headquarters at Renfro's Garage. L. Gough. 6-11

New shapes and styles, a splendid collection of smart Millinery. Vogele Millinery.

A large stock to pick from—elegant materials and the very latest ideas. Vogele Millinery. It

New goods to arrive Friday and Saturday. Vogele Millinery. It

Married

A marriage which occurred several months ago, but which has only recently been made public is that of Mrs. Mary A. Waller and Mr. Clyde Bea.

They left a few days ago for Colorado. Mrs. Waller has lived in this vicinity something more than a year, having purchased the R. H. Norton farm last spring. The marriage was divulged only when it became necessary in the transfer of the property.

An interesting meeting of the C. W. B. M. was held with Mrs. Pratt on Wednesday afternoon. Mrs. Ramsey having charge of the lesson, "A Glimpse of Pre-Spanish America" by game in the skillful hands of Mrs. J. E. Ferguson, a perfect picture of the lives of these early day Americans.

A touching word picture of the innocent, helpless, and worst of all, hopeless little ones in the lands without the Gospel, was beautifully given by Mrs. O. G. Hill. Superstitions which enslave these benighted people were interestingly recounted by different members.

The latter part of the meeting was devoted to a study of the needs of the children of the intermediate department.

A paper was read by Mrs. Guthrie. This was followed by an effective reading by Miss Lora Kibbe. Refreshments were served.

COAL PRICES LOWER

We have reduced the price of Coal to

\$9 Per Ton

Have plenty best Colorado Lump

'Phone 76

E. W. HARRISON

Brother Farmer and Stockman!!!

Let me book your date for an auction sale, while stock and personal property are selling high. If you have live stock for sale, give me an opportunity to show you that we have the system. Sherm Williams, the Hereford auctioneer. Phone 136. 4-11

WANT ADS

Too Late to Classify.

ROOM—Furnished room, 9 blocks from Main St. Everything furnished. Phone 351. 6-11

FOLDING BED—Good folding bed, handsome piece of furniture, for sale. Phone 351. 6-11

FOR RENT—Good 9-room house with 10 acres of land, close in, 5 acres in alfalfa; plenty of fruit. Wear & Thompson. 6-11

THREE ROOM house and 2 lots, east of Nursery, newly painted. Will trade for cattle, mules or hogs. See A. F. Luse. 6-11

HOME FOR RENT—With six rooms and bath, lights, garden, orchard, chicken yard; 25-mile Ave. fronting 12th St. \$20 per month. Phone 153. 6-11

HOGS WANTED—I buy fat hogs, poor hogs, little hogs, any kind of hogs. Headquarters at Renfro's Garage. L. Gough. 6-11

FARM FOR SALE OR TRADE—Well improved 30 acre tract adjoining the town of Hereford. Will sell for cash, or will trade for good city property. The property must be well located and in good condition; must have at least 6 rooms. Address Box 403, Hereford, Texas. 6-11



Nothing else so thoroughly insures happiness in the home as the knowledge that you have, laid aside in the bank, a fund for the future, to care for any emergencies that may arise.

For the Protection of Your Home

start such a fund at this bank

To say

SAFETY—**THE FIRST STATE BANK & TRUST CO.**—FIRST
ONLY GUARANTY FUND BANK IN DEAF SMITH COUNTY

PATRIA

FIRST EPISODE

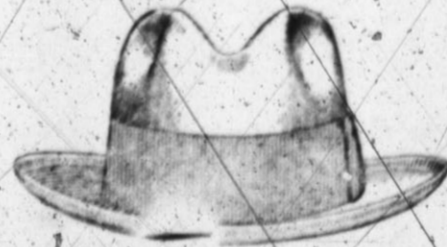
FRIDAY 16
M A R. 16

A PICTURE FOR ALL PATRIOTS AND BELIEVERS IN NATIONAL PREPAREDNESS

10 and 15 cents
STAR THEATRE



Mrs. Vernon Castle as Patria Channing
in PATRIA
International Serial



Are You Careful

In the selection of your wearing apparel?

Buy clothes with some individuality, with every detail to suit your own taste. Nothing like others. Not the ordinary kind. We make them to your individual measure. 2500 woolsens to make selection. Good stock Men's Furnishings.

RALPH BARNEIT

Economy

Economy is not the low price that buys a car. Economy is the low cost that keeps it. The minimum maintenance expense of the Chevrolet has excited public comment time and time again. You are assured of economy, for economy has been built into this car. This consideration has been uppermost in the minds of the builders.

A car correctly built is easily kept. This means that it must be of light weight, and of lasting construction.

You will find these points in the Chevrolet. For this reason, you will, also, find it an economical car to keep. It is never a burden. We have seen to that. And we have made sure of it.

J. R. STUBBS, Agent
Hereford, Texas

Factories: NEW YORK CITY; TARRYTOWN-ON-HUDSON; FLINT, MICH.; ST. LOUIS, MO.; OAKLAND, CAL.; OSHTAWA, CAN.; FORT WORTH, TEXAS.



With the Churches

Epworth League Program Mar. 18th.
Subject, "Spreading the Good News."
Song Service—No's. 200, 175, 118.
Silent Prayer.
Song No. 111.
Scripture Lesson.
Prayer.
Song No. 138.
"How may we become personal workers"—Miss Clem.
"Why should I spread the good news?"—Annie Anthony.
Song No. 27.
League Benediction.
Leader—F. P. Wilson.

New Minister Will Preach
The officers of the First Christian Church announce that Rev. E. J. Barnett, formerly of Tennessee, but now of Amarillo, will occupy the pulpit for that church next Sunday morning and evening. The members are urged to be present and all friends are cordially invited to give their presence. Sunday school will assemble at 9:45 and a full attendance is expected.

