

# The Hereford Brand

VOLUME 17

HEREFORD, TEXAS, THURSDAY, FEBRUARY 1, 1917.

NUMBER 1

## CHAMBER OF COMMERCE BANQUET A BIG EVENT

HEREFORD CHAMBER OF COMMERCE HOST TO CITIZENS OF  
THIS AND NEIGHBORING TOWNS

## ELEGANT DINNER; GREAT SPEECHES

Hereford is indebted to its progressive, big-hearted, business men for one of the biggest events in the city's history. The banquet of Friday evening, considered purely as a social affair, was an unqualified success, while in its greater mission—that of stimulating interest in the things that make for the betterment of the town and country—its results have been far-reaching.

Realizing that the day of opportunity is "right now" and with a keen sense of the obligations of the individual citizen to the community, these gentlemen planned the big get-together meeting of Friday evening and it is solely to their enterprise and push that the brilliant success of the occasion is due.

The program was arranged with a view of touching interests vital to the business man of the town and of his brother business man on the farm. The invitation was general. The response to their generous offer of hospitality was as universal as was the invitation and when the large gathering of representative citizens surrounded the beautifully spread tables, the scene was an inspiration.

The tables were arranged in the form of a cross with smaller tables placed within the four tables placed within the four angles. The toastmaster and speakers were prominently placed.

The program was opened with several selections by the Hereford Band, an organization much favored by music lovers of the city, after which Rev. G. S. Wyatt invoked the divine blessing.

Judge Gough in the capacity of toastmaster was the embodiment of dignity and geniality. In his inimitable manner, he introduced the speakers first of whom was Dr. G. A. Farris who spoke on "Organization". Dr. Farris' address was a fine exposition of the value and power of united centralized

effort, and of the inadequacy and waste of work single-handed. He showed that organization had been the basic principle of success since the beginning of history and that from the greatest world-movement to the minor accomplishments of the individual community, the thread of success had been found to run directly from a close, efficient organization.

At the close of his address Dr. Farris presented the following as the "Creed of the Chamber of Commerce", closing with the bit of original verse given below:

### CREED:

The Nation and the State have their constitutions, the Municipalities have their charters, and the churches have their creeds. These form the basis of their action. I have a civic creed which I offer for your acceptance. It follows:

We believe in Hereford, and the Hereford territory, in the fertility of her soil, the salubrity of her climate, the beauty of her skies, and the glory of her prairies.

We believe in the people of Hereford and our country, in their strength of body and mind, in their high moral ideals and their desire to make this a community wherein the things which count for human happiness shall be first.

We believe in government and order, in the observance of the law and the ability of our own people to conduct their affairs in the fear of God and in the ways of wisdom.

We believe in progress, that the things of yesterday will not suffice the needs of today, and that here is a place to work, where our sons and daughters may establish homes of their own and make their contribution to the general welfare and happiness.

With this faith we pledge to those seeking new homes, the hand of hospitality and extend to them the welcome of our town and county where

## NOTHING SUCCEEDS LIKE SUCCESS

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



THOS. J. ZOOK  
President and General Manager

## ZOOK & ZOOK

LIVE STOCK COMMISSION COMPANY

CATTLE LOANS A SPECIALTY

CAPITAL \$50,000

Both Phones Main 6899

Stock Yards Station



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

Kansas City, Missouri

they may find peace and happiness.

We pledge to them and to each other our cooperation in any enterprise or movement—which will contribute to the material and moral good of the community, and because of our growing intelligence and nobler outlook, we hope to render a larger service to the town, to the county, to the state and to the nation.

Forgetting the things which are behind, and with our faces to the future, and without looking back, we press toward the mark of a richer, better town and county, and a large increase in our splendid citizenship.

Do you know the land where the flowers bloom,

O'er the prairies wide where there's plenty of room,

Where the birds sing sweetly their musical loom,

In the fields where the kaffir corn grows?

Where the verdure's green 'neath the blessed rain,

Where the fruits grow sweet on the fertile plains,

Where the blood runs free in the freeman's veins,

And peace like a river flows?

I'll tell you the name of that favored place,

Where nature is dressed in a robe of grace,

Where the men are types of a better race,

And the women are tenderly true.

'Tis Hereford grand, of the Lone Star State,

A place of beauty with resources great,

While her future is big with the gifts of fate,

And touched with a rainbow-hue.

Following Dr. Farris, Judge John P. Slaton, spoke interestingly on "Good Roads." From much study of the problem of securing better highways, and also from the fact of his having recently attended the Good Roads Convention at Oklahoma City, Judge Slaton is especially well-fitted to speak from real knowledge of his subject. This, together with a natural aptitude for public speaking, rendered this address easily one of the best numbers of the program.

The speaker showed how good roads and civilization must go hand-in-hand stressing the fact that the condition of the roads, is the greatest factor in furthering or retarding any country's development. He elucidated the advantages of a state highway department, his entire speech bristling with "facts and figures" given most entertainingly.

The next speaker was H. A. Clapp, president of the State Dairymen's Association. Mr. Clapp is an entertaining speaker and gave briefly and concisely many facts from his own unlimited fund of information. He emphasized the value of fertilizers and proved conclusively that the dairy cow is "the friend in need" and the friend indeed, of the progressive farmer.

Attorney Carl Gilliland on the subject of "Finance," was pastmaster of the situation. So forcibly and so sagely did he present the financial phase of community progress, that the feature of giving became a privilege rather than the bugbear which it usually is, and the response to an opportunity for personal contributions was most gratifying.

Mr. Gilliland's talk was unique and was genuinely appreciated.

Porter Whaley, president of the Amarillo Board of City Development, spoke briefly of the dynamic force of persistent, legitimate, cooperative "boosting." He cited telling examples of lack of success due, not to adverse conditions, but the failure to make the best of conditions as they existed. "The thing needed," said Mr. Whaley, "is the familiarizing of people with the resources awaiting development, and of the opportunities already knocking at the door of every

wide awake community."

Mr. Whaley's talk was well received. Judge J. D. Hamlin, of Farwell, was the last speaker of the original program and in his "Recapitulation," he completely won his audience.

The difficult problem of summing up the entire program and of gleaning the salient points from each number, was handled by Judge Hamlin with an ease and capableness very unusual among public speakers. The graciousness with which he showered bouquets upon the previous speakers was refreshing in this take-for-granted day. His aptness in securing so complete a resume of the program was truly remarkable as he spoke without notes.

Always a favorite with a Hereford audience, general J. L. Pope, manager of the Ozark Trails Association, fully sustained his reputation as a pleasing speaker. An indefatigable worker for years in the van of Panhandle progress, he is a living exponent of the principle that a citizen is such only as he is a part of his community, of his state, and of his nation. With apt illustration and timely wit, he clinched the truths of his brief but intensely interesting address.

Delightful piano music was furnished throughout the evening by four of Hereford's artists, Misses Coffin, Betts, Gregg and Duplap. The musical numbers added no little to the program.

It is worthy of note that the delicious menu supplied the guests was under the direct management of Mesdames P. W. Price and J. W. McQueen. The personal touch which comes from real interest was pleasingly manifested and was the subject of much favorable comment.

Surely, the Chamber of Commerce banquet was an epochal event in Hereford history and only the future may reveal the ends it has accomplished. As an index to the big aims, broad outlook, and general efficiency of the organization, it is significant.

### Banquet Visitors

Among the out-of-town visitors at the Chamber of Commerce banquet Friday evening were: Dr. C. L. McClellan, Baylor Triplet, John Temple, T. Eustace Allen of Texico-Farwell, N. H. Cartwright of El Worth, and O. L. Johnson of Las Vegas. Other visitors appeared on the banquet program.

### An Appreciation

We wish to publicly express our appreciation of the courtesy of the Wagner-Hankins Music Co. in granting us the free use of a piano upon the occasion of our banquet. For this and for the many other kindnesses we received from the people of the town we are sincerely grateful.

### High School Orchestra

A high school orchestra has been organized among the pupils of the high school. Miss Gillespie is assisting the young people and will probably be their director.

### Hereford Organizes Farm Loan Association

At a meeting held last Saturday morning, some twenty farmers formed themselves into a National Farm Loan Association. L. Gough was chosen as chairman of the body and after some explanation of the plan, a temporary organization was made, resulting as follows: For Board of Directors, W. A. Stewart, Lawrence Johnson, Emory A. Elliott, J. W. Ford and J. H. Bowers. For Loan Committee, S. B. Edwards, W. A. Daugherty and L. Gough. The necessary blanks have been ordered from the Houston Land Bank and as soon as they arrive, a meeting will be held to finish the organization.

John Edwards and son, Master C. W., are spending the week at the ranch near Black.

"OCEANS OF WATER"

### DR. G. A. FARRIS WILL BECOME PASTOR OF CANYON CHURCH

Accepts Call of the Christian Demonstration, and Will Preach Here Each Sunday

Dr. G. A. Farris of Hereford, will preach next Sunday at the Christian Church, both morning and night, having accepted the call of the local church to become its pastor.

Mr. Farris will not move to Canyon as he has other interests in Hereford to look after, but will spend Sunday and one or two other days in Canyon each week.

Dr. Farris is one of the strongest preachers of the entire church, and one of the leading men of the southwest and the local church is indeed very fortunate in procuring his services.

The people of Canyon generally will welcome Dr. Farris, and trust that he will soon see his way to move to Canyon, the educational center of the Panhandle.—Randall County News.

### "YOU'LL LIKE HEREFORD"

## IRRIGATION DOES INSURE

The crop estimate for 1916, as compared with the yield of 1915, shows the following shortages in the United States:

Corn 411,552,000 bushels short.  
Wheat 385,915,000 bushels short.  
Barley 37,924,000 bushels short.  
Rye 5,667,000 bushels short.  
Potatoes 4,684,000 bushels short.  
Beans 1,455,000 bushels short.

This shortage was caused by a country wide drought.

Rice shows an increased yield of 13,035,000 bushels over last year's crop.

Rice is the only crop grown exclusively under irrigation. We have the water—"OCEANS OF WATER."

### "ASK THE MAN WHO IRRIGATES"

D. L. McDonald

Office: Court House

## Our Big White Tag Sale

Will be continued ten days--

Closing February 15th

MANY REQUESTS FOR EXTENSION OF TIME

Your neighbors are happy over their purchase at our big sale. It certainly is a grand success. This shows what Co-operation can do. You are responding to our BIG INVITATION, and we are giving you the GREATEST VALUES in Furniture, Rugs, and Linoleum that have ever been offered in the Panhandle.

We have the largest stock of furniture of any store in the Panhandle—we have the best selections—all our goods were bought before the big advance in prices. We are now offering all of these goods at Sacrifice Prices.

We can please you better and save you big money on any prices you may get from Out-of-town concerns, or MAIL Order Houses. We guarantee to save you money.

Everything in Art Rugs go in this big sale. All linoleum, odd dressers, chiffoniers, duofolds, rockers, library tables, cedar chests, sewing machines, wall paper, etc., go at the low White Tag Prices.

We are satisfied with small profits.

**E. B. Black Co.**

The Big Store With the Little Price

## Features of Safety

Make Your Prosperity Permanent

To Your Capital Add Our Help



Responsible Management  
Ample Resources  
Adequate Supervision

3 ESSENTIALS TO SOUND BANKING

The Western National Bank is conducted in a careful and conservative manner; it has the financial strength of a large capital and surplus; as a member of the Federal Reserve Bank it comes under Governmental supervision.

A Consultation is Cordially Invited

Western National Bank

OF HEREFORD

CAPITAL

\$120,000

G. A. F. PARKER, President  
J. L. SMITH, Vice Pres.

C. C. CHENOWETH, Cashier  
ROSCOE DAVIDSON, Asst. Cash

# "CHAMP" CLARK WRITES LETTER ABOUT SAN LEON

Tells Some Interesting Things About Bay Shore City; Enjoys Summer in Winter Time; He Likes It.

San Leon, Tex., 1-13-17.  
Mr. E. M. Edwards,  
Hereford, Texas.

Dear Marvin: I will try and write you a few lines this morning. You ought to know a man living in San Leon hasn't time to write to any one living in the cold frozen zone of Hereford. I don't even like to think of that country since seeing this beautiful country and warm climate with garden green and vegetables plenty. Well after we got here and got our things arranged Dave and Connie moved to Houston on Thursday, then on Tuesday my wife and I and Judge went to Houston on the train. Judge stayed at Houston to go to school, wife and I returning that night. Wednesday morning Charles Ellis took us in the car to Houston, carried us over the city where we saw many wonderful sights. Leaving there about noon we went to Goose Creek (I saw the creek but didn't see the goose). There we saw sights that were wonderful; we saw hundreds of wells with oil running like water; we saw one well that was flowing 12,000 barrels per day. We also saw little Margaret Gillett's well, the Gillard well, and many other wells that were flowing. We saw several machines drilling new wells spreading out toward San Leon and it will be a very short time until San Leon will be covered with derricks like Goose Creek. I talked to several oil experts and every one of them think San Leon will be a richer oil field than Goose Creek, then those Hereford people who bought lots will be proud they bought, so this winds up Wednesday's work.

