

Sheep and Goats Closely Studied In Experiments

In 1914, the sheep and goat business had developed to large proportions in a group of southwest Texas counties centering about Del Rio. Sutton county alone, carried more than a quarter of a million sheep and goats and there were a number of other neighboring counties quite as heavily engaged in the business.

At a meeting of the sheep and goat raisers of Texas, held in Del Rio, in January, 1915, Mr. J. M. Jones, chief of the Division of Animal Husbandry, Texas Agricultural Experiment Station at A. A. M. College, was invited to discuss the Experiment Station work as touching the sheep and goat business. The breeders asked why they could not have a sheep and goat Experiment Station in the region devoted so extensively to raising sheep and goats. Jones told them they could if they could induce the legislature to provide the funds. At this very meeting a committee, consisting of R. E. Taylor, J. B. Murrah, B. M. Halbert and Johnson Robertson, was appointed to appear with Mr. B. Youngblood, Director of the Experiment Station, before the legislature then in session, to present the matter. This committee was successful in getting an appropriation which was later supplemented sufficiently to enable the establishment of the present sheep and goat station, known as Substation Number 14, which is located on a typical tract of ranch land in Sutton and Edwards counties about midway between Sonora and Rock Springs. The tract comprises 4300 acres and has been improved by cutting into convenient pastures and by the erection of a substantial ranch house, barns, laboratory and water tank, all of high class concrete construction.

The station is in charge of Mr. E. M. Peters and carries, at present, 527 grade Angora goats, 165 registered Angoras, 399 grade sheep, 42 head registered sheep, as well as 144 grade cattle and 3 registered bulls. Dr. E. H. Bennett, veterinarian for the station, is engaged in observations looking to the identification and control of the various diseases encountered by the sheep and goat raisers of the section.

The sheep are principally Ramboulllets, a fine-wool type and a few Corriedales. The Corriedale is an introduction from New Zealand, where it has been found well adapted. This is a cross of the Lincoln-Leicester, on Merino and combines the best points of both. The fleece of the Corriedale will spin 50's and 55's. The rams shear as high as 30 pounds and ewes, 8 to 15 pounds. (The wethers of this cross will dress 90 to 100 pounds.)

The introduction of Corriedales to determine their adaptability to west Texas conditions, is a cooperative project of the Bureau of Animal Industry, U. S. Department of Agriculture and the Texas Agricultural Experiment Station.

Among the projects engaging the attention of the Sonora Station is one covering a period of several years, to determine if it is practicable to breed out hereditary teruna, a term applied to the tendency, especially in Angoras, to breed a high percentage of ridglings. To completely muttonize the ridgling,

requires a rather difficult surgical operation, which the average ranchman does not care to undertake and he always dreads to encounter one, while castrating his surplus billies. The success of this project will be hailed with delight by goat raisers.

An extensive shearing test is being conducted to determine whether it pays to shear sheep once a year or twice a year. At present, many sheep raisers are in doubt, whether two shearings a year, yielding heavier clips, but shorter fleeces, with increased expense and lower selling price per pound, will offset a single shearing of better fleeces but with a long period of interference of the heavy fleeces especially with ewes. Goat men consider that they must shear twice a year on account of damage to the mohair from brush if allowed to grow a full year.

With nearly three years in operation, E. M. Peters, Superintendent of the Sonora Station, has compiled the following general policy of grazing for that section: Graze cattle, sheep and goats together, allowing one cow, five sheep and three goats for each fifteen acres of first class range. A twelve acre field should be provided on which to grow feed for dry seasons, for each section of land.

The arsenical, or regular cattle dip, seems to be the best treatment for the red and blue louse on goats, while, with ranchmen, the lime-sulphur dip has been fairly effective in controlling the sheep scab.

For stomach worms, sometimes called the paper skin disease, the station is recommending the following treatment: Segregate the sick animals and do not place well animals in a pasture where stomach worms have existed, until eight months to a year have elapsed. Feed one pound powdered copperas and two pounds powdered bluestone, mixed well, to every one hundred pounds of salt. After a month or six weeks, if infestation continues, double the quantities of copperas and bluestone; and even this has been doubled in extreme cases. A more difficult remedy to administer, but probably a more effective one, is to drench the animal with the following solution: Dissolve one-fourth pound powdered bluestone in one pint boiling water. Be sure to use a wooden or earthen vessel. Add water to make a three gallon mixture. Use two ounces to drench lambs less than a year old and four ounces for grown sheep. A four ounce rubber syringe with long nozzle, to insert between cheek and teeth, is convenient in drenching. Hold nose and eyes level and pump. These treatments have been fairly effective in minimizing the ravages of stomach worms, but have been disappointing in that they do not always completely eradicate the worms. Experiments are being made with other treatments, which, it is hoped, will be more effective, but, at present, the bluestone remedy is the only one the department feels justified in recommending.

Dr. F. C. Bishopp and O. G. Babcock, of the Bureau of Entomology, U. S. Department of Agriculture, and Dr. B. H.

Bennett of the station, are devoting their personal attention to a cooperative study of the various insects and external parasites affecting livestock and effective means of controlling them. Methods of control being perfected, are destruction of carcass, trapping flies and poisoning flies. Their fly traps are proving very effective.

A cattle project at the station, involves grading up the herd by the use of pure bred sires of good pedigree. Comparison is being made of calves sired by a pure bred Brahms bull out of grade Hereford cows, with calves from same grade cows sired by registered Hereford bulls. The records being kept, take note of the comparative thrift, hardiness and condition; comparative weight record at weaning time; and comparative prices received at marketing time.

Get other prices and then come to us and we will make the sale. The Fair Market Store.

WHY?

You never saw
A man so fat
But what he wore
A low wide hat.



From Him To Her

For a Christmas expression of intimate affection, nothing is more appropriate than rich jewelry. Its permanence symbolizes love that knows no ending. It is the royal gift—the gift of kings—the highest token of esteem and regard.

In our carefully selected assortments you will find many beautiful things—not only articles of luxury, but also gifts of practical utility. Whatever your Christmas problems, we can help you to solve them.

A gift from this store carries with it assurance of quality and correctness which undoubtedly enhances its value to the recipient.

W-W-W Rings



The giving of rings has become increasingly popular in recent years, and rings will be especially favored this Christmas. These W-W-W rings of solid gold, gem set, are particularly desirable.

J. J. CLARK
Druggist

Abstracts and Loans

J. Frank Potts
Maps, Deaf Smith Co.—50c.

Reserve Your Christmas Hoover Now



We have them in stock, ready for inspection.
Or if you already have a HOOVER in your home, give her a

Western Electric Washing Machine

There is nothing in the world would please her more.

Hereford Light & Power Co.

Given Away 2 Big Dolls

With every 50c purchase you are entitled to a chance on these dolls. Get tickets now for 1st and 2nd Prize Dolls.

Holiday Goods, just unboxed, and our Store will be overflowing with just what you want. Be sure and buy early.

Our general line of Ladies' and Men's Suits, Shoes and all wearing apparel is unequalled in quality and price, regardless of the Hurrah Sales you hear so much about.

Don't forget we have Overcoats for men, worth your time to look over.

D. R. Gass & Son

"Your Store Always"

The Coming Club Ground of the Panhandle

The well known Sulphur Park Farm, on the Tierra Blanco and Frio creeks four miles from Hereford, is now being sold for a club ground. This will be one of the biggest, most beautiful and attractive club grounds in Texas. The capital stock is divided into 400 shares of the par value of \$250.00 each, making \$100,000.00 which pays for the 1280 acres of land, leaving \$20,000.00 in the treasury for improvements in addition to those already on the farm.

Among the many unique features of this club, it is planned to buy a few buffalo, deer and antelope, and once each year have a wild game feast for the stockholders.

The club will own the land in fee, together with gas and mineral rights, except 1-2 of the 1-8 royalty.

Those who buy stock in this club will not have to be driving up and down the creeks this summer, or any other summer, asking private owners, "Please let me fish?" Instead you will be fishing, boating and bathing under your own vine and shade tree, enjoying life to the fullest extent.

There will be golf links, tennis courts and other amusements to make everyone enjoy a real outing.

Speak for your stock now and arrange for easy payments.

L. GOUGH, Agent

CHURCH NOTES

Presbyterian Church

9:45 a. m. Sunday School.
11 a. m. Preaching.
3 p. m. Junior C. E.
5:30 p. m. Senior C. E.
6:30 Preaching. You are cordially invited to attend and take part with us in all the above services.
J. R. Sharp, Pastor.

