

SCHOOL NOTES

"Politeness is to do and say, the kindest thing in the kindest way." Misses Mabel Benfro and Leona Bishop attended the pie-supper at Dawn on Friday night.

The music furnished by the quartette composed of Irwin Taylor, Ollie Dixon, Clyde Carroll and Paul Wilson was greatly enjoyed in the Chapel exercises on Thursday morning.

Egbert Bradley enrolled as a new student in the High School last week. We are glad to have Egbert back with us.

Ollie McMinn was so enthusiastic and interested in his work the other morning in the Manual Training Dept., that he did not know he had cut away half the end of one of his fingers until he saw traces of the wound on the lumber on which he was working.

The pupils were very busy the last three days of last week with their examinations.

Our High School Girls' basket ball team won laurels last Friday evening by winning a game from the Vega team.

"A man who gives his children habits of industry, provides better than by giving them fortunes."

"The bee, from his industry in the summer, eats honey all the winter."

We have now started on our third month of school and hope to make it still better than the two that have just passed.

Miss Halycon Donner, who graduated in "1920", is a new student in the Manual Training Department.

Miss Ethel Williamson, of the Domestic Art Department, spent the week end with her sister, who teaches in the Farwell school.

The Senior Class enjoyed a party on Friday evening, given by Miss Lulu Orr in her home. Miss Lulu is a member of the Senior Class.

Teaching should be elevated to the loftiest profession, and the teacher at her best all the time—a psychological live wire.

The Hereford Public School certainly feels proud of herself this week. On last Thursday, we received a letter from Graham, Texas, telling us that the writer had been reading in some Educational Journal about the Bible being taught in our school, and was very anxious to know all about our method of teaching it. Again, on Saturday, the writer received a letter from Yakima, Washington, telling how he had been reading about our music in the Public School and wanted to know our course and methods of teaching.

We take this method of thanking Mr. Broadwell for courtesies extended to the teachers and pupils of the High School the past week when, on invitation, several of the grades visited the laundry and saw the machinery in motion and the work being so skillfully done. Mr. Broadwell offers a prize of twenty dollars in laundry work for the best essay written by any pupil on what he saw at the laundry.

Mr. Hill, of the Canyon Normal, who has recently returned from a meeting of the Executive Committee of the Texas State Teachers' Association, urges that Deaf Smith County get immediately into the class of one hundred per cent enrollment in this state organization. Mr. Hill states in his letter that there is not a teacher in Texas today whose salary has not been increased through the activities of the State Teachers Association; and there is not a school district in Texas which has not received more money for the support of its schools this year, because of the work of this organization. Mr. Hill states further that he believes that the teachers of Texas make a splendid investment when they join this organization.

The State Teachers' Association meeting this year will be held in Dallas beginning November 24th.

Methodist Missionary Society

One of our most thoroughly enjoyable and best attended social and business meetings of the entire year, was last Wednesday when we met in the home of Mrs. W. A. Price, with Mesdames Price, Black, Bryant, Dunlap, and Miss Lulu Edwards as hostesses. Cut flowers and autumn-tinted foliage gave a charming touch of beautiful October's out-of-doors to the already attractive rooms.

In the devotional, Mrs. Ward gave us some intensely practical lessons from the story of Gideon, emphasizing especially the point that God wants from us, not only alert, intelligent, consecrated service, but that we should have Gideon's desire and determination to realize God's leadership and direction in all our work and that it is our privilege, if we would claim it, to have as convincing assurance of Divine Leadership as Gideon had.

Gratifying reports from all the officers and committees were read and approved. These reports dealt with

POTTED PLANTS
in
Cyclamen
are coming on
Funeral Designs
MRS. EDGAR JOHNSON,
PHONE 26

our finances and work in general and some special and proved that, in the face of existing financial conditions, there has been some self-sacrificing giving, as well as work, done.

After the business meeting, a program of music and readings was given. A reading, "Unawares," by Pauline Hodge, brought a pang to the conscience of each, reminding us that we so often lose the blessing of the presence of our Lord, in our hearts and lives, because we fail to render some service of love, sympathy or material aid to those around us who need our ministrations. "Mud Pies," by Miss Nell Farmer, was a bit too realistic for the comfort of some of us mothers, showing so forcibly our lack of firmness and consistency in our home discipline.

The refreshments reminded us of the approach of Halloween. Diminutive "Old witches on broomsticks," rode upon a cloud of whipped cream, served with the pumpkin pie, the addition of fragrant coffee made comments unnecessary, as to the appetizing quality of the refreshments, as well as their appropriateness to the season.

More than fifty members and several visitors were present.

Our time of meeting was changed to 2:30, closing promptly at 4 o'clock.
Press Reporter.

Notice

There were such a number of Halloween parties and social events that it has been impossible to gather them all and present them properly for this issue of The Brand. They will appear in this column in Friday's issue.

SHOULD MARRIED WOMEN WORK?



The Commander of the Barbara Fritchie Post of the American Legion in New York is a woman—Mrs. Julia E. Wheelock, the writer, who during the World War recruited 16,000 men for the United States navy. Mrs. Wheelock has urged married women who work unnecessarily to give up their jobs in favor of unemployed ex-service men.

DIMMITT

Oct. 31, 1921.

Mrs. Joe Hastings and children are visiting relatives and friends in Hereford this week.

Mr. and Mrs. Mark Cowser returned Sunday from Junction, Texas, where they have been visiting relatives for the past two weeks.

Mrs. B. B. Easter spent the week-end with her daughter, Mrs. Walter London, who lives near Hereford.

Dr. Miller and Mr. J. W. Alexander made a business trip to Hereford Monday.

Rev. Florence was in Dimmitt again this week, and conducted prayer meeting Wednesday evening.

Mr. Tucker, a teacher in the school

Joe

FINALLY—Got his car fixed. He took it to The Dodge Bros. Service Station.

Blanche

got her car fixed too. She, like Joe, took her car to the same place.

WE WORK all cars, our prices are in keeping with the times.

We guarantee every job—Our work stands up, we make it.

Not The ONLY PLACE, but a good place to get repairs.

A BOLT, in time saves nin.

Dodge Service Satisfies.

GREAT VISITORS AT LEGION CONVENTION



The coming national convention of the American Legion at Kansas City, Mo., will be the largest and greatest meeting yet held of that body of veterans. Above are some of the world distinguished people who will be present and take part: (1) Gen. Pershing, U. S. A.; (2) Admiral Sims, U. S. N.; (3) Gen. Foch, of France; (4) Gen. Diaz, of Italy; (5) Admiral Beatty, of England.

here, recently resigned on account of his health. Mr. Waldon will take his place.

