

IRRIGATION
ALFALFA and
HOGS

The Hereford Brand

WHITE FACE
CATTLE & FEED
FARMING

VOLUME 17.

HEREFORD, TEXAS, THURSDAY, JANUARY 3, 1918.

NUMBER 66

COMMERCE CHAMBER NEW YEAR PLANS

Informal Luncheon Starts Ball Rolling Toward Bigger and Better Hereford

DETAILED PLANS FOR ORGANIZATION

Directors To Meet Friday Night and Adopt Plan To Be Submitted To Membership

Determined to begin the New Year in the right way, and to put the affairs of the Chamber of Commerce on a business-like basis, six of the seven Directors of that organization met at an informal luncheon at the Stockmen's Cafe Monday and laid plans for another year's work. In the absence of President D. L. McDonald, who was compelled to be away on business at the time, Vice President Henry Wilkinson Presided. The other Directors present were: Jno. P. Slatop, E. B. Posey, Eli Dunlap, C. C. Chenoweth and Rat Jowell. In addition W. S. Williams, R. T. Evans, Rev. J. E. McClurkin, Mayor W. M. Knight and Seth B. Holman were present.

General conditions in Hereford and surrounding territory were discussed in detail, and the opinion was unanimous that the extra personal work and expense imposed upon our citizens by the war should not be allowed to interfere with the organized efforts of the club toward building up the agricultural and industrial resources of the county. The probable effect of the recent organization of the new Dairy Association on the live stock industry of this section was gone into detail. The idea was voted to be excellent in every particular, and Vice President Wilkinson was empowered to appoint a committee to represent the Chamber of Commerce in Dairy matters and to assist the officers of the new Association in every possible way.

The Trades Day proposed for Hereford was also endorsed, and a committee also authorized to assist in this work. Mr. Wilkinson appointed R. T. Evans, W. S. Williams and Seth B. Holman on this committee.

It was agreed that a concrete plan of work for the coming year should be adopted as soon as possible and submitted to the membership. Owing to lack of time at the luncheon, and the necessity for giving some thought and study to such a plan, it was resolved to have another meeting of the Directors of the Club Friday night, January 4, at 7:30 p. m., in the rear of the First State Bank & Trust Company, when plans for the New Year will be presented and studied, and a general program of work outlined.

The idea of holding a weekly luncheon for the Directors of the Club is an old and successful one, but has been allowed to fall into disuse during the past year. It is an excellent stimulant in the way of good fellowship, clearer understandings, and incentive to "get busy." It is sincerely hoped the Directors will continue the practice, as out of these little gatherings will undoubtedly grow many good ideas for the benefit of Hereford and the surrounding territory.

WAR SAVINGS CAMPAIGN TO BEGIN SUNDAY AETERNOON

The drive for the sale of government War Savings Certificates is on. Mr. A. P. Murchison, who was appointed county chairman for this work, is sick and in a sanitarium at Temple, and Mr. R. T. Evans has taken up the work through appointment by State Chairman Lipsitz.

A big mass meeting of citizens of this vicinity has been called for next Sunday afternoon, at the Courthouse, beginning promptly at 3:00 P. M., at which time the facts concerning the War Certificates will be explained in detail to the people. It is hoped that a large attendance will greet the speakers.

In this connection Chairman Evans hints that there will be "something special" in the way of amusement and entertainment for the audience Sunday afternoon. Just what it is he will not divulge, but promises that "it will be worth the money."

The War Savings Committee has issued the following address to the public:

- "Save money and lend it to the government by buying War Savings stamps, at the Postoffice or at any bank.
- "Absolutely safe. No loss. Your money earns a fair rate of interest."
- "By so doing you help yourself and help the government protect your lives and property, and help protect our women and children from the outrages committed on the women and children of Belgium and France."
- "We offer this opportunity to every man, woman and child, and earnestly urge you to give the matter thought and consideration."
- "Call at the Postoffice, or at any bank. Start now."
- "Keep it up all year."

We Hear From The Old Friends And The New

The old friends and the new—the Brand still has a pretty fair sprinkling of both, in this first week of the year 1918, as is attested by the following:

Qirard, Illinois, 12-26-17
Editor Hereford Brand,
Hereford, Texas.
Find enclosed check for \$3, for two years subscription to The Hereford Brand. Don't let her stop, she is a dandy little paper. I wish you all a Happy New Year.
Yours truly,
R. E. ALFORD.

Phoenix, Ariz., 12-30-1917.
Dear Mr. Holman:
Please forward The Brand to us here, Gen. Del. We had a great trip and will tell you about it when we two meet again.

May the New Year be in success and happiness all you can wish.
Sincerely,
T. E. Shirley.

Bakersfield, Calif., 12-31-17.
Mr. Seth B. Holman,
Hereford, Texas.
Dear Sir: Find enclosed \$ for which please continue sending The Brand to my address at this place, as I enjoy reading it very much. It is like a number of letters to me.
Wishing you success with your paper, and a happy and prosperous New Year to you and yours.
Very resp'y.,
Mrs. C. G. Witherspoon.

Mission, Texas, Dec. 29, 1917.
Dear Brand:
Please say in next issue that wife and I go to Corpus Christi first of the year, and kindly see

THE NEW YEAR

"A Good New Year, with many Blessings in it!"
Once more go forth the Kindly Wish and Word,
A Good New Year! and may we all Begin it
With hearts by Noble Thought and purpose stirred.

The Old Year's over, with its joy and sadness;
The Path before us is untried and dim;
But let us take it with step of Gladness,
For God is there, and we can trust in Him.

God Knows what finite wisdom only Guesses,
Not Here from our dim eyes the Mist will roll;
What we call failures, He may deem Successes
Who sees in broken parts the Perfect Whole.

And if we miss some dear Familiar Faces,
Passed on before us to the Home Above,
Even while we count, through tears, their vacant places,
He heals our sorrows with His Balm of Love.

No human Lot is free from cares and crosses,
Each passing Year will bring both Shine and Shower;
Yet, though on troubled seas Life's vessel tosses,
The storms of Earth endure but for an Hour.

A Good New Year! Oh, let us all Begin it
With Cheerful Faces turning to the Light.
A Good New Year, which will have Blessings in it
If we but Preserve and Do Aright.

— E. Matheson.

OUR DUTY DEFINED BY FEDERAL OFFICERS

Federal Food Administration of Texas, Special Bulletin, No. 7
Houston, Texas, Dec. 31, 1917.

To all Workers of the Federal Food Administration of Texas
We are disposed to think in terms of TIME and for convenience have divided the day into hours, minutes and seconds, and the period in which the earth makes its orbit about the sun into days and months. And yet—TIME like human justice and loyalty has no bounds.

We are given to measuring war in terms of ammunition and lives and foodstuffs, and to gauging disaster by the destruction of homes and palaces and temples. YET in all the travail of the human race for higher attainment, there is no warring, there is no disaster, there is no destruction, commensurate with the immortality of a great service, a great loyalty and a great patriotism.