Thursday we got in the car with Mr. and Mrs. Lindsey, went to Dickinson, saw the nice green gardens, got some nice green vegetables and had a feast of the good things at San Leon.

Friday Mr. Ellis took us over in the car and went to Galveston and spent the day sight-seeing. We visited one of the large ships, the Maryland. We got a pass from the office and went all over the ship. It was a very fine one, about 400 feet long. We returned home in the evening aiming to go to Houston Saturday, but it is raining this morning and we will not go until Monday. There are two men here from Globe, Arizona that bought lots without seeing them, and after reading my letter, they said it couldn't be as good as my letter stated, so they came to look the proposition over, and they are just delighted with San Leon—so much that one of them is going to stay and the other is going back to Arizona and says he will send about ten families here who will build homes here this summer. A great many people have come here since I moved here and they are all well-pleased with their purchases and some of them buy more when they see it, and every one thinks it will be a fine oil field.

Mr. Sheen is in fine health, says he can do as much work as any Mexican he has. He has a good job and says Tell all the boys to keep up their payments and they will have something they will be proud of some day.

G. T. CLARK.

See our ad and telegrams elsewhere.

## E. M. EDWARDS

General Manager for Northwest Texas

2nd Door East of Post Office, Hereford, Texas

San Leon Co., Houston, and San Leon, Texas

### CHICHESTER'S PILLS

THE BILKOWITZ BRAND  
Lax-Fos, a mild, effective Laxative & Liver Tonic  
Does Not Grip or 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, cleanses the liver and secretions and restores the healthy functions. 50c.

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### The Railroad Station

is usually on the edge of town. To reach it means a trip across the city.

If you are taking the train, or meeting travelers, a telephone inquiry to the station agent about the movement of trains will save you a second trip to the station or a tiresome wait there when the train is late.

This is but one of the many ways in which Bell Telephone Service serves.

THE SOUTH-WESTERN TELEGRAPH & TELEPHONE COMPANY

### The News Goes Astray Again

The Amarillo News, a goodly little daily paper, published at Amarillo, a town of no little consequence, again goes astray in the matter of news. With a double-header, over a three inch news item, "Hereford Men Hold Dairy Conference," it goes off:

One of the biggest meetings of business men of Hereford ever held was that of a banquet and conference held there last night in the interest of the dairy industry in that section.

Plates were provided for 200 men. A number of men went from Amarillo to attend the meeting, among them being J. L. Pope, and Porter A. Whaley, O. L. Johnson, of Las Vegas, who is here in the interest of better highways, and W. M. Cartwright, general sales manager of the Nissley Creamery, of Fort Worth, and H. A. Clapp, president of the State Dairyman's Association, who are in Amarillo for a few days, also attended the meeting.

The facts are these—This banquet was the result of the efforts of a few local, enterprising spirits in Hereford, who felt that a get-together meeting was needed. In its inception, there was no dairy industry at Amarillo in it, and it was by mere coincidence that the dairy industry was discussed at the banquet. It was NOT a dairy conference. Other subjects held the important places on the program; dairying was not on the program as published.

Just to keep the record straight.

### WHAT IS LAX-FOS

LAX-FOS is an improved Cascara (a laxative) pleasant to take  
In LAX-FOS the Cascara is improved by the addition of certain harmless chemicals which increase the efficiency of the Cascara, making it better than ordinary Cascara. LAX-FOS is pleasant to take and does not grip nor disturb stomach. Adapted to children as well as adults. Just try one bottle for constipation. 50c.

### Donations to Chamber of Commerce

The Committee of Hustling, up to noon Wednesday, had secured a good line of donations for the support of the Chamber of Commerce and had also secured some 106 members. The donations range from \$10 up to \$100. A great number subscribed \$25 which seems to have been the popular figure. The committee says that it is not near through yet and expects to give everyone a chance at the game of boosting Hereford. After this list, will be found the names of every member as secured by noon Wednesday.

First State Bank & Trust Co.	\$100.00
Western Nat'l. Bank	100.00
First Nat'l. Bank	100.00
Bank of Hereford	100.00
Springvale Hereford Farm	50.00
Dunlap Hwd. Co.	50.00
Garrison Bros.	50.00
Harrison Grain Co.	50.00
Walter Lupton	50.00
W. H. Ray	50.00
C. R. Barber	40.00
E. B. Black & Co.	25.00
Potts & Jones	25.00
G. A. Stambaugh	25.00
A. O. Thompson	25.00
N. E. Gass	25.00
Williams Bros.	25.00
Fox Mercantile Co.	25.00
Palmer Lumber Co.	25.00
B. S. Arnold	25.00
H. L. Broadwell	25.00
W. O'Brien	25.00
Carl Gilliland	25.00
W. E. Dameron	25.00
Knight & Slaton	25.00
Geo. E. Burns	25.00
E. H. Oberthier	25.00
McQueen Grain Co.	25.00
J. O. Newell	25.00
R. W. Hough	25.00
Hereford Lumber Co.	25.00
W. A. Miller & Co.	25.00
Henry Wilkinson	25.00
J. H. Cardwell	25.00
Corner Drug Store	25.00
Chas. Ferguson	20.00
Ralph Barnett	15.00
S. B. Edwards	10.00
L. F. Borden	10.00
J. W. Jacobson	10.00
J. B. Elliston	10.00
B. S. Arnold, D. F. Ashbrook, Mary E. Ashbrook, T. R. Albertus, Ralph Barnett, Geo. Brockhahn, Mrs. R. R. Bradley, W. H. Bennett, L. F. Borden, C. J. Beene, Geo. E. Burns, E. B. Black, H. L. Broadwell, C. R. Barber, Jno. Brownlee, Chas. Bennett, Omer Baker, Earl V. Bennett, R. A. Brand, A. G. Bell, C. V. Chenoweth, E. F. Connell, T. J. Carter, C. P. Cockrell, J. E. Crouch, J. C. Cunniff, Oscar Cardwell, Jim Cardwell, W. E. Dameron, Eli Dunlap, W. E. Dunlap, C. H. Deary, S. B. Edwards, Cliff Estes, E. A. Elliott, J. B. Elliston, Fox Merc. Co., G. A. Paris, J. B. France, C. C. Ferguson, N. E. Gass, Carl Gilliland, J. M. Gilliland, A. L. Gibson, Mrs. A. L. Gibson, T. E. Huffman, J. W. Hicks, L. W. Hough, Mrs. J. W. Hicks, E. W. Harrison, E. W. Hicks, R. W. Hough, H. O. Johns, A. M. Jones, Lawrence Johnson, Mrs. G. R. Jowell, G. R. Jowell, J. N. Jacobsen, W. D. Kellehor, R. J. Kibbe, Wm. Knight, Mattie B. Landrum, Mrs. W. P. Lupton, D. C. Laird, L. P. Landrum, G. A. Lewis, R. W. Lovelace, H. C. Myrick, W. A. Miller, A. P. Murchison, John B. Miller, A. G. Monday, Geo. L. Muse, Jno. McLean, Bobo McLean, J. W. McQueen, C. J. Mountz, J. O. Newell, W. O'Brien, W. F. Orr, F. H. Oberthier, A. A. Ott, Allen Powelson, W. B. Parmer, E. Renfro, C. C. Rockwell, W. H. Ray, Claude Ricketts, John W. Sherman, Geo. A. Stambaugh, Jno. P. Slaton, J. R. Stubbs, G. M. Suggs, Chas. L. Sullivan, P. J. Spencer, R. M. Stocking, T. B. Slaughter, A. O. Thompson, N. C. Vogele, R. L. Wilkinson, Henry Wilkinson, Geo. N. Wolfe, W. S. Williams, F. P. Wilson, J. W. Watson.	

### Honor Roll at Central Building

The following pupils made A, A-plus, or A-minus for the month of January:

Grade 2 and 3 ..... S. Grace Lucas  
Grade 2—  
Velma Carroll  
Reba McDuff  
Grade 3—  
Alice Womack  
Helen Wagner  
Mildred McLeroy  
Malcom Cassels  
Grade 3 ..... Miss Gallagher  
Leland Dee  
Gwendolyn Price  
Kathleen Hawkins  
Mozelle Hill  
Grade 4 ..... Miss Hull  
Inez Clark  
Mary Hodge  
Eloise Pittman  
Gladys Tackett  
Jewel Ward  
Jesse Carter  
Oulas Carroll  
Harold Stafford  
Julian Weaver

Mattie B. Landrum, Mrs. W. P. Lupton, D. C. Laird, L. P. Landrum, G. A. Lewis, R. W. Lovelace, H. C. Myrick, W. A. Miller, A. P. Murchison, John B. Miller, A. G. Monday, Geo. L. Muse, Jno. McLean, Bobo McLean, J. W. McQueen, C. J. Mountz, J. O. Newell, W. O'Brien, W. F. Orr, F. H. Oberthier, A. A. Ott, Allen Powelson, W. B. Parmer, E. Renfro, C. C. Rockwell, W. H. Ray, Claude Ricketts, John W. Sherman, Geo. A. Stambaugh, Jno. P. Slaton, J. R. Stubbs, G. M. Suggs, Chas. L. Sullivan, P. J. Spencer, R. M. Stocking, T. B. Slaughter, A. O. Thompson, N. C. Vogele, R. L. Wilkinson, Henry Wilkinson, Geo. N. Wolfe, W. S. Williams, F. P. Wilson, J. W. Watson.

### 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 surface. 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. F. J. CHENEY & CO., Proprietors, Toledo, O. Sold by Druggists, price 75c. Take Hall's Family Pills for constipation.

### LODGE DIRECTORY

HEREFORD LODGE NO. 549, A. F. & A. M., meets the Saturday night on or before the full moon in each month. Visiting brothers cordially invited. GEO. BEAMS, W. M.; J. B. Jones, Sec.

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



## A CONTENTED MOTOR

A contented motor means a satisfied motor car owner. The Chevrolet, equipped with a powerful valve-in-head power plant, is ample for any occasion. This type is a short cut to maximum power. The Chevrolet will take you anywhere any car can go.

It does its work well and economically. And the Chevrolet is a good car—doing consistent work. It is a car you can depend on. The car's gasoline consumption is unusually low. You will find, too, the life of the tires unusually long.

See this car today and have its ability proved to you.

Model Four Ninety Touring Car or roadster, \$550 with all-weather top, \$620. All prices f. o. b. Flint, Michigan.

## J. R. STUBBS

HEREFORD, TEXAS

Factories: NEW YORK CITY; TARRYTOWN-ON-HUDSON; F L I N T, MICH.; ST. LOUIS, MO.; OAKLAND, CAL.; OSHAWA, CAN.; FORT WORTH, TEXAS.



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.

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

## What is the GOOD YEAR CORD TIRE?

Thousands of tightly-twisted long fiber cords, densely strong, built up into a tire-structure layer by layer without interweave—each cord and each layer insulated and upholstered with a springy cushion of pure rubber—each cord and each layer free to move and exercise independently of the rest, without contact, without friction—the whole treaded with a fine grained, wear-resisting stock, in both the big blocked All-Weather and easy-steering Ribbed tread designs.

Such is the Goodyear Cord Tire.

A tire that will coast farther than canvas tires, travel approximately 25 per cent farther on each gallon of gasoline, develop more speed from the same motor and ride with virtually no vibration whatever.

A tire so strong that it is ably defended against stone-bruise, puncture or blow out. A tire so stubbornly enduring that, at a pace in excess of 104 miles

an hour for 250 miles on the Sheepshead Bay Speedway, it never faltered.

A tire so simply and expertly constructed that, in case of accident, it can be repaired permanently by any tire repairman.

You will come to Goodyear Cord Tires. Comfort, economy, a desire you the utmost in tire equipment for your motor car will demand it. You will enjoy new freedom from trouble and inconvenience, a new experience in sustained and superior tire service, and a new measure of satisfaction in your motor car, when you do come to them.

They are master tires—strong and supple both. Their quality makes them higher-priced and better.

They come in No-hook and Q. D. clincher types, in both All-weather and ribbed treads for gasoline and electric cars.

Good Year Cord Tire  
Service Station at Ford Garage  
Brandt & Kinney

### Wynko-Lakeview Locals

Mr. and Mrs. Chas. Paddock visited Monday afternoon with Mr. and Mrs. Fay Neely.

Mrs. W. M. Cogdell and son, Frank, visited in the Wolfe home Thursday.

Mr. and Mrs. B. C. Roberson, of Summerfield, were dinner guests of Mr. and Mrs. J. H. Copeland Sunday.

L. A. Ricketts and family, Chas. McNeerney and family, Mrs. K. McNeerney, Misses Waldine Wilson, Gladys Ivey and Elsie Smith, O. W. Smith and F. W. Curtis, enjoyed "42" in the G. W. Smith home Friday evening.