Mr. and Mrs. Rea Gilbreath and little daughter, Eulla Lee, have been visiting friends in Tulsa the past week.

Mrs. Ralph Patton is on the sick list this week.

Mr. Gorman, of Panhandle, Texas, recently appointed Mr. Edwin Ramey game warden of Castro County.

J. A. Womack and Edwin Ramey left Saturday for a two weeks hunting trip in south Texas.

The Baptist Fifth Sunday meeting was greatly enjoyed Saturday and Sunday, having dinner on the ground and several interesting sermons.

Mrs. J. M. McIntire and Mrs. Etta Brashears, spent Sunday with Mrs. J. B. Belew.

Good Job Printing at The Brand!

"Say it with Flowers"

We specialize in Floral Designs and all kinds of cut flowers in season, also blooming plants and ferns.

First class designers with life experience. Largest floral establishment in the Panhandle.

Amarillo Greenhouses
A. A. Akins, Proprietor
Phone 1116. Box 101
46-ft Amarillo, Texas.

Mrs. J. W. Ford

The Brand is in receipt of a clipping from a Bentonville, Arkansas, paper containing an account of the recent death of Mrs. J. W. Ford, wife of a former Near Smith county tax assessor. The family is well known here and their many friends will regret to hear of the sudden death of this estimable lady.

"Bentonville people were shocked this morning to learn of the sudden death of Mrs. J. W. Ford, which oc-

curred at 1 o'clock this morning at the Ford home on West 11th Street. Death was caused from heart leakage, with which Mrs. Ford is said to have been troubled for quite a long time. The attack resulting in her death, however, occurred at about 12:30 o'clock this morning, the end coming almost before a physician could reach her side. With her husband and daughter, Mrs. Ford had enjoyed a visit last evening at the home of Mr. and Mrs. Walter Davenport and was apparently in the best of spirits and feeling well physically when she retired.

"Mrs. Ford was born in Alabama on July 18, 1867, and with her father, D. Harris, and other members of their

family, moved to Milan in 1871. On January 15, 1872, she was married to J. W. Ford, their daughter, Miss M. Bentonville, May 15th, their home here since.

"Besides her husband, Miss Marion, who lives in Tulsa, is survived by four sons, daughter, other relatives and friends. The absent son lives in Texas, Colorado and no funeral arrangements were made until hearing from the entire community in the

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We are long on tires and short on money

Our stock of certain sizes is too large, and to them quickly, will make a special price of

15% off

for one week only. Come in and look them over. Your size may be on sale.

H. L. Rice

United States and Gates Tires

One Night On Friday, November

J. M. BUSBY
WORLD'S GREAT COLORED

MINSTRE

40-PEOPLE

Band and Orchestra

WATCH FOR THE STREET PARADE

25th ANNUAL TOUR 25th

Uniformed Concert Band and Orchestra of Solo Musicians

Traveling in Pullman Palace Car

Elaborate First Part

The New and Ancient Shows

Street Parade and Concert 12 o'clock Noon

at the **STAR THEATRE**

Better Than Any Circus
Seats held in reserve
Prices: 50c, 75c, \$1.00
Tickets on Sale at Theatre office

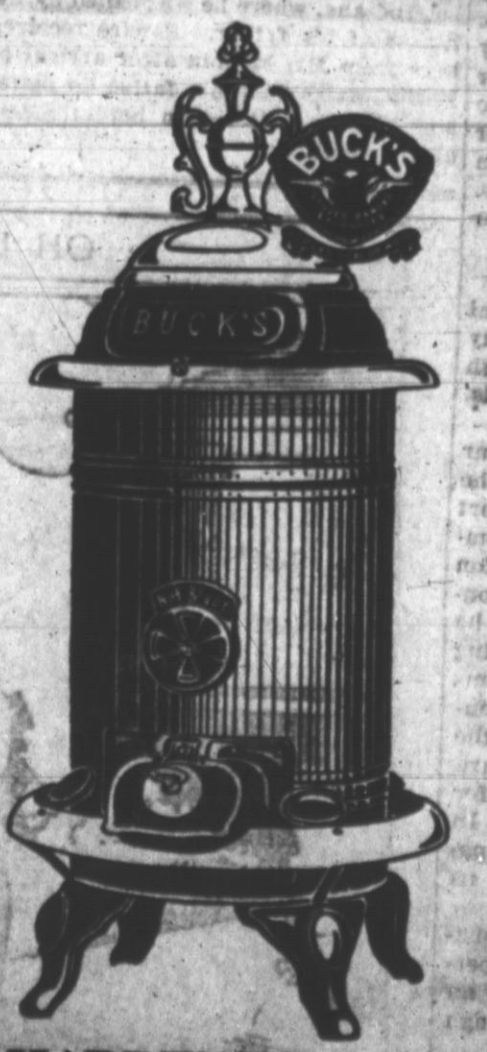
"Buck's" Hot Blast Heaters

More Heat at Less Cost

Buck's Hot Blast Heaters burn any fuel—even slack—and save fuel by getting the most out of the fuel. Produce more heat for less money than any other stove. Steady, even heat day and night. They feed 58 cubic feet of air to every pound of hard coal.

For Sale by—

C. O. LEE HARDWARE



The Hereford Brand

ISSUED TUESDAYS AND FRIDAYS

Entered as second-class matter at the postoffice at Hereford, Texas, under Act of March 3, 1879.

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Subscription, outside Zone 1, per year, \$2.50
Six months, \$1.50
Three months, \$1.00

Subscriptions accepted for less than three months.

ALL SUBSCRIPTIONS STRICTLY IN ADVANCE

HONEY PHILOSOPHY FOR 1921

Did you ever take note of a rush at a railway gate or a circus door? Some people edge out of the middle of the crowd and hover around the sides seeking the easy way to get in. Others start into the thickest of the crush and eagerly press forward until they gain the entrance. The successful man in his life is like one of the latter. He knows he has a battle before him and he finishes not at the hard-places, but goes through with it at all hazards.

WILL WE ALL MAKE OUR OWN GOLD IN TEN YEARS?

Our high school boys have been told that the atom is the base of all matter, of all substance. It is an infinitely small critter, this atom, but everything in the world, and the world itself, are built up of it, fabulous numbers to every cubic inch. But nobody has ever yet penetrated to the heart of an atom; it is still a riddle.

Now you wouldn't think that such an insignificantly tiny thing as an atom would worry anybody, but it actually does worry the world's greatest financiers, especially our own Wall Street millionaires, because—

SCIENTIFIC CHEMISTRY IS GETTING TO KNOW TOO MUCH ABOUT THAT SAID ATOM!