New Books at Library
The following books have been placed in the City Library during the month of February:
"Wild Annual Ways", by Ernest Thompson Seton. In this volume we meet a host of new four-footed friends.
"With Evans to the Pacific", by Margaret J. Cold. A story of the battle fleet, a book in which boys will especially delight. It is a complete and interesting account of the cruise of the great fleet from Hampton Roads to San Francisco.
"Wood Carver of 'Lymus'", by Mary E. Waller. A story of supreme sacrifice.
"Peace of Solomon Valley" by Margaret H. McCarter.
"Her Husband's Purse", by Helen R. Martin. In which the South and North join hands and hearts.
Shakespeare's complete works in one volume.
Byron's complete works.
"Silver Treasury of Poetry."
Agricultural Reports.
Government Bulletins.
A number of good magazine files have also been added.
The library is open on Tuesday and Saturday afternoons of each week—hours, 3 to 6.
The use of the books is extended to the public free during library hours.

Highest Market for Hogs
Everything seems to be going higher. Even hogs have learned to climb for they are now selling for thirteen

and a half and fourteen dollars per hundred, the highest price known in many years.

High School Entertainment
The following program will be given at the CENTRAL School Building, Tuesday, March 13, at 8 o'clock. Admission 25 cents. The proceeds are to go to the High School Annual.
Piano Duet.....Elizabeth Oberthier and Luella Gisclier.
Reading.....Nellie Farmer
Piano Solo.....Elizabeth Black
Reading.....Raymond Hawkins
Vocal Solo.....Dorothy Day
Reading.....Grace Smith and Effyle Gulun.
Selection.....Male Quartette
Highland Fling.
Piano Solo.....Miss Betts
Reading.....Miss McClurkin
Violin Solo.....Edna Elliott
Hereford Beacon.....Edna Hunter
Piano Solo.....Miss Gregg
Reading.....Lola Bradley
Vocal Solo.....Miss Oberthier
Sextet from the Ladies' Chorus.
"A Pair of Lunatics."

CLIP THIS AND PIN ON WIFE'S DRESSER
Cincinnati Man Tells How To Shrive Up Corns or Calluses So They Lift Off With Fingers

Oneh! ? ! ? ! ? ! This kind of rough talk will be heard less here in town if people troubled with corns will follow the simple advice of this Cincinnati authority, who claims that a few drops of a drug called freezone when applied to a tender, aching corn or hardened callus stops soreness at once, and soon the corn or callus dries up and lifts off without pain.
He says freezone dries immediately and never inflames or even irritates the surrounding skin. A small bottle of freezone will cost very little at any drug store, but will positively remove every hard or soft corn or callus from one's feet. Millions of American women will welcome this announcement since the inauguration of the high heels. If your druggist doesn't have freezone tell him to order a small bottle for you.

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.

Will Locate in the West
The local papers of the home town of J. B. Roberts, announce that he has sold his interest in the firm of which he was president and general manager and that he will "move to the west." Mr. Roberts was here last summer from Alabama visiting friends and he "took a liking" to this country. The disposal of his interest would indicate that he intends to follow the "star of the west," but whether he will stop at Hereford or not, has not been decided. His friends here hope to keep him if he drops off.

Good Basket Ball
Something unique in the way of basket ball entertainment was furnished

the spectators who witnessed the lively games played by the two local girls' teams, Friday evening, the players appearing on roller skates. To be able to keep one's footing on roller skates while playing basket ball and playing it well, too, is a difficult feat and is one more proof of the capable material found in the Hereford team.

Only the first game was played on skates, the first team winning both games. Playing on the first team were Elizabeth Oberthier, Captain; Edie Connell, Claudia Duncan, Leta Brazil, Olive Wilson, Sena Mae Mounts; on the second team, Blanche Pollock, Captain; Pearl Pollock, Edna Elliott, Zola Williams, Marie Cleman, Ethel Dunlap.

Officers Re-elected at First National R. N. Mounts, Vice President
At the annual meeting of the Stock holders of the First National Bank of Hereford, Texas, the same officers were re-elected; and in addition Mr. R. N. Mounts was chosen Vice President.

Mr. Mounts is a pronounced financier, having been chosen to serve on most all the important boards in the administration of the county, city, and school affairs.

At a recent called meeting of the Board of directors Mr. E. B. Posey was chosen as active Vice-President, and Mr. A. S. Fuqua was chosen as Cashier.

Mr. Posey has been connected with the Bank for the past ten years, first as book-keeper and later as cashier, and is regarded as one among the most substantial business men of the city.

Mr. Fuqua is a young man well and favorably known as a banker of marked ability, formerly of Amarillo, and for the past two years or more cashier of the Clovis National Bank of Clovis, New Mexico, resigning that position to take the one offered him here.

With this able force in charge at the First National Bank, an era of prosperity is assured for this well-known, stable banking firm.

The bank building is to undergo a number of improvements and when remodeled will have a handsome commodious interior thoroughly modern and convenient, in every way worthy of the strong institution which it houses.

Scholarship Fund
The Texas Woman's Press Association has pledged itself to raise a fund of \$5,000 to be devoted to a scholarship for a Texas girl studying journalism in the University of Texas. The Association conducted a bazaar at Austin just before the holidays, from which one thousand dollars was realized. The Association now has on hand a total of \$1,351.

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, Inc.

"THE ALLEN"

In Grand Opera Building, Amarillo

If you are looking for the UP TO THE-MINUTE STYLES IN ALL THE LATEST CREATIONS, IN LADIES' READY TO WEAR you will certainly find it at THE ALLEN, and at a price THAT WILL SURPRISE YOU.
YOU CAN ALWAYS depend upon getting the material, tailoring and the VERY LATEST STYLES at ALL TIMES. Our sales are growing daily. WHY? Simply because we give the best and MOST for the PRICE. Our one price system is finding favor with all who trade with us.

A CHILD CAN BUY GOODS at the ALLEN IN PERFECT SAFETY
All goods marked in plain figures. One price to all.
We Sell For Less

Sixty Years Ago

The salt-sack or the old stocking was the accepted receptacle for hard-earned savings; the stage-coach was the vehicle for transportation; the town crier the medium for advertising; the letter or messenger the only means of communication; bleeding, the great panacea for every human ill; the tallow for lighting.

And say—in the light of civilized development, how crude, how ineffective, and behind the times those orderly laws of sixty years ago seem today.

By which we mean to justify the question:

Do you use electric lights? or

Do you still live back in 1850?