During 1917 we as a United American People entered the world war for larger liberty for all humanity. It is not improbable that all of 1918 we shall be in this self same war, and that it shall project itself into additional years.

Just what 1918 has to unfold and 1919 and 1920 and 1921 I can not, nor can any man surmise. We can but Hope, and at the same time ours is the privilege of giving a continuous, unwavering, unflinching service for the cause of the Freedom of the World.

I, therefore, urge upon my personal staff, my district administrators, my county administrators, the housewives of Texas who are pledged to the Food Administration, the farmers, who will raise food, the grocer who will distribute it, the hotels and the restaurant men, and in fact all who are part and parcel of the Federal Food Administration of Texas, to be of stout heart and great faith, to stand steadfast through the trial and the tests of the New Year, to give of their time and energy and possessions without question, to never forget for one moment that we have but one goal the winning of the war; and that our part in winning the war is to make of food a sacred and noble thing, to produce it, to conserve it, to distribute it well and finely; to make famine impossible, to make want negative; to keep the haversack of the soldier filled, and the blood of the American people red and rich because of frugality and abstinence and self denial of foods needed, and the use of those wholesome foods that are not so badly needed.

We have a war WAR TO WIN and it means we must put our enthusiasm into the winning and our physical strength into the machinery of the battle. It means that we have put aside these divisions in TIME which make for hours and work so long as there is work to be done.

It means that we put aside the garnishing of life, contenting ourselves with the simple things, so that no one may say of us: "HE IS NOT AN EXAMPLAR"

It means most of all that we are engaged in the promulgating of an idea and a principle that is new to a proud America, that we are engaged in attempting to perform in a few months what less enlightened nations would require generations to do.

It means not only altering the lives of others, but our own lives. It means that during 1918 we are not walking ahead of the public of Texas, but hand in hand with the public, that we are not bending down to the ears and to the eyes of the public, with leadership, but that our eyes and our ears and our mouths are all concentrated to this one great aim; we are thinking and feeling and believing as ONE PEOPLE; our alone the privilege of being the VOICE and they the ones to hear that VOICE.

FOOD WILL WIN THE WAR. Never forget it during the span of 1918, nor thereafter. Talk it, preach it, think it, live it. That is my message to you as workers of the Federal Food Administration for Texas.

Thanking you, one and all for the assistance already given and for your continued help and cooperation throughout the New Year, I remain, Most sincerely,
E. A. PEDEN,
Federal Food Administrator for Texas.

the change in my address. I have suffered this whole week from a severe cold, been unable to leave my room, and part time in bed. I thank you for publishing my letter to my friends. Have already had some replies which make me feel good.
This is a long way from Hereford in more respects than miles.
G. A. Paris.

A cross mark in the square means that your subscription has expired. The date is shown on the wrapper of this issue. We will appreciate your renewal, but if no notice to continue the paper is received from you within two weeks, we will assume that you do not desire your name continued on the mailing list.—THE HEREFORD BRAND.
Red Cross Candy Sale Saturday

PARK BOARD IS NAMED FOR CITY

Three Ladies and Three Men Are Appointed By The City Commission

ODD CORNERS ARE TO BE IMPROVED

City Owns A Great Number of Small Triangles Which Are To Be Beautified; Others Will Be Secured

Several months ago the City Commission adopted an Ordinance creating a Park Board and providing for its organization, conferring upon the Board the control, management and improvement of all of the parks and playgrounds owned by the City and those that may be acquired in the future.

At a meeting of the City Commission held December 31st the members of the Park Board were selected and the Board will be expected to organize in the near future and to select from its own membership its chairman and secretary and such other officers as it may consider necessary.

The Ordinance provides that the Board shall be composed of three ladies and three gentlemen. One lady and one gentleman will be appointed at the first meeting in April each year, and serve for a term of three years. The first Board just appointed will on organization, draw lots to determine the length for which each shall serve, the arrangement is that the term of one lady and one gentleman will expire in April, 1918, and the term of another lady and gentleman will expire in April, 1919, and the term of another lady and gentleman will expire in April, 1920.

This Park Board has been created in order to have an organization especially charged with the duty of looking after and seeing to the development of the parks and playgrounds of the town and to share with the City Commission the burden of looking after so much of the public affairs as pertain to this subject.

There are six or seven little plots of ground to the City which can be developed little by little so that within a few years they will be attractive and useful spots.

All growing communities now recognize the importance of paying attention to the acquisition and the development of parks and playing grounds. It has now become an elemental well recognized fact that the sooner any town begins to look after such things the better. All of the larger towns all over the country seriously regret that the matter of parks and playgrounds was not taken hold of earlier.

Perhaps the most of our people do not know of the number and location of the different plots of ground which have been acquired by the City to be used for park and playground purposes.

It owns the park on the Creek on the Dimmitt road, consisting of about ten acres.

The lake was deeded to it by the former owner on the condition that the City should drain it before the first of January 1918, and that it would by degrees convert it into a park. The lake contains about ten acres. A storm sewer has been installed to carry off the water as fast as it collects.

During the last year the Western Union Land Company conveyed to the City two small parcels of ground which are to be used for park purposes. One of them is a triangular tract lying just east of the lake containing between two and four acres.

The other is a triangular tract on the east side of town just south of Mr. Landrum's residence.

The City also owns a small triangle on Twenty-Fifth Mile Avenue in front of Dr. Price's residence which the ladies in that neighborhood have taken charge of and have kept in good condition.

Another small triangular plot owned by the City lies just west of Mothers' Park and north of Mr. Guthrie's residence.

The Mothers' Park is owned by the Mothers' Club and many complimentary remarks have been made about it and about the spirit and enterprise of the membership of the club which prompted them to make a beauty spot out of what was formerly an unsightly place.

On both the west and north sides of the original town section are a number of other small triangular plots of ground which ought to be conveyed to the City for park purposes.

Some of the owners of these have already indicated their intention to deed them to the City so that the City may improve and beautify them. All of these little triangular plots are too small to be used for any other purpose, probably everyone of them has been acquired by their present owners in order to prevent the erection of some objectionable and unsightly structure on them.

It is expected that the new Park Board will work at some plan by which these various plots of ground may be improved and made attractive and add much to the general appearance of the town, without any very great pecuniary burden imposed on any one.

The Mothers' Park is owned by the Mothers' Club and so many nice things have been said about it that it ought to serve as an initiative to improve the other plots of ground which are owned by the City.

It is only a few years since the spot now occupied by The Mothers' Park was a very unsightly and unattractive place. There is no reason why a lot of similar plots of ground situated in different parts of town should not be improved and made as attractive as is the Mothers' Park.

The Park Board just selected by the City Commission is composed of Mrs. D. F. Ashbrook, Mrs. Dr. Price, Mrs. Geo. Garrison, Mr. G. A. F. Parker, Mr. D. L. McDonald and Mr. Wm. M. Knight.