The chemists are solving its riddle. Within ten years they have cleared up many of its secrets and the prediction is freely made by learned scientists that in another ten years they will have learned the structure of the atom and will be able to make any element desired at will.

If they learn the exact composition of the atom they will be able to make granite or coal, tin or rubber, lead or—yes, GOLD!

HENRY FORD, DREAMER AND MAN OF ACTION

Except only the men whose official doings of various kinds keep them constantly before the public, like President Harding or Mr. Lloyd George, it is usually some one thing that brings a private person into the glare of publicity at a particular moment. Henry Ford is an exception to this rule. Four or five different matters, not related essentially to one another, have given Mr. Ford his place in front page headlines during the past few weeks.

One of these relates to the end of his contest against Mr. Newberry for the Michigan Senatorship. Another relates to his remarkable experience in reaching the maximum output of Ford cars when most manufacturers were still running on part time. Another topic of general comment has been Mr. Ford's experience in the ownership and operation of a railroad several hundred miles long. But in certain quarters, the most interesting of Mr. Ford's recent activities has been in connection with his plans for the development of the Government's unfinished work at Muscle Shoals, Alabama.

During the war, the Government decided to create a series of water powers at Muscle Shoals, with an approximate capacity considerably greater than that

which is harnessed at Niagara. This water power was to be used principally for obtaining nitrogen from the air for explosives in war time and for fertilizers in time of peace.

Mr. Ford's offer has been under serious consideration at Washington with the prospect that it will be accepted. In view of Mr. Ford's various recent activities, the editor of the REVIEW OF REVIEWS sent the noted writer, Judson Welliver, to Detroit to spend some days with Mr. Ford, to learn at first hand his plans and ideas, especially with regard to Muscle Shoals and the future of American agriculture. Space doesn't permit a resume of Mr. Welliver's article, but country people will be interested in the most significant of the writer's impressions as follows:

Mr. Ford, with all his dreams and visions, loves most to dwell upon the future of American agriculture. He wishes to emancipate the farmer and the farmer's wife from at least two-thirds of their present drudgery.

His opinions on the elimination of live stock, including the dairy cow, will not, perhaps, be taken seriously. His belief, however, that there is an immense field for the use of mechanical appliances, with electrical power or with cheap substitutes for gasoline, is in accord with evident tendencies. Hence his desire to develop Muscle Shoals.

Mr. Ford is a dreamer, but he is also a man of action whose achievements have been so remarkable that he is sure to find the country readily interested in his points of view, however fantastic some of them may seem.

grass cattle. Canners and cutters \$1.00 to \$2.25. The calf market is active and fully steady. Odd head of choice vealers averaged around \$3.00, while a load of close to 300 lb. average whitefaces went to packers at \$6.00, but they were exceptionally good.

Week-end clean-up of stockers was good, country demand since Wednesday showing a decided increase. As usual quality kinds are most in demand, though average stockers are moving rapidly. Good stockers are selling from \$3.50 to \$4.25 with some going as high as \$5.00 with those of not so good quality selling for less.

HOGS

Hog receipts have decreased quite a little as against same period last year, but the decrease in receipts does not seem to help the market much as the market here closed this week 10c to 15c lower for the week. Packer top \$7.25, shipper top \$7.50 with the bulk selling from \$7.10 up.

The market remains steady on stockers, those of good grade selling from \$7.00 to \$7.50.

ANTS STING BABY CAUGHT IN FENCE

Last Thursday the 14 months old baby of Mr. and Mrs. Ted Johnson got tangled in a wire fence and right in a bed of red ants, and when found had been stung dozens of times. So much poison was injected into the child by

Plumbing

The new material on hand—you don't need to wait.

We also do repair work that will stand up. 1st door east of Post Office. Phone 323.

Jno. Cummins

OKLAHOMA MARKET

Oklahoma City, Okla., Oct. 29, 1921.

CATTLE

Cattle and calf receipts here this week showed a very great increase over corresponding periods last year and the market on steers this week closed from 15c to 25c higher for the week. On butcher stuff the advance is not so pronounced though today's basis was somewhat better than a week ago. Nothing much here outside of two loads of Texas steers and heifer yearlings that brought \$5.75, the general run of cows and heifers bringing \$3.25 to \$3.75. Along towards the middle of the week some extra good Texas cattle were received and also some good Oklahoma



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A glance at our window will convince you that our prices are right.

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RATE
1c per bushel per month

Don't Sell Your Grain at the Present Low Prices

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FARM LOANS

We are now making loans on Farms and Ranches, at a reasonable rate of interest. All inspections are made by E. S. Ireland.

Ashbrook & Ireland

Phone 141, Rooms 9-10, Elliston Building

FUNDS AVAILABLE NOW!

HOGS

Fat hogs, Lean hogs, Big hogs, and Little hogs—I buy 'em, every day in the year, except Sundays, and pay the top price. Be sure and see me before you sell.

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Turner Sheet Metal Works

Plumbing—Roofing

All kinds of sheet metal work done.

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B. F. Turner



Staggering Under a Load Of Debt?

Let us help you get out from under it. We suggest the way to do it is to

Have a Few Hogs
Have a few Dairy Cows
Have a Garden
Have your own Feed in the barn

Have a Few Chickens
Have a Few Turkeys
Have a little Wheat
Have Something to Sell All the Time.

FIRST STATE BANK AND TRUST CO.

"Courtesy first"

of Hereford

"Safety always"

Pleasing the most critical

Your Baking Troubles are Over

Why? Because we select the cream of the wheat raised in this great Panhandle, grind it in our modern sunlit mill; the result is flour, rich in food qualities, with the life no other flour possesses.

It's Amaryllis & Great West

"Use it once, you will never change."



Great West Mill & Elevator Co.
Phone 265; B. R. DIXON, Mgr.



PLAINVIEW ORGANIZES BUILDING AND LOAN ASSOCIATION

A meeting today of a score or more plainview's most representative business men and citizens. The Plainview Building and Loan Association was organized. The Association was organized with a capitalization of \$500,000, to sell at \$100 each and the fees \$100 per month per share to the shareholders.

Application has been made to the state for a charter for the Association. The Association will be under the supervision of the State and will be subject to State laws just as is a bank or other financial institution. The charter probably will be received within the next ten days and a permanent organization will be effected. Those acquainted with the working of the proposed Association will have no objection to loan within the next two or three months.

The primary purpose of this new organization is to loan money to prospective Plainview home builders and to help to aid in a great way in the development of the city and the Plains country. The plan is to loan money to home builders on a small installment plan and low interest basis. Local citizens are unanimous in saying that this is the most important single event in the recent history of Plainview, for it is designed to aid in the progress and development of the city.—Plainview Herald.