It pays in money, comfort, health and happiness to be up to date on the lighting question.

Call, write or phone, and we'll show you why.

Hereford Electric Light and Power Co.
Hereford, Texas.

Forty Degrees Below this Winter

A subscriber to the Brand, who lives in Minnesota, writes that it has been a very hard winter in that state, the thermometer taking a range of from 50 above to 40 degrees below zero. Prof. Edwin G. Erler, who wrote the letter has been in Texas on a business trip but he has never lived in the State of Italian skies. He certainly could take his choice of climate in this state and could easily avoid the extremes of cold, such as he has experienced. If he wishes to pluck oranges in January, let him seek the coast country; if he desires to enjoy the cool summers and mild winters, let him locate in the Panhandle. He would be welcome at Hereford. If he is a good teacher, there are good schools here; if he wishes to farm, there is no better soil; if he wishes to irrigate, there is no better combination than hogs and alfalfa.

Wyche-Lakeview

Mr. and Mrs. Earl Wilson visited with Mr. and Mrs. L. A. Ricketts on Thursday.

Jesse Roberson of Hereford, spent the week-end with his brother Wylie at the Hicks' ranch.

F. W. Curtis and Frank Jesse enjoyed forty-two in the L. A. Ricketts home Wednesday evening.

Mrs. Jack Wade of Dalhart, returned to her home Saturday after spending several days with her parents, Mr. and Mrs. U. G. Randall.

Mr. and Mrs. U. G. Randall, Mrs. Jack Wade, F. J. Axe, Bob Axe, Harvey Dixon, Jesse and Wylie Roberson spent Friday evening in the Copeland home.

The Thursday club will meet Thursday, March 15th, with Miss Elsie Smith.

Wylie Roberson spent Sunday in the B. C. Roberson home at Summerfield.

Mrs. Chas. McNeerney and son visited Tuesday with Mrs. Geo. Smith.

"OCEANS OF WATER"

YOU WANT JOB? a Better JOB?

Business men seeking your services will ask you this question almost daily if you take the Draughton Training and show ambition to rise. Colleges in 18 States. All courses taught. For prices on COURSE AT COLLEGE or lessons BY MAIL, write DRAUGHTON'S PRACTICAL BUSINESS COLLEGE, U. S. Williams, Mgr., AMARILLO, TEXAS

AUTO TRANSFER SERVICE

MEETS TRAINS PHONE 111
W BLAKE COGDELL

Stacked coal delivered on your side-walk at 60 cts per cwt. E. W. Harrison.

Ft Worth Texas

Annual National Feeders and Breeders Show

MARCH 10 to 17, 1917

Tickets on sale March 9th to 16th. Final limit March 19th.

ROUND TRIP FARE **\$14.60**

L. J. GARTON, Agent. Phone 34

Friends And Neighbors

are never out of reach with a Bell Telephone.

Bell Telephone Service cement community ties and makes possible those little touches of personal attention that deepen friendship and develop acquaintances.

Bell Service Is a Social Builder



THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY

Land Wanted

We have some real buyers for 160 acres up to a good big ranch. Write or come and tell us about what you you have.

Pitman-Elliston Realty Co.
Hereford, Texas

Tools for All Trades



in the best and most reliable of makes, are here in great assortments for those who need them. Every trade accommodated. Tools and implements for every purpose, in the best and most modern designs are here for your selection. We handle only the best kind of tools and general hardware, yet you save money when buying here. We handle the world-famous Round Oak Stoves and Ranges, absolutely the BEST at any price. Come in and look them over.

1901 **Garrison Bros.** 1917
Hereford, :: Texas

\$100,000 TO LOAN

On farms or ranches in Deaf Smith, Castro and Parmer Counties. Long time, cheap rates, no inspection expense, no delays.

Potts & Jones - - Bonded Abstractors

Business Opportunities

Want Ads, Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc. **RATES: One Cent per Word for Each Issue. CASH WITH ORDER.**

WANT ADS—Will be run until ordered out unless special number of times is given. If an ad is marked with "1" following a number, it means that the ad will run until forbidden. 1-4t

PIANO—Good as new, will sell for cash or trade for cattle. See Fannie Shipson Ogle. 4-tt

TO TRADE for Panhandle land, telephone plant in good town in Oklahoma, paying \$3,500 per annum. J. H. Gyles. 2-tt

FOR SALE—12 acres improved, close to town. J. E. Gyles. 2-tt

LAND WANTED—Give us a chance to sell your land. No deal is too large or too small for us to use our best efforts on. Pittman Elliston Realty Co. 2-tt

land owners of Deaf Smith county, arranged by blocks and townships. Price, \$10. Write A. C. Elliott, Hereford. 4-tt

SNAP—In Shallow Water land; 160 acres to buy 3-section lease shallow water near Hereford; get busy. Pittman-Elliston Realty Co. 2-tt

FOR SALE—or to trade for cattle, two good residence properties in city. A. A. Ott. 2-tt

FOR SALE—250-egg incubator—new 50-tt J. A. Stegall.

WANTED—Girl for general house work. A. Witherspoon. 4-tt

BULLS—Two graded Hereford bulls and fresh 4-gallon white face milk cow for sale. E. A. Hemil. 4-4tt

BUGGY—Good buggy for sale cheap. See Luther Hough. 4-tt

FOR SALE—5 head good grade white faced cows. Roscoe Davidson. 1t

BOAT—14-foot boat with trucks for sale. See A. C. Elliott, phone 351. 4tt

Dr. Crume will be in Hereford Tuesday, March 6, on his usual professional visit. Please remember the date. 12-2-17.

LOST—Saddle, between the creek and my ranch south of town, on 25-Mile Ave. Finder please report and oblige. 4-2t-p. S. J. Sanders.

FOR SALE—Cheap; good top buggy. Inquire of W. O. Doolittle or phone 53. 6-4t-pt

FOR SALE—a good residence in good location to school and churches. See Geo. A. Stambaugh. 3tt

ROOMS by the day, week or month. 2tt CARL HOUSE.