BRAND RECEIVES E. TEXAS GENUINE PINE KNOT

Judge L. Gough returned to his home at Sulphur Park, east of Hereford, Tuesday night, after a two weeks visit to his farm near Wells in Cherokee county, Texas. Mrs. Gough, who accompanied her husband, remained at Wells for the present. Roy, youngest son of Judge Gough, a student at Texas A. & M. College, went to Wells from College and spent the Christmas Holidays with his parents.

The Cherokee county farm is being fenced and improved. While away Judge Gough sent the Clifford Acker left Friday for Camp Bowie after a few days' visit with G. A. F. Parker and family.

Jack Mounts, who has been visiting his parents, Mr. and Mrs. B. N. Mounts, returned Tuesday to College Station, where he is attending A. & M.

STOVES

Kitchen Heaters

ROUND OAK Chief Ranges in various sizes, standard of the world.

ROUND OAK, standard make, in 6 sizes.

CHARTER OAK Ranges.

Phone 64

Whatever stove, range, or heating system you purchase, remember—you are forced to pay three costs—cost of the stove, cost of fuel, cost of repairs. Why not select one whose FINAL cost is always less—the Round Oak.

GARRISON BROS.

Barler Ideal Heater



A Barler Heater is a convenient stove for every home. Dependable and long-lasting. Will last through many years of use. Always ready and efficient. Safe, clean, without smoke or odor. Assures warmth and comfort at small cost for fuel. Use an oil heater, and have the Barler.

The Hereford Brand

SETH B. HOLMAN
Editor and Publisher

Founded April 17, 1901, in the post office at Hereford, Texas, as second-class mail matter. First number of the paper issued February 23, 1901, as the Hereford Reporter, first number of the Brand issued March 21, 1902.
Subscription Price \$1.50 a Year, Strictly in Advance

THE RESULT OF THE RED CROSS Membership drive, the Y. M. C. A. subscription, the two Liberty Loan issues, and other war activities clearly demonstrate that the American people stand ready to give of their means to all patriotic enterprises.

But while a man's heart and mind may be willing, sometimes his pocket may be empty.

In other words, if Deaf Smith county is to keep up the pace she has established in war work the commercial and agricultural resources of the county must be carefully conserved and developed. There is no earthly reason why Commercial Club activities should be abandoned, and organized community work along industrial lines given up, merely because we are all busy with war work. Without the income we cannot continue to contribute to Red Cross, Y. M. C. A., Liberty Loans, War-Saving certificates, and other war causes.

Bearing this in mind, the Directors of the local Chamber of Commerce have "started something." A committee has been appointed to handle a regular Trades Day; another to assist in pushing the Dairy campaign for more cows; others will doubtless be announced from week to week.

The Chamber of Commerce should be reorganized, and at once not with a whoop, for experience has shown that "whoopin' er up" don't accomplish a thing for a town, as a rule. Chamber of Commerce work is a cold-blooded business proposition. Building up a community takes just as much cool calculation, careful organization, attention to details, daily "follow up" work, as it takes to build up a big mercantile establishment.

The main line of work for a commercial organization here is undoubtedly along agricultural and live stock development lines, which includes irrigation. The National and State governments have organizations of trained specialists to help communities that organize for self-help. We are being taxed for the support of these specialists. Why not avail ourselves of their services?

Some people were made to be soldiers,
But the Irish were made to be cops;
Sauerkraut was made for the Germans,
And spaghetti was made for the wops.

Fish were made to drink water,
Bums were made to drink booze,
Banks were made to hold money,
And money was made for the Jews.

Everything was made for something—
Yes, everything, even the miser—
God made Wilson for the President,
But who in hell made the Kaiser?

—Clipped.

To my friend A. W. Gregg, Dec. 28, 1916.—W. A. PRICE.

What a melancholy, snowy day!
Only two since Christmas went away;
O, that it were beautiful and bright,
That I might see the sky and Sol's light.

I paused, when in a somnolent mood,
I saw 'tween Darkness and Light a feud,
How I hated to see over head,
The fleeting snowflakes building a bed.

I had come calls awaiting turns,
Some were for scalds, others were for burns;
One to Willow-Wood I'll not forget,
In that home I'd like to linger yet.

It's a cottage inviting without,
It's welcome inside no one would doubt;
Mid shrubbery and flowers the walk-way
E'er points and leads to its portals gay.

Within its gay, hospitable walls
There is a welcome for any who calls;
'Tis a most beautiful little dell,
This where all they in Willow-Wood dwell.

The Sire, modeled erect, slim and fair,
Welcomes all in that quakerish air,
To cozy hearthstone or festive board,
And bountiful these he can afford.

The Dame is hearty, ruddy and bold,
Countenance more bright than polished gold,
Emanating from what is yet more precious,
A heart of welcome galore.

Their children are now two more than three,
Their virtues are pure, their movements free;
They hired them both from Sire and From Dame,
This is the home of Willow-Wood fame.

THE ROAD TO FRANCE

Thank God our liberating lance
Goes flaming on the way to France!
To France—the trail the Gurkhas found!
To France—old England's rallying ground!
To France—the path the Russians strode!
To France—the Anzacs' glory road!
To France—where our Lost Legion ran
To fight and die for God and man!
To France—with every race and breed
That hates Oppression's brutal creed!

Ah France—how could our hearts forget
The path by which came Lafayette!
How could the haze of doubt hang low
Upon the road of Rochambeau!
How was it that we missed the way
Brave Joffre leads us along today!
At last, thank God! At last we see
There is no tribal Liberty!
No beacon lighting just our shores!
No freedom guarding but our dairs!
The flame she kindled for our sires
Burns now in Europe's battle fires!
The soul that led our fathers west
Turns back to free the world's oppressed!

Allies, you have not called in vain!
We share your conflict and your pain!
"Old Glory," through new stains and rents,
Partakes of Freedom's sacraments!
Into that hell His will creates
We drive the foe; his lusts, his hates!
Last come, we will be last to stay—
'Till Right has had her crowning day!
Replenish, comrades, from our veins,
The blood the sword of despot drains,
And make our eager sacrifice
Part of the freely rendered price.
You pay to lift humanity—
You pay to make our brothers free!
See, with what proud hearts we advance—
To France!

—By Daniel M. Henderson

Many in New York Can Not Buy Bread in Pound Lots

The Food Administration change its rule prohibiting bakers selling less than a pound of bread to consumers, to prevent working a hardship on the poor of New York. These people, many of them foreigners, buy bread from big loaves by the penny and two-penny slice, and have not the money to buy in larger quantities. The weight requirements for baking are not changed. Rolls are limited to not less than 1 ounce nor more than three ounces each.

Theaters for Use by Men in Camps Are Now Completed

The Government "Liberty" theaters at the 16 National Army cantonments are all completed, and in a few performances have been given. The buildings, which are supervised by the War Department Commission on Training Camp Activities, are 120 feet wide and 179 feet long, made of pine boards, unpainted, but faced with heavy building paper, which makes the sides air-tight. Complete ventilating systems have been installed and heat is sup-

plied by steam and small stoves.

There are five large entrances and 15 exits, and the theatre, seating 3,000 men, may be emptied in about one minute.