Methodist Church

Sunday School at 9:45. In the main auditorium. Much better quarters. Next Sunday will be a good time to attend Sunday School.

Preaching, morning and evening, by the Presiding Elder, Rev. R. A. Clements. All services in the main auditorium.

In the campaign for funds we are meeting with some success, but sad to say, some seem to think they are in no sense obligated.

We thank every contributor, especially those outside the Methodist Church. Attend our services.

M. M. Beavers, Pastor.

First Christian Church

"The Big Church with a Big Welcome"

We hope the preacher will be in good form Sunday and will deliver a sermon worth coming to hear. Better chance it anyway. You will enjoy the song service and meeting the members, and the friendly chat at the close of the hour. The Official Board have made up their minds that we will put on an every member canvas this year, and have every member paying for the support of the local work and world-wide missions. Kindly keep this thought under your hat, for you certainly will be called on.

Bible School 9:45.

Preaching 10:45 a. m.

Christian Endeavor 5 p. m.

Evening preaching at 6:30.

Be there yourself and bring a friend.

J. M. Asbell, Pastor.

Junior Missionary Society

M. E. Church, Sunday, Dec. 5th
4 p. m.

The Junior Missionary Society will use the program that was published in the Brand last week.

Y. P. M. S.

The Y. P. M. S. will meet December 4 at 2 p. m. Every member urged to be present, as we have business of great importance that day. Come prepared to give the entire evening for real missionary work.

The meeting of the 27th was very interesting. A good number were present.

Will meet again Saturday with Mrs. Ashbrook.

Methodist Missionary Society Program

Answer to roll call with some figure of speech from New Testament, with brief comment thereon.

Short review of work already cover-

ed—Questions previously distributed.

1. Study of Jesus as a Missionary:

a. Activities.

b. Commands—Mrs. Heard, Leader.

2. Study of Apostles as Missionaries:

a. Antioch and the first Commission service.

b. Missionary Tours.

c. Stewardship of Money and Life.

d. Strategy and Spirit of Apostolic Program—Mrs. Ashbrook, Leader.

The Apocalypse as a Missionary Message—Mrs. Harrison.

Devotional—Mrs. Beavers.

Special music.

Methodist Missionary Society

The Methodist Missionary Society held their social and business meeting for November at the home of Mrs. J. Frank Potts, with Mesdames J. H. Bowers, J. B. Jones, W. B. Farmer, L. P. Landrum, Ray Conoway and J. Frank Potts as hostesses. After the regular routine of business had been dispensed with, Mrs. Ashbrook conducted a Thanksgiving service. The song, "Count Your Blessings," was sung, this making a fitting prelude to the service which followed. The scripture lesson was read and the talk made by Mrs. Ashbrook on the "Duties of Gratitude to God" was exceptionally fine and among the many beautiful thoughts was the one that "true gratitude is not only with our lips but by service and sacrifice." In the round table discussion, each lady present spoke of what she should give thanks for. Miss Lula Edwards and Mrs. Thompson then led in prayer. Mrs. G. A. F. Parker made a 4 minute talk on "The Christmas Health Seals," urging everyone to buy seals and help in this great work.

Miss Elizabeth Black's piano solo was enjoyed very much indeed, as was Mrs. F. T. Roloson's reading. We were

glad to have Miss Coffin with us on this occasion and she was good enough to play for us. Mrs. Ray Stocking then conducted a contest concerning famous people, after which the hostesses served charlotte russe, devil's food cake and coffee to the following: Mesdames Ashbrook, Rice, Harrison, Welliver, Black, H. H. Hawkins, D. W. Hawkins, C. W. Bowers, J. H. Bowers, Spratt, Hammer, J. B. Jones, Beaver, Siles, Parker, Stocking, Roloson, Stegall, Thompson, Snyder, Conoway, W. E. Dunlap and Misses Elizabeth Black, Coffin, Lula Edwards, Lovey and Willie Mae Beavers and Master Billy Hawkins, Wesley Harrison, Paul Conoway and Billy Bob Potts.

Senior C. E.

Topic—Progressive Living.

Leader—Inez Hodges.

Scripture—II Peter 1:1-8.

Song Service.

Sentence Prayers.

Roll Call.

Leader's talk.

What Advances has Humanity Made in Moral Living?—Vernor Curtis.

What Helps us to Advance in Christian Living?—Pearl Golden.

What is the Value of Definite Standards in Life?—Lena Bodkin.

Song.

A Blackboard Talk—Leslie Bruner.

How Does Christian Endeavor Help us to Progress Spiritually?—Mr. Galley.

Special music.

True Greatness and How it is Attained.—Lura Gregg.

Pastor's five minutes.

Business.

Offering.

Benediction.

Get other prices and then come to us and we will make the sale.

The Fair Market Store.

Hartford Tires

A Self-evident

Truth

Buy better Tires if you wish to economize this season.

Does your car need overhauling? We have a mechanic in charge who will give you absolute satisfaction.

Phone 216 THOMPSON GARAGE
THAT GOOD GULF GASOLINE

AS. A. HUGHES

JOS. E. CROUCH

HUGHES & CROUCH

Cash Dry Goods Store

Hereford, Texas

Hard Times Never

Daunt the courage of the man or woman who boldly faces the situation and forges straight ahead. The failures are usually those men and women, who, when adversities strike, wander around in the vague mists of doubt and discouragement. We believe that the present unhappy situation will make us all better business men in the future, for it will ever be a reminder to us that the laws of supply and demand are as unchangeable as those of the Medes and Persians.

Cheer up. Look the world squarely in the face and PUSH.

We believe that we are selling dry goods cheaper during our Big Sale than any merchant in the Panhandle. Your Dollar will buy twice as much at our store now as it would have a few weeks ago.

All we ask is that you get prices elsewhere, then come to our store. We know we will sell you, if you need anything in the dry goods line.

HUGHES & CROUCH

The Big Store with The Low Prices.

We Store Your Grain

If the prices do not suit you we will store your maize and kaffir at one cent per bushel per month or fraction thereof
Wheat two cents per bushel per month

E. W. HARRISON

Phone 76



Every dollar of idle, hidden or hoarded money is a traitor to the great cause of humanity today.

MONEY IN THE BANK IS NOT IDLE

Every dollar there stands for credits that may be used for reconstruction finance or as a basis for business expansion and larger production—also helping to maintain prosperity.

Now is the time for every patriot to bring out his funds and put them to work.

A Bank Account is a good start.



Society and Clubs

Mrs. B. F. Guthrie, Editor
Phone 180

Visits Home Folks

Miss Lora Kibbe, primary teacher in the schools of Vega, spent the Thanksgiving holidays at the home of her parents, Mr. and Mrs. E. J. Kibbe.

On Wednesday a family dinner, at which the family of another daughter, Mrs. W. A. Vaughn, was present, celebrated the Thanksgiving season.

Six O'Clock Dinner

One of the very pleasant Thanksgiving hospitalities extended on Thursday was the six o'clock dinner given by Mr. and Mrs. J. Frank Potts, when they entertained the teachers of Central School.

Pompon chrysanthemums in lavender were used with charming effect in the living room, and as the central decoration of an exquisitely appointed table, adding their note of beauty in the dining room.

The mammoth turkey which was the crowning glory of the feast furnished the "theme" for a series of clever rhymes inscribed on pretty hand decorated place cards.

Covers were laid for eleven guests. An evening of informal amusement included in its program a variety of games, with "forty-two" as a closing number.

Guests for the delightful evening were Misses Helen Skak, Helen Frebele, Virginia Lawler, Elizabeth Corbett, Marie Haberer, Gussie Christian, Faye Burrus, Mesdames C. S. Garrison and James Lipscomb.

Supt. and Mrs. Fertsch were also included in the guest list, but were unable to be present.

Hinrichsen—Womble

On Friday evening, at the home of the bride's parents, Mr. and Mrs. Troy Womble, occurred the marriage of their daughter, Nannie Doyle, to Mr. Lester Edwin Hinrichsen, of Artesia, New Mexico.

Although the wedding was a quiet affair, attended only by immediate relatives, it was a beautiful and impressive service. The spacious living room, with its cheery open fire, vases of cut flowers and charming arrangement of pot plants, furnished an attractive setting for the ceremony which was performed by Rev. J. M. Asbell, pastor of the Christian Church.