FOR SALE—7 acres in south Hereford. 4-10t-p. WILL GARLAND. Tipton, Okla.

FOR SALE OR TRADE—one Black Percheron stud, would trade him for another one. Box 191, Hereford Texas. 6-1t-p

FOR SALE—A few bushels of Spring wheat, Troy Wombles. 1t

Parrott

Mr. Frank Shepard who, has been in Kansas City for the past five weeks under the care of Dr. McCleary, came home Friday and is much improved.

Mrs. John Hacker spent Sunday with Miss Minnie Grant.

Miss Alva Metcalf visited Friday with Miss Florence Hacker.

Chariton Neely is working for Jacob Wagner this week.

Mr. and Mrs. Emerson Hacker are both real sick with lagrippe.

The little son of Mr. and Mrs. Houser, is suffering with pink eye.

Chariton and Ned Neely called at George Shepard's Saturday.

Mr. Ernest and Charley Thompson of Bloomington, Nebraska, are visiting Mr. and Mrs. Frank Shepard. They drove through and report good roads all the way.

Born to Mr. and Mrs. Robert Higgins of Dimmitt, a boy.

Mr. and Mrs. Ozel visited with Mr. and Mrs. John Hacker Thursday afternoon.

Mr. and Mrs. Slemmons visited Tuesday afternoon with Minnie and Alfred Grant.

J. M. Wright of Lubbock, spent the day Wednesday with Mr. and Mrs. R. T. Wright.

Mr. Metcalf shipped two cars of cattle to Kansas City Saturday.

Four new cases of measles in Dimmitt.

Miss Hazel Hacker is spending the week with home folks, as the school

FOR RENT—Two 1-4 sections of land one grass and one farming land 21-2 miles west from Hereford. A. F. Keister, Rfd. 6, Dixon, Ill. 5-2t-p

FOR TRADE OR SALE—Good little home close in. To trade for suburban property or will sell for cash price \$700.00. Berry Orr. 4-tt-p

FOR SALE—Desirable residence, best location in town, good house, excellent shade, good orchard, blue grass lawn, privet hedge and water for entire lot 95x230 feet—Priced to sell. Also well built two-room house on 12 acre lot with well and other improvements for \$100.00. Berry Orr. 5-4t-p

FOR SALE—Good 5 room house with 1-12 acres land in north Hereford. Price \$1100.00 for cash sale. Berry Orr. 5-1t-pd

\$10,000 To Loan

On land on long time 8 per cent interest, privilege of paying any amount at any interest paying date. See me at First National Bank, Hereford, Texas, March 12, 1917. 5-2t-pd W. H. Vanatta.

TO TRADE—Choice improved farms in Roger Mills and Beckham counties Okla.; to trade for good land in Panhandle of Texas, address owner, H. B. Dewy, Pampa, Texas. 2-5t

CASH FOR LAND—We have some cash buyers for land in Deaf Smith and Castro Counties. Write or tell us what you have. Pittman-Elliston Realty Co. 2-tt

FOR SALE—Quarter section on Twenty-Five Mile Avenue, two and a half miles from town. Small cash payment and easy terms. J. E. Gyles. 4-4

FOR LEASE—Section 22, in Township 5, Range 3, 15 cents per acre, grass land. J. E. Gyles, Hereford Texas. 4-4

FOR SALE—11-2 sec. good smooth land, 1-4 cash, balance 1, 2, 3, and 4 years time at 8 per cent interest. Good well and windmill. Will lease 21-2 sec. for 2 yrs. All under good fence. Address, Box 264, Hereford, LAND OWNERS—Complete list of Texas.

FARM—640 acres in Eastern Kansas, 30 miles south of Emporia; all valley land, 7 miles from R. R. town, 500 acres in cultivation, balance pasture; land lays fine with exception of draw in corner of pasture. Improvements consist of 12 room house, cellar, cistern and two porches; barn 32x72; implement shed, 20x40; granary 14x30; also good tenement house; some orchard, plenty of fine water by wells. This is one of the best farms in the county, in good shape. Price \$75. This farm is in the oil belt; a good well already struck in town just below it. Can carry back \$19000 on this farm. Must be disposed of to close an estate. Want equity in clear land close up to Hereford, irrigated or not. E. M. DABY. Basehor, Kans. 6-2t

FOR SALE—My residence on West 4th St. Good location, convenient school and churches. If interested apply to Mrs. J. E. Garrison, Amarillo, Texas. 3-4t

FOR RENT—House near Central school building. Troy Wombles. 1t

In Dimmitt, has closed, on account of measles.

Mr. and Mrs. George Shepard are suffering with lagrippe.

Miss Alva Metcalf and Miss Hazel Hacker called on Mrs. Fay Neely Saturday afternoon.

Buys Norton Farm and Ranch

A deal was closed this week by which A. F. Luse becomes the owner of the Norton Farm, consisting of 1300 acres, located one mile west of town. Mrs. Waller, who bought the farm from the Nortons, and had been operating the ranch for the past two years, sold and traded it to the present owner. Mr. Luse will, at once, improve the ranch and will raise registered white faces and registered hogs. He will likely choose the best shires. This farm is partly valley and partly up land, both parts being good land. The valley has a large acreage in alfalfa. Mr. Luse, the new owner, is a young man, and intends to handle only registered stock on the farm. He came to Hereford last Fall from El Paso but his former home was in Fort Worth. The Brand wishes to the new proprietor abundant success in his enterprise.

Pup With Rabies Bit Six People

McGregor Headlight. A pup, about 21-2 months old, bit the child of Lonnie Schulz Saturday. It then left the place and traveled about three miles, going within a mile of Onaga, biting in the course of

its travels Henry Jacob, Tom Blankenship and little son, R. E. Patton and the little boy of Fritz Stroumpfies. Mr. Schulz killed the pup, took the head to the Pastuer Institute at Austin, where all who had been bitten went, and it was proven that the pup had rabies. He caused another dog of his to be killed and there is general extermination of dogs in that section now.

In McGregor the death list of dogs has reached 100, but notwithstanding the danger, a good many still are harboring dogs.