Mrs. J. H. Copeland visited Thursday with Mrs. F. J. Axe.

Mrs. S. J. Rice, Mrs. Roy Bottsford, Mrs. Hollis Galley and children, were visitors Tuesday with Mrs. W. M. Cogdell.

Wylie Roberson and J. B. Roberson, Jr., were guests Thursday evening in the Copeland home.

R. C. Bridges, Rame and Nolan Eliston motored to New Mexico Tuesday and visited the Kilbe family.

Mr. and Mrs. Chas. Winger were callers in the Begeman home Wednesday.

Mr. and Mrs. C. C. Slaughter and son visited Sunday afternoon with Mr. and Mrs. R. C. Bridges.

J. M. Smith and family spent Sunday in the Raleigh Hough home.

W. H. Brown, of Lima, Ohio, returned to his home Monday morning, after spending ten days visiting with his brother, S. E. Brown and family. This is Mr. Brown's first visit here and he liked the country very well.

Mrs. R. C. Bridges received a telegram Sunday telling of the sudden death of her mother, Mrs. Williams, in Tennessee. Mrs. Williams left on the six o'clock train Sunday evening to attend the funeral. Mrs. Williams made her home with Mrs. Bridges for several years and will be remembered by a host of friends here who sympathize with the family in the loss of their faithful mother.

Miss Waldine Wilson and Mr. and Mrs. U. G. Randall, were Tuesday evening visitors in the W. High home.

Mr. and Mrs. George Higgins, of Hereford, spent Sunday in the T. Bandy home.

Mr. and Mrs. F. J. Axe and family and Mr. and Mrs. U. G. Randall, Miss Waldine Wilson and Wylie Roberson, were entertained Monday evening in the J. H. Copeland home, the day being Mr. and Mrs. Axe's wedding anniversary.

Rev. and Mrs. W. M. Baker of Hereford, visited in the Cogdell home Friday afternoon.

Mr. and Mrs. W. High visited Friday evening with Mr. and Mrs. L. H. Shore.

Mr. and Mrs. S. E. Brown visited Monday afternoon with Mr. and Mrs. W. High.

Mr. and Mrs. L. N. Wolfe and Mr. and Mrs. C. C. Slaughter, attended the Chamber of Commerce banquet in Hereford Friday night.

Miss Vera Chapman spent the weekend in the home of her aunt, Mrs. W. M. Baker, in Hereford.

Mr. and Mrs. J. F. Axe and Mr. and Mrs. J. H. Copeland, with their families visited with Mr. and Mrs. U. G. Randall Friday night.

Mr. and Mrs. G. W. Smith and children spent Saturday night and Sunday with Chas. McNeerney and family. Mr. Smith returned Sunday evening, but Mrs. Smith and children will remain several days because Mr. Smith's hired man broke out with measles Sunday evening.

Mr. and Mrs. J. H. Copeland were Dimmitt visitors Sunday afternoon.

L. H. Shore and family moved to Hereford Tuesday, having sold their ranch here and Mr. Shore will engage in business in Hereford.

W. High and family spent Tuesday evening in the Axe home.

Mrs. K. McNeerney entertained Friday afternoon the ladies of the Thursday Club and their husbands at a progressive "42" and "somerset" party. After several hours of playing and conversation, at five o'clock the hostess served a luncheon to about 40 guests.

As the shadows lengthened, each departed to their homes grateful that they were privileged to enjoy a delightful afternoon.

A party of young people from Hereford and the neighborhood, enjoyed a progressive "42" party and taffy pull with Mrs. L. A. Ricketts Tuesday evening. At the close of the evening the hostess served a delicious salad course, and all departed to their homes.

hoping they might have another opportunity for a like occasion.

### Chamber of Commerce Planning Year's Work

The Chamber of Commerce thru its efficient Board of Directors is planning greater things for Hereford for the year 1917. Right upon the event of the banquet, the Board mailed to each of the members of the "Hustling Committees," the following letter. These committees are expected to raise an additional amount over and above that raised at the banquet so that the total funds will amount to something more than the mark set.

For the purpose of raising \$3,000.00 for the Chamber of Commerce in addition to the membership fees, the Board of Directors has appointed the following committees to secure contributions.

The committee named below will get together early Monday morning, divide up the territory to be worked and do this work Monday. The names of those subscribing together with the amounts subscribed must be ready to be handed to THE BRAND by Wednesday morning for publication.

Committee No. 1.—John Sherman, Carl

# BURNS For Drugs

Gilliland and C. H. Dyar, Committee No. 2.—Rat Jowell and John McLean.

Committee No. 3.—Eli Dunlap, Elmer Imperon and Dr. G. A. Farris.

After this work is completed and publication of same made in THE BRAND on February 1st, another committee will be appointed to finish the work on Monday, February 5th.

Gentlemen please get busy at once and let there be no lagging.

By Order of the Directors.

If you miss seeing God's Country and The Woman Thursday, Feb'y. 8th, you will miss seeing the best picture that has ever been shown in the Northwest.—Admission 15 and 25c.

"YOU'LL LIKE HEREFORD"

To Cure a Cold in One Day

Take LAXATIVE BROMO Quinine. It stops the Cough and Headache and works off the Cold. Druggists refund money if it fails to cure. R. W. GROVE'S signature on each box. 25c.

### To Raise Poland China's

Mr. and Mrs. C. W. Mick living about thirty miles south in Castro County, were Hereford visitors Thursday.

Mr. Mick is advertising a stock and implement sale and contemplates becoming a breeder of pure bred Poland China hogs. He is already well started in this business, having a nice lot of hogs on his fine farm.

Sacked coal delivered on your sidewalk at 60 cts per cwt. E. W. Harrison.

### Piles Cured in 6 to 14 Days

Your druggist will refund money if PAZO OINTMENT fails to cure any case of Itching, Blind, Bleeding or Protruding Piles in 6 to 14 days. The first application gives ease and rest. 50c.

### YOU WANT A BETTER JOB?

Business men seeking your services will ask you that question almost daily if you take the Draughtmen Training and show ambition to rise. Colleges in 18 States. All courses taught. For prices on course AT COLLEGE or lessons BY MAIL, write DRAUGHTSMEN'S PRACTICAL BUSINESS COLLEGE, 6, N. Wilman, Bgr., Amarillo, Texas.

### LIFT YOUR CORNS OFF WITH FINGERS

Tells how to loosen a tender corn or callus so it lifts out without pain.

You reckless men and women who are pestered with corns and who have at least once a week invited an awful death from lockjaw or blood poison are now told by a Cincinnati authority to use a drug called Freezone, which the moment a few drops are applied to any corn or callus the soreness is relieved and soon the entire corn or callus, root and all, lifts off with the fingers.

Freezone dries the moment it is applied, and simply shrivels the corn or callus without inflaming or even irritating the surrounding tissue of skin. A small bottle of Freezone will cure very little at any of the drug stores, but it will positively rid one's feet of every hard or soft corn or hardened callus. If your druggist hasn't any Freezone he can get it any wholesale drug house for you.

# FORBES AUCTIONEER Clovis

**COAL Situation LOOKS BETTER!**

---

Have plenty good coal on hand and can fill your orders promptly.....

**McQueen Grain & Coal Company**  
Phone 1

# TYPEWRITER SUPPLIES

Stafford's Exclusive Carbon Papers. Colors: Black and Purple. Grade C, good quality, 40c per package of 25 sheets.

Grade B, better quality, 50c per package of 25 sheets.

Stafford's Exclusive Typewriter Ribbons. All colors for all machines. Price \$1.00.

**SPECIAL:** With each purchase of ribbons, we will give you sample sheets of carbon paper.

We can sell you paper for your typewriter, legal or letter size; light weight for manifolding, or heavy for contracts.

**The Hereford Brand** is a newspaper. Subscription price \$1.50 per year in advance. If your name is not dropped when the time expires, you do not owe for the paper. If you receive a notice of expiration and neglect to pay in a reasonable time, we take it for granted that you want the paper stopped.

**OUR JOB OFFICE:** Equipped with a new Mergenthaler No. 5 Linotype, and a great variety of styles of type for job work. If it is printed, we can do it. Why send to Kansas City for your printing? We had just as well send there for our groceries, but we don't; we believe in Reciprocity and "practice just what we preach." All we ask is a chance at the job.

# THE HEREFORD BRAND

# The Hereford Brand

B. F. GUTHRIE, Editor

Entered 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.  
Subscription Price \$1.50 a Year, Strictly in Advance

THE HOUSE VOTE on submission will be taken tomorrow.

IT LOOKS NOW as if Mr. Ground Hog might see his shadow tomorrow and bring us six more weeks of winter. Six weeks of such weather as we're having this morning with the mercury dodging around the zero neighborhood would test the endurance of those accustomed to basking in Panhandle sunshine.

HEREFORD IS full of new people. Have you met them? Do you know where they live? It is your duty as a citizen of Hereford to get acquainted with these new people and treat them with a semblance of decent human interest. Make our slogan "You'll Like Hereford" true so far as lies in your power. A pleasant greeting and friendly hand-grasp will help to drive away that feeling of "aloneness" that can make even the blue skies of the Panhandle look gray.

THE COUNTIES OF Dallam, Hartley, Sherman, and Moore are to have jointly the services of W. M. Midkiff, late of Hall county, as farm demonstrator. The county agent is the farmer's best friend and his services are of untold value to the community wise enough to accept his services.

MONDAY WAS "Rose and Shrubbery Day" in Dallas. Will someone set the date for Hereford? Many Panhandle towns have already adopted a municipal flower, the cosmos, bluebonnet, daisy, and others having been chosen. Hereford is preeminently the "City of Roses", and many new rose gardens are being planned for this year. NOW is the accepted time to start them. Delay will mean loss to the entire city.

A WELCOME VISITOR at the Brand office on Thursday was J. L. Pope, erstwhile editor of the Amarillo News and present manager of the Ozark Trails Association. In company with Porter A. Whaley, of Amarillo, W. M. Cartwright, of the Nissley Creamery of Fort Worth, and several other gentlemen, he was enroute to Amarillo from a trip into New Mexico in the interest of the dairy business being promoted by the Nissley Co.

Mr. Pope is full of enthusiasm for the Ozark Trails Convention coming to Amarillo in June and declares that the city will entertain 30,000 visitors at that time. He is undoubtedly a success as a "promoter" but nevertheless a print shop still looks good to him.

NOTHING TRUER HAS EVER BEEN WRITTEN than the statement made by a woman writer in one of our best magazines of a recent number.

In speaking of wage-earners she says, "No one will ever take your job as long as you are big enough to hold it." Whenever the truth of this statement is clearly understood, it will do much to clarify the atmosphere in regard to the right relationship of employer and employee.

It is reasonable to assume that the individual who accepts a position, WANTS the place; that he approves of the salary agreed upon, and accepts the obligations his office imposes upon him. Another reasonable assumption is that he understands such obligations to include, the very best service he can give, that his working hours belong absolutely to his employer and that not hand service alone but headservice and heart service are rightly considered a part of his equipment.

The successful business man is, by virtue of his success, a man who understands business principles, and the foundation principle of successful business, is fair and just dealing, hence the real business man is never a tyrant, demanding his pound of flesh. To maintain his success, he must have efficient help and in employing help he seeks—and rightly—the highest standard of efficiency. Is it a sane supposition that he would discharge help that measured up to the standard that both employer and employee virtually recognized when the latter was employed? The man who is big enough to be at the head of a successful business recognizes and appreciates faithful help and efficient service. He is willing to go "the second mile" with his employee and takes a personal interest in his welfare but, aside from this fact, he cannot in justice to himself and to his business afford to dismiss from his service a worthy employee.

If the individual who finds himself suddenly bereft of his job will be honest with himself, in nine cases out of ten he will find that the service he gave was perfunctory and half-hearted with personal interest his first aim and him-self the author of his own undoing.

## Basket Ball Tour

The basket ball girls have been living the strenuous life of late. Starting out Friday, they played the Portales girls' team that night. The Hereford girls were in good form and played a good game but were out-played by the Portales team of larger girls.

On Saturday, they easily won from Texico and Farwell. The girls were chaperoned by Misses Gillespie and Clyde Wilson.

The Hereford boys' team went to Clovis Thursday and played the Clovis Highs at night. The game is said to have been the fastest game ever played in Clovis, the locals losing the game 19-42.

The Hereford girls' team and substitutes included Claudia Duncan, Elizabeth Oberthier, Olive Wilson, Sena Mae Mounts, Edna Elliott, Eddie Connell and Marie Clennan.

The boys' team was made up of Frank Stegall, Roert Wilson, Jack Mounts, Jack Lester and Bruce Sullivan.

Prof. Hughes, accompanied the boys. The Clovis team will come to Hereford for a match game, Feb. 16th.

## George Guinn Injured

George Guinn, of this city, was seriously injured on Friday last by being thrown from a horse, the animal falling upon him. The accident occurred at Canyon and Mr. Guinn was compelled to remain there several days before he was able to be brought home. He is still suffering from the effects of the injury, but is much improved.