VERNON'S WOMEN PROTEST AGAINST EVILS OF TIMES

Resolutions passed by the mass meeting of Vernon women Wednesday afternoon are as follows:

"Resolved: That we protest against the manufacture and sale of home brew and the ingredients from which it is made.

"Resolved: That we protest against the widespread sale of cigarettes to boys and girls and especially do we protest vigorously against the peddling which is being carried on in our community.

"We deplore the accident that caused the death of one of the children of our own and, be it

"Resolved: That we work together for the elimination of such danger to the young life of our community, by establishing places of safety for the recreation and amusement of our children.

"Resolved: That we ask and insist of our officers the enforcement of the laws of our State, County and City, regardless of personal friendships, and

"Resolved: That we, the women of his mass meeting, go on record as being willing to assist and support these officers in the enforcement of these laws by our ballot, encouragement and moral support.

"Resolved: That a committee be appointed to go before the City Council and request the passing of an ordinance providing for safety zones near each of the city schools and fixing a speed limit therein.

"Resolved: That we secure four playgrounds for Vernon and provide supervisors for the same."

As an outcome of the women's mass meeting which was held in the court house Wednesday afternoon, the first steps have been taken to organize a Welfare Association for Wilbarger County, the purpose of which organization shall be to make Vernon and the

surrounding country a better place for children to grow up; and as a result of the resolutions passed by the body of women and men assembled together Wednesday, work has already started in this better-Vernon movement.—Vernon Record.

JOEL

There is to be a meeting at the school house Friday night, Nov. 4th, consisting of a program by the school children, a report by Richard Calloway of his trip to the Dallas Fair and a talk by Mr. C. F. Walker, the Randall Co. County Agent.

Mr. and Mrs. Hollis Galley have moved into the neighborhood to have school privileges for their little son.

The A. E. Champness family celebrated a birthday Sunday with a dinner befitting the occasion.

E. Le Blacet is improving his property in this neighborhood by building a granary thereon to hold the grain of the fine crop raised this year.

Mrs. Felix Robinson and family spent the day Sunday with the Ray Hershey family and attended Sunday School with them.

Mr. and Mrs. Lester Galley took Mr. E. N. Trimble to Happy Saturday, where he expects to visit a week with his sister, Mrs. Oakes Belus.

Mr. and Mrs. Roy Lanham brought their little boy to stay with the Irid West family and attend school.

Another evidence that consolidated schools are needed, when little children have to leave home to have school privileges.

DEAD SPOTS IN FIELDS

G. S. Fraps, Chemist, Texas Experiment Station

On some farms in Texas, spots are found varying in size from a few feet in diameter to several acres, on which plants will hardly grow at all. These spots are found in almost all parts of this State. Some have been reported to us from near the Louisiana line, and others from the Western part of the State. These spots have no connection whatever with cotton root-rot.

These spots also sometimes show a

tendency to grow larger. A representative spot of this kind was recently described as occurring in Hill County. Four years ago this spot covered only a few square feet, but now it occupies four acres. Cotton will hardly sprout on it, corn will not grow, and even weeds will hardly grow. The spot is in a low place, and the ground seems salty.

These spots are indeed usually salty in character, and are caused by salts, including ordinary table salt, salt being present in them in such amounts as to injure plants, or to kill them. The salt is brought into the soil dissolved in water, the water evaporates from the soil, and leaves the salt behind. As water continually flows towards this spot and evaporates, the salt accumulates and the spot becomes larger. The water does not flow on the surface, but through the soil toward the spot. It carries the salt out of the soil through which it flows. These spots are usually poorly drained.

The remedy for these spots is under-drainage. A drainage ditch should be dug through the center of the spot, so that the water that falls on the land will pass through the soil into the drainage ditch, carrying with it the salts in the soil, which are usually termed alkali. The drain may be left open or a tile may be put in, or a wooden drain made of old lumber, or even brush. A drainage ditch of this kind is especially recommended when there is a tendency for the spot to become larger. By draining away the water, the salts will also be drained away and the spot will become smaller when the rainfall washes the salt out.

There is nothing can be added to the soil to remove the alkali, or render it harmless. The only thing that can be

done is to wash the alkali out in drainage water.

Paper barrels are being manufactured in Canada. Preparations are under way to make them suitable for the shipment of flour, dyes, lime, sugar, lard, butter and other goods.

Gold dust in such quantity as to make the eyes of old miners bulge with wonder was taken out of the earth by well diggers working on a farm near Portland, Oregon, recently.



I offer the following described property at low prices, with small cash payment and easy 6 percent terms:

Tract 1. W. 1/4 Sec. 24, Carter & Head Subdivision; located 18 miles N. W. of Hereford.

Tract 2. N. W. 1/4 Sec. 22-4-3, located 23 miles N. W. of Hereford.

Tract 3. N. E. 1/4, Sec. 21-4-1, located within 3 miles of state line.

Tract 4. N. W. 1/4 Sec. 7, Blk. 3, located 5 miles N. W. of Dawn.

Tract 5. S. W. 1/4 Sec. 17-2-4, located 17 miles West of Hereford.

Tract 6. Being 38 acres out of Blk. 26, Mabry Addition to Hereford, faces on Abo Highway.

Tract 7. Being Blk. 45, Evans Addition to Hereford, contains 14 acres.

Tract 8. Being Blk. 42 Evans Addition to Hereford, contains 10 acres.

Tract 9. Being the 8-room Berry Plastered house. Address, L. Baskin, Owner, Hereford, Texas.

CASH

We pay cash for Cream, Eggs Poultry, etc. Try us once and you'll try us again.

Good Eating and Cooking Apples

Conklin Produce

Sale

Saturday, Nov. 5

Rhode Island
Rose Comb
Cockerels

\$1.50 to \$2.50

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The Hereford Produce

LET'S BUILD

At this time there is a tingle in the air that hints of coming winter. Start to Build that New Home.

Rockwell Bros. & Company

Phone 4.



PERFECT BAKING —always

For 25 years, women have laboriously watched and turned the baking in order to get it browned evenly on all sides — due to the 100 to 200 degrees difference in temperature between the four corners of the oven.

Cole's Automatic Fresh Air Oven is an exclusive feature of

Cole's Hot Blast Range

It circulates the heat—the four corners of the oven are at the same temperature. Everything baked perfectly — browned evenly on all sides—no turning of pans.

Be sure it's a "COLE'S" in your kitchen

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Ford

THE UNIVERSAL CAR

Touring Car
\$355 F. O. B. Detroit

Go In Comfort

GO at your pleasure—go where you choose and when you choose, with your family or your friends. Enjoy the boundless beauties of nature, the pure air, a lunch in a shady wood, a fishing excursion, a rest by a cool lake or stream.