The stage is 65 feet wide. The floor of the auditorium is saucer-shaped and sloping so every seat provides a clear view of the stage. The seats are benches fitted with comfortable backs, and sections will be reserved so tickets may be purchased in advance. The "amalgam" books, soon to be placed on sale, will be good for all these theatres, as well as chautauqua tents.

The motion-picture booth, housing two machines, is asbestos lined. The stage has an asbestos curtain. Lighting effects are similar to those of standard city theatres.

The theatre is placed on the highest point of ground in each camp, and in many camps the post office, main library building, and hostess houses are nearby, making a sort of town center where large numbers of men gather each night.

The tower on top of the stage loft, about 75 feet from the ground, serves as a signal tower for wig-wagging.

Miss Mary Farmer left Tuesday for Clarendon where she will re-enter college.

Taylor Carrol left Tuesday for Camp Bowie after paying a short visit to relatives in Hereford.

Oden Weems left Saturday for Camp Bowie after spending the holidays with his parents.

Rufus Brazil who was home for Christmas, left Sunday to join his Company at Camp Bowie.

Announcement

We have purchased the elevator and plant of the Panhandle Grain & Elevator Company at Hereford. This gives us unexcelled trackage and elevator facilities.

We handle GRAIN of all kinds, and COAL—at market prices. Owing to War conditions, supplies of these commodities are limited, and prices uncertain, but—

We want you to know we are here for business at all times

McQueen Grain & Coal Co.

G. M. Suggs spent Tuesday in Amarillo.

Ernest Woodburn left Sunday for Camp Bowie, after a few days visit with homefolks.

Roy Terry is visiting relatives in Childress this week.

Burford Farmer left Tuesday to resume his study in S. M. U. at Dallas.

BEGIN THE

New Year RIGHT!

The Food Situation, the united thought of the Nation, demands careful, considerate living during 1918.

We are preparing to meet the emergency. We will have some delightful surprise in store for YOU from week to week.

We are deeply grateful for your business of the past. We will try to repay you through our service of the future. Watch this space!



W. L. SULLIVAN
GROCERY

Miss Claudia Duncan who has been visiting home folks during the holidays, leaves the latter part of the week for Eureka Springs, to finish the term of school.

Ruth Myrick, Oma Landrum, and Elzina Mounts will leave Sunday morning for Crescent College in Arkansas, after having spent the holidays with their parents.

Buy Thrift Stamps

Save your small change and loan it to Uncle Sam.

Buy War Certificates

TEACH THE CHILDREN TO SAVE

The First State Bank & Trust Company

A Guaranteed Liver Treatment

Rexall Liver Salts

Contain certain salts commonly found in the celebrated mineral waters at Carlsbad—the famous spring visited by people from all over the world suffering from chronic liver trouble.

A tablespoonful of REXALL LIVER SALTS every morning for a week or ten days is similar to the CARLSBAD Treatment.

25c, 50c and \$1.00

Corner Drug Store

The Rexall Store Hereford Texas

CHURCH NOTES

BAPTIST CHURCH

Regular services Sunday, 11:00 A. M. and 7:15 P. M. by pastor. Senior B. Y. P. U. at 6:00 p. m. Rev. J. E. McClurkin.

The Methodist Church have a treat in store for all who attend the services of next Sunday.

Mr. D. L. Sherertz, under appointment of the General Mission Board of the church to mission work in China, will spend the day in Hereford on this date. Mr. Sherertz will be enroute to a Pacific port to sail for the foreign field, and will stop here to

Red Cross Workers Needed

Workers for the surgical dressings and hospital garments divisions of the local Red Cross Chapter are badly needed. The Brand has been requested to print the attached pledge card with the request that every lady in Hereford, not already engaged in the work, check off the afternoon that she can devote to the work and mail to Mrs. A. L. Gibson, so that the Committee can know upon whom to depend in future:

Red Cross Work Pledge

I promise to devote Monday
Tuesday
Wednesday
Thursday
Friday
Saturday afternoon to the work of surgical dressings and hospital garments

Check the afternoon you can devote to the work, sign and mail to Mrs. A. L. Gibson, Chairman, Surgical Dressings Work.

spend the Sabbath. He will meet with the Young People's Sunday School Class in the morning, with the Epworth League in the evening, and will also address the audience at both morning and evening services.

Annual First Sunday Dinner at Christian Church called off, as was found not unanimous; some for it, some thought not best.

Announcement Sunday night recinded. Resp'y., Thos. G. Nance.

The First Christian Church

The services at the First Christian Church on last Lord's Day were quite helpful. The subject for the morning service, was, "The Grounds of the Church's Success in the Work of the Gospel."

In the evening the congregation made their "White Gigs to the King," which in money alone totaled about \$200, besides much in the way of goods and other necessities for orphans, and the Old People's Home, and as well for the Armenia suffering. All present seemed to enjoy the evening.

The minister, R. W. Stevenson, will preach in the morning of next Lord's Day, on "The Prominence of Jesus", and in the evening "The Wealth of the Christian."

Red Cross Notes

Our Local Chapter

It is hoped that during this week there will be arrangements made for greater convenience in the work rooms, to have them all on one floor and save climbing of stairs. It is also hoped, and believed, there will be workers in sufficient numbers to accomplish the needed work. The holidays are over and workers are needed. Three hundred and fifty thousand young men are now in France and the number will be rapidly increased. Our men are already on the firing line, and we must have surgical dressings there when needed. The need of the Allies is also great. Mr. Simmons says the American women are as fine as any in the world, but they must realize this war cannot be won without their work, and give not only a day a week, but six if necessary—and

even night shifts. Social affairs should be forgotten and all effort put forth to help win this war. Women have a big part to perform. The men must fight and the women work.

Cut garments are on hand to be made, and always a stock of material for surgical dressings will be in readiness for all workers who will come.

Also during this cold weather the knitted articles are needed. The work should be hurried.

Bureau of Camp Service

This is to give emergency aid to relieve suffering and provide certain comforts not undertaken by the government. By October 31, 1917, the Red Cross was established at practically all the different training camps naval districts on the Atlantic seaboard ports of embarkation and several army posts. Following is a brief outline of some of the supplies which have been issued at the request of military or naval officers:

Sweaters, 234,049
Helmets, 42,632
Mufflers, 92,881
Wristlets, 92,020
Goggles, 5,000
Socks, 122,026
Comfort kits, 88,627
Pajamas, 2,316
Blankets, 7,080
Bandages, 1,009

A Personal Appeal from France

A personal friend of mine who recently volunteered for service in the Red Cross work houses in France, paying all his own expenses, writes me that they are desperately in need of sweaters, socks, etc. and also surgical dressings, that Red Cross nurses and army nurses have been called in to the surgical dressings room to help out. The women are working every day from 9:00 to 6:00, and at night do the sterilizing, and a night shift, then takes the rooms and goes on during the night. There are no holidays and no letting up. He says the French have—certainly done their part and he understands better their viewpoint now. He says, "It is surely up to America. Why is it that the thousands of women in America who can easily afford the time are not at work so that the necessary articles might be on hand here? The situation is more serious than America re-

alize. Can't you wake them up? Do what you can to get the women in the south-west to realize the Red Cross needs are desperately urgent. You can not put it too strong."