## CAMPBELL WINS IN COURT

Arizona Supreme Court Holds that Hunt Is No Longer Governor

Phoenix, Arizona, Jan. 27th.—The Arizona supreme court late today returned a decision holding that Thomas E. Campbell is the de facto governor of Arizona.

The decision was signed by Justices Franklin and Ross, Justice Cunningham dissenting.

The majority opinion holds that the certificate of election issued to Campbell is prima facie evidence of his election. The court issued no writ, stating its belief that George W. P. Hunt would now surrender the office, but declaring that if he did not, a writ would be issued.

Mr. Campbell, Republican candidate at the November election, claimed the election by a small margin, Mr. Hunt, Democratic incumbent, likewise claimed the election. A contest in the courts was instituted, both sides alleging election errors and a count of the vote now is in progress.

## Other Loan Associations in the Panhandle

Farm Loan Associations are being formed in many parts of the Panhandle; one at Channing, one at Lockney one at Clarendon, one at Childress and one at Memphis. The average loan asked for the farmers will run near \$3000.00. The Association at Hereford will ask for not less than \$75,000.

## THE ALFALFA AND THE OMEGA

Down in Texas where for years everything farming went to seed in "Top Crop" cotton, they are organizing diversification committees to "shell the woods" in an effort to persuade the farmers to plant less cotton and raise other products. They argue that in order to get a satisfactory price for their white staple, they must reduce the production. All of the papers, weekly, daily and otherwise, have taken up the slogan for diversification. This is all, very well, but there are two features of the farming proposition which the enthusiasts are likely to overlook. And that is "Concentration" and "Intensification." It seems strange that a farmer will think himself able to handle 200 acres of cotton, when he has capacity and motive power but for 100 acres. If his efforts were concentrated upon that 100 acres, or even much less, the results would be better.

On the Plains of Texas, particularly that spot of earth surrounding Hereford, the farmers have learned the lesson of both "Intensification" and "Concentration." They have studied the farming proposition from "Alfalfa to Omega," and have been able to substantiate their claims of mastery by actual experience. There are a number of cases in evidence but for the purpose of this article, only one farm has been selected—the farm owned and operated by Messrs. Welliver & Pollock.

In talking with the proprietors of this farm, some most interesting facts and figures have been obtained and these are given just as they were written down. In answer to a question—Does it pay to raise hogs and alfalfa—they gave the following outline of their hog business for the year 1916:

"We suppose it is a question with some as to whether it pays to grow alfalfa under irrigation by pumping for the purpose of raising hogs. We will, therefore, give our own experience and let them draw their own conclusions.

"We sold during the past year, 109,177 lbs. of live hogs at an average price of \$8.91 per cwt. These hogs were raised on alfalfa and were fed 8,000 bu. or approximately 400,000 lbs. of maize. This feeding thus required 366 pounds of grain to produce 100 lbs. in the hog. At the present prices of maize (\$2.00 per cwt.), this weight in the hogs cost \$7.33 per cwt. by feeding the grain, leaving only \$1.58 cents per cwt. to the credit of the alfalfa, or a total of \$1,724.99.

"We had forty five acres of alfalfa in the pasture. Besides allowing the hogs free access to it, we grazed 15 head of horses for eight months. We also cut about ten tons of hay. We consider the grazing for the horses worth \$240.00 and the hay worth, at present prices, \$200.00, making a total of the three amounts to the credit of the 45 acres of alfalfa at \$2165.00, or \$48.00 per acre. We think it is very fair returns for alfalfa, grown by pumping.

"The cost of irrigating the alfalfa eight times during the season, including the running expenses of the plant and labor, was approximately \$5.00 per acre, leaving a net balance of \$42.40 per acre.

"No doubt, some will doubt the process of arithmetic by which we arrive at these figures, for the selling prices for live hogs have been unusually high. But what about the price of maize at \$2.00 per cwt. It would have been more legitimate and scientific to have based our calculations upon a ten-year average of the prices of hogs, grain and alfalfa. In so doing, we would have put the maize in at \$1.00 per cwt and the hogs at \$6.00 per cwt. From this basis, the grain fed to the hogs would have cost only \$4.00 to produce a hundred pounds of pork, leaving \$2.00 per cwt. to the credit of the alfalfa field instead of \$1.58, an increase in the profit over 26 per cent. "We feel quite sure that we have not given the alfalfa full credit for all of the contributory elements in raising the hogs, but the figures have been demonstrated right on our own farm and under our own supervision.

"As compared to conditions in Illinois, from which state we came, where hogs must be fattened on corn, we think well of the Hereford irrigated alfalfa. There it requires one bushel of corn to put eight pounds of pork on the frame of a healthy hog, or 700 lbs. of corn to produce 100 lbs. in the porker. This, of course, is dry lot feeding. But upon these conditions and the price of corn, it would cost 14 cents to grow one pound of hog by the Illinois corn method, and hogs at 9 cents per pound in the market, the farmers would be loser by 5 cents.

"Corn is said to have a better feeding value by 10 per cent over maize and kafir. If maize had the same feeding value as corn, it would take 700 pounds of maize to produce 100 pounds of hog, without the alfalfa grazing, but if it takes 10 per cent more, then it would require 777 pounds of maize. But it requires but 366 pounds of maize with the alfalfa; therefore, we must conclude that the alfalfa grazing is worth as much as

the grain in producing a marketable hog.

"Now the conclusion of the whole matter is this:—The Alfalfa and Omega: "If you will be happy and easy in this land that's very breezy, Buy some pigs; they'll make hogs. In this land without the hogs; Get a well; a patch of clover, And your troubles will be over; For pigs is pigs and pigs is pigs.

These farmers own a fine tract of 320 acres of land, smooth and level as a barn floor. It is ten miles north-east from Hereford and has a 6-room house, granary, and other improvements including a big pumper—an irrigation well with a capacity of 1800 gallons per minute. The pump is driven by an oil burning engine of 60 H. P. With this well, they irrigate an alfalfa acreage of 80 acres and 120 acres in grain crops. As stated, they use 45 acres for grazing hogs and their work stock; they reserve 35 acres for hay. On cutting the last 15 acres for the fourth time last Fall,

they sold the hay from this acreage at just \$200.00, a little over \$17.00 per acre gross. They cut their alfalfa four times during the year and watered it eight times. They irrigated their row grain crops only one time and made a good crop.

Improving Ranch  
W. A. Daugherty is improving his ranch northwest of town. He bought J. L. Johnson's house and had it moved out and will make other needed improvements.

GOOD ORGAN for sale; \$20. Mrs. J. W. Bradley. 1t-pd



## See The "Garden of Knowledge"

A Story Based on Eugenics at the

STAR THEATRE

Monday February 5th

Admission - - 15c-25c.

# Western Union Telegram

Houston, Texas, Jan. 18, 1917.

E. M. EDWARDS, Hereford, Texas.

Lindsey has arrived. I came via Goose Creek today; saw gushers that came in, today throwing oil 30 ft. above the derrick, another big gusher there that can't be controlled. Since I moved down have talked to old citizens and believe that same kind of gushers will be found at San Leon as now found at Goose Creek. See in paper where Gulf Production Co. paid \$500,000 for Goose Creek stuff from a concern who had paid \$275,000 a few days ago. Did you see where Houston man paid \$35 for lease covered with water, in Trinity Bay, and sold it a few days ago for \$14,000? Saw well being drilled right out in water at Goose Creek. Bluff at Goose Creek looks like at San Leon. Lots of San Leon purchasers been down recently, all delighted. Advise my friends to keep their payments up to date. Hammerly busily canceling out all purchasers behind with payments, throwing cancelled lots back on the market. He said new prices be announced about Feb. 1st. Tell Rector and Weems block 86 just as good as 85 and both beautiful blocks.

G. T. CLARK

See elsewhere letter from Hereford man now living at San Leon. Also see Edwards 2nd. door east of post office, Hereford, Texas. See our San Leon ads elsewhere in this paper.

## We Have One On Exhibition IN OUR WINDOW

777# = 10.0  
366# = 10.0  
411

#48 - Hogs & Hay

## SAFETY HATCH INCUBATORS



IF YOU'RE FIGURING ON AN INCUBATOR—

Drop in and let us demonstrate the Safety Hatch. We've investigated them all. There isn't a better machine on the market at any price than this. Built with double walls, lined with felt metal bound and fire proof. Requires least attention and insure maximum hatchlings. Don't buy before you see the

SAFETY HATCH WE ARE EXCLUSIVE AGENTS

# DUNLAP HARDWARE COMPANY

## \$100,000 TO LOAN

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

Potts & Jones - - Bonded Abstractors



No matter what ails you—bring your prescription to us

OUR DRUG STORE

Have you "heart burn?" This is indigestion. It comes from too much acidity in the stomach. Come in and let us furnish the medicines you need.

BETTS-CLARK DRUGGISTS  
THE NYAL STORE

## Local and Personal

Phone 246, Sanitary Laundry.

J. R. Harris, of Dimmitt, was here on Tuesday looking after some business matters and trading with the merchants.

See God's Country and The Woman at the Star Theatre Thursday, Feb. 5th.

E. R. Rothwell and family of Castro County, were here Tuesday of this week, shopping. They have just recently moved to Castro and were here buying furniture for their new home.

See Clark's letter on page two in this issue and note that the oil well produces 12,000 gallons instead of 1200, as printed last week by error.

Mrs. Delphia Cox and Master Te Aubrey spent the week-end in Hereford.

F. E. Chapman, herdsman on the Bonnie Brae ranch, left Monday, for points in New Mexico in the interest of some cattle sales, he contemplates making.

Mr. Floyd McCutchen of Munday, Texas, has been employed by the First State Bank & Trust Company as Bookkeeper to fill the place of Mr. J. C. Burkhalter who resigned his position to accept a similar place in the National Bank of Commerce, Amarillo. The First State Bank & Trust Company's working force now consists of Henry Wilkinson, President; W. O'Brien, Active Vice-President; A. P. Murchison, Cashier; Floyd McCutchen and Jonathan Pitman, Bookkeepers; Misses Gladys Beedle and Thornton Lisle, Stenographers.

W. L. Brodie, of Umbarger, attended the Commercial Club banquet Friday evening and visited with the family of Ed Dunlap.

Master Berlin Angelo is quite ill of pneumonia.

F. M. Lupton, proprietor of the Bonnie Brae ranch, left Monday, for points in New Mexico in the interest of some cattle sales, he contemplates making.

## Society and Clubs

A wedding recently announced in Hereford is that of Miss Maimie Winterrowd, daughter of Mr. and Mrs. E. A. Winterrowd, of this city.

Miss Winterrowd had been visiting relatives in Garrett since the latter part of November and was married there recently to Mr. W. R. Onstead, of Ft. Worth. The wedding was the culmination of a romance begun several years ago and was not unexpected by friends of the young couple.

The bride is an attractive and estimable young woman. She has spent most of her life in Hereford where she is loved for many womanly virtues.

The groom has a responsible position with one of the large packing firms of Ft. Worth and is said to be a very worthy young man.

The best wishes of many Hereford friends will be extended to the happy pair who are now at home to their friends in Ft. Worth.

The pretty morning hours were especially fitting for the delightful party enjoyed by the members of the five-hundred club on Friday with Mrs. T. E. Huffman as hostess. The absorbing games sped the hours merrily, homemade candies being served between games. A delicious salad with sandwiches and hot chocolate were an added pleasure. Guests of the club were: Mrs. Glen Snyder, Miss Madeline Torrey and a visiting friend.

The social life of the U. D. C's was brightened by an afternoon of much pleasure at the Woodburn home on Friday, with Misses Mattie, Belle and Meta Woodburn as hostesses.

The program as announced last week was carried out in full, each number being most heartily enjoyed. Guests of the chapter were: Col. Woodburn, Capt. Troy and Dr. Johnson. Creamed chicken, waffles, pickles, pumpkin pie with whipped cream and cherries, were served to about forty ladies.

A beautiful wedding was celebrated on Wednesday, January twenty-fourth, at the home of the bride's parents in Dimmitt, when Miss Helen McLean, daughter of Mr. and Mrs. C. E. McLean was given in marriage to Mr. Jesse A. Hodges, of Lubbock. The bride was charming in a traveling suit of tan with harmonizing accessories. Only the immediate families and a few close friends witnessed the ceremony which was performed by Rev. William L. Lightfoot, the ring service being used. Out-of-town guests included Mrs. Mary Callison and daughter, Miss Mattie of Powersville, Mo., and Mr. R. F. Hodges, of Lubbock.

An elaborate wedding dinner was served, immediately following, which the bride and groom left for an extended western trip with Los Angeles, California, as its central point.

The bride is well known in Hereford where she has often visited, and is a charming and estimable young woman, justly popular with a large circle of friends.

The groom is a prominent young business man of Lubbock.

Mr. and Mrs. Hodges will be at home in Lubbock after March first.