You can in a Ford. Millions have learned by experience that to own and operate a Ford is not an extravagance; they have learned that the many pleasures derived from a Ford takes the place of other pleasures, and the saving thus made often pays for the car and its maintenance.

Let's talk this matter over. Get the facts and figures.

Wilkinson & Stocking

TANKAGE

Start Your Hogs off Right by Using Tankage.

Jones & McLean Grain Co.

Phone No. 1

Notice of Reduction in Price

Reduced cost of calves (which is the chief item of expense in the Production of the O. M. Franklin Germ Free Agressin), reduced cost of other supplies and labor, with improved methods which facilitates quantity production, make it possible.

You are going to get the benefit of these reduction all in one cut. The new price is TWENTY-FIVE CENTS per DOSE previously sold the nation over at FORTY CENTS.

The stockholders of this company are practically all extensively interested in the cattle business, therefore are fully aware of the problems confronting the industry at this time. We propose to give you a quality blackleg-vaccine at a price that is in keeping with the low prices of cattle.

The Kansas Blackleg Serum Company.

LEM CHESHER, Distributor, Hereford, Texas.

What are YOU doing with YOUR MONEY

Conserving it carefully against Reconstruction pinches or still figuring that the "good old times" of two years ago are just hiding around the corner?

Careful men are saving and adding, bit by bit, to their bank accounts. Bank accounts grow with astonishing rapidity when fed from a systematic plan of saving.

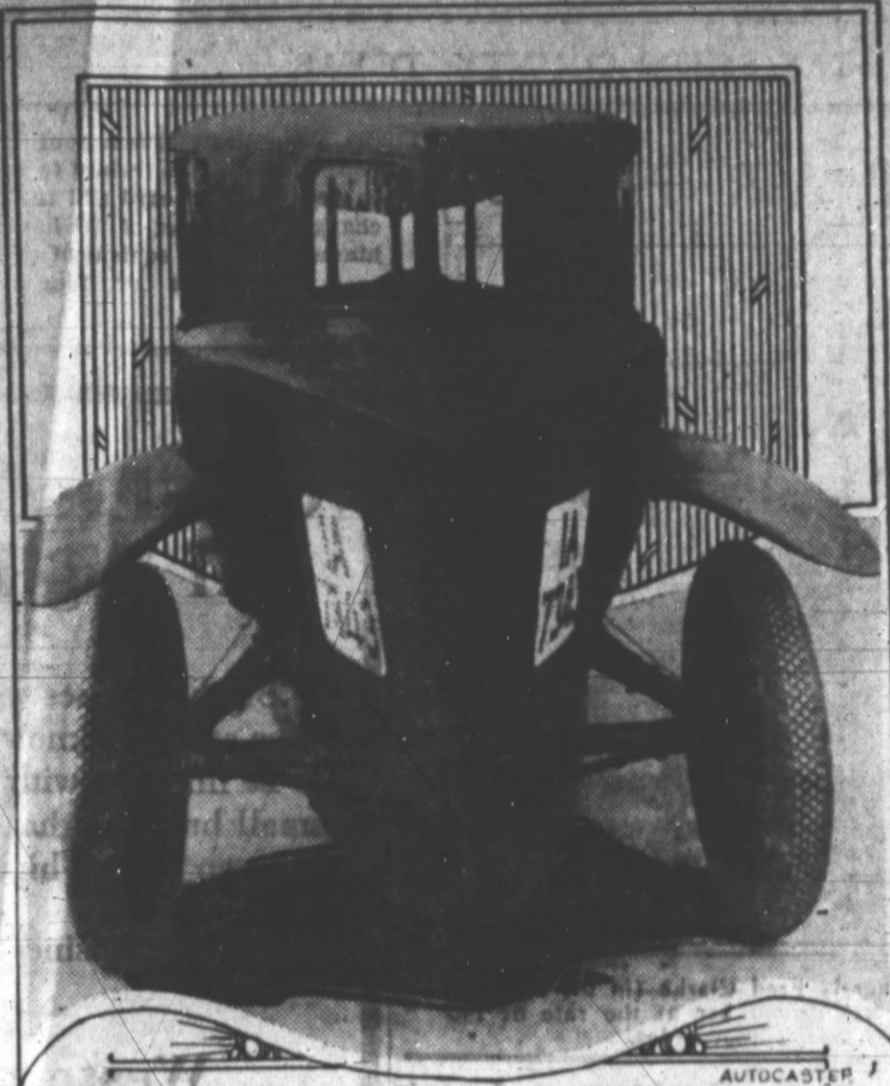
Bank Accounts spell independence.

1st NATIONAL

PERSONAL SERVICE ABSOLUTE SAFETY

HEREFORD, TEXAS

HOW'D YOU LIKE TO DRIVE THIS?



This is a new motor car which Herr Rumpler, a German scientific inventor, has just produced. Rumpler took as his plan the shape of a falling rindrop and his car has the least resistance of any in existence. This effect is helped by the mud guards, which are placed so as to resemble rudimentary wings. The car has only a 10 horse power motor, but because of its reduced resistance it can make 75 miles an hour. Of course the cost of it is low, which is a prime consideration with the Germans at present.

ASSISTED COLUMNS
 Ads., Rentals, Lost and Exchanges, Lands and City Property, etc.
 25¢ classified, first insertion per word; minimum subsequent insertions, 1-2 per word; minimum 25¢.
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 SALE—By owner, modern 4-residence; bath, hot and cold connections; garage, coal shed; in good repair. 1½ blocks from W. O. Fox. 67-4t
 SALE—1st class Jersey milk cow, 3 young Duroc sows, bred; light car, new 2 H. P. gas or kero-engine. A. J. Hassell, 67-2t-Pd
 SALE—One Bay Mare, 8 years old, 15 1-2 hands high, weight about 1100, mare may be seen at A. A. Bradford's place, 20 miles north of Hereford on 15 Mile Ave. Will sell for \$125.00 cash, or \$150.00 on one year's time at 10 percent, on good bankable note. Personal note will not be accepted. For particulars, write Theimer Thompson, J. 411, Pampa, Texas. 67-0t
 SALE—Dodge Touring Car with water top; in fine mechanical condition. If you need a winter car, here is opportunity to get a good car cheap. P. W. Price. 64-tf
 Suits tailored to your measure, prices away down. Orr's Tailor Shop.

Attention
 Land Owners, if you care to sell your land, write me, giving legal description and full data as to price and terms. J. R. T. Bassett, 66-8t-Pd. Box 1055, Amarillo, Tex.