GEORGE W. SIMMONS, Southwestern Division Manager.

The First Interest Installment

On December 15 the first installment of interest on the two billion dollars of the first issue of Liberty Loan Bonds became due. The amount approximated \$35,000,000, being \$1.75 interest on every one hundred dollars of bonds.

Holder of coupon bonds obtain their interest money from any bank or post office in the country by simply presenting their coupons. Holders of registered bonds are sent checks for their interest by the Treasury.

Hereafter every six months ten to fifteen million American citizens are to receive interest money on their Liberty Loan Bonds from the United States Government. This is going to create a closer and more direct association of these citizens with their Government, and the effect of this association is going to be of great value to these citizens and of great value to the Nation in making them more personally interested in

their Government and more active and alert in the exercise of their duties and rights as citizens. Every Liberty Bond holder is going to be an active champion of wise and economic legislation and administration.

The Liberty Loan is not only a great financial transaction; it is a great national force, a great national bond between the bondholders and their country, a great influence for better government and better citizenship.

A HEREFORD REPORT

Fully Corroborated and Easily Investigated

Do you need a good kidney medicine. Then read the reports in these very columns of Hereford persons cured or benefited with Doan's Kidney Pills. You won't have to go far to find out if they are true. This Hereford case is an example. Others will follow.

Geo. Beams, machinist, E. Third St., Hereford, says: "I have used Doan's Kidney Pills, procured at Beets-Clark's Drug Store, off and on for quite a while for trouble with my kidneys and a weak back. Doan's Kidney Pills have always proven satisfactory and I gladly advise their use to anyone else."

Price 90 cents at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Beams had. Foster-Milburn Co., Props., Buffalo, N. Y.



Round-Trip All-Year Tourist Fares

ON SALE DAILY

To
 Arkansas Pass, Brownsville, Corpus Christi
 Fremont, Hubbard City, Marlin, Rockport
 Laredo, Mineral Wells, Palacios, Sandrift
 Fort-Lavaca, Port O'Connor, Riviera

LIMIT NINETY DAYS FROM DATE OF SALE

L. I. GARTON

38

Local Ticket Agent Santa Fe.

War Savings Department

United States of America, Deaf Smith County Division, Hereford, Texas

PIN THIS UP ON THE WALL FOR FUTURE REFERENCE

ALL ABOUT W. S. S.

What Are They?

They are War Savings Stamps. They are of two kinds—

United States Thrift Stamps (25c each).

United States War Savings Stamps (4.12 each).

Sixteen U. S. Thrift Stamps plus twelve cents in cash in December, 1917, or January, 1918, will purchase a War Savings Stamp, which when affixed to a War Savings Certificate is the guarantee of the Government and the people of the United States to repay on January 1, 1923 the full amount with interest at 4 per cent compounded quarterly.

The U. S. Thrift Card is a pocket-sized card given free of charge to purchasers of U. S. Thrift Stamps.

War Savings Stamps are as safe as the United States.

Why Should I Buy Them?

BECAUSE—we are at war;

BECAUSE—the more we save, the more labor and material will be available for the use of the Government and for the support of our army;

BECAUSE—we must have dollars as well as men in the fight for freedom;

BECAUSE—they establish the soundest and simplest basis of saving, which is the key to individual success;

BECAUSE—there is no safer investment in the world; BECAUSE—War Savings Stamps must increase each month in value.

How Can I Buy Them?

As simple as buying postage stamps.

This is the simplest security ever offered by a great government to its people. Any man, woman or child who can save twenty-five cents can obtain at any Postoffice or Bank a U. S. Government Thrift Stamp and a Thrift Card to

which to attach it. This starts you as an investor, and puts you behind the Government.

When Shall I Buy Them?

Buy them now, because the cost increases one cent every month after the 31st of January, 1918.

The price of War Savings Stamps is \$4.12 in December, 1917, and January, 1918, and increases one cent each month until in December, 1918, when the price is \$4.23.

No commissions are charged to you, or paid to any one.

Our soldiers and sailors may give their lives; you are asked only to lend your money.

Where Can I Buy Them?

At any Postoffice, Bank, Trust Company, and many other authorized selling agencies.

W. S. S.
 War Savings Stamps
 issued by the
 United States Government

Every Stamp Helps to Save a Life!
 Every Stamp Helps to End the War!

The First National Bank



The Sign of the Hot Cup

Sandwiches

- Pimento-Cheese 15c
- Tuna Fish 15c
- Sardine 20c
- Boiled Ham 15c
- Chicken Salad 20c
- Roast Beef 15c

Hot Drinks

- French Chocolate
- Tomato Bisque
- Tomato Bouillon
- Coffee
- Hot Malted Milk
- Hot Royale Punch

Fresh Candies each week from Kipling's—Roswell.

THE SWEET SHOP

SOCIETY AND CLUBS

MRS. P. W. PRICE, Phone 25.

The Delphian Club met at the home of Mrs. Conkwright Monday afternoon with fourteen of its members present. Mrs. Holman in the chair, conducted a short business session, then Mrs. Ray Barber took charge of the program. Roll was then called and answered by current events on War news.

Mrs. Read gave an interesting sketch of the life of Joseph. Mrs. Robt. Elliott's topic was ably handled.

The talk on "Modern Egypt" by Mrs. O. G. Hill, was very instructive.

Then came a number of questions as general review of the past month's work.

The next meeting will be with Mrs. Chas. Donald, Jan. 14, 18. The lesson will be "Babylonia and Her Neighbors".

A full attendance is urged at this meeting as the annual election of officers occur.

During the holiday season the younger set has enjoyed one, continual round of pleasure, dinners, luncheon parties, and joy rides.

Among the most enjoyable of these events was the evening spent at the spacious home of Mr. and Mrs. Oberthier, where about fourteen couples gathered. Numerous games, music and dancing were the diversions indulged in until a late hour when a delicious repast was served by Miss Elizabeth, ably assisted by Miss Grace Smith.

An invitation to the Oberthier home is in itself an assurance of pleasure to come.

These hospitable people understand the thorough art of entertaining. The home was in its decorations of the holiday season.

Friday evening, with Mrs. Matt Gilliland as hostess, one of the most enjoyable parties of the holiday season was enjoyed by a few of Hereford's young people.

At six-thirty dinner was served to the following guests: Misses Cecil Gilliland, Glenna Rutherford, Webb Lamb, Lois Carlyle, and Nellie Clem. Later the girls were joined by the following young men: Philip Broadwell, Harlan Kitchen, Oliver Kitchen, Rufus Brazil, Ralph Rutherford. The evening was spent playing "42" with numerous selections played on the victrola.

At a late hour delicious refreshments consisting of sandwiches, pickles, salad, cake and hot chocolate were served.