The bride's natural attractiveness was enhanced by a most becoming wedding costume, a handsome traveling suit of navy blue tricotine.

A wedding supper followed the ceremony.

Hereford claims no more lovable young women than this charming bride. Of a sunny, amiable disposition, she adds to this the graces of a cultured mind and beautiful character. A graduate of Hereford high school, she has also studied music extensively, having taken a special course in piano and violin at the Oklahoma State Normal College at Weatherford.

Mr. Hinrichsen is a progressive and well-to-do young farmer and the young couple will make their home on the farm near Artesia, where he has a home in readiness and for which place they left Sunday morning.

A wide circle of friends extends congratulations.

Bryson—Smith

A wedding of much interest to Hereford society was solemnized on Sunday morning, at nine-thirty, when Miss Grace Smith became the bride of Mr. J. B. Bryson, of Comanche, Texas. The ceremony was performed at the home of Mr. and Mrs. H. H. Hawkins, the members of these two families alone being in attendance.

Nature lent an element of beauty to the pretty home service, in the clouds of feathery snowflakes that fell softly during the ceremony, robing the outside world in bridal whiteness, while inside, fluffly puff-ball chrysanthemums extensively used in decoration, rivalled the fleecy softness of the snow. Baskets and vases held the same lovely blossoms, while the wedding arch was adorned with their snowy bloom.

The bride was attired for the ceremony in her going away gown of brown duvetyne with harmonizing accessories. At the arch the bridal couple were

met by Rev. J. E. Sharp, pastor of the Presbyterian Church, who spoke the words of the marriage service, using the ring ceremony with all of its sweet and solemn suggestiveness. Following congratulations, the bride and groom, accompanied by the bride's parents, left immediately for Amarillo. At eleven-thirty the bridal party were entertained at breakfast at the Amarillo hotel, the young couple leaving during the afternoon for an extended wedding trip, which will include San Antonio, Galveston and other southern cities.

The bride is the only daughter of Mr. and Mrs. C. E. Smith and is a most charming and accomplished young woman. After finishing high school, she took a course in expression at Shenandoah, Iowa, continuing her work later at Northwestern University, Evanston, Illinois. She is a most pleasing reader and her graciousness in the giving of her talent has added no little to the social and intellectual life of Hereford.

The groom belongs to a prominent family of Comanche. He is interested in farming, having a large ranch near Brownsville, of which he will now assume the active management and at which place they will make their home.

Congratulations and best wishes of a community of friends will accompany these young people as they start on life's journey together.

Thanksgiving Banquet

The spirit of Thanksgiving was truly exemplified in the elaborate banquet given on Thursday evening by Mr. E. W. Harrison to the employes of his mammoth elevator plant, and a number of other guests.

The dining room of the Christian Church, handsomely decorated with blooming plants and cut flowers, provided a most inviting banquet hall where tables, extending almost the entire length of the room, were laid for fifty guests. A typical Thanksgiving feast was served and at its close a program of toasts claimed the interested attention of the large party of congenial spirits surrounding the board.

Mr. J. C. Head, as toastmaster, gave a resume of the Harrison Grain Co. from its beginning. He told of its rapid growth—that made necessary the building of the first elevator four years ago, pointing out that facilities for handling the grain had kept pace with the development of the country's

farming interests and that the new elevator was still a measure of the country's prosperity.

Construction foreman, R. E. Platt, who built both elevators, talked most interestingly of this feature of the work. As products of his own thought and labor, they represented, he said, the very best that he could give, both in material and workmanship; that he had built elevators in many states and felt that in proportion to its capacity, the one now being completed would compare favorably with any of his previous work; and that no better equipment for quick and safe handling of grain could be found in the state.

Mrs. Cliff Estes gave some interesting sidelights on "Echoes from the Elevator heard in the Office," while Mr. Estes paid tribute to the public spirit and foresight of Mr. Harrison in so adequately meeting the needs of the country. N. C. Vogeles, representing the Brand, prefaced his remarks by saying that a printer's devil might be expected to deliver a "hot" toast. He expressed his appreciation of the enterprise of Harrison and of his own privilege of attending the banquet.

Mr. Harrison voiced the thought that the banquet was to him a real expression of thankfulness for the external elements that contributed in such large measure to his success; for business friends whose courtesies had meant much and for the real assistance of a community of progressive people. But more than all, he said, he appreciated the competent faithful service of those in his employ. To them, he gave the highest credit for whatever of success he had attained.

Nothing more interesting was given on the entire program than the spicy talk by Mr. Carter, "Dad," as his fellow-workers know him. For years he has had charge of the wagon yard and his recital of his work in an early day, when six horse teams brought in the grain and remained to be cared for in the yard was full of interest, as was also his picture of the transformation wrought by the auto truck.

Guests of the enjoyable occasion, other than the employes were: Mr. and Mrs. E. W. Harrison, Mr. and Mrs. N. C. Vogeles, Rev. Asbell and Mr. Cliff Estes.

A Word of Thanks

To our many friends for the loving attention and aid that you gave us in our hour of trouble. We thank you for the kindnesses and the beautiful floral offerings on the occasion of the sickness and passing of our dear husband and father, D. M. Davis.

Mrs. D. M. Davis and family.

Ladies' Suits Made to order at Orr's Tailor Shop. 25-47

Get other prices and then come to us and we will make the sale. The Fair Racket Store.

Discount Sale

From Now until Christmas we are going to give liberal discounts on most everything in our stock. Don't think because we are not making a lot of fuss in this ad that we are not going to have a real discount sale.

No Goods Charged During This Sale

Our discounts will run from 20 to 40 per cent—everything included except Columbias, large diamonds and a few fixed-priced articles. Come in now and look around.

W. H. RAY JEWELER

We Have on Display
for Christmas
A Very Attractive Line of

Community Silver
and

Everready Aluminum
Ware

Let us show you our line of
Christmas Goods.

Garrison Bros.

NOTICE!

Our new addition is completed, and we are now receiving grain of all kinds.

CAKE

Get our prices before you place your order.

Hereford Garage, Storage & Filling Station

Ralph Barnett

John Miller

Fill Your Car

Store Your Car

—Vulcanizing—

CASH CUSTOMERS WANTED

Courteous, Prompt and Careful Service is Our Aim.

Trade With Us This Month.

Try our QUICK SERVICE Tire Shop.

You won't have to wait, for water, gas, oil, or free air. Just HONK, we'll be there.

Great West Mill & Elevator Company

B. R. DIXON, Mgr.

Last week we told you about Hunt's Salve and Germicidal Soap for the Itch, and many of you took our advice and haven't the Itch any more. This week we tell the young men about our Candy and the young ladies about our Stationery.

We have the most complete, the freshest and sweetest bunch of Norris Candy you ever saw, in boxes from \$1.00 to \$17.50, and, Oh Boy, they are nifty. If you don't give that young lady a box of Norris' Candy, some other fellow is sure to do so, and then you will be left.

And our stock of Box Stationery, my, how classy it is. It's not a bit cheap, except in price, the quality is the top-o-the-world, in all sizes, shapes, colors, and textures. Say if HE gets a letter from you, in your own handwriting, on some of our new Stationery, he'll be here Xmas, sure as shootin'.

"HURRY BACK—SOME-TIME"

Geo. E. Burns

NOTICE HOG MEN—Have scales at stock pens now and want to buy all your fat hogs, will pay every nickel the market will allow. See us before you sell.

Claud Higgins or Grover Sanders, 25-42
STOLEN, or Strayed—Thanksgiving evening, a brown Collie Dog. Answers to the name of Nig. About 5 mo. old. Phone 161. Duane Orr. 43-21

WANTED

WANTED—From 50,000 to 200,000 bundles of feed. O. M. Shore. 44-11
WANTED—Help! 40 if Hereford Steam Laundry.

WANTED—To buy 60 or 70 good whiteface helters. Write to Miss O'Hara, Elk City, Okla. 43-41-Pd.

WANTED—Plain sewing to do at home. Several children's aprons and dresses for sale. Call and see them before buying elsewhere. Mrs. L. E. Hughes, old Methodist parsonage, 25 Mile Ave. 43-41-Pd.

Phone 606 and 1077 Established 1894

Dr. Claude Wolcott
 Exclusive Eye Specialist
 Glasses Correctly Fitted
 Diseases of the Eye Treated
 Suite 12-13 Fuqua Bldg. Amarillo, Tex.

Additional Locals

B. F. Smith, of El Dorado, Okla. spent the fore part of this week in Hereford on business. Mr. Smith owns a ranch south of town.