WANTED
 To buy or trade for a light or medium weight car. See A. J. Hassell, or phone 203-F13. 67-2t-Pd

Second hand piano, in first class condition. Write or zone C. C. Bowman, Hereford, Texas, zone 318-F4. 67-tf

From 150 to 200 head of cattle to winter. Plenty of grass, water, feed and protection. The price in keeping with the times. Ralph Rutherford, 16 miles northwest. 67-2t-Pd

We want to do your cleaning and pressing. Orr's Tailor Shop.

FOR RENT
 A nice room for rent, 2 blocks from Central School. Mrs. W. B. Dameron. 63-tf

Six room house, furnished, close in; after November 1st. Mrs. G. A. Lewis. 65-4t-Pd.

Two rooms, unfurnished, across the street north of the Baptist Church. See me, or phone 40-F11. 67-2t-Pd. Jim Carroll.

PHONE EXCHANGE—A Phone Exchange, latest equipment, yearly income of about \$4,000.00. Also residence and 18 lots in a good town in northwest Okla., price \$10,500.00. This property is all cash. The owner wishes to exchange same for good plains land, clear. For further information, see M. A. Crum, Triana, Texas. 66-2t-Pd

October 28th, lady's engraved, gold, Swiss movement, wrist watch; between Progressive school house and the Earl Lance place, four miles S. W. Finder please leave at the Brand Office. 67-1t-Pd.

WHEREAS, the City Commission of the City of Hereford has heretofore by resolution required and ordered that sidewalks should be constructed in accordance with the ordinances of the City of Hereford at the following described places along the following described property, situated in the City of Hereford, viz:

ON SECOND STREET:
 Along the side of Lot 12 in Block 25, 140 ft.
 Along the side of Lot 13 in Block 25, 140 ft.

The ordinances of the City require that all sidewalks shall be constructed on lines and grades furnished by the City and of such widths as the City may prescribe.

AND WHEREAS, the City Commission of the City of Hereford has heretofore by resolution required and ordered that combination concrete curbs and gutters should be constructed in accordance with the ordinances of said City at the following described places along the following described property, situated in the City of Hereford, viz:

Owner	Lot	Blk.	Sidewalks		Curbs		Gutters		Assess' against abutting property or per front foot	Total cost	Assess' against owner or	Total Amt. Assessed against owner	
			No. front feet	No. sq. feet	Cost per sq. ft.	Total Cost	No. front feet	Cost per front foot					Total Cost
Jas. A. and Allen Hubbs	13	25	140	560	20¢	\$112	100	40¢	\$73.00	140	60¢	\$84.00	\$258.00
Jas. A. and Allen Hubbs	24	24	100	400		\$73.00	140	60¢	\$84.00	\$157.00		\$157.00	
Mrs. J. N. English	24	10	150	600		\$112	140	60¢	\$84.00	\$196.00		\$196.00	
Geo. A. Stambaugh	12	25	140	560	20¢	\$112						\$112.00	

NOW THEREFORE resolved by the City Commission of the City of Hereford that the total cost of constructing the sidewalks and curbs and three-fourths the cost of constructing the gutters along side of the property above described shall be borne by and assessed against the abutting property and the owners thereof, and that the cost for constructing said sidewalks and curbs and three-fourths the cost for constructing said gutters shall be payable on or before July 1st, 1922, with interest thereon at 8 per cent from the date of acceptance of said work.

Uncle John's Josh

IF THE WORLD IS EIGHT BILLION YEARS OLD IT OUGHT TO KNOW BETTER.

B. FRANK BUTE, LAWYER
 Civil business, Office in Courthouse, Hereford, Texas
 Will do general office and Court practice—Both resident and non-resident clients carefully and promptly represented. 54-tf

C. T. KIBBE, D. C. CHIROPRACTOR
 Office in Clark Bldg. upstairs
 Hours, 9 a.m.-12 m. 2 p.m.-5 p.m.
 Office Phone 304 Res. Phone 144
 Calls made when necessary

Say Folks!

Don't neglect that Fire Insurance Policy any longer—Consider this high wind now blowing—what would happen to you if you had a Fire?

GET A HARTFORD POLICY

M. F. BARBER Insurance Agency
 Office with Ralph Barnett. Phone 50

Vergil, whose "Aeneid" is the typical Latin epic poem, was the son of a small farmer.
 The owner of a sanitarium in Ardmore, Okla., is having an airplane ambulance constructed.
 Owing to a long drouth in England, beer was used to put out a fire in a public house in Buckinghamshire. Nine and a half gallons were used.

DR. J. M. FARRELL
 Graduate Veterinarian
 Day Phone 105 Night Phone 45
 Office: Corner Drug Store

A bale of long staple cotton sold recently at Clarksville at 31 cents a pound.
C. L. Armstrong, D. C.
 Licensed Chiropractor in Oklahoma.
 Hrs. 9-12 Phone 306
 1-5 Hereford, Texas

Over fifty forest fires were raging in Minnesota the first part of September.
W. S. WILLIAMS
 General Auctioneer
 See me, phone or write for terms and particulars.
 Hereford, Texas

Abstracts and Loans
J. Frank Potts
 Maps, Deaf Smith Co.—50a.

We Hate To Do It — BUT — We Have To Eat

The Red Bluff (Calif.) Daily News submits this statement: If you had newspaper space to sell, and a payroll to meet, would you sell your space to business men who want it or would you hold it for local people who won't take it and who sometimes declare advertising doesn't pay?

The question is one that concerns newspaper editors everywhere. In many places, notably smaller communities, the newspaper has a hard struggle for existence. It may be a live sheet, splendidly edited, but the local merchant feels that "everybody knows him" and it is not necessary to advertise; that he does about "the same amount of business anyway."

He fails to appreciate what it means to his community to spread the news abroad of its doings, of its achievements and of its opportunities for new settlers.

Every new family means at least \$1,000 yearly spent in that community. Every merchant gets his share of this.

In supporting the newspaper by advertising, the merchant encourages enterprise on the part of the publisher, and the greater the publicity given the town and district the more rapid the growth.

The local newspaper is the advertising department of the chamber of commerce and a publicity bureau combined. It should have the support of everyone, to the end that the greatest amount of good be accomplished.

Thousands of dollars' worth of free advertising is given every year to the community by the local newspaper. Every little thing is boosted, and people abroad begin to find out what a fine place your town is.

Only in advertising can the local newspaper find reward for its effort. The subscriptions do not more than pay for the cost of publishing and delivering the paper.

In supporting the paper by advertising, the merchant is contributing not only to his direct benefit, but to the future of the community.

Naturally, if there is not sufficient income from local sources to pay the bills, and leave a fair margin of profit, there can be no question of the justification of the newspaper in accepting advertising from abroad.