The beautiful home of Mr. and Mrs. D. C. Laird presented a delightfully warm welcome to all who entered its doors on the evening of Dec. 26, 1917. The home was beautiful in its "holiday dress"—a profusion of holly with its gleaming red berries in contrast with white berries of the mistletoe amid the fresh green leaves and other decorations of the season made every one feel the true spirit and happiness of the Yuletide.

The occasion of this joyous, but informal, affair, was the entertaining of the members and their husbands of the Bay View Club by Mesdames Rolosen, Holman, and Laird. These hostesses welcomed each couple with a hearty greeting of the season. After removing their wraps, and enjoying an informal mixing of the guests, score cards for the popular game of "42" were distributed. Many interesting and well contested games were played interspersed throughout the evening with musical numbers, both instrumental and vocal, made the evening a truly delightful occa-

sion long to be remembered by all present.

At a late hour the hostesses served a delicious luncheon of chicken sandwiches, coffee, pickles, cheese and nuts, after which the guests reluctantly took their leave, showering expressions of appreciation on their hostesses for an evening long to be treasured as a happy one.

One of the most enjoyable affairs during the Christmas holidays was an "At Home" given for the S. W. P. Club members and their husbands at the beautiful new home of Mr. and Mrs. Roy Rogers on the Avenue. The decorations of bells, mistletoe, and holly, with the spirit of Christmas, and a well selected program went together to make a very pleasant evening. The spirit of patriotism was in the air as well. Miss Georgia Kirkman gave an account of Fritz Kriesler's "Four Weeks in the Trenches." That for a time held a spell-bound audience.

After voting to continue Club, and each member in turn to give a review of the latest books, we adjourned by singing the National Hymn. The remainder of the evening was spent in progressive "42" until a signal was given by the hostess. Cards were then passed, on which was a "stunt" for the gentlemen to perform, the lady to find her partner by the "stunt" intimated on her card, and the gentleman performing. This created much merriment.

The hostess served delicious refreshments consisting of salad, chicken sandwiches, fruit salad to resemble a lighted candle, cake and coffee.

The out-of-town guests were Mr. and Mrs. Taylor Bassett, of Amarillo, and Mr. and Mrs. Holland, of Canyon.

On New Year's Eve twelve of Hereford's young people met at the home of Miss Cecil Gilliland for the purpose of bidding farewell to 1917, and to welcome 1918. "Forty-two" "Flinch", and music was enjoyed. The refreshments consisted of a variety of pies. Just before the midnight hour the party left the Gilliland home and proceeded to join other crowds in giving alarm over the City of the entering in of nineteen-hundred eighteen.

Star Theatre

FRIDAY, Jan. 4, 7:15 Sharp

Mutual Film Corporation presents ANITA KING in a Five reel feature, "The Girl Angle". You will find "The Girl Angle" to be a feature above the average. We know you will be pleased when you see this picture.

A single reel Strand Comedy "BLUFFING FATHER" featuring MISS BILLY RHODES. If Billy Rhodes can not please you, you cannot be pleased in a comedy.

10c and 20c

SATURDAY—Matinee and Night

Fox Film Corporation presents GEORGE WALSH in a rip-roaring comedy, "YANKEE WAY". George Walsh is a second Douglas Fairbanks. Reports on this picture says better than an average Fairbanks feature. If you have the blues come and see this picture and you will forget you ever had the blues.

Matinee 3 p. m. sharp, 10c and 20c. Night, 7:15, 10c and 25c.

MONDAY, Jan. 7, 7:15

Triangle-Film Corporation presents George Hernandez in "UP AND DOWN". UP and DOWN is a comedy drama of the Western species. George Hernandez is claimed to be one of the best droll comedians in the silent drama.

Here is the one you will want to see FATTY ARBUCKLE, in "ROUGH HOUSE", in two parts. If Fatty can not make you laugh there is something wrong, you had better go to see the Doctor at once.

Children 10c; Adults 25c

TUESDAY, Jan. 8, 7:15

Metro Picture Corporation presents two of the greatest Stars in films today in one of the greatest films ever produced. FRANCIS X. BUSHMAN and BEVERLY BAYNE in "ROMEO AND JULIET." Every school child has heard of Romeo and Juliet. Now is your chance to see this great picture. Do not fail to see Chapter Four of "FIGHTING TRAH".

Children, 10c; Adults 25c

WEDNESDAY, Jan. 9, 7:15

Here is your chance to come and take a laugh with DOUGLAS FAIRBANKS. All the comedy, all the thrills possessed by Douglas Fairbanks' pictures in the past are incorporated in "IN AGAIN AND OUT AGAIN." Arline Pretty, who played one of the leading parts in "The Shielding Shadow" will be recognized playing opposite Mr. Fairbanks. This is an Artercraft production.

Children 10c; Adults 25c

THURSDAY, Jan. 10, 7:15

Greater Vitagraph Company presents Mildred Manning and Wallace Mac Donald in "THE PRINCESS OF PARK ROW" a five-part Blue Ribbon Feature by Paul West, a drama of a young newspaper Reporter who ran across one romance that he did not write up. Vitagraph features are always worth your time to go to see.

As George and Ralph will be out of town there will be no JAZZ band program this week. —10c and 20c.

Coming, Wednesday, Jan. 16th, Mary Pickford, in "ROMANCE OF THE REDWOODS."

STAR THEATRE OFFERINGS

The scene of George Walsh's operations in "The Yankee Way" his latest William Fox feature, is the Balkans.

Now that bunch of spots on the earth's surface which pass under the collective name of the Balkans has been a pretty lively place during the last five or six years, but it never knew what speed was until George Walsh goes over to manage his dad's cattle range.

Before the inhabitants get wise to what was happening a consequential sort of count disappears—he is shipped out of the country by night in a side door pullman; an infant revolution is squelched, and George sets sail for the good old U. S. A. with the nation's pet princess as his bride.

We might add that all this takes place in Lithuania. Nobody ever heard of it before—but who has heard of any Balkan state except Bulgaria? And Bulgaria got its name in restaurants and on sign boards only because of its bacilli.

"The Yankee Way" is a picture that fits George Walsh like a full dress suit.

It begins with a good old Yankee scrap; it ends with one and there are several thrown in between. Most of the fights are

over George's disguised princess, as they should be.

Aside from the pep and speed in this drama, aside from the fascination of George's smile and sappy way of doing things, you will enjoy the work of a master cast whose members are such players as Joe Dowling, Enid Markey, Charles Elder and Ed Sedgwick.

"The Yankee Way" was produced by Richard Stanton, one of Mr. Fox's old guard directors. In it he returns to his first love for it was with George Walsh in "The Beast" that Mr. Stanton made his debut as a Fox director. This film is of the same high standard as his many other pictures with Dustin Farnum and Gladys Brockwell.

The "Yankee Way" will be shown at the Star Theatre, Saturday Matinee and night.

J. W. Adams of Amarillo, is a business visitor to Hereford this week.

This is to advise the public that owing to the increased cost of all labor and material we have found it absolutely necessary to raise the price of well drilling from sixty to seventy-five cents per foot for the first 100 feet, effective January 1, 1918.