Books and stationery! We have a complete line in both. The Fair-Racket Store.

If interested in fresh pork or country cured hams enquire at Carlyle's Cash Groc. 45-11

Baked Sale
 Next Saturday, Dec. 4th, by the Methodist Ladies at the Hereford Produce.

Mrs. J. M. Boone expects to leave Saturday for Wichita Falls, where she will visit with her daughter, Mrs. Paul Barnett.

W. E. HICKS
 Brand: O Right Shoulder
 Dealer in Hereford Cattle
 Hereford, Texas

Toys of every description at Skelton's Christmas Sale.

F. W. Goodnow, who has been employed by the Harrison Grain Elevator for the past year, went to Ft. Worth this week for the winter.

Where are you going? Out to the club grounds. Say, I wish I had a share in that.

Baked Sale
 Next Saturday, Dec. 4th, by the Methodist Ladies at the Hereford Produce.

McGhee will enlarge that photo and frame it for less than agents ask you for the photo. 38-1f

It's a scream—that Senior Play, "Better Than Gold," at the Star, Thursday night, December 9.

Jno. B. Hudson, State Bank Examiner, was in Hereford Monday.

We beat our work 90 percent hotter than boiling water, without injury to goods or color, thus killing all disease germs. Hereford Laundry. 38-1f

Mrs. Condon, of Clarendon, Texas, returned home after a few days visit with her parents, Mr. and Mrs. W. B. Farmer.

Don't miss the Senior Play, "Better Than Gold," Star Theatre, Thursday night, December 9.

McGhee Guarantees to save you Three to Five Dollars on your enlarged photos. Get his prices before ordering. 38-42

Mrs. W. H. Edwards is visiting her daughter, Mrs. Earl Wilson, and family, who recently moved to Lubbock, Texas, this week.

Beautiful line of handkerchiefs at Skelton's Christmas Sale.

Get T. Courtright, of Pampa, Texas, was in Hereford Monday. Mr. Courtright is leaving for Kansas this week on business.

Mrs. Albert Herbst returned Thursday morning from a visit with her parents in Lampasas, and relatives and friends in Cleburne and Temple.

Watch for future plans on terms of sale of the Dodge Bros. Motor Co. Motor Sales Co., L. Hough, Mgr.

We have the best toy store in West Texas. Skelton.

No dust, no germs, no smell of gasoline in the suits and dresses cleaned by the Hereford Laundry. 39-1f

We still have a complete line of dishes. The Fair Racket Store.

Watch for future plans on terms of sale of the Dodge Bros. Motor Co. Motor Sales Co., L. Hough, Mgr.

WANT ADS pay dividends. Try one.

It's a scream—that Senior Play, "Better Than Gold," at the Star, Thursday night, December 9.

H. D. Blythe, of Terrell, Okla., bought the Bian Puff quarter section south of Hereford last week. This quarter formerly belonged to Jno. Robinson and has changed hands about four times in the last sixty days.

Mr. and Mrs. R. W. Arterburn, of Kansas, Ill., visited in the home of their daughter, Mrs. Ralph Rutherford, this week. The Arterburns left Hereford Thursday for San Diego, Calif. for the winter.

Stockmen
 Through a friend I can wait 90 days more. Not enough in to settle with my creditors. I am still on pre-war prices. Shall I raise and go to cash? Your actions will determine mine.
 Dr. F. E. Bawe.

Ginghams, 17c up; Outing, 19c up. The Fair Racket Store.

Dandy line of fancy towels at Skelton's Christmas Sale.

Baked Sale
 Next Saturday, Dec. 4th, by the Methodist Ladies at the Hereford Produce.

Have added a line of goods suitable for Christmas presents, such as hand bags, caps and camisoles, and tams. Also Christmas ribbons to tie your packages with. In addition ALL our hats are going at half price. See them. Mrs. T. N. Helfner. 45-3f

Why "His Official Fiancée?"
 Enter something new in motion pictures! It is none other than a mystery comedy that keeps the audience as mystified as it does the leading character until a few seconds before the final fadeout. The picture is "His Official Fiancée," starring the Paramount-Artcraft favorite, Vivian Martin, at the STAR THEATRE, Friday, December 3rd. The leading character is a typist who becomes engaged to her cold-blooded employer "for business reasons only," then falls in love with him.

H. W. Moffett, brother-in-law to J. N. Messenger, of Friona, is visiting in the Messenger home. Mr. Moffett formerly lived in this community, leaving here in 1912, and may decide to re-locate here.

SENIORS TO GIVE BIG CLASS PLAY NIGHT OF DEC. 9

On Thursday night, December 9, Hereford's Senior High School students will present the play: "Better Than Gold," at the Star Theatre. This play had a run of five weeks in New York, and comes highly recommended as a sure enough "hit."

The play is by and for the benefit of the school children, and much interest is being manifested by parents and the citizenship generally over its presentation. The students have been practicing diligently and earnestly, and hope to set a high water mark for excellence on this occasion.

H. L. (Mark) Weems
 H. L. (Mark) Weems, son of Mr. and Mrs. J. H. Weems died November 27, 1920, Age 21 years, 11 months and 6 days. The funeral services were held at the First Christian Church on Sunday, Nov. 28th, at 2:00 o'clock p. m. Mark served his country faithfully during the World War and did overseas duty. Since his discharge from



There are roads to riches but many of us travel in the wrong direction

Good, Clean Work

And practically a new plant—with a perfect Drying Room to insure Sanitary Cleaning—makes our Cleaning and Pressing establishment the best in the city. Bring the next suit to Orr.

ORR'S TAILOR SHOP

308 Main Street
 Hereford, Texas.

the army he has been engaged in farming near here. He was a very popular young man of sterling quality and his passing will be mourned by the entire community.

A FORMER CASTRO MAN RETURNS TO PLAINS COUNTRY

H. J. Heidgerken and wife arrived in Hereford Tuesday enroute to Dimmitt, where they will visit relatives and may remain permanently.

Mr. Heidgerken formerly resided in Castro county, leaving there about eleven years ago for Florida in the interest of his wife's health. About two months ago he took his wife to Albuquerque, N. M., but finally decided that the climate here was as good as could be found. Nick Stark and Mike Dohemier, of Castro county, are relatives of Mrs. Heidgerken.

Stork Special

Born—To Mr. and Mrs. Lester Wilkinson, a baby girl, Nov. 20th, named Georgia Rae.
 Born, to Mr. and Mrs. J. H. Sadler, November 24, a girl.

Be sure to see the line of dolls at Skelton's Christmas Sale.

GUARD YOUR LUNGS WITH Lungardia

Lungardia opens the respiratory organs, removes the thick masses of sputum, heals the irritation, dispels the cough and cold. Unsurpassed in spasmodic Croup, Bronchitis, difficult breathing, and such kindred diseases. Thousands attest to its great virtue. If Lungardia fails, your money returned. Price, 60c and \$1.20 per bottle.

Manufactured by LUNGARDIA CO., Dallas, Texas
 For Sale By All Druggists

O. S. Gallatin

General Auctioneer
 Farm Sales a Specialty.
 Write for Dates.
 Terms, 1 percent on the Dollar.
 Box 41. Friona, Texas.

Your Printing

If it is worth doing at all, it's worth doing well.
 First class work at all times is our motto.
 Let us figure with you on your next job.

The Hereford Brand

Trade—Trade—Trade
 Have you anything to trade?

We have all kinds of offers covering Blackland Farms—Hotels, Drug Stores, Stock in Corporations, or most anything you want. If there is any trade in you, come to see us. Come to our office TO:

List your land—
 Give us a trade—
 Get a Free Ticket to the Matinee.

Byrd, Mikel & Hill

Phone 358 Elliston Bldg.

Dr. O. H. Lloyd is Talking Plains

That West Texas is not the arid stretch of country suitable only for cattle raising which popular opinion makes it, is shown in a unit exhibit of farm products in the agricultural building in which is a long list of products grown in eight of the "Panhandle" and other West Texas counties. The display is in charge of Dr. and Mrs. O. H. Lloyd, of Vega, Oldham county who have been in charge of the West Texas exhibits at 16 different fairs and according to whom that part of the country can show far more well known selections how to grow any number of crops. One crop, wheat, Dr. Lloyd said, produced \$100,000 for West Texas farmers last year and this is only one of the money crops that section produces.