Since Thursday half a hundred young people have been indebted to the Epworth League for an evening of much pleasure, and for an enlightened sense of the manly side, comprehensive work of this popular society of the Methodist church.

As a result of a membership contest, the Josting side entertained the society at the parsonage, and, later, at the Sweet Shop, on Thursday evening.

Decorations in gold and purple, with foliage and ferns effected a most attractive setting for the company of happy-faced, light-hearted young people.

Progressive conversation and other interesting diversions claimed the party until a late hour, when they retired to the Sweet Shop, where a similar decorative scheme obtained, and where a delicious luncheon was in waiting.

The menu consisted of sauté with whipped cream, sandwiches, waters and hot chocolate.

A jolly party of young people was pleasantly entertained on Friday evening at the suburban home of Mr. and Mrs. W. A. Stewart when their son, P. B. Fuqua, was host to a number of his classmates and other young friends. Prof. and Mrs. F. P. Wilson were also of the party.

A varied program of games and music was enjoyed, at the close of which hot chocolate, fruit salad and wafers were served.

Mrs. Ray Barber was hostess to the ladies of the Civic Club on Saturday afternoon entertaining them with a line party at the Star Theatre.

After seeing "Billie Burke" refreshments were served the party at the Sweet Shop.

Enjoying Mrs. Barber's hospitality were: Mesdames Gabbert, Oberthier, Skilton, McQueen, P. W. Price, Collins, J. W. Hicks and Miss Louise Oberthier.

Mrs. Ray Barber was hostess to the ladies of the Civic Club on Saturday afternoon entertaining them with a line party at the Star Theatre.

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Earl E. Wilson, for several years proprietor of the Fair Store, returned Tuesday night from a trip to Houston and San Leon. While at Houston he visited the Rice Institute, one of the youngest but one of the leading universities of Texas. He says the school is well equipped and beautifully located.

See Clark's letter on page two in this issue and note that the oil well produces 12,000 gallons instead of 1200, as printed last week by error.

W. R. McCluskey, of Spring Lake, was transacting business in Hereford Monday.

Miss Diva Smiley, of Siloam Springs, Arkansas, arrived Friday and will make an extended visit with her friend Miss Ona Hammer.

Mrs. W. A. Stewart went to Amarillo, Wednesday.

Homer Wilkinson is seriously ill of erysipelas at his home in this city. His condition is now somewhat improved.

Mrs. C. W. McElhane and little daughter, Louise Marie, came up from Bovina Friday for a visit with the former's parents, Mr. and Mrs. C. M. Hicks. They were accompanied by Mrs. A. J. McElhane of Joplin, Mo., who is visiting her daughter-in-law at Bovina. They returned to Bovina on Monday.

Rat Jowell made a business trip to Childress, Friday.

God's Country and the woman. A drama of the Northwest, is from the story by James Oliver Curwood. There have been many pictures shown of life in the wilds of the Northwest, but none that exceeds this interest and artistic treatment. The Photography is splendid and each and every member of the cast is a finished player. The result is one of the best pictures that the Vitagraph Company ever has produced and shown.—The Journal of Commerce and Commercial Bulletin.

Mr. and Mrs. C. A. Reiner of Tuscola, Illinois, returned to their home Monday, after a pleasant visit with Mr. and Mrs. Rolason.

Such Marvellous Exteriors and snow scenes as are in God's Country and The Woman have never before been seen in a picture.

R. W. Stubbs is in Hereford this week.

Rev. W. M. Baker went to Dimmitt last Sunday morning and preached. On his return, he "caught" a very severe cold, but was able to be out after one day's confinement at his home.

B. H. Smith of Quanah, was here this week with four or five friends who came to look over the country.

W. C. Guthrie of Litchfield, Ill., is here for a few days on business. Mr. Guthrie's father and brother lived in Castro county for a number of years.

Ex-Gov. Stubbs, of Kansas, was here for a short time this week. He was having 2,000 head of young steers shipped into his pasture near the New Mexico line. He bought 1100 head from Mr. Geist of Canyon.

Inspector J. H. Wilson went to Canyon on receiving the cattle. They were unloaded at Friona and driven across. This ranch has about 50 sections in it and was recently bought from W. E. Hicks.

E. B. Posey, the accommodating cashier at the First National Bank, is one of the latest lagrippe victims.

Mr. and Mrs. H. C. Myrick and son spent Sunday with the family of J. C. Sanders on the Bradley ranch.

W. M. Jackson, of Vega, was here Monday attending to business. The Jackson Brothers own one of the largest ranches in this section of the Panhandle and graze several thousand head of cattle each year.

We are striving to make this our greatest year. We invite you to cooperate with us. We will serve you better than any one under the SUN—Give us a chance. E. B. Black Co.

Miss Irene Williams visited Miss Louise Parr in Amarillo the latter part of last week.

Commencement Invitations. The Brand is prepared to furnish engraved commencement cards and invitations. The classes are invited to call and examine the sample cards. If

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

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

A WARM SPOT IN WINTER

is our soda counter, where all sorts of hot, comforting, delicious drinks are served. Stop in and refresh yourself with a hot chocolate, a cup of bouillon or malted milk. It will make you glad its winter just to be able to obtain such splendid refreshing beverages.

The Sweet Shop

See Clark's letter on page two in this issue and note that the oil well produces 12,000 gallons instead of 1200, as printed last week by error.

The Garden of Knowledge, a story based on Eugenics at the Star Monday night.

O. G. Hill returned from Chicago Saturday morning.

Burl Bowsher and J. C. Pollock went to Amarillo on Monday, returning with a new Oakland Six, and on Tuesday, John Gregory "blowed" himself for a similar gas wagon.

The Garden of Knowledge in 5 parts is the most beautiful photoplay lesson in the world; at the Star Theatre, Monday night.

Walter Lupton and J. D. Thompson were in Clovis Tuesday on business, selling a number of fine white face bulls to the stockmen in that part of New Mexico.

Beds, Springs, Mattresses, Dressers, Rugs, Linoleum, Sewing Machines, Tables, Rockers, Wall Paper, all go at low prices during our big White Tag Sale.—E. B. Black Co.

Editor and Mrs. Lee Satterwhite of Panhandle, were in Hereford Saturday. They had motored over from Amarillo, where they made a short visit, to the ranch home of their daughter, Mrs. J. C. Sanders. They returned to the Sanders home and remained until Sunday afternoon, celebrating the forty sixth birthday of the Herald editor.

Don't fail to attend the big Sale at E. B. Black Co.'s store. Everything goes at sacrifice prices till February 15th.

C. E. McLean of Dimmitt, was in Hereford the first of the week, looking after some business matters.

Burkhalter To Amarillo. J. C. Burkhalter, the efficient Assistant Cashier at the First State Bank, has resigned and will go to Amarillo. While definite arrangements have not yet been concluded, he will probably decide to accept a place with one of the Amarillo banks.

Mr. Burkhalter has been identified with the banking interests of Hereford for several years. His efficiency and business courtesy added to a distinctly personal popularity has given to Mr. Burkhalter a wide circle of friends and his leaving Hereford will be sincerely regretted.

The new Assistant Cashier, Mr. Floyd McCutchen, of Munday, is already here and has assumed his duties in the bank.

Civic League to Meet Regularly

The workers in the Civic League have decided to meet every two weeks during the year. Their first meeting will be held Saturday, February 10, 4:30 p. m. All members are requested to be present and to come prepared to pay their dues for 1917, and also to pay for 1916, if dues have not been paid.

This is important. The League is laying plans for some good work for 1917, and it will need the assistance of every member. The officers are: Mrs. W. F. Gabbert, President; Mrs. W. S. Hicks, vice-president; Mrs. Homer Wilkleson, Sec'y.; Mrs. L. L. Jones, corresponding sec'y.; Mrs. J. W. McQueen, Treasurer; Mrs. F. T. Rolason, Auditor; Mrs. Ray Barber, Parliamentarian.

Soldier Boys Home

The Brand acknowledges receipt of the DeKalb (Ill.) Chronicle containing an account of the home coming of the DeKalb troops who were mobilized last June and have been stationed at Fort Sam Houston, and San Antonio. The boys have become excellent marksmen, their regiment having the reputation of being one of the best militia regiments on the border. Private W. J. Southon, who is numbered among them, has read the Brand during his stay in Texas and now orders his address changed to Fort Sheridan, Ill.

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

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

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is our soda counter, where all sorts of hot, comforting, delicious drinks are served. Stop in and refresh yourself with a hot chocolate, a cup of bouillon or malted milk. It will make you glad its winter just to be able to obtain such splendid refreshing beverages.

The Sweet Shop

## Program Star Theatre

February 5th to 10th, Inc.

MONDAY.....15c and 25c  
The Garden of Knowledge—Extra Special—A story based on EUGENICS in five parts.  
Two O'clock—A two-reel Keystone comedy.

TUESDAY  
Market of Vain Desire—A five-part Triangle feature.  
Rough Knight—A two-reel Keystone comedy.

WEDNESDAY  
Civilization's Child—A five-part Triangle feature.

THURSDAY.....15c and 25c  
God's Country and the Woman—A Vitagraph eight part feature. A drama of the Northwest from the story by James Oliver Curwood.

FRIDAY  
A five part Kleine, Edison, Selig, Essanay feature.

SATURDAY MATINEE 3 P. M.  
Billie Burke, in Gloria's Romance and a Kleine comedy.

SATURDAY NIGHT  
A William Fox Feature A Modern Thelma, with Vivian Martin and Harry S. Hilliard.

# SUCCESS

At the pinnacle of Hope, Desire, Achievement lies

## SUCCESS

which comes to him only who courts it. The foundation of

## Business Success

is the Bank Account. Have you laid the foundation? We are interested in your

## Success

SAFETY—FIRST

### THE FIRST STATE BANK & TRUST CO

ONLY GUARANTEED BANK IN DEAR SMITH COUNTY

# Western Union Telegram

Houston, Texas, Jan. 18, 1917.

E. M. EDWARDS, Hereford, Texas.

Notice Proximity Goose Creek to San Leon. \$725,000 (Seven Hundred Twenty-five Thousand Dollar) oil deal reported made at Goose Creek today; one for \$500,000, and another for \$275,000. Reported a few days ago tremendous gushers coming in at Goose Creek weekly. One man sold submerged lease, a few days ago for \$14,000 for which he paid \$35. Reported a book-keeper owns a quarter interest in 12,000 barrel Goose Creek gusher. Will announce higher prices on some San Leon lots about Feb. 1st. Canceling delinquent customers. Will re-instate them if they make one payment immediately. For advertising purposes have twenty choicely located lots in zone where price is to be increased and will allow your influential customers at \$30 each if bought immediately. Business simply pouring in.

SAN LEON COMPANY, 212 Beatty Bldg., Houston, Texas.

See elsewhere letter from Hereford man now living at San Leon. Also see Edwards 2nd. door east of post office, Hereford, Texas. See our San Leon ads elsewhere in this paper.

## The Country Boy and Girl

A very excellent article of much practical value to the people of the rural communities was recently published in the "Breeder's Gazette. From it we clip the following:

There must be the cooperation of the country home, the country school and the country church in this preparation for country life. The task is to reconstruct these three fundamental institutions, and thus make them the new economic, social and spiritual forces of a more attractive rural civilization for those grandchildren already mentioned. I would have you believe and feel that the highest and holiest ambition you can have is to found a home and have children with strong characters behind you, to honor your name and bless your memory.

"Now if you enlist in this campaign to develop the more attractive country life, it seems reasonable that you should have the right training. We need the rural 'West Point' and 'Annapolis.' This is the new country school to train for service in the open country. We must have rural leadership.

"We need to develop an appreciation of the human or social values of agriculture. The reproductive phase of agriculture is pretty well emphasized. We need, of course, to develop the 100-bushel farmer, but we need also to develop the 100-bushel countryman. The 100-bushel countryman does not retire from the farm, but he retires on the farm. He is a believer in good roads, attractive homes, better country schools, and the community-serving church. He remains on the farm.

"In too many places we are still in the ox-team stage of rural education, judging by the appearance of the educational plant. It is not necessary to look at a husking peg to recall the country school of my boyhood days. It fitted in very well with ox-team stage of agriculture. There were no trees in the yard. In front of the door was a pond, which offered many excellent opportunities for various activities. We could not afford the luxury all the year round, for the school directors must keep the school levy down to \$375 per year for all educational purposes. But in the rainy season we had the mudhole without any additional tax levy. There was no library in the schools, or pictures on the walls. We were immune to germs for we all drank out of the same dipper. We werea thirsty lot in those days, and drank heavily; hence many outdoor excursions to a neighboring farm to fetch a bucket of water. The fetching and the passing of the water appealed to us very strongly.