D. R. Grimes,
N. A. Laughlin
Geo. P. Turrentine.

H. B. Stephens of Albuquerque N. M., was in Hereford the first of the week attending to business.

A SUCCESSFUL YEAR

1917 has been the banner year of our history—Our business has steadily grown from month to month.

We owe it all to the good people of Hereford and surrounding neighborhoods and hereby publicly express our appreciation.

During the year 1918, in spite of war conditions, we hope to still further merit the patronage and good will of every man, woman and child in this territory.

Very gratefully yours,

DUNLAP HARDWARE CO.

CANDY! CANDY! CANDY!

ALL HOMEMADE

On display at Burns' Drug Store and Betts-Clark, to be sold Saturday afternoon to the highest bidder.

Receipts to go to Red Cross Fund

W. S. WILLIAMS, Auctioneer.

Do You Know Where To Buy Glass?

We carry a full line of window glass, plate glass and sky-light glass, and our experience of twelve years in the glass business enables us to handle it in such a way as to be able to make you a much lower price than others and yet make a satisfactory profit for ourselves. It will pay you to learn what we handle and get your goods here, and at the end of 1918 you will be many dollars better off.

C. A. SKELTON

ANOTHER HEREFORD CASE

It Proves That There's A Way Out for Many Suffering Hereford Folks

Just another report of a case in Hereford. Another typical case. Kidney ailment relieved in Hereford with Doan's Kidney Pills.

W. L. Fallwell, Hereford, says: "Two years ago I was suffering from my kidneys and had been for a long time. My back was weak and lame and ached constantly. Often sharp pains darted through my back. When I sat down for any length of time, I could not get up without holding onto something. The kidney secretions were too frequent in passage, causing me to arise many times during the night. I had read a great deal about Doan's Kidney Pills and got a box at Betts-Clark's Drug Store. Up until that time, nothing had done me any good, but Doan's Kidney Pills helped me immediately. Several boxes cured me."

Price 60c at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that cured Mr. Fallwell. Foster-Milburn Co., Props., Buffalo, N. Y.

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

YOU'RE LIKE HEREFORD



Give
Return
Presents
We have them.

IT IS NOT YET TOO LATE TO SEND RETURN PRESENTS TO THOSE WHO SENT YOU HOLIDAY GIFTS, AND THUS CEMENT FOR LIFE-TIME THE FRIENDSHIP THEY HAVE SHOWN BY REMEMBERING YOU.

WE YET HAVE IN OUR STORE LOTS AND LOTS OF BEAUTIFUL THINGS WHICH WILL PLEASE YOUR FRIENDS. WHEN THEY RECEIVE PRESENTS, WHICH COME FROM OUR STORE, THEY WILL KNOW THAT THE QUALITY IS THERE.

COME IN.

BETTS-CLARK, DRUGGISTS
THE NYAL STORE

Registered at Hotels

AMARILLO:
Felix Grant, Frank Grant, J. E. Dotson, J. W. Adams, W. C. Reeves, J. J. Crum, Miss Fleming, D. D. Rhodes, Chester Rice, J. D. Hunter, S. A. Wells, B. S. Arnold, S. I. Fredregill, O. G. Nelson, L. L. Johnson.

CITY:
Rae Gilbert, T. T. McDermott, Mary Lee Fuqua, Lucile Weems, Eddie Enom and wife, Dew Rutherford, A. W. Botsford and wife, C. R. Phillips, J. P. Posey, W. H. Perry, Alvin Johnston, J. P. Robertson and wife, Claude Benton and wife.

CLOVIS:
J. L. Green, W. L. Rotann, Earl Stockford.

FLAGG RANCH:
M. P. Flynn, Carl Puckett, Geo. Brooks, Perry Barnard, Clyde Dennis, Camp Bowie, W. C. Enom and son, Grady N. M., Charlie Kitchen, North Carolina, J. S. Mullins, Lockney, W. W. Emert, A. F. Emert and wife, Floydada, J. E. Hermes, Bovina, T. H. Kirkland, Hondo, N. M., Gordon R. Bales, Spring Lake, Temple Cato, Roswell, D. W. Sile, Elkhart, Texas; Cle Hamilton, Albuquerque; E. N. Ham, Artesia, N. M.; V. B. Whitely, Pilot Point; J. P. Turner.

Post, C. T. Brooks, Plainview, S. Findley, Meadville; Joe Criswell, Los Angeles; Geo. Bride, War saw, Ill.; C. L. Goad, Happy; N. D. Hunter, Kansas City; Mr. and Mrs. S. E. Norton, Mrs. W. H. King, Denver; H. B. Stephens, Albuquerque; J. Will Clark, Kansas City; R. M. Dunn, Johnston, Colo.; W. A. Nicholas, Roswell; W. R. McMuller, Vaughn, N. M.

Thanksgiving and Christmas have past
Ney Year marks another score.
'Tis time to lay the harp aside
And lend a helping hand with the oar.
The tide has come,
The waves roll o'er pebbles great and small,
But we've got a sturdy boat to rowe,
One man can't do it all,
So Brother pull with all your might,
And land above the falls;
Don't stand and wait with folded arms
'Till the billows have swallowed all.
But put your shoulder to the wheel,
Be firm and strong and brief,
Nineteen Hundred Eighteen is now here,
So let us all turn another leaf.
—William H. Johnson.

BUSINESS OPPORTUNITIES

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

FOR SALE—About 30 good young cows and span of good mules.
Address, **G. A. MERRICK & SON,** Hereford, Texas.

BASKIN LAND COMPANY
Hereford, Texas. Resources \$25,000.00. In Hereford since 1906. Best equipped land office in N. W. Texas. Write us if you want to buy or sell anything in the Panhandle. 32-1f

FOR SALE—Ford, 1917 model, run about 1200 miles—in first-class condition. Price \$350. Information at Burns Drug Store. 29-1f

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

WANTED—To buy about 20 sections and half sections of land in Deaf Smith, Castro and Farmer counties. State lowest price and terms in first letter. Write to John Young, 45-3 months. Amarillo, Tex.

FOR SALE—One six room house, well and wind mill, and one-half interest in well on line 507 Miles Avenue. Will sell very cheap for cash or will sell on terms, at 6 per cent interest. Address **H. A. DANIEL,** 401 North Buchanan Street, Amarillo, Texas. 34-1f

QUARTER SECTION close to Hereford with up-to-date improvements to trade for land farther out.
J. E. GYLES, Hereford.

LOST—A Suit Case and Duck Overcoat on road west from town. Return to W. E. Hicks. 47-1f

FOR SALE—160 acres unimproved, 14 miles south; \$2000.
H. G. MOSHER, Hereford, Tex.

FOR SALE—Good heating stove. Telephone 327. 45-1f

FOR SALE—160 acres; all smooth high grade land, can be irrigated; 9 miles to town. No buildings. Price \$5000. Terms
Rt. 3, Box 52—A
Wichita, Kans.