Arranged in the booth are specimens of 12 varieties of grain sorghums, 4 of winter wheat, 2 of spring wheat, 7 of squash, 4 of beans, 12 of apples, 2 of peanuts, corn, pecans, alfalfa, castor beans, truck of all sorts, and cotton. One variety of squash looks like an exaggerated over-grown banana and when cooked, tastes like the fruit while another variety tastes as good as any sweet potato ever grown.

One county represented in the display, Oldham, is as large in area as Rhode Island, yet it has only 700 inhabitants, but with dry farming brought to the stage of perfection with which it is practiced throughout that part of the country, this situation will not prevail long and the number of settlers is rapidly increasing with the disappearance of the cattleman, Oldham, Haskell, Hale, Tarrant, Swisher, Jones, Fisher and Baylor counties in particular showing a rapid growth in population as well as wealth produced on their rich lands.—Shreveport Times.

NEARLY MILLION FORDS MADE IN YEAR

Four Millionth Ford Went Into Service Last May

During its producing year which ended July 31st, the Ford factory in Detroit built 996,000 Ford cars. Conditions that existed early in the year—the difficulty with which fuel and materials were obtained—were responsible for the Company's failure to build its estimated 1919-20 production of a million cars. The output of one more working day would have raised the figure to over a million. Besides the cars, 79,013 Fordson tractors were built.

Next year, say Ford officials, one and a quarter million Ford cars and two hundred thousand Fordson tractors will be manufactured by the Ford Motor Company. At the present time more than two hundred thousand people are waiting delivery of their Ford cars.

The Four Million, three hundred thousandth Model T Ford motor ran off the "assembly line" August 25th last. The daily output has been mounting continuously. On July 22nd, forty-two hundred Fords went into service. To date, this is the highest daily record.

Plans are being made to increase this figure. At the Ford Blast Furnaces, machine parts are already being cast direct from the ore, and when the big twenty-acre foundry comes into service, there is no doubt but that Ford production will make another great advance.

For Sale

Here is your chance to own you a Home. 3,000 acres of fine wheat land. Will sell 160 to 640 acre tracts. Price, \$20.00 per acre, 1-4 cash; balance from one to fifteen years, or will sell entire tract on same terms.

J. H. Pitman
Hereford, Texas

Although it has been rumored throughout the Country that Henry Ford is about to launch a new model, Ford officials say there is no new model under consideration at present. While minor changes may be made from time to time, 1920-21 production figures are based on the present car.

PROPER TREES AT COST TO FARMERS

College Station, Texas, Nov. 29.—The new budget which will be presented to the legislature in January calls for an appropriation of \$6,000 which is being requested by E. O. Sleske, State Forester, and Chief of the Division of Forestry, Texas Agricultural Experiment Station of the A. & M. College of Texas, for the purpose of establishing a nursery to grow trees for distribution to Texas citizens at cost.

In explaining the pressing need for such a service to the people of Texas, Mr. Sleske said:

"Texas should take the lead in tree planting work, for the field is larger here than in any other state. The plains region should receive considerable aid from the state in tree planting for windbreaks, etc. This work can only be successfully accomplished thru the aid and encouragement of the state. The establishment of state nurseries which furnish trees at cost to its citizens is not a new thing. At the present time there are many states which are carrying on such work quite extensively. Pennsylvania and New York lead all other states, distributing 4,166,000

and 4,000,000 respectively, each year. Eight other states have similar nurseries.

The need for forestry legislation in Texas has long been recognized and Mr. Sleske has data in hand to show that if some steps are not taken soon to check the devastation of Texas forests lumber will have to be shipped from other states for use in Texas.

WARD'S SLAYER IS GRANTED PARDON

John Messimer, who was serving a five-year sentence in the penitentiary, was granted an unconditional pardon Tuesday of this week, and was restored to full citizenship. This is the substance of a message received by the writer Tuesday afternoon after his return from Austin Monday where he and Wm. McGehee went in the interest of Mr. Messimer.

John Messimer, son of Mr. and Mrs. W. P. Messimer, living four miles south of Lockney, was sentenced to the penitentiary from Potter county for the killing of a man named Ward in Randall County, some two years ago. Messimer was first tried in Randall county, the trial resulting in a hung jury, 11 for acquittal and 1 for conviction. The case was transferred to Potter county, and there the defendant received a five-years' sentence.—Lockney Beacon.

Get other prices and then come to us and we will make the sale.
The Fair Racket Store.

COALDUST EXPLOSION BURNS TWO

Last Saturday night while A. A. Thompson and helper were dumping a load of coal at the coal chute, the coaldust exploded and both men were badly burned about the face.

Coal used for the engines is first dumped into a pit from the car, and thence hoisted to the loading chute, and it was while dumping a car of coal into the pit that the explosion occurred. It is presumed that the coaldust was ignited by torches which the injured men were carrying while at work. Their clothing took fire immediately, was extinguished before any serious burns resulted from that cause, but the sudden blast from the flaming coal-

dust burned their faces and necks severely, causing these parts to swell almost beyond recognition. They were immediately placed under the care of a physician, and it is thought, will be

laid up for some time. No other damage resulted.—Tucumcary Sun.

Did you ever try a want ad in our classified column? You'll get results.

Big-Boned Poland China Hogs

I have always something to sell, in either aged or young stock.

There's nothing better than the hogs I raise.

Ludwig Irlbeck
Happy, Texas.

Business' Is Good, Thank You

Of course there is a reason for everything. The reason we sell more tires than any dealer in town is because we sell standard, guaranteed tires for less, and the reason we can do that is because we know how and where to buy and are satisfied with moderate profits.

Retreading and repairing does pay. We are proving it every day.

H. L. RICE

Opposite new Magnolia Filling Station.

Complete

Line of Bran, Shorts, Grain, Hay, Salt

Cotton Seed Meal and Cold Pressed Cake. Get our prices first. Prompt Delivery.
Phone 1

Jones & McLean Grain Co.

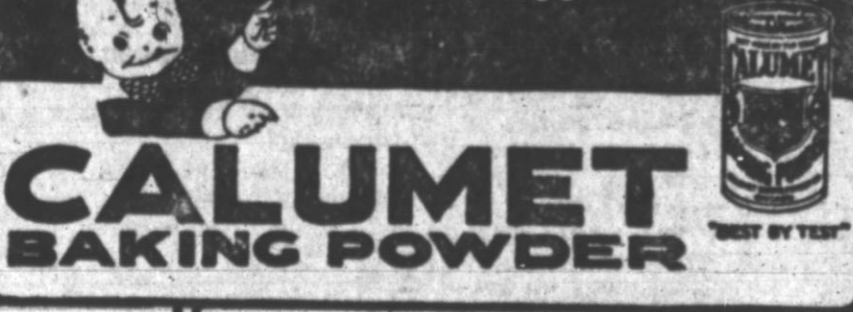
Phone No. 1 for Quick, Prompt Delivery

YOU certainly want to save money, and you would like to have better bakings. Then use Calumet. It's the biggest thing you can do to improve the quality of your bakings—and lower baking costs.

Calumet is made in the largest, most sanitary Baking Powder Factories in the World. No Baking Powder is made under better conditions—none can be better in quality.

It contains only such ingredients as have been officially endorsed by the U. S. Pure Food Authorities. An absolute guarantee that it is pure.

RAISES THE QUALITY — LOWERS THE COST OF ALL BAKINGS



It received highest Awards, World's Pure Food Exposition, Chicago — Paris Exposition, Paris, France—positive proof of its superior merit.

It is used by more housewives, domestic scientists and chefs than any other brand. That would not be the case, if it were possible to secure a higher quality leavener.

It is sold at a moderate price. All you have to do is to compare costs to determine how much you can save by buying Calumet. Pound can of Calumet contains full 16 oz. Some baking powders come in 12 oz. Instead of 16 oz. cans. Be sure you get a pound when you want it.

Calumet Cocoa Cake Recipe
—3 cups pastry flour, 3 level teaspoons Calumet Baking Powder, 1/2 cup butter, 1 1/2 cups granulated sugar, Yolks of 3 eggs, 1/4 cup cold water, Whites of 3 eggs, 1 teaspoon orange extract. Then mix in the regular way.

Our Prices the Very Lowest Regardless of Sales

Ladies' Suits and Dresses

In value, style, quality, material and tailoring, unmatched by any stock in town.

Dry Goods

This store is brimful of new and charming, late ideas in our General Dry Goods line.

Shoes

Nothing need be said, the stock is so complete that you can find shoes, and a fit for the entire family.