Good Time to Plant Trees

Have you planted those shade trees yet? If not, there is no better time than this month. Put out a few along the curb line, put a few fruit trees in the back yard—plums, cherries, late maturing peaches, a few grape vines—they will bring handsome returns for the trouble. It is said that every fruit tree is worth \$100 to any piece of property and a noble shade tree as much. Therefore, if you would add quickly to the value of your property, plant a few trees.

Hatching Next Winter's Layers.

The following is taken from an article written by T. J. Conway, assistant professor, poultry husbandry, Agricultural and Mechanical College of Texas:

The poultryman and farmer must depend on pullets for their winter supply of eggs. These should be matured and in good laying condition before the beginning of cold weather to obtain the best results, and must be obtained from birds hatched in March and April, which have been properly reared, while good stock and carefully selected eggs are all important. Hens laying large eggs are preferable, although overly large ones are not desirable. The size of the egg determines the size of the chick and the size of the egg it will lay; the shape has a pronounced effect on the developing embryo, while color is an inherited characteristic of the breed and affects hatching; therefore, select large eggs, of uniform size and shape, and all of the same color, with shells of good texture. Brown eggs hatch from twelve to twenty-four hours later than the white, so it is not advisable to mix

them. Eggs with shells that are puffed should be culled and thin shell eggs should be avoided, as they break easily when turned, while evaporation takes place faster and poor hatches result.

Rigid and constant selection of hatching eggs along the above lines will result in uniformly good chicks and a large number of them, and since these characteristics are inherent, a flock will be developed in a few years in which the hens will lay uniformly large, well-shaped, evenly colored eggs of strong shell texture, while culling will be reduced to a minimum. Every increase for more desirable products means increased profits for the owner, as the markets are paying a premium for large, uniform eggs.

Announcement

I wish to announce to my friends and customers, that I have an office in the First National Bank building, where you may, in my absence, leave inquiries, etc. In case of any urgent business that may be pending at any time that I am out of the city, I have arranged with the Bank to attend to same for me. Very Respectfully, JNO. L. WILSON, Representing STOCKMAN'S CATTLE LOAN COMPANY, Kansas City, Mo. 4-tt

Clean Up Season Approaching

It is true that most people "take spells" in cleaning up their premises. As the people, so the City. Hence, there should be several people to "take spells" and that right soon. The attention of the public is respectfully called to a few places that need the debris removed. First, in the rear of most of the business houses—the accumulations of the winter. First also are the scraps left over from the buildings between the theatre and the new Ford garage. This is a sight to behold. The fences, nearly falling down, should be removed from the rear of the Northern Hotel, and new fences built. This is not an unfriendly criticism, but a kindly suggestion. Let's clean up the town.

See our big line of ART RUGS for the best values in Texas. E. B. Black Co. 42

San Leon: Sunshine and Showers, Fruits and Flowers

FREE FREE FREE

HEREFORD "SAN LEON" PEOPLE TO THE FACTS ARE:

Dear Reader:—You are invited to join our big Hereford crowd that we are expecting to go with us to San Leon on the 1st and 15th of each month. Ask about FREE TRIP, also FREE SHARES in Oil Company that will be organized when oil is found in paying quantities at San Leon. Said Company is to own 208 lots set aside for drilling purposes. Ask for free, beautiful descriptive literature.

For further particulars, ask

E. M. EDWARDS

Our Hereford crowd March 1st left San Leon: Sunshine and Showers; Fruits and Flowers, with vegetation green, and arrived in Hereford, March 3rd, in blowing snows and freezing weather. Our party while on the trip saw the big oil gusher just across the bay from San Leon

San Leon Salesman 2nd Door East of Postoffice

Ranch for Sale

Ranch of 1750 acres, Beaver County, Oklahoma, 25 miles to nearest R. R. town, fenced, 60 acres in cultivation, 800 acres farm land, 200 acres creek bottom, 60 acres in Blue Stem. Mow land cuts ton to ton and half hay per acre, well watered, all good grass. No better watered ranch in Oklahoma. Water at house good as rain water. 2 room cottage, 2 bunk houses, modern barn 34x60, holds 30 tons hay, 50 to 60 head of stock, 110 head cattle, being one registered bull, and 17 registered cows and heifers of breeding age, balance Short Horns; also a number of calves; 12 head horses, ranch equipment, granary and garage; 20 to 50 head of hogs. Sale includes everything on ranch except the Household goods and automobile. J. E. GYLES, Hereford, Tex. 6-4t

To Raise Fine Poultry

J. W. McQueen has recently purchased a fine single combed Rhode Island Red cockerel from the, Vibert Red Farm, of Weston, New Jersey. The bird has arrived and is a strong testimonial for this celebrated farm. Large and well-shaped, he has the rich, mahogany red color so much admired in the breed and is a worthy example of what careful scientific breeding will do. This fine bird will be a valuable addition to the poultry pens of Mr. McQueen who already has the cream of the well-known, Ralph Barnett flock. From this flock, Mr. McQueen has selected for his breeding hens the very top specimens, and expects to raise some prize-winning poultry. Eggs for hatching can be supplied at reasonable prices considering the quality the purchaser will obtain.

ANNOYING KIDNEY ILLS

Make Life Miserable for Many Hereford People

There's nothing more annoying than kidney weakness or inability to properly control the kidney secretions. Night and day alike, the sufferer is tormented and what with the burning and scalding, the attendant backache, headache and dizziness, life is indeed a burned. Don's Kidney Pills have given peace and comfort to many Hereford people. Profit by this Hereford resident's experience. J. L. Martin, telegraph operator, 111 Jewell Ave. Hereford says: "The water in this country is hard on my kidneys, causing them to get weak at times and then my back has bothered me. It has ached and has been lame. I sometimes have had black spots floating before my eyes. Don's Kidney Pills, procured at Betts-Clark's Drug Store, are the best medicine. I have ever used for the trouble. They have always given me the desired results." Price 50c, at all dealers. Don't simply ask for a kidney remedy. Get Don's Kidney Pills, the same that Mr. Martin had. Foster-Milburn Co., Props. Buffalo, N. Y.