The people of Byron, for instance, would not have the Byron Times for another issue if it were not for outside advertising. The fact that this advertising space is in demand by outsiders is a tribute to the paper—to its influence and wide circulation.

The Red Bluff News wisely says that "newspaper space is not for handpicked customers, any more than is the commodity of any other business. And all other business sells its wares where it can find a customer."

MONEY
 You can't borrow money now. If your horse burns without insurance, how would it be with you?
THE T. K. WILSON INS. AGENCY
 Anything Insured Anywhere.

THE HEREFORD BRAND

PUBLISHED AT HEREFORD, DEAF SMITH COUNTY, TEXAS

SICK
 If you are disabled by Accident, Illness, will your Income stop?
THE T. K. WILSON INS. AGENCY
 Strongest in Panhandle

Local Happenings

B. J. Rice returned from a business trip to Childress Saturday morning.

Car Irish Potatoes on the track. Brumley & Conklin.

Lee Satterwhite, of Amarillo, was in Hereford Saturday.

A big drop in tire prices. See Rice's display ad.

E. B. Black went to Amarillo Saturday.

O'cedar mops and polish at Skelton's.

Mrs. M. W. Goodnight went to Dallas Monday morning.

Special \$5.00 Table starts Saturday. Vogeles Millinery Parlor.

E. H. Rankin, of Lockney, Texas, was in Hereford Saturday and Sunday.

For Cleaning and Pressing, Orr's Tailor Shop is best by test. Phone 16.

Car choice apples on the track. Brumley & Conklin.

Jno. Foster, of Amarillo, spent Sunday and Monday in Hereford.

Nice line of "Pyrex" glass cooking utensils at Skelton's.

Special \$5.00 Table starts Saturday. Vogeles Millinery Parlor.

Solon C. Byrd, of Claude, Texas, arrived in this city Monday.

This is "Punch Week" at the Hereford Laundry. All visitors welcome.

A garment to be cleaned? It should go to Orr's Tailor Shop.

W. B. Farmer made a business trip to Clovis Tuesday morning.

Big reduction in the price of aluminum ware at Skelton's.

Car choice apples on the track. Brumley & Conklin.

M. O. Meeks, of Wildorado, was in this city Tuesday.

The Hereford Laundry is open for the inspection of all visitors.

Window glass, every size at Skelton's.

Moses Towell returned to his home in Plainview Tuesday morning.

Specials on Sallors begin Saturday last ten days. Vogeles Millinery.

Sale—Rhode Island Red Rose Comb Cockerels—next Saturday. Hereford Produce, I. H. Spratt, Mgr.

Miss Ethel Williamson went to Farwell Saturday morning to visit with her sister, Miss Jewell, over Sunday.

Wanted—If you are particularly hard on tires we want you to try a pair of Gates Super Tread. Rice sells them.

Sale—Rhode Island Red Rose Comb Cockerels—next Saturday. Hereford Produce, I. H. Spratt, Mgr.

Judge Reese Tatum and Atty. Clifford Braly, of Dalhart, arrived in Hereford Monday morning.

Car Irish Potatoes on the track. Brumley & Conklin.

This is "Punch Week" at the Hereford Laundry. All visitors welcome.

Atty. H. C. Pipkin and Jno. W. Veale, of Amarillo, arrived in this city Monday morning.

Time to get that winter Coat or Suit cleaned up. Phone 16. 60-ct Orr's Tailor Shop.

We have some real bargains in hose. Skelton.

M. B. Johnson, of Amarillo, post office inspector, was in Hereford Monday.

Specials on Sallors begin Saturday last ten days. Vogeles Millinery.

\$1.50, Cleaning and Pressing Suits. Hereford Laundry.

Boscoe Davidson and Jack Cobb went to Memphis, Texas, Monday on business.

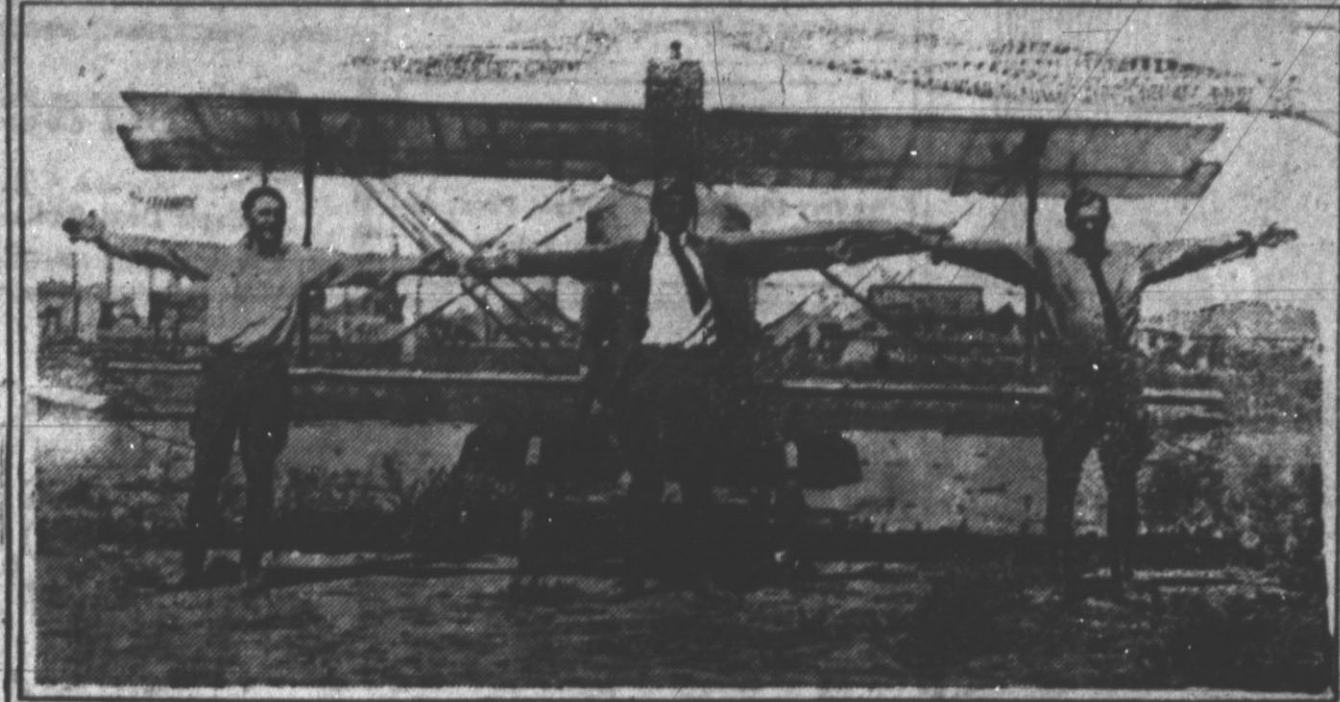
Gates Tread Tubes are built of laminated gum, with extra built-up valve pads and vulcanized splices. Rice sells them.