J. O. NEWELL

Business is good at the Fashion Store.

George Barber and Homer Wilkinson

These Gentlemen little thought that, when they took out their Accident Policies with this Agency, that an accident would occur to them; but Wilkinson, by pushing a Ford seriously damaged one of his ankles, on account of which we paid him \$483.00.

George Barber was a Passenger on the Santa Fe Train that wrecked last week. As a result he was seriously hurt. We cannot relieve his suffering, but we will pay him for the loss of his time.

The Wise Man carries Accident and Health Insurance. Better call at once and let us provide you with this protection. We have paid more than 50 claims during the past year.

Strongest in the Panhandle.

The T. K. Wilson Insurance Agency

The Hereford Brand

HOLMAN & STECKMAN, Props.
Published every Thursday by
BRAND PUBLISHING COMPANY
Phone 30

Entered April 17, 1901, in the post-office at Hereford, Texas, as second-class matter. First number of the paper issued Feb. 23, 1901, as the Hereford Reporter; first number of The Brand issued March 21, 1902.

Subscription price per year.....\$2.00
STRICTLY IN ADVANCE

A PEEP INTO THE FUTURE

The rural printer and publisher need not expect pre-war prices for his supplies, labor-hire, rent, etc., during his generation. It is generally conceded by those who have the best information from experience and the best insight from theory that newspaper paper will scarcely ever again reach the low prices prevailing for several years before the war. Such stock is now from four to seven times the price per pound at that time, and the supply is smaller than the demand.

Here and there occasionally some small lots are offered at prices rather below the average, but the printer and publisher cannot depend upon the same condition continuing; in fact, he is not always prepared to take advantage of such offerings as there are frequently limitations as to quantity, or terms, or delivery, which he must meet to avail himself of the opportunity.

Canadian paper manufacturers, whose business is largely of an export nature, have announced an advance of \$5.00 per ton for newsprint, effective on contracts dating from January 1st, and American manufacturers, it is understood, will make no reduction in the 1921 contract price. In view of the fact that the world is using newsprint paper faster than it is produced and that in a general way stocks are being depleted, it does not appear that prices to the small consumer, at least, will be considerably reduced for many years.

It is true that various experiments are being made to find a practical substitute for wood pulp in the manufacture of print paper, which may, at some time in the future, prove of benefit, but such developments are slow and expensive, and it would not be fair to take them into consideration at this time in the formulation of a price schedule under which a rural printing and publishing business could work, pay running expenses and depreciation charges and provide for the proprietor the reward he is entitled to.—The Publisher's Auxiliary.

WILLIAM S. HART

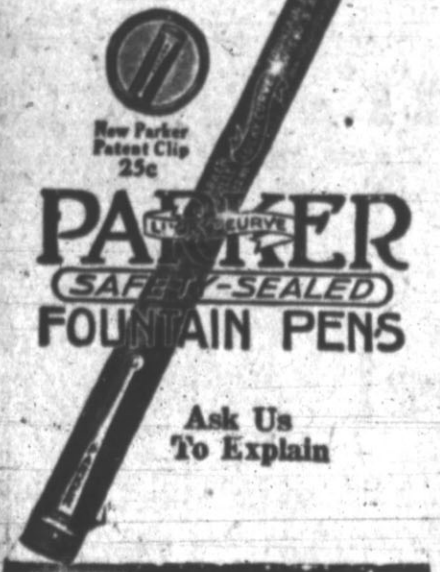
At The Star Theatre, Saturday Night, December 4th, will find Will S. Hart in a new class of a picture, "JOHN PETTICOATS." This is a rattling good picture with good serio-comedy and worth your time to see.

Get other prices and then come to us and we will make the sale.
The Fair Racket Store.

Why We Recommend the Parker Fountain Pen.

Reason No. 2—

Because it is "safety-sealed"—no holes in the wall of the barrel through which ink can escape.



Ask Us To Explain
J. J. CLARK
DRUGGIST

WED-LIKE TO, BUT WE CAN'T

Once in a while some reader thinks it is a personal dig because we stopped his paper when his subscription expired. But his likes are few. Now while we should be only too glad to carry our subscribers forever without them having to pay anything, we find we cannot do it. Printers have a habit—surely they never need the cash—of wanting their money when Saturday evening comes. They earn and should have it. The paper houses that supply newspaper offices with paper also want their money at the end of every thirty days. Linotype factories do not give typesetting machines away. So there you are. The publisher of a newspaper must pay bills or the sheriff will tack a notice on his door. Therefore it is absolutely necessary that the reader pay for his paper.

Our policy is to try to make the sheet worth the selling price. If the printers would agree to work for glory, the paper houses to furnish paper without cost, and the type foundries make shipments of material without money and without price, then it would be possible for us to carry subscribers from year to year without money.

You can always tell when your subscription expires by looking at the date appearing immediately after your name on your paper. You probably will get as many as two copies after your subscription expires, without the paper stopping. Our readers seem to like the plan to stop the paper when their time is out. We have been on the cash plan for almost two years and to our knowledge there have been but two men who pouted because we demanded that they pay like everybody else. We are play-

ing no favorites. Pay as you enter, we stop when you do. Never any duns for delinquent subscriptions.—Jacksonville (Ind.) Leader.

JOEL

Born to Mr. and Mrs. Wm. Negeline, a daughter, Nov. 26. Billie wears a smile as big as a wrinkle in a boot.

Marvin Sharp, of Vernon, surprised his folks by dropping in on them Saturday morning for a little visit. He came up with Silas Fellows, who is moving onto a ranch some five or six miles south of Hereford. His family will be here shortly.

Mr. Felix Robinson, while starting and adjusting his new threshing, had the misfortune to catch the two middle fingers of his right hand under a rapidly moving sprocket chain which severed them at the first joint. He was taken at once to the doctor's office where they were dressed. He is gritty, tho, and was back on the job the next day. He is getting along as well as any man could without the use of his fingers.

Our school teacher, Miss Catherine Walker, is on the sick list this week, suffering an attack of tonsillitis. She is under the doctor's care and is improving. Her sister, Mrs. Dugan, is supplying her place at present.

Four threshing outfits, all in this corner at once, makes it hard to get crews for any of them to do full capacity work. Spread out, boys, and save time.

You will find real bargains in stationery at Skelton's Christmas Sale.

Good Printing at The Brand.



A Warm Room To Dress In

- No more cold trips to the basement.
- No more dressing in a cold room.
- No more fires to build.
- No more big fuel bills.

COLE'S ORIGINAL HOT BLAST HEATER

is absolutely air-tight and will stay air-tight. That is why it is guaranteed to hold fires for 36 hours without attention.

And remember, every Cole's Hot Blast Heater is guaranteed to consume one-third less fuel than any underdraft stove of the same size. This means money in your pocket.

Let us tell you more about this remarkable heater.

Dunlap Hardware Company
LIVE WHAT YOU WANT WHEN YOU WANT IT

An interesting circular issued by the College of Agriculture gives the average cost of producing a bushel of wheat in Missouri this year as \$2.30 and that it cost the Missouri farmer 82 cents a bushel to produce the 1920 oats crop.

Time Table

East Bound	
No. 22	Arrive 10:02 a. m. The Missionary Chicago Trains
No. 34	Arrive 2:42 p. m. Local Train
West Bound	
No. 21	Arrive 6:42 a. m. The Missionary California Trains
No. 117	Arrive 10:37 p. m. Local Train

No. 21 and 22 are through trains. Nos. 14 and 117 are local trains. No. 11 leaves Chicago at 10:30 p. m., arrives Kansas City 10:55 a. m., arrives Hereford 6:42 a. m. No. 22 leaves Hereford 10:02 a. m., arrives Kansas City 9 a. m., arrives Chicago 9:20 p. m. All trains stop and take and discharge passengers at Hereford.



Making A Battery Over

To hear some folks talk you'd think an old battery could be made over into a brand-new one, but it can't be done.

But we do go the limit in helping you keep your battery in fighting trim. We're headquarters for the Still Better Willard Battery with Threaded Rubber Insulation—the kind selected by 152 passenger-car and motor-truck builders.

Electric Service Co.
Hereford, Texas



Registered Duroc Jersey Hogs

FOR SALE

Pre-War Prices

DAWN FARM DAWN, TEXAS

YOUR PORTRAIT FOR CHRISTMAS

A Gift That Is Not Merchandise

Your friends can buy anything you can give them except your photograph. Come early for sitting, rush work cannot receive proper attention.