"The great hope of making a more attractive environment rests upon the

farm boys and girls. The adult is already standardized, and so powerful is habit, that it is well-nigh impossible to develop leadership in one whose educational ideals are of the past. The new training school will develop thru nature and literature and appreciation of the great elemental forces in country life. An army of 8,000,000 farm boys and girls can do a great work in planting trees, shrubs, flowers and vines on school grounds, in accordance with the best principles of landscape art. The best way to develop an appreciation of the forest is to plant and care for a tree. On the campus of a college in the corn belt I used to take off my hat to a noble white oak. Last summer on a perfect June day I went to the mountains and stood in the presence of the oldest living thing on the American continent—a tree 5,000 years old, so they told me. Here you uncovered, of course, and felt like taking off your shoes, for it seemed you were standing on bold ground. Beneath our feet was the mold of fifty centuries. Go back five thousand years in history and name the great events that have succeeded each other. And this tree is still living.

"Seemingly his efforts of the American farmer have been devoted to destroying much of the natural beauty of plain and forest. Valuable assistance in this respect has been rendered by various exploitation agencies. It has been a consistent policy of mutilation and destruction. Thousands of acres have been cleared of trees that should have been left in the forest primeval. Noble trees of oak, walnut, and maple were burned up to get them out of the way so that a few hills of corn might yield food for the pioneer's family; while the burned over area of a lumbering district presents a scene which the poverty of language makes it impossible to describe.

"We need the activity of farm boys and girls in the making of the earth beautiful. The language work and literature in the country school can quicken the imaginations to an appreciation of the beauty of forest and prairie. Then plant around home, school, church and along the country road. Do you need to wait until you get to the city school and read 'Paradise Lost' before you can form an appreciation of good literature? Paradise is already lost for thousands of country people, so far as appreciation of natural beauty is concerned. The penalty of this blindness is the desertion of the farm for the city. We need 'Paradise Regained' for these people thru the inspirational leadership of a country life school which educates in terms of its environment.

"The country school must become the real educational and social force in the reconstruction of rural life. It

the members of the new grand army of the republic, use your whole influence to secure the following with re-must reveal to farm boys and girls the attractive country life and train them them how to live that life. Will you, erence to the country school?

1. A better physical equipment in the way of a modern building, with rooms for various educational and social activities; a large playground with an artistic arrangement of trees, vines, shrubbery and flowers according to the best principles of landscape art?

"2. A course of study not standardized on the city commercial life, but containing agriculture, nature study, manual training and home economics for rural conditions, as well as the general culture subjects that belong in an American system of public education. There shall be general culture as well as agriculture for the farm youth.

"3. The consolidated rural high school, which shall be the connecting link between the farm and the college of agriculture. This is a school out in the country, made possible by the union of several small one-room schools in a central building. In this building will be gathered all the children of the new community, from the first primary to the senior year of the high school. Here is a unity of educational organization and administration. From this school graduates from the high school course can go direct Such a school is the real American rural school. It is the evolution of American rural life. The control and regulation of its educational affairs must rest upon the people themselves thru their own elective school board. Thus is developed an educated democracy. It is proposed in some quarters to take away from farmers all local participation in school administration. Instead of the local board, there is proposed a county board of education of a few members, presumably city residents, who standardize rural education along city lines. Thus will the dissatisfaction of farm youth for country life be made complete.

"4. Last, but not least, the teacher trained for country life, one who is in sympathy with the social and industrial life of the community in which she teaches.

"The farm is the economic unit in country life, while the home is the human unit. The educational unit, the country school, must of course relate to both the economic and the human units. The home is the most important of these three forces. If 8,000,000 boys and girls secure a more attractive environment for the school, then the country home should reflect this uplifting influence. Everything possible should be done to intensify the pride of the country people in the permanent country home, the ancestral home that remains the family possession generation after generation.

The improvement of the environment of the home, school and church will bring a new philosophy of life to the open country. Beautiful surroundings beget a community pride. This will intensify the loyalty of the people towards the new community life. Loyalty to the open country and its institutions cannot be secured by legislative enactment. But preparedness for country life in terms of a redirected rural education will give American farm boys and girls a finer vision, and in the third generation we shall have a race of people who will choose to remain loyal to the farm—they who had country-loving grandparents."

Bring your hides to McQueen Coal and Grain Co. We pay the top cash price for them, green, dry and old hides. 49¢

E. B. Black Co. will continue big Sale until Feb'y. 15th. 1-2r

## ROUND ABOUT TOWN

They say that when the City Commission gets estimates on the various kinds of paving and it shall have been decided what kind and how much paving will be done, then everybody will get busy on the job.

They say that unless Deaf Smith County gets down on the job, the Ozark Trail will go by without knowing that Hereford was ever on the map. If Hereford is to be on any trail, she will have to raise some dust.

They say that Vega, Oldham County, Texas, has already located the Ozark Trail thru that county and that they are getting ready to crush rock and to "tote" clay to make a road parallel to the Rock Island railroad.

They say that more land has been sold in this county during the last three months than the three previous years and that the new-comers are of the volunteer kind and not the involunteer variety. Volunteers always make better soldiers than "conscripts", and the same must be true of citizens.

They say that the fellow (man or woman) who is ever and always grumbling about his rights and his talents not being recognized and appreciated by the public, the church or the club, is sure to find he has placed a too high estimate upon his own value and worth. The law of supply and demand works well in the human market as well as in the hog market. The law of compensation cannot be beaten. Make yourself worth something to the community, to the church, to the club and you will be in demand.

## Parrott News Notes

Minnie and Alfred Grant spent the day Sunday with Mr. and Mrs. John Hacker.

Mr. and Mrs. Frank Metcalf entertained a number of friends Saturday evening. Games and music were enjoyed by all. The house was artistically decorated in green and white. This being their twenty-sixth wedding anniversary, many beautiful presents in hand painted china were received. Mrs. Metcalf served her many guests with elaborate refreshments. At a late hour the guests departed, wishing them many happy returns of the day.

Mr. Frank Shepard went to Kansas City Monday on business.

Miss Meta Wagner gave a box supper at her school at Nazareth Friday evening. A large crowd was there. Mr. Dixon, of Dimmitt, won the prize box, and it belonged to Miss Meta Wagner. \$50.00 was made from the boxes.

Miss Florence Hacker spent Tuesday afternoon with Mrs. Fay Neely.

Mr. Mose Ewers and Miss Westbrook of Hart, visited with Mr. and Mrs. Will Ewers Sunday.

Mr. Robert Moore and Harry Loomis spent Sunday with Emerson Hacker. Charlie Hacker is spending the week with Mr. Robert Moore.

The threshers were at Mr. John Hacker's on Tuesday.

Florence Hacker was in Dimmitt on Sunday evening.

Mrs. Ben Neely and son, Ned, were

## 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 druggist 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.

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 or ringing in head. Remember the full name and look for the signature of E. W. GROVE.



STAR THEATRE

EACH SATURDAY IN MATINEE

GLORIA'S ROMANCE

BLACK  
WHITE  
TAN

2 IN 1

SHOE  
POLISHES

10c

FEDERALTY CO. OF NEW YORK INC.  
BUFFALO, N. Y.

in Hereford Saturday afternoon.

Mr. and Mrs. Chas. Paddock and Mr. Frank Metcalf, and three sons, spent Monday afternoon with Mr. and Mrs. Fay Neely.

Miss Florence Hacker spent Sunday with Miss Alva Metcalf.

John Hanlan spent Monday night with John Hacker.

Harold Hanlan spent Saturday and Sunday with Ned and Charlton Neely.

Miss Gladys Ivy, who has been real sick with a gripple, is improving and will continue her school.

Misses Meta and Loretta Wagner,

Arthur Kleman and Roy Wagner, attended a card party at Mrs. Burkenfeld's Sunday evening.

Mr. Chris Kopp was a dinner guest at Mr. B. F. Neely's Friday evening.

## "OCEANS OF WATER"

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.

# SAN LEON--THE CITY BY THE SEA REAL ESTATE-OIL

IDEAL LOCATION, BAY SHORE EXPOSURE; NO COLD WINTERS;  
NO HOT SUMMERS; OFFERS GREAT OPPORTUNITIES  
FOR HOME BUILDERS OR INVESTORS

At San Leon we offer, subject to prior sale or withdrawal from the market, what we believe to be the best combination land and oil investment opportunity to be found in the great Coastal Oil Belt.

Regular town lots 25x128 in size, in one of the choicest bayshore resort townsite locations adjacent to the city of Houston, at the low price of \$30 to \$60 each, and with each lot we give a certificate of interest, which entitles the purchaser to \$30 worth of the stock of the oil company there, if oil is discovered in the townsite when the test drilling is done.

As each lot is sold a portion of the proceeds is set aside in a separate fund, deposited in the First National Bank of Houston, to be used solely for drilling for oil in San Leon townsite—this fund will total \$25,000 when all the lots have been sold and paid for.

San Leon already has a big hotel with seventy-five rooms, hot and cold water system, acetylene lights, etc., costing approximately \$50,000, also a fine brick and concrete school building costing \$6,500; a number of nice residences, and is connected with the cities of Houston and Galveston by a fine system of shelled boulevards.

San Leon offers fine fishing, boating, salt water bathing, hunting, and access to more than 400 miles of motor roads.

The brainiest and best business men in the country are awake to the fact that Houston is to become a very great city and are planning for the future, picking up real-estate in outlying districts and in many ways preparing to take their profits on the growth of the city. You can do likewise on a small investment, by securing property in San Leon, on-the-bay, now while prices are less than acreage should bring in that vicinity.

Since we started this sale, developments have been coming our way, until now, drilling is in progress on two sides of us, within a few miles, and one of the latest oil fields in the Gulf Coast oil belt is at Goose Creek, which is across the bay north and northwest of San Leon.

Oil men and others have leased nearly everything in our territory which could be leased, and have even filed leases on the submerged lands in the shallow water of the bay between

San Leon and Goose Creek, one lease reaching from near Goose Creek to the north of us.

We have been told by a geologist who made a careful examination of our property, that it is quite likely that we will strike the same oil stratum of oil at San Leon as found at Goose Creek to the north of us.

Within the past few weeks a number of gusher oil wells have been brought in at Goose Creek and many rigs are now drilling there. In one day, recently, two big gusher oil wells and one pumper were brought in at Goose Creek, which practically doubled the production of the entire field.

People have flocked there so rapidly that no houses are available for their use and many people are living in tents. We hope to see a similar boom at San Leon when we drill there.

A large number of business and professional men in Hereford and vicinity have already invested largely in San Leon property. Mr. G. T. Clark, Mr. A. L. Skeen and Mr. J. O. Lindsey, all of Hereford, have already visited San Leon and made a careful investigation of our statements concerning this property and its future from an investment standpoint, as well as its desirability as a home place, having bought, and moved to live at San Leon and they are uniform in their reports that we have not misrepresented the property in any way whatever. We invite you to see and talk to these men regarding this opportunity and then make your selection very promptly while you can secure a choice location at present prices.

Mr. E. M. Edwards of Hereford, has charge of our business in Northwest Texas and will be pleased to give you full information regarding this great opportunity. He has maps, photographs of buildings, the beach, orange groves around the town and has lived on the property, and now makes San Leon his home when not on the road selling San Leon. He will prove to you by actual photographs, as well as by the statements of your own neighbors and friends who have visited San Leon, that we have one of the greatest chances for an investment of small or large sums, that has ever been offered in this part of the country.

# SAN LEON CO.

See the letter from G. T. Clark in another column of this issue.

## 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

*E. W. Grove*

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

## 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.**

**FOR SALE**—Space in these columns for Cash. Rate: one cent per word for each issue. The Brand, 11.

**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. 1-1f.

**RAGS! RAGS!**—The Brand office will pay 4 cents per pound for clean, cotton rags. No strings nor wool wanted. Old skirts, underwear and cotton dresses wanted. 1-1f

**STRAYED**—Two young cows from my place; one branded W.O. on left side; the other laxy H on right hip. Reward. Notify W. A. Odell, Hereford, Texas. 512p

**SALESMEN WANTED**—to solicit orders for lubricating oils, greases and paints. Salary or Commission. Address, Lincoln Oil Co., Cleveland, O. 512p

**FOR SALE**—Sec. 21, blk. 8, 11 miles W. W. Hereford. Patented. Photograph Studio, Hereford, Tex. 501f  
**LOST**—Dark brown mare, about 12 years old, wgt. about 1175 pounds. Sam Wallies, Hereford, Tex. 52-2f-pd

**STRAYED**—7 head yearling steers and heifers branded V laying down on left shoulder. Any information leading to same will be appreciated. 481f  
Brumley & Fallwell.

**OVERLAND SIX**—late model, in good condition; trade for horses, mares, males, cows, steers or calves. Will pay cash difference on stock up to 100 head. GEO. F. CAYLOR, Box 187, Hereford, Texas. 46-1f

**FOR SALE**—Registered Hereford bulls. Big bulls with the little price. Six miles north on Progressive Hereford farm. Pick while picking is good. 1-5tpd  
C. C. Bowman.