We carry a good line of standard toilet articles and save you money on every one of them. Skelton.

Miss Cathrine Erdman, of UMBERGER, is visiting in the home of her sister, Mrs. Henry Hellman. Miss Erdman arrived the latter part of last week.

Call for free aluminum tickets with our cash sales. Hereford Produce, I. H. Spratt, Mgr.

AMERICAN OWNS SMALLEST AIR PLANE



It is only 17 feet wide and weighs only 1,000 pounds. The owner is Fred Clarke, an American pilot. The name of the machine is "Jail-Bait" and Clarke has driven her at the rate of 140 miles an hour. Also he has risen in "Jail-Bait" to a height of 20,000 feet, nearly four miles.

A penny saved is a penny earned. Why not make it dollars—See Rice's display ad.

Mr. and Mrs. R. H. Caler, of Bellview, N. Mex., arrived in Hereford last Friday. Mrs. Caler left Monday for Washington, D. C., to visit a sister.

Our Christmas line is going to surprise you. It will be on display Saturday, Nov. 12th. Skelton.

Mrs. Charles Lester went to Pecos, Texas Tuesday morning to visit her niece, Miss Nancy Camp, who is quite ill.

Try Del Sur Jelly, with your next order. None better. Hereford Produce, I. H. Spratt, Mgr.

Glen Sullivan arrived Monday from Clovis, returning home Tuesday. Glenn states that they have sold their grocery business.

We have just unpacked a big shipment of "Royal Society" pieces. Skelton.

Dr. Rutherford and family, of Midland, Texas, arrived in this city the first of the week and will make their home with Mr. Rutherford's father, J. B. Rutherford.

Don't forget, we give 5 percent discount with our cash sales. This will

save you money. Hereford Produce, I. H. Spratt, Mgr.

Mrs. M. C. Smith, of Huntingdon, Tenn., arrived in this city Monday and is visiting in the home of her son, W. T. Smith.

Mrs. W. H. Rayzor went to Amarillo Saturday morning to visit her daughter, Miss Edith, who is reported to have been operated on at Amarillo Saturday afternoon.

"Save the pennies and the dollars will take care of themselves." Would it not be still better to start saving the dollars? Rice can save you dollars on tires this week.

Fleischman's Yeast
 Fresh shipments daily. Hereford Produce, I. H. Spratt.

Misses Hazel O'Brien, Mairine Kellogg and Frances Ada Dodson, of Amarillo, arrived in Hereford Saturday morning to visit the week end with friends.

Brand Classified Ads get quick results. It's cheap, sure and certain.

Pulling teeth with only the fingers is the method used by Chinese dentists of

"Service is Our Motto"

We give you Mechanical Work for \$1.00 per hour. We give you all night service in our Garage. We appreciate your business.

Service Garage
 McAteer & Braden, Props.

The older class. From youth to manhood the dentist is trained to pull wooden pegs from a board and the training changes the aspect of the hand, giving him a finger grip equivalent to a lifting power of three or four hundred pounds.

The military instructor at the St. Juvenile Training School at Gatesville, Texas, was arrested September 25 on charge of murder in connection with the death of a boy inmate of the school who refused to drill and was given "third degree."

One Lesson of Big Business

Big businesses were nearly all small businesses once and they know by experience what it is worth to be lined up with the right kind of bank. The small business that learns that lesson has taken a big step toward bigness.

Do your business with us and grow!

Western National Bank

The HOOVER

It BEATS... it Sweeps... it Cleans

Thus the rug is alternately depressed and lifted—upon a cushion of air. The rapidity with which the soft hair bristles intermittently strike the up-lifted rug, jars loose and shakes to the surface all nap-wearing, embedded destructive grit—actually beats it out!

Terms—If Desired.

Hereford Light & Power Company

Uncle Johns Josh

COUNTER REVOLUTIONS IN THE FORM OF SQUARE MEALS FROM AMERICA ARE REACHING RUSSIA.

Copyright 1931 Pub. Autocaster Serv. Co.

Money

Loose in your pockets May Get Lost.

BILL FOLDS, POCKET BOOKS, CARD CASES

25c up

Buy and Save Money

Corner Drug Store

Phone 105

November Victor Records

PARTIAL LIST

I've Got the Joys
 When the Honeymoon Was Over
 I Wonder if You Still Care for Me?
 Tuck Me to Sleep
 Some Blessed Day
 Humpty Dumpty (from "Ziegfeld Follies, 1921")
 Saturday (In Fox Trot Tempo)
 Badinage (Piccolo)

DANCE RECORDS

Dangerous Blues—Fox Trot
 South Sea Isles—Medley
 Fox Trot
 I Ain't Nobody's Darling—Medley Fox Trot
 It Must Be Someone Like You—Fox Trot

RED SEAL RECORDS

Mother of My Heart
 Love's Messenger Waltz
 To Spring (Grieg)
 Little Town in the Ould County Down

E. B. Black Co.

Sale For One Week

Beginning Wednesday Morning, Nov. 2, and Ending Tuesday Night, Nov. 8

We are going to put everything in our store on sale at a 10 percent discount. These are a few of the bargains:

	Reg. Price	Sale Price
1 Hot Spur (Hot blast) Heater, No. 16	\$15.00	\$13.50
1 Coles Hot Blast	10.00	9.00
1 Snap Oak, open front heater	8.00	7.20
1 Bucks, open front heater	7.50	6.75
1 Ideal Security Cook Stove	20.00	18.00

Several good oil cook stoves and a few oil heaters

No. 17 galvanized Coal Hods	.90	.80
No. 16 galvanized Coal Hods	.85	.75
Stove Shovels	.25	.20

Some good Dressers, Kitchen Cabinets, Tables, Chairs, etc.

We do all kinds of refinishing and repair work. Free delivery.

Daniel's New & 2nd Hand Store

Phone 394
 Opposite Hereford Hotel

GROCERIES of course!

"Small Things Make Perfection; But Perfection is No Small Thing"

A good meal spoiled is waste. Avoid it by buying your groceries at The G. & R., where only the best of everything may be had.

The G. & R. Grocery

What Will It Cost?

You needn't feel the least hesitancy in asking us about prices, or for any other information you may desire to have. Part of our service is to see that everyone who uses building material of any kind gets full value and complete satisfaction—SO ASK US.

PANHANDLE LUMBER CO.

OUR AIM—TO HELP IMPROVE THE PANHANDLE