Catarrh Cannot Be Cured

with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh is a blood or constitutional disease, and in order to cure it, you must take internal remedies. Hall's Catarrh Cure is taken internally, and acts directly upon the blood and mucous surfaces. Hall's Catarrh Cure is not a quick medicine. It was prescribed by one of the best physicians in this country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifiers, acting directly on the mucous surfaces. The perfect combination of the two ingredients is what produces such wonderful results in curing catarrh. Send for testimonials free. E. J. CHENEY & CO., Props., Toledo, O. Sold by Druggists, price 75c. Take Hall's Family Pills for constipation.

LODGE DIRECTORY

HEREFORD LODGE NO. 545, A. F. & A. M., meets the 2nd Saturday night in each month. The full moon in each month. Visiting brethren cordially invited. OEO. BEANS, 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. B. Lester, Council Commander; C. L. Sullivan, Clerk

WHAT IS LAX-FOS

LAX-FOS IS AN IMPROVED CASCARA A DIGESTIVE LAXATIVE CATHARTIC AND LIVER TONIC

LAX-FOS is not a Secret or Patent Medicine but is composed of the following old-fashioned roots and herbs:

CASCARA BARK
BLUE FLAG ROOT
RHUBARB ROOT
BLACK ROOT
MAY APPLE ROOT
SENNA LEAVES
AND PEPSIN

In LAX-FOS the CASCARA is improved by the addition of these digestive ingredients making it better than ordinary CASCARA, and thus the combination acts not only as a stimulating laxative and cathartic but also as a digestive and liver tonic. Syrup laxatives are weak, but LAX-FOS combines strength with palatable, aromatic taste and does not gripe or disturb the stomach. One bottle will prove LAX-FOS is invaluable for Constipation, Indigestion or Torpid Liver. Price 50c.

Professional and Business Cards

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ASHBROOK & SUGGS
Fire, Life and Accident Insurance

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We Are Specialists
On Fruit and Nut Trees
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Located in Hereford permanently.
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HEREFORD Free Tire SERVICE

Bring in your tubes and tire casings. All work guaranteed to please.

E. M. Baker, Mgr.
South Main St.

We buy junk, casings and tubes.



STAR THEATRE
EACH SATURDAY IN MATINEE
GLORIA'S ROMANCE

It Always Helps

says Mrs. Sylvania Woods, of Clifton, Mills, Ky., in writing of her experience with Cardui, the woman's tonic. She says further: "Before I began to use Cardui, my back and head would hurt so bad, I thought the pain would kill me. I was hardly able to do any of my housework. After taking three bottles of Cardui, I began to feel like a new woman. I soon gained 35 pounds, and now I do all my housework, as well as run a big water mill.

I wish every suffering woman would give

CARDUI

The Woman's Tonic

a trial. I still use Cardui when I feel a little bad, and it always does me good."

Headache, backache, side ache, nervousness, tired, worn-out feelings, etc., are sure signs of womanly trouble. Signs that you need Cardui, the woman's tonic. You cannot make a mistake in trying Cardui for your trouble. It has been helping weak, ailing women for more than fifty years.

Get a Bottle Today!

HIGH SCHOOL PRIZE ESSAYS

Contest Results in Composition of Five Splendid Papers on Subject of Evils of Cigarette Smoking

The essay-writing contest inaugurated by Prof. F. P. Wilson, a few months ago, resulted in five essays, being handed in. Since the contest, as planned, had called for twenty essays, prizes were awarded only to those ranking first and second. Of these, Bruce Guthrie received the first prize and Caldwell Hicks the second. The other three essays, which are very creditable productions and which ranked close to the first two were written by Forrest Bowe, Jeff Robinson, and Emlin Alvin. The essays all appear in this issue of the Brand.

The first prize of \$5.00 was given by G. A. F. Parker, president of the Western Nat'l. Bank, and the second, \$3.00, by F. H. Oberthier, of the Hereford Light and Power Co. The Brand is glad to give these essays space in its columns, both for the worthy effort which they represent, and also for the fact that the Brand is first, last, and always opposed to the cigarette evil. The boys have gathered up from authentic sources telling statistics and clinching evidence against this destroyer of the minds and bodies of boys and girls.

To the honor of the public school he it said that the teachers are making a valiant fight to check the inroads of the cigarette habit which is so surely sapping the mental, physical, and moral vitality of the best young manhood of Hereford. "No further evidence is needed" said one interested teacher, "than that which is afforded in the high school. The boys addicted to this habit—and they are not few—cannot work. They have no will-power and little mental power. The hope of the school is to crush out the evil in the grades. The high school is hopeless." This is no exaggeration but simply the condition, terrible as it seems.

A plan, which it is thought will be tried in the grades, is to have pledge cards signed by the boys in the different rooms.

Those who are interested in the Hereford of tomorrow and in the welfare of the boys who will be the men of tomorrow, are indebted to Prof. Wilson, to the broad-minded and big-hearted donors, and to every boy, whether he won a prize or not, who made an effort in the essay contest, to do his part toward banishing the cigarette evil.

By Bruce Guthrie

When people first used tobacco it was known to be injurious and came into use slowly. It is just as injurious today as it ever was but we have become so used to it on account of its being so common that many people think it is not injurious.

When a boy smokes a cigarette he inhales the smoke, which comes in contact with the vascular tissues in the mouth, throat, bronchial tubes and air cells of the lungs, and in an instant these poisons are absorbed and mixed into the circulation. A cigar smoked by a man, is not nearly as injurious as a cigarette smoked by a young boy. It is worse for a boy to smoke a cigarette than for a man to smoke a cigar for the same reason that a man can safely take a quarter of a grain of morphine, while we dare not give a child more than a sixteenth of a grain.

If this habit is not broken at once it will cause a boy to have sallow skin, loss of appetite, shortness of breath, sunken eyes, loss of memory, giddiness or listlessness. One cigarette is as poisonous as two ounces of whiskey. A boy cannot do as well if he smokes cigarettes as he could if he did not smoke them. He is more liable to disease if he smokes cigarettes. Cigarettes weaken the most vital organ of the body, which is the heart.