Our enlargements are Superior and the prices are lower than agents ask you. We have frames for all sizes of pictures.

McGHEE'S STUDIO

"Everything Photographic"

MAKE THIS BANK YOUR BANK

What Ten Dollars Will Do

If every person in the United States carried the small sum of \$10.00 in cash a startling increase in prices would result, with a fatal curtailment of loanable funds!

But with your money in the Bank, it is not only available to you, but serves the very important purpose of placing your money in circulation to aid legitimate commerce.

Keep Your Money in the Bank

"Courtesy First Safety Always"

The First State Bank and Trust Company

Hereford, Texas.

CAPITAL AND SURPLUS OVER \$100,000

Lumber

All the building material you need for that

Home

Rockwell Brothers & Co.

HUGHES & CROUCH

NOW HAVE ON A

Real Sale

PRICES CUT IN TWO

If You Want Some Real Bargains
Go To Their Store for Them

A PRESIDENT FARES WELL

Nation is Most Lavish in its Care of
The Chief Executive

When the sovereign voters of this greatest union of states the world has ever known select from among their fellows the one they deem best fitted to be chief executive of the greatest civic trust in all creation, here is what Uncle Sam gives to the President thus honored among men:

- A salary of \$75,000 a year.
- Another \$25,000 for traveling expenses.
- A home on which the attention of the world is focused.
- Furnishings and maintenance, complete for this house.
- A private room in the Capitol building.

A flock of the finest automobiles American factories can produce, and an electric car for the first lady of the land.

- A private detective force.
- A force of fifty policemen to guard the house and grounds.
- A private art-gallery.
- A historic library.
- A score of greenhouses to keep the White House decorated and provide plants and blooms for dinners and receptions.
- A private yacht.
- A private train—whenever the President wants it.
- The best brass band in the world.
- A flag that no one else may use.
- A personal physician.
- Naval and military personal aids.
- A social secretary for the mistress of the White House, who is social leader of the country.
- A daily newspaper, prepared for him alone.
- A complete retinue: The best private

secretary he can find, a man to keep track of his appointments, another to open his mail, one whose special duty it is to keep "cranks" from getting to the President, a barber, a disbursing officer to keep the White House accounts straight.

Right of way, where he may go.

AND COURTESIES BESIDES

All of these Uncle Sam presents to the President with the compliments of the American people—but he can enjoy them only for eight years, two terms.

In addition to these things paid for by the people, the new President falls heir to many courtesies, such as:

- A private room at the railway station in the national capital.
- A private box at the theater, specially decorated in his honor.
- A specially reserved pew in whatever church he prefers.

Membership in the most exclusive clubs.

Idealizing reproduction of his features by portrait painters and sculptors.

Services of dentists, tailors, etc., as much as he may be willing to accept.

Gifts of all sorts—books, jewelry, prize turkeys and hogs and pumpkins, bed quilts and what not.

There is nothing niggardly about the appropriation made by congress for the upkeep and maintenance of the White House, including furnishing, repairs, heat and, in fact, everything except what the President's family eats. By virtue of his being commander-in-chief of the army and navy he can get his larder filled at the army and navy commissary taking advantage of the reduced prices. Then, too, he is generally the target for expert cooks who send in pies and cakes, and of proud growers who send in fresh-killed livestock and poultry or fancy cured hams.

GUARDED BY SECRET SERVICE

The White House furnishings are usually repaired or renewed every four years. The linen is specially made, with the United States coat-of-arms woven into the texture of the goods. The china and glassware also have the United States seal. It takes ten dozen of everything to properly set the White House table for a formal dinner. Practically all of the furniture and draperies have been especially made.

The President is not restricted in the number of automobiles. They are paid for from the White House maintenance fund. President Wilson has had four big touring cars and an electric for the women members of his family. Usually there is an arrangement made with one of the leading automobile manufacturers to keep the White House supplied with new cars.

Whenever the President goes out driving he is attended by secret service men and by policemen—outriders on

motorcycles. There is a force of twelve secret service men on the alert night and day to protect the President. A 24-hour vigil is also kept by a special detail of about fifty policemen about the executive mansion and grounds. The use of secret service men at the White House began after the assassination of President McKinley.

THE SOCIAL SECRETARY

Since the White House is the social center of the United States, one of the most important attaches of the administration is the social secretary of the first lady of the land. This is no sine-cure. The social secretary has a position of serious responsibility. To her is intrusted the difficult task of rejecting as well as accepting courtesies

proffered the wife of the President. She has the social register at her fingertips. Diplomacy must be her watchword. She serves the wife of the chief of a democracy, the while the dignified traditions of the executive mansion must be upheld. The social secretary became an institution under Mrs. Roosevelt. The social secretary must be an authority on questions of precedence, and helps the mistress of the White House entertain.

In the long retinue of specialized attaches at the White House one of the most interesting tasks, which is also one of the most helpful to the President, is that of conducting a "clipping bureau." This department has been greatly developed since 1902. It prepares for the President's reading a

daily newspaper made of clippings, so that the chief executive may keep in touch with matters of interest to him without having to search a number of newspapers for these particular items. It is known among the White House employes as the "Yellow Journal," although there is nothing yellow about it.

Get other prices and then come to us and we will make the sale.

The Fair Racket Store.

If we owned a big limousine and had a chow for we'd never have him drive so near the curb-stone that he'd splash mud and water all over the less-fortunate who were waiting for a street car or other slow moving vehicle.



The Christmas Store

offers interesting merchandise in every line, that will help you in choosing fitting remembrances for all.

Avoid the inconvenience of last minute buying by taking advantage of our timely displays now awaiting your coming.

Skelton's Variety Store

Ford

THE UNIVERSAL CAR

"The Ford Touring Car"

Here is the greatest motor car in all the world. Great because there is more of it in use than of any other car in the world. Great because that in our demand for a million and a quarter Ford cars this year fully 50 percent of that demand is for the Touring Car. Surely every Ford touring car is a car of great service. You see it wherever you go, day or night, shine or rain, summer or winter—the ever-faithful Ford Touring Car is delivering service and satisfaction, pleasure and economy, in a larger measure than falls to the lot of any other one piece of mechanism in the world.

We can now deliver Ford cars to you with reasonable promptness. Leave your orders without delay, if you would be wise. The prudent man carries his umbrella when it is dry, because any fool can carry one when it rains!

Never forget that right hand to every Ford Touring Car is that ever-dependable and universal "Ford After-Service." Here we are, with the genuine made Ford parts, Ford mechanics, and Ford equipment, to give service to Ford cars instantly, so that your car is never out of commission.

Wilkinson & Stocking

FIRE

Most fires occur at this time of year. Is your home protected?

T. K. WILSON.

THE HEREFORD BRAND

PUBLISHED AT HEREFORD, DEAF SMITH COUNTY, TEXAS

GRAIN

If your Grain is Shocked, or in Risk, or Threshed, we insure it. Cost small.

T. K. WILSON.

Winter Storms Injure Cattle

Unless they have ample protection in the way of shelter. Why put off building sheds until you have sustained a big loss from bad weather? We will be glad to assist you in planning a shelter, and to figure your bill economically.

PANHANDLE LUMBER CO.

OUR AIM - TO HELP IMPROVE THE PANHANDLE

Here and There Among People You May Know

N. C. Vogele, L. Ed. Ph. 30.

C. H. Clifton, of Dimmitt, transacted business in Hereford Monday.

Tollet articles of all kinds. The Fair Racket Store.

Hand painted china and cut glass at Skelton's Christmas Sale.

Just received a shipment of Moulding and frames. McGhee's Studio.

W. A. Hunter arrived Thursday from a business trip to Kansas City.

Judges Kerr and Cowser, of Dimmitt, were in Hereford Tuesday.

WANT ADS pay dividends. Try one.

Ralph Johnson spent last Sunday in Clovis.

Big Christmas Sale at Skelton's.

Stock in the club ground will make you money.

Picture frames, large and small. 44-45 McGhee's Studio.

They are all going to the Christmas Sale at Skelton's.

Shelled Pecans and English Walnuts. Hereford Produce Co.

Closing out prices on Men's and Boys' Suits. D. R. Gass & Son.

Special—Kodak Enlargements. McGhee's Studio.

W. C. Fallwell left Hereford for New Mexico last Sunday on a business trip.

Just received a shipment of Moulding and frames. McGhee's Studio.