**FOR SALE**—John Deere lister, used one season. Call 4 on 206. 1-4tp

**WANTED**—Two or three dozen Rhode Island or Plymouth Rock young hens or pullets. Address O. H. John, Hereford. 522p

**WANTED**—to buy several sec. Plains land in Deaf Smith Co. If your land is for sale write to John Young, Pampa, Tex. Send full description, price and best terms in first letter. 51-4f-pd.

**MONEY** and pocket book found. Inquire at Brand Office. 1-1tp

**FOR SALE**—One 3-disc plow engine or horse-hitch, practically new, one new 3-horse gasoline engine—cheap if taken at once. J. Frank Owen. 1tc

**FOR SALE**—250-egg incubator—new 50-1f  
J. A. Stegall.

**LAND**—Improved 20 acres, for sale or will trade for unimproved land. 46-1f.  
J. A. STEGALL.

**FOR SALE**—Pair small work mares; also good pair of fillies; priced right. Good terms. 50-4f-pd  
CLAUD HIGGINS.

**MILCH COWS**—for sale; fresh, Jersey 50-4f-pd  
See W. M. Cogdell.

**FOR SALE**—a good residence in good location to school and churches. See Geo. A. Stambaugh. 31f

**FOR SALE**—Windmill, Tower, Milk-house and tank.—G. M. Stiggs, Hereford, Texas. 1-2tpd

**STRAYED**—Three-year-old white face, heifer, brand S T on right hip, from my place Phone E. T. Gallagher, at Corner Drug Store. 1-2tpd

**PIANO**—Good, practically new piano, will sell for less than half cost. 1-4f-pd  
Mrs. W. J. Montgomery.

**FOR SALE**—About 20 tons of rough feed; bundle kafir and maize; some alfalfa—W. S. Williams, 1 mile west of town. 1-11tp

**FOR SALE**—One fresh, four-year-old Jersey milk cow with calf. Price \$75. A. E. Botsford, phone 22 on 304. Hereford, Texas. 1f

**HOME** on Twenty-five Mile Avenue with several lots, seven blocks from high school. Modern, well designed, story and a half type. Six rooms and bath, lights, etc. Garden, fruit bearing trees, berries, greenhouse, chicken house, cow barn, windmill, shade trees, etc. Cash or small irritable tract near Hereford. Immediate possession. Owner Box 125, Hereford, Texas. 1f

**FOR SALE**—One Emerson 2-row lister and one Emerson 2-row G-Devil, both used on 200 acres only; good as new. See Pollock & Welliver. 1-1f

**DESIRABLE** home of modern, story and half type, within three blocks of high school. Attractively designed, 8 rooms and bath, basement, etc., one half acre of premises being garden, fruit bearing trees of cherries, plums, peaches, prunes, apple auto quarters, cow barn, windmill, etc. Reasonable for cash or irritable tract near Hereford. Immediate possession. Owner, Box 125, Hereford, Texas. 1f

**LAND** of quarter section tract desired near Hereford in irrigation belt, preferably without buildings. Quote right for full cash consideration. Box 125, Hereford, Texas. 1f

**FOR SALE**—One span of good work mules, one span extra good mule colts, two good Jersey milk cows, both giving milk, two colts, good ones; also two work mares with foal. T. E. Barnett. 1-2tp

## THE MARKETS

**Chicago Wheat**  
CHICAGO, Jan. 30.—Fears that a predicted cold wave might harm unprotected portions of the winter crop tended to give strength to the wheat market today. Prices closed strong, 3 1-4c to 4 1-4c net higher, with May at \$1.75 1-2 to \$1.75 3-4, and July at \$1.4 3-8 to \$1.49 1-2.  
Corn scored a gain of 13-8c to 15-8c and oats 3-4c to 1c. Provisions finished unchanged to 17 1-2c, higher.

**Fort Worth Livestock**  
FORT WORTH, Texas, Jan. 30.—HOGS—Receipts 6,000; market steady to strong, top \$11.10, bulk \$10.30@10.90; nothing good here.  
CATTLE—Receipts 6,500 including 500 calves; steers steady, top \$9.50, bulk \$8.50@9.40; cows 15 to 25 cents lower, top \$7.50, bulk \$5.50@6.50; heifers, 10 to 15 cents lower, top \$8.50, bulk \$6.50@7.50; bulls steady, top \$7.50, bulk \$5.50@6.50; calves, 25 cents lower, top \$8.50, bulk \$5.50@6.50; stockers all steady; steers, \$6.50@7.65; cows, \$5.00@6.50; heifers, \$5.50@7.50; calves, \$5.50@8.00.

**SHEEP**—Receipts 1,200 mostly goats at \$6.35.  
**Kansas City Live Stock**  
KANSAS CITY, Mo., Jan. 30.—CATTLE—Receipts 11,000; market closing steady to strong; Texas steers \$6.50@8.75; Texas cows, \$5.00@6.00; Texas calves, \$4.70@9.50; native steers \$7.25@10.90; native cows and heifers \$4.75@8.75; stockers and feeders, \$6.00@8.00; bulls, \$5.00@7.35.  
HOGS—Receipts 17,000, market closing steady; packers, top \$11.75; rough heavy hogs, \$10.15@11.20; heavy hogs, \$11.20@11.80; mixed and butchers, \$11.00@11.70; light hogs, \$10.50@11.55; pigs, \$8.75@10.40; bulk, \$11.30@11.70. Estimated receipts tomorrow 13,000 with fair clearance on market.  
SHEEP—Receipts 8,000; market strong to 30 cents higher; lambs \$10.00@14.30; ewes, \$8.25@9.85; wethers, \$9.00@10.25.

**Goodrich tires** are best in the long run 361f

**Wapakoneta, Ohio.**—I am a farmer by occupation, and the Grippe left me with a bad cough and in a nervous, weak, run-down condition, and I could not seem to get anything to do me any good until I took Vinol, which built me up, and my cough and nervousness are all gone, and I can truly say Vinol is all that is claimed for it. —JAMES MARTIN.  
Vinol is a constitutional remedy for all weak, nervous and run-down conditions of men, women and children, and for chronic coughs, colds and bronchitis.

## AFTER GRIPPE

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

**Notice**  
Notice is hereby given that the Commissioner's Court of Castro county will receive bids, proposals from any banking corporation, association or individual banker in said county that may desire to be selected as the depository for the funds of said county, at 10 o'clock a. m., on the first day of the Commissioner's Court, the same being the 12th day of February, A. D. 1917.

**Notice by Publication of Final Account**  
No. 112  
THE STATE OF TEXAS,  
To the Sheriff or any Constable of Deaf Smith county, GREETING:  
R. A. Choate, Administrator of the Estate of D. R. Edwards, deceased, having filed in our county court his FINAL ACCOUNT of the condition of the Estate of said D. R. Edwards, deceased, together with an application to be discharged from said duty as Administrator.

**YOU ARE HEREBY COMMANDED**, That by publication of this writ for twenty days before the return day hereof, in a newspaper regularly published in the county of Deaf Smith you give due notice to all persons interested in the Account for Final Settlement of said Estate, to file their objections thereto, if any they have, on or before the February term, 1917, of said Court, commencing and to be holden at the Court House of said county, in the City of Hereford, on the first Monday in February, A. D. 1917, when said Account and Application will be considered by the Court.

**WITNESS** A. O. Thompson, Clerk of the County Court of Deaf Smith County.  
Given under my hand and the seal of said court, at my office in the City of Hereford this 6th day of December, A. D. 1916.  
(L. S.) A. O. THOMPSON,  
Clerk C. C. Deaf Smith Co.  
By J. S. Jones, Deputy. 504f

**Sheriff's Sale**  
STATE OF TEXAS )  
County of Deaf Smith )  
By virtue of an Order of Sale issued out of the Honorable District Court of Nolan County on the 17th day of November 1916, by the clerk thereof, in the case of A. W. Canfil, versus Cora Johnson, No. 1907, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in February, A. D. 1917, it being the 6th day of said month, before the Court House door of said Deaf Smith county, in the State of Texas, the following described property, to-wit:

Part of Survey No. 111, Blk. M 7, as follows, Beginning at the N. E. Cor. of said Section, thence W. 10 yrs to the P. V. & N. I. R. Co., right of way; thence S. 45 degrees W. 500 yrs. to the center of Siera Blanco Creek, thence S. 48 degrees and 30' E. with the meanderings of said creek, 273 yrs. to a point in the east line of said section; 360 yrs. S. from its N. E. corner; thence N. 390 yrs. with E. line to place of beginning.

Second tract being part of Survey No. 111, Blk. M-7, Certificate 1223, grantee B. S. & F. and bounded as follows, to-wit: Beginning in the center of Siera Blanco Creek at a point 370 yrs. S. of a rock set in the S. W. corner of Sur. 61, Blk. K-3, thence up the said creek with its meanderings, S. 80 degrees 30' W. 140 yrs., thence S. 45 degrees degrees W. 95 yrs., thence S. 73 degrees W. 25 yrs., thence S. 79 degrees 45' E. 250 yrs.; thence N. 100 yrs. to center-of-creek and place of beginning being the same land conveyed by J. M. Boone and to J. B. Johnson on Dec. 22, 1913, recorded in Volume 25, p. 38 in the deed records of Deaf Smith county, Texas, and in which county said land is situated.

Levied on as the property of Cora Johnson to satisfy a judgment amounting to \$1,480.50 and \$40.65 in favor of A. W. Canfil, and cost of suit.  
Given under my hand, this 9th day of January 1917.  
C. S. PURCELL, Sheriff.  
By C. E. Smith, Deputy. 504f

**OLD PAPERS** wanted—The Civic League requests all members and friends to save their old papers, and magazines. The League will have them gathered up. 1-1f

## A WOMAN'S BACK

The Advice of This Hereford Woman is of Certain Value  
Many a woman's back has many aches and pains.  
Often times 'tis the kidney's fault. That's why Doan's Kidney Pills are so effective.

Many Hereford women know this. Read what one has to say about it: Mrs. W. S. Berry, Fifth St., Hereford, says: "At times my back got weak and ached steadily. My kidneys have bothered me, too. I also have had dizzy spells and black spots have floated before my eyes. Every time I have been that way, I have used Doan's Kidney Pills, procured at Burns Drug Store. They have always given the best results."  
Price 50c. at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Berry had. Foster-Milburn Co., Props., Buffalo, N. Y.

C. W. Mick and wife and little daughter were business visitors in Hereford last Thursday.

Goodrich tires are best in the long run 361f

**Wapakoneta, Ohio.**—I am a farmer by occupation, and the Grippe left me with a bad cough and in a nervous, weak, run-down condition, and I could not seem to get anything to do me any good until I took Vinol, which built me up, and my cough and nervousness are all gone, and I can truly say Vinol is all that is claimed for it. —JAMES MARTIN.  
Vinol is a constitutional remedy for all weak, nervous and run-down conditions of men, women and children, and for chronic coughs, colds and bronchitis.

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

**Notice**  
Notice is hereby given that the Commissioner's Court of Castro county will receive bids, proposals from any banking corporation, association or individual banker in said county that may desire to be selected as the depository for the funds of said county, at 10 o'clock a. m., on the first day of the Commissioner's Court, the same being the 12th day of February, A. D. 1917.

**Notice by Publication of Final Account**  
No. 112  
THE STATE OF TEXAS,  
To the Sheriff or any Constable of Deaf Smith county, GREETING:  
R. A. Choate, Administrator of the Estate of D. R. Edwards, deceased, having filed in our county court his FINAL ACCOUNT of the condition of the Estate of said D. R. Edwards, deceased, together with an application to be discharged from said duty as Administrator.

**YOU ARE HEREBY COMMANDED**, That by publication of this writ for twenty days before the return day hereof, in a newspaper regularly published in the county of Deaf Smith you give due notice to all persons interested in the Account for Final Settlement of said Estate, to file their objections thereto, if any they have, on or before the February term, 1917, of said Court, commencing and to be holden at the Court House of said county, in the City of Hereford, on the first Monday in February, A. D. 1917, when said Account and Application will be considered by the Court.

**WITNESS** A. O. Thompson, Clerk of the County Court of Deaf Smith County.  
Given under my hand and the seal of said court, at my office in the City of Hereford this 6th day of December, A. D. 1916.  
(L. S.) A. O. THOMPSON,  
Clerk C. C. Deaf Smith Co.  
By J. S. Jones, Deputy. 504f

**Sheriff's Sale**  
STATE OF TEXAS )  
County of Deaf Smith )  
By virtue of an Order of Sale issued out of the Honorable District Court of Nolan County on the 17th day of November 1916, by the clerk thereof, in the case of A. W. Canfil, versus Cora Johnson, No. 1907, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in February, A. D. 1917, it being the 6th day of said month, before the Court House door of said Deaf Smith county, in the State of Texas, the following described property, to-wit:

Part of Survey No. 111, Blk. M 7, as follows, Beginning at the N. E. Cor. of said Section, thence W. 10 yrs to the P. V. & N. I. R. Co., right of way; thence S. 45 degrees W. 500 yrs. to the center of Siera Blanco Creek, thence S. 48 degrees and 30' E. with the meanderings of said creek, 273 yrs. to a point in the east line of said section; 360 yrs. S. from its N. E. corner; thence N. 390 yrs. with E. line to place of beginning.