A boy is injured morally by cigarettes. He soon loses all interest in any useful sports and then he begins to go to the pool halls. He goes from bad to worse and finally ends up in a reform school or a penitentiary. Almost every youthful criminal is a cigarette fiend. If a boy smokes cigarettes he can be led into other things that help to ruin his character. His moral nature is so dwarfed that he begins to think that to steal is all right so long as he is not caught. He does not care whether he does right or wrong. He cannot be without a cigarette.

The cigarette holds the mind of a boy in an iron grip. He cannot put his mind on his work. He cannot concentrate his thoughts. The craving for a cigarette puts everything else out of his mind. He does things to get a cigarette that he would not think of doing to get other things not nearly so bad. He cannot go very long without the stimulant of a cigarette. He is driven from any work he undertakes and will not stay at anything very long. He gives up easily

He does not try his best at anything.

Cigarettes cause disease, and the body of a cigarette smoker is not strong enough to withstand disease. The nicotine in the tobacco affects the heart and it is so heavily taxed that it cannot stand the strain. The heart cannot then carry enough pure blood for the lungs, so they are injured. The membranes of the stomach are also poisoned by the nicotine. Besides this, the burning cigarette papers contain one of the deadliest poisons there are. This is arcolin of which Thomas A. Edison says, "It has a violent action on the nerve centers, producing degeneration of the cells of the brain, which is quite rapid among boys. Unlike most narcotics this degeneration is permanent and uncontrollable." Cigarettes often lead directly to insanity and drunkenness. 60 per cent of those sent to the Keeley Institute use cigarettes, as do boys who are sent to the insane asylum.

A young man has little chance in the world if he smokes cigarettes, because his sense of gratitude has been taken away, and he does not appreciate the fact that good work means business opportunities. Many firms have made a rule not to employ men who smoke cigarettes and in aid for help. "No cigarette smoker need apply" is common. Cigarette smoking is unlawful in our own state, and in most states, hence the boy who does it is a law breaker.

Cigarettes dull the mental faculties of a growing boy. Statistics show that the habitual smoker is nearly always behind in his grade. He cannot memorize and retain for a period of twenty-four hours such easy matter as ordinary words in spelling. Many schools have tested the smokers and non-smokers, and find that four times as many failures occur with the smokers.

Another bad result of cigarette smoking is the enormous expense. An immense amount of money is wasted in this way. In 1890 manufactured tobacco was worth \$416,695,000. Its value was twice as great as distilled liquors. It out-ranked bread, women's clothing, automobiles, copper, malt, and petroleum. About two years ago the people of the United States spent in one year \$1,100,000,000 for tobacco, the greater part of which was used in cigarettes. At the present time they are spending at least \$1,200,000,000 each year. In the neighboring town of Childress, one drug store kept account of the cigarettes sold in 1916 and found the number to be 504,900, besides this there were perhaps that many made and used. Everybody knows that this money is needed for food, clothes and other comforts for the home. Tobacco users spent in a single year twice the amount spent by the entire country on railroad travel and about three times the amount spent on its common schools, and this when children are doing without the advantage of good schools because of lack of funds. Smokers pay out, annually about three times the cost of the Panama Canal. They destroy directly about three times as much property as was destroyed in the San Francisco earthquake. Their tobacco costs them just twice what it costs to maintain the government of the United States, including the interest on the public debt. One careful statistician says, "Our smokers could in a year and a half pay off the entire bonded debt of our States, Cities and Counties." Germany, Russia, Great Britain and Japan spent on their armies and navies, \$1,217,000,000 approximately the amount devoted by the people of the United States in a single year. Our smokers impose upon the resources of the Country a burden larger than the war indemnity which Germany exacted of France after the humiliating defeat of 1871. They spend about six times what it costs the German empire to maintain its elaborate and comprehensive system of Workmen's Insurance.

One of the most harmful results of cigarette smoking is its influence on smaller boys. They see larger boys smoking cigarettes and ignorantly think that it does not hurt these boys and will not hurt them. They soon form the habit, lose interest in their school work, make friends of bad boys, and often become criminals, all starting from the cigarette.

Henry Ford calls the cigarette, "The Little White Slave," and says it is little use to try to reform a man over twenty-five years of age. Luther Burbank says, "Several of my young acquaintances are in their graves who gave promise of making happy and useful citizens, and there is no question, whatever, that cigarettes alone were the cause of their destruction."

Thus we find that the cigarette is poisonous and injures every organ of the body, weakening a boy physically and mentally. "It ruins his chances

in the business world. It destroys his moral nature, makes him choose evil companions, makes him waste his money and ruins smaller boys." Some one has said,

"I am not much of a mathematician," said the cigarette, "but I can add nervous troubles to a boy, I can subtract his physical energy, I can multiply his aches and pains, I can divide his mental powers, I can take interest from his work and discount his chances for success."

By Caldwell Hicks

The subject of the use of tobacco is one of the many subjects that are now interesting the people of the United States. People are now enforcing laws against the use of tobacco among boys especially.

The effects of tobacco are harmful because of the narcotic influence and the methods of smoking. The narcotic influence is one that is very harmful because the nicotine is deposited in the lungs and stomach, and will not let them work properly. The methods of smoking are: pipe, cigar and cigarette, the latter being the most harmful. Smoking cigarettes also makes the heart beat irregularly. It irritates the delicate membrane of the mouth, throat, lungs and nose. It irritates the membrane of the mouth as the smoke is drawn into the mouth, then as it is drawn on down the throat to the lungs, it irritates the membranes in them. Sometimes the smoke is blown through the nose, thus irritating the membranes in it.

"Smoking interferes with oxidation of the blood and also interferes with the function of the eyes and makes a boy nervous." The smoke that is drawn into the body poisons the blood, thus the poison is sent into all parts of the body. It also makes a boy's eyesight fall him, so he cannot study well and also makes him nervous. Cigarette smoking will make anyone lie, steal and curse. A boy will smoke, and then when he is asked about it, to keep out of trouble will tell a lie about it. Then when a boy cannot buy tobacco, he will steal it rather than do without; after he steals the tobacco, he thinks no harm is done, so he will steal something else. Also a boy that smokes has not enough control of himself to keep from cursing. When he is trying to light a cigarette, and the match goes out, he will curse before he thinks what he is doing.