Mr. and Mrs. Jno. Flannigan, of Dimmitt, went to East Texas Tuesday on a visit.

Potted House Blooming Bulbs

In Small Paper Pots

These Potted Bulbs make splendid gifts to send to your friends whether sick or well. They are inexpensive and carry with them a feeling of comfort and good cheer all out of proportion to their cost.

Price 35c

Corner Drug Store

Don't miss the Seniors Play, "Better Than Gold," Star Theatre, Thursday night, December 9.

High cost of living knocked out by the new prices of the Hereford Laundry. 39-41

See our new line of Moulding. We make frames to fit any size picture. McGhee's Studio.

Meet your friends at Skelton's Christmas Sale.

Ray Cowser, of Dimmitt, went to Canyon to hear Tom Marshall speak Tuesday.

Watch for future plans on terms of sale of the Dodge Bros. Motor Co. Motor Sales Co., L. Hough, Mgr.

Remember, our work is sanitary while the washing that hangs outdoors is very unsanitary. 39-41 Hereford Steam Laundry.

Get other prices and then come to us and we will make the sale. The Fair Racket Store.

J. R. Hastings and son went to Dallas Wednesday on a business and pleasure trip.

Ivory makes a fine Christmas gift. Get it at Skelton's Christmas Sale.

Do those Friona-people have stock in the club ground? Yes, they are going there now. Why didn't I get in on that?

Mrs. Geo. Guinn spent the week-end in Canyon visiting her parents and other relatives.

The Toy Land of Hereford. Toys of all kinds, for all sized children, and Grownups. The Fair Racket Store.

Shelled Pecans and English Walnuts. Hereford Produce Co.

We will do your family washing cheaper than you can afford to do it at home. Phone 246.

Miss Lula Edwards went to Brackettville, Texas this week to visit with relatives and friends.

Don't forget, we want your eggs, chickens, cream and butter. We pay cash. Hereford Produce Co.

Shelled Pecans and English Walnuts. Hereford Produce Co.

Mrs. Estes and her daughter, Miss Margerete, are visiting this week with relatives in Lubbock.

Get our prices on tricycles and wagons at Skelton's Christmas Sale.

Worth Clifton, of Dimmitt, left for Ontario, Calif., where he will spend the winter with his mother.

Get other prices and then come to us and we will make the sale. The Fair Racket Store.

See our new line of Moulding. We make frames to fit any size picture. McGhee's Studio.

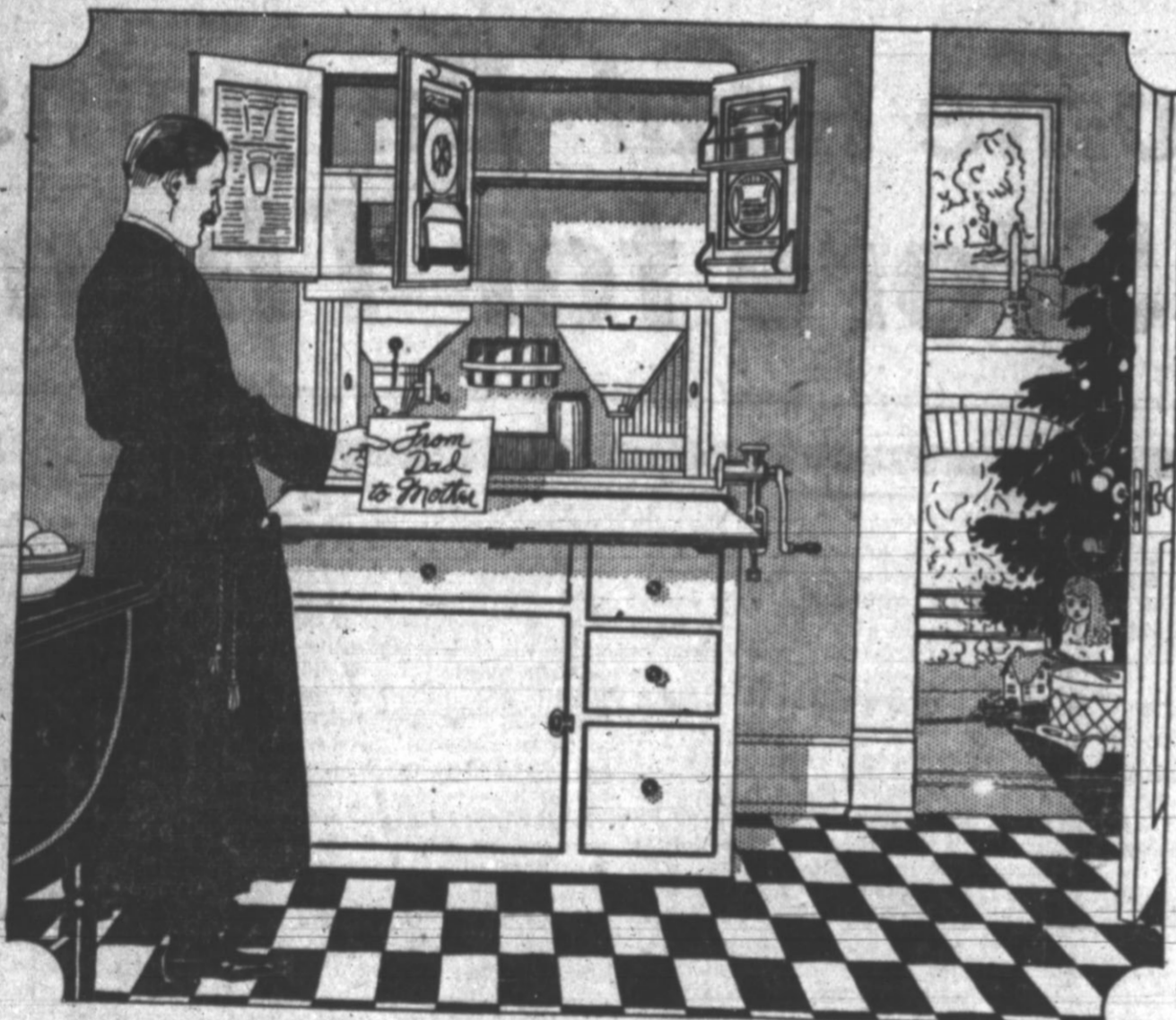
Our family rate makes a face towel cost about 2 1-2c washed and ironed. Hereford Steam Laundry.

It's a scream—that Senior Play, "Better Than Gold," at the Star, Thursday night, December 9.

Misses Marie Burns and Lillian Fulkerson reached home Thursday after an absence of several months in Colorado Springs, Colo., where they attended the Brown Business College.

HOOSIER

S A V E S M I L E S O F S T E P S



Her Happiest Christmas

There is nothing you can give a woman that is so personal as the one thing that will lighten her burden the whole year 'round.

And that one thing is the HOOSIER Kitchen Cabinet.

It works for her and with her every day of the year—easing the strain of her house-work, shortening the time she must spend in the kitchen, turning drudgery into happiness.

Through all the years, the HOOSIER you give this Christmas will stand as a monument to your loving thoughtfulness. Through all the years it will minister health and happiness to the woman who means more to you than all the world—it will save her miles of steps each day, cut out the needless lifting and stooping of kitchen work, and increase the hours that may be spent in happy recreation.

Come to our store for a demonstration—at once. Have a HOOSIER reserved for Christmas delivery. Make this the happiest Christmas your home has ever known.

\$7.50 to \$10.00 off on every Cabinet

We have a wonderful line of Cedar Chests—the ideal Christmas gift. Every one is now offered at 33 1-3 percent off.

25 percent off on every Art Rug in the house.

25 percent off on every odd Dresser in the house.

E. B. Black Co.
FURNITURE AND UNDERTAKING—HEREFORD, TEXAS

A Man Is Known by the Company He Keeps—

In financial affairs as in social is this true.

This bank takes pride in the success of its customers. You will appreciate financial acquaintance and company with our depositors.

We invite you to keep company with us and offer you a service which has helped others to success and independence.

A certain amount of your income invested in Government Savings Stamps is another backlog in your financial career.

Interest paid on savings deposits

The Western National Bank
Hereford, Texas

Capital and Surplus \$125,000.

Largest tax payer in the City of Hereford

Only Roll of Honor Bank in Deaf Smith County.

G. A. F. PARKER, President,

J. L. SMITH, Vice President,

ROSCOE L. DAVIDSON, Cashier,

CLIFFORD C. ACKER, Ass't. Cashier.