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Levied on as the property of Cora Johnson to satisfy a judgment amounting to \$1,480.50 and \$40.65 in favor of A. W. Canfil, and cost of suit.  
Given under my hand, this 9th day of January 1917.  
C. S. PURCELL, Sheriff.  
By C. E. Smith, Deputy. 504f

**OLD PAPERS** wanted—The Civic League requests all members and friends to save their old papers, and magazines. The League will have them gathered up. 1-1f



**Santa Fe Special Excursions**

Round trip all year tourist fares to following points in Texas, limit 90 days in addition to date of sale, on sale daily to—

Aransas Pass,	Brownsville,	Corpus Christi,
Freeport,	Hubbard City,	Laredo,
Marlin,	Mineral Wells,	Palacios,
Port Lavaca,	Port O'Connor,	Riviera
Rockport,	Seadrift,	

For further information call Passenger Station—No. 34

**L. I. GARTON Agent**

**Sheriff's Sale**  
STATE OF TEXAS )  
County of Deaf Smith )  
By virtue of an Order of Sale issued out of the Honorable District Court of Deaf Smith county, Texas, on the 14th day of November, 1916, by the Clerk thereof, in the case of W. W. Watson, versus John J. Zimler et al, No. 1063, and to me, as Sheriff, directed and delivered, I will proceed to sell within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in February, A. D. 1917, in being the 6th day of said month, before the Court House door of said Deaf Smith county, in the State of Texas, the following described property, to-wit:

Situated in Deaf Smith county, Texas, and described as all of Survey No. 87, Blk. K-3, Certificate 915, Abstract No. 35.  
Levied on as the property of John J. Zimler and F. T. Robinson to satisfy a judgment amounting to \$11,750.41 and \$6.79 in favor of W. W. Watson, and cost of suit.  
Given under my hand, this 9th day of January 1917.  
C. S. PURCELL, Sheriff.  
By C. E. Smith, Deputy. 504f

**Notice by Publication of Final Account**  
No. 112  
THE STATE OF TEXAS,  
To the Sheriff or any Constable of Deaf Smith county, GREETING:  
R. A. Choate, Administrator of the Estate of D. R. Edwards, deceased, having filed in our county court his FINAL ACCOUNT of the condition of the Estate of said D. R. Edwards, deceased, together with an application to be discharged from said duty as Administrator.

**YOU ARE HEREBY COMMANDED**, That by publication of this writ for twenty days before the return day hereof, in a newspaper regularly published in the county of Deaf Smith you give due notice to all persons interested in the Account for Final Settlement of said Estate, to file their objections thereto, if any they have, on or before the February term, 1917, of said Court, commencing and to be holden at the Court House of said county, in the City of Hereford, on the first Monday in February, A. D. 1917, when said Account and Application will be considered by the Court.

**WITNESS** A. O. Thompson, Clerk of the County Court of Deaf Smith County.  
Given under my hand and the seal of said court, at my office in the City of Hereford this 6th day of December, A. D. 1916.  
(L. S.) A. O. THOMPSON,  
Clerk C. C. Deaf Smith Co.  
By J. S. Jones, Deputy. 504f

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Clerk C. C. Deaf Smith Co.  
By J. S. Jones, Deputy. 504f

## You Need a Tonic

There are times in every woman's life when she needs a tonic to help her over the hard places. When that time comes to you, you know what tonic to take—Cardui, the woman's tonic. Cardui is composed of purely vegetable ingredients, which act gently, yet surely, on the weakened womanly organs, and helps build them back to strength and health. It has benefited thousands and thousands of wonderful women in its past half-century of wonderful success, and it will do the same for you.

You can't make a mistake in taking


# CARDUI

## The Woman's Tonic

Miss Amelia Wilson, R. F. D. No. 4, Alma, Ark., says: "I think Cardui is the greatest medicine on earth, for women. Before I began to take Cardui, I was so weak and nervous, and had such awful dizzy spells and a poor appetite. Now I feel as well and as strong as I ever did, and can eat most anything." Begin taking Cardui today. Sold by all dealers.

### Has Helped Thousands.

## 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

## LISTEN!

Never in your life have you seen a tomorrow, and, you never will. You have promised yourself many a time to begin tomorrow to prepare for the season which much come to all men, when earning days are over. TODAY is yours; yesterday and tomorrow belong to the weak and foolish. TODAY is the DAY—

BUILD YOU A HOME.  
**HEREFORD LUMBER COMPANY**

# BIG SLAUGHTER SALE NOW ON

We have a large block of shade trees on leased ground.

Must be sold at once. **BIG REDUCTION.** Write, Phone or Come and See Them.

## HEREFORD NURSERY COMPANY

Growers and Dealers in All Kinds of

Choice Fruit Trees, Berries, Shade, Flowering Shrubs, Roses Etc.

### With the Churches

**Junior Missionary Program Theme,**  
The Little Citizens of the World  
Bible lesson: "The Truly Great"—  
Matt. xx, 20-28.  
Song.  
Prayer  
Jimbo, a brave young citizen of  
Africa, by Cecil O'Brien.  
The flag of the Nation, by William

Black.  
A Hospital helps a little citizen of  
China.  
Report of officers.  
Report of committees.  
General business.  
Story hour—Topic: "Little Citizens  
of the world."

### THE OZARK TRAIL INSPECTION TOUR

Committee Will Start About June 1st,  
From Tulsa; Will Inspect One  
Route Going West; Another  
On Returning

All counties who will have decided  
what they will do in regard to the  
Ozark Trail by June 1st will have  
their names "in the pot". The gen-  
eral committee of inspection will begin  
at Tulsa and will tour west over one  
route, returning by another. This  
will, of course, include the trail by  
Hereford. The line from Amarillo  
paralleling the Santa Fe to Albuquer-  
que could be made the best route if  
all of the counties thru which it passes  
join in the common enterprise.  
Even for one county, either in Texas  
or New Mexico, to fail to provide for  
the construction of a standard road,  
would bar the route for the competi-  
tion.

The following has been sent out by  
W. H. Harvey (Coin Harvey):  
**Inspection in June**  
We expect to settle the route from  
St. Louis to a connection with the

Santa Fe Trail in New Mexico, in  
June.

Our annual convention to convene  
at Amarillo, Texas has been set for  
June 26, 27 and 28. For the trip of  
inspection the judges will start at  
Tulsa about June 1, and go west-  
ward, following one of the routes  
through to Las Vegas. Returning over  
another route, we will go east to St.  
Louis; and returning from there we  
will travel west on another route,  
inspecting all routes by the time we  
reach Amarillo, where we will arrive  
by the date of the convention, and  
will render our decision at the con-  
vention.

We shall invite several disinter-  
ested good roads men to accompany  
us and we hope to reach a unani-  
mous decision. We shall have fast-  
ened to our official car a "grade  
finder," that will tell us the grade  
we are going over as we travel. No  
matter what speed we are moving,  
we will know the percentage of  
grade we are on. The judges will  
be the president and four vice-pres-  
idents of our Association. The vice-  
president, in his own state, however,  
will have no vote. All who wish to

accompany us are invited to do so.  
An itinerary of the trip will be an-  
nounced in advance.

Completion of the roads seeking  
our acceptance and mark, and a  
prompt decision, is important, as  
Eastern papers in news items and  
illustrations are calling the attention  
of millions of readers to the early  
completion of our great highway.  
When spring and summer comes, tens  
of thousands will be inquiring and  
"trying us out," and we have the  
opportunity to give evidence that we  
of the Southwest are an enterprising  
people. To be ready will be much to  
our credit. To not be ready will  
be to our discredit.

It is our intention to not permit  
of delay. There will be no waiting  
on people to "wake up" and "pull  
themselves together" at some distant  
day. We will appreciate and recog-  
nize only those who by their work  
show that they appreciate what this  
great National Highway means!

#### Hereford Boy Complimented

"The Claro," the student paper of  
Clarendon College, publishes a high-  
ly complimentary paragraph about  
Buford Parmer, known to his college  
chums as "Boozer." Just how and  
why he earned this cognomen, it is  
difficult to state, as he was never  
known to have imbibed the "prohibi-  
tion habit." Whatever his name may  
be, he has won laurels in his athletic  
career at Clarendon College. This  
is what The Claro has to say:

#### Parmer Goes Fifty Yards for Touch- down

"Boozer" hails from Hereford and  
still maintains his consistent playing  
record made with the Plains City  
High and C C '15 squads. It would  
be difficult to select any one game

or a part of any game, in which he  
played best, for he was always in ev-  
ery minute of the game from whistle  
to whistle. But his strong defensive  
work in the Roswell game, his fast  
work and safe tackling in the Ama-  
rillo game, and his saving the day  
against Wayland, when he intercepted  
a pass and raced 65 yards for a  
touchdown, show his worth to the  
'16 squad. This is Parmer's last  
year with us and the school he at-  
tends next year will have one of the  
best football men ever in the Texas  
Panhandle. Football fame to you,  
"Boozer! You'll win it.

#### First State Bank Improving Offices

In order to make additional office  
room, The First State Bank and  
Trust Company is having changes  
made in the interior of their building.  
Instead of the small room used for  
the president's office, the partitions  
have been set back and a much larger  
room made. This will be used  
jointly by the president and vice-pres-  
ident. At the rear of this office, there  
will be a private consultation room.  
Connected with the president's room  
there is a large vault. In the rear  
of the building a suite of rooms will  
be occupied by The Brownlee Invest-  
ment Company.

#### Special Dairy Meeting Friday Night

Col. L. L. Johnson, special repre-  
sentative of the Santa Fe System, will  
be here Friday night to talk to the  
farmers and business men about the  
dairy proposition. Mr. Johnson is  
making a special effort to get the Pan-  
handle farmers to invest in more dairy  
cows—the kind that produces rich  
cream. Cream production on the farm,  
he argues, is one of the most profit-  
able sources of revenue. It will pay  
any one to hear Mr. Johnson even if

he never expects to "juice a bovine";  
for every body is interested in getting  
cream to pour on the million dollar  
breakfast foods.

#### Card of Thanks

We wish to express our most sincere  
thanks for the kindness shown us at  
the death and loss of our dear and be-  
loved Mother.

May God bless each and every one  
of you for your thought of us in the  
dark hours, and your sweet words of  
consolation.

Mr. and Mrs. C. F. Carlyle  
Mr. and Mrs. L. W. Carlyle  
Mr. and Mrs. D. H. Bryant  
Howard Carlyle,  
Lois Carlyle.

#### Cold Wave Hits

After a week of very open, and  
pleasant weather, a cold wave struck  
this section of the Panhandle at about  
8 o'clock Wednesday morning, a little  
late according to schedule, but it made

up for its lateness by its suddenness,  
and intensity. All day and for the  
greater part of the following night,  
the wind kept playing in high "C" and  
during the night the thermometer fell  
to 6 degrees above zero, the coldest  
for this winter. This morning, how-  
ever, there is no wind and while it is  
still cold, moderation has set in.

### AUTO SERVICE

23-Phone-23

H. R. ALBERTUS  
Renfro Garage

### What About Women's Rights, Anyway?

Where do you stand? Before you commit yourself we want you to read  
our little platform;

We believe every woman has the right to have her home suitably, com-  
fortably, and pleasingly lighted.

We believe, on the other hand, she has the RIGHT to spend 1-24th of ev-  
ery day washing lamp chimneys, filling lamps, trimming wicks, removing soot  
and smoke from the walls and hangings, if she INSISTS on it. We believe,  
though, that few sensible women WILL insist on having these unnecessary  
discomforts, burdens and annoyances thrust upon them, to consume time that  
could better be spent on other things.

And we believe that it's an inalienable right of the woman to have an  
electrically lighted home if she wants it.

Write, call, or phone, and let us elucidate. Why not this week?

Hereford Light and Power Company

# THE BANK OF HEREFORD

(UNINCORPORATED)

Individual Responsibility One Million Dollars

(Which means that the entire worth of all our shareholders is be-  
hind the deposits entrusted to our care—which makes us one of  
the strongest banks in the Panhandle)

Just opened for business Feb. 1st, in Arnold & Stephens' Office for the present

We offer **STRENGTH—SERVICE—  
SAFETY and ACCOMMODATIONS**

consistent with good banking principles

We are here to serve our friends and customers, and will welcome your account,  
whether large or small.

We will pay a fair and reasonable rate of interest on time deposits.

Come in and Make Yourself at Home With Us

## THE BANK OF HEREFORD

(UNINCORPORATED)

INDIVIDUAL RESPONSIBILITY ONE MILLION DOLLARS

John W. Sherman, Pres.  
B. S. Arnold, Vice-Pres.  
J. H. Wagner

**Directors**  
O. M. Shore

F. W. Lambert, Vice-Pres.  
H. B. Stephens, Vice-Pres.  
J. W. McQueen