Such firms as: Gurney Heating Company, Boston Mass.; Pure Food Company, Oakland, California; and United States Department of Agriculture, Weather Bureau, Washington, D. C.; James A. Houston Company, Boston, Mass.; Marshall Field & Co., Chicago, Ill.; Pomona College, Claremont, California; Prof. C. F. Baker, United States Senate, Washington, D. C.; The Geo. Walden Co., Brockton, Mass.; Sherman Corner, Boston, Mass.; will not hire boys under eighteen years of age who smoke cigarettes.

A great deal of the cigarette smoking going on is caused by the picture shows, and also by public smoking of elders. A boy goes to the picture show and there sees some great actor act and smoke cigarettes. The boy then tries to imitate him by trying to hold his cigarette as the actor did while smoking. Then the elders smoking in public is a cause for boys to smoke cigarettes. Boys sometime think because some of the neighbors or probably parents smoke that it will not hurt them. The cigarette habit causes the following: idleness, disobedience, bad company, deceit, loss of confidence, theft, crime, drunkenness, death (physical and spiritual), disease of brain, stomach, nerves, eyes and heart. "The cigarette is a mathematician; it can add to a man's nervous troubles, can subtract from physical energy, and can multiply his aches and pains, can divide his mental powers, and take interest from his work and discount his chances of success."

The time is coming when "No cigarette smoker need apply," will be the sign every applicant will see at every well regulated office.

"There are about seventy thousand lunatics in the United States and about fifteen thousand were made insane by the use of tobacco." This is caused by boys smoking and then they want something a little stronger to drink or smoke and in this way they are made insane.

"The use of tobacco puts the human race lower than horse, birds or even dogs." For no dog smokes, no bird pines for tobacco, and no horse belongs to a pipe club. So the idea of smoking must be condemned as atheistical, agnostical and infinitely detestable.

Any one who smokes thinks he has to have a smoke, no matter how busy he may be.

"Boys who smoke are like wormy apples, they drop off before harvest time." "People who smoke make some kind of a way to get money for tobacco, but they do not think they can get money for church purposes, or for any worthy cause."

For any further information write to: Mrs. Liza B. Ingalls, St. Louis, Missouri, 5250 Westminster Place.

Exclusive millinery at Mrs. T. N. Helfner's. The Gage is one of our leaders. Visit our opening Thursday March 15th.

Big Hereford Sale

Harris (Mo.) Herald.

The great Hereford sale of O. Harris & Sons was a great drawing card both as to the number of buyers present and the number of visitors that crowded in and about the mammoth new barn and sale pavilion. About 700 people were able to find seats and as many as 300 were able to find standing room, many men standing under the seats with their heads poked up between the knees of men on the seats that they might see the world's champion Herefords as they wobbled into the sale ring one after another, and listen to the greatest Hereford auctioneer the world ever knew, the great Col. Fred Reppert, a man witty and wise to his profession. The last day of the sale—Thursday—brought 2000 people to Harris on the trains and by cars; and at 2 o'clock on that day better than 700 cars were on the grounds near the big sale barn and fully as many people remained on the outside as could get on the inside. When the sale was over Main street in Harris looked like Main street in Kansas City.

We can only give the following figures this week:
Average per head \$1281.00
Total 144 cattle sold \$184,574.00

Mr. and Mrs. Ewell R. Read returned to their home north of town Wednesday.

Mrs. J. D. Woodburn, of Lockney, arrived Monday and will make a visit with the family of E. T. Woodburn.

FOR SALE—Pair of work mules. H. C. Rowser.

23—PHONE—23

FOR Service Car

H. R. ALBERTUS
Renfro's Garage

The Bank of Hereford (Incorporated)

Individual Responsibility
\$1,000,000

We are prepared to handle good Cattle, Sheep and Hog loans, and Land loans.

WE PAY INTEREST ON TIME DEPOSITS

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John W. Sherman, President
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J. H. Wagner
J. W. McQueen
F. W. Lambert, Vice-Prest.
B. S. Arnold, Vice-President
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John W. Gordon
W. B. Arnold

2 IN 1

SHOE POLISHES

A "2 in 1 Shoe Polish" is made for every use. For Black Shoes, "2 in 1 Black" (paste) and "2 in 1 Black Combination" (paste and liquid); for White Shoes, "2 in 1 White Cake" (cake) and "2 in 1 White Liquid" (liquid); for Tan Shoes, "2 in 1 Tan" (paste) and "2 in 1 Tan Combination" (paste and liquid).

10c Black-White-Tan 10c
F. F. DALLEY CO. of New York, Inc. Buffalo, N. Y.

QUICK—HANDY—LASTING

The New GOSSARD CORSETS for Spring

WHILE retaining all those qualities that have characterized and famed Gossard corsets in past seasons, they strike a new note in corsetry—a subtle change that is reflected in a more delicately beautiful outline and in an even more graceful flat back. Youth is the keynote in the style of these new Gossard models.

Without any undue pressure you are assured absolute comfort and freedom of movement because the Gossard secret of scientific boning assures the most perfect support where it is needed; proper breathing is induced and the whole body thrown into the healthful poise advocated by your physician.

This is the Thirty-second Announcement and Proclamation of Gossard Corset Styles for Spring and Summer, 1917

The new models vary in height of bust and length of skirt—as they should—to meet the individual requirements of the various figure types, but the general tendency is toward less corset, lower bust and shorter skirts with a smaller waistline indicated by skillful designing rather than actually expressed.

Be fitted today to one of the many models designed for your figure type at \$2.00, \$2.50, \$3.50, \$4.25, \$5.00 and up. An expert corsetiere who understands your corset problems will deem it a pleasure to fit you without obligation.

Geo. C. Stambaugh
THE STORE FOR SAFE BUYING

JUST RECEIVED
A new line of CORSETS, also LADIES' WAISTS