FOR SALE—14 sec. of land in shallow water, adjoining three large irrigated farms, 4-1/2 miles from Jewell Switch.
\$20.00 per acre bonus if sold in the next 30 days. Box 507, Hereford. 45-1f

WANTED—Girl for general house work. Phone 137, or address H. C. Bowsher, Hereford, Texas. 1f

FOR SALE ON TRADE
My beautiful up-to-date, 7-room California bungalow home, for a home in Hereford, or will trade it and 2 small shallow-water farms adjoining Hereford, for cheaper land.
48-2f. **A. H. ELLISTON.**

FOR SALE—Stalk field and straw stack, or will take care of cattle by the month. Phone 210, 3 short rings.
F. H. HENSARLING, 48-2f. Star Rt., Hereford, Tex.

FOR SALE—1 brown mare, 4 years old; 1 brown horse, 4 years old; a good gentle pig, weight 2400 pounds.
W. M. LICHTWALD, 48-4f. 2 miles west Umbarger.

FOR SALE—A thoroughbred, Rose Comb Rhode Island Red cockerel. Apply to McQueen Grain Co. 48-3f

WANTED—Stock to pasture on row field; also good bundle feed for sale. Some good "Winterlay" strain white Leghorn cockerels.
JOHN GAETZ, 48-2f. 8 1/2 miles S. W.

LISTEN!
All the world loves a winner, when the contest has been fairly played. Stay in the contest. Don't be eliminated.
BUILD YOU A HOME
Rockwell Bros. Lumber Company

WANTED—General sewing and dress-making.
MRS. W. H. RAYZOR, 49-4f. Phone 119.

LOST—Gentleman's ring, with three ruby sets, somewhere in Hereford. Liberal reward if returned to The Brand. 49-2f p

LOST—Bunch of Keys, somewhere on Main St., last Saturday. Finder leave with The Brand and receive reward.

FOUND—Gold watch. Owner may secure same by identifying property and paying for this Ad. **F. T. Roloson,** 1f

Hats at Half Price
All trimmed hats are selling at half price now.
MRS. T. N. HEIFNER, 3 doors East Post Office

WANTED—A second-hand windmill—must be in good repair.
L. L. CANNON, 1f-pd. Phone 246.

FOR RENT—To April first, five sections grass, with two wells, good house, some sheds and corals. See **C. O. Norton** or **R. L. Coanougher.** 49-3f-p

TWO SECOND-HAND FORDS for sale. In good condition. Priced right.
RENFRO GARAGE.

Police Are Requested to Protect Airplanes in Absence of Army Guard
Regulations made publicly by the aircraft board corresponding to those obtaining in Great Britain provide that should a military aviator make a forced landing the public after ascertaining that the aviator is not injured, shall keep clear of the machine to minimize danger from inexperienced handling of control wires and instruments.
When there is no military post or encampment near the scene from which a guard may be sent the police from the nearest town are requested to instruct employees to render all assistance to aviators who may be forced to land in remote places or in the water.

Miss Griffith Watson who has been spending the holidays with her parents, Mr. and Mrs. W. W. Watson, returned to Dallas on Tuesday morning to continue her study in the Cooke School of expression. She was accompanied by her sister, Dora, who is going to study music.

FOR SALE—Cheap, a good Ford Roadster. Apply at Wells Fargo Express Co. 1f-pd

FOR SALE—1917 Model Ford, in good condition; run 600 miles. Priced right. Call 180. 38-1f

All official motion pictures on war activities in the United States bear the name of the Committee on Public Information, and are distributed only through the committee's divisional headquarters or by State councils of defense.

FOR QUICK SALE

A pick-up in an Improved, four section ranch, solid body, well located, 15 miles South of Hereford. Price \$15 per acre Bonus; will carry \$25,000 one to ten years at 8 per cent.
47-2f

ELLISTON REALTY CO.

SOMETHING UNUSUAL

An attractive valuable home and lots; first class, modern, well kept and fully furnished, for sale; might trade for land.
48-4f **J. E. GYLES.**

"First Monday" Is Changed to Third Monday—Jan. 21

The First Monday Trades Day has been changed to Third Monday Trades Day. This was determined upon at a meeting of the Committee appointed by the Chamber of Commerce to handle this matter Monday. It was found that business men generally were too busy for the first Monday in each month to give the time necessary to make this venture a success. Second Monday is an established custom for Randall county so it was determined that the best thing to do was to select the Third Monday in each month for Hereford. This will throw the first Trades Day on Monday, January 21, instead of January 7, as originally announced.

Something like \$150 in prizes have been offered by local merchants for this occasion, and the Prize Committee appointed by the Chamber of Commerce, consisting of Forrest Walker, Edgar Betts, Charlie Sullivan and Luther Hough, are working diligently in an effort to apportion these prizes fairly and accurately. This committee will have entire supervision of handling all prizes for Trades Days during the coming year.

Posters, giving all details of prizes, etc., will be issued at once and placed at strategic points over the trade territory.

J. M. Chapman, who lives near Sim's Schoolhouse, thirty miles northwest of Hereford, and who is chairman of the local Red Cross committee for that school district, reports that he has secured \$30 and 29 members from his district out of a total of thirty seven people. Two families have not been seen, owing to the distance to be traveled in reaching them. Mr. Chapman is enthusiastic about the Red Cross work, and highly elated over the successful showing made by his district. He attributes much of the success to the address delivered at the schoolhouse in the interest of the Red Cross, by Mr. G. A. F. Parker of Hereford.

WANTED—to winter about 25 head of calves, good pasture, feed and shelter, 7 miles northeast of Hereford.
49-1f **J. M. KIMMONS.**

SALESMEN WANTED—to solicit orders for lubricating oils, greases and paints. Salary or Commission. Address **THE HARVEY OIL CO., Cleveland, O.** 1f-pd.

W. L. Roman of Clovis, transacted business in Hereford the latter part of last week.

SAND AND GRAVEL—Suitable for any work, at pit on my ranch one mile east of town, or delivered. Price, right.
49-1f. **T. B. SLAUGHTER.**

A Remarkable Sorghum Yield
The following incident reported by the County Demonstration Agent of Donley County to the Extension Service of the Agricultural and Mechanical College illustrates the value of Farm Demonstration methods when properly followed:
Mr. I. H. Doom, a farmer of Donley County, planted 10 acres of Honey cane and from the product made 135 gallons of syrup per acre, or a total of 1350 gallons. The entire expense of planting, cultivating, harvesting and making syrup is reported to have been \$85, including all man and horse labor. The yield from the ten acres was sold at 80 cents a gallon, bringing a total of \$1,080, leaving a profit of \$993.50, which is \$99.35 an acre. Besides this Mr. Doom will have 200 bu. of seed, worth approximately 10 cents a pound. A photograph taken of this field in October shows a wonderfully thick and even growth, these features being especially noticeable since it was produced in an extreme western county in a dry year. For information regarding farm problems write the Extension Service, College Station, Texas.

Opportunity Knocks
Will you come in and allow us to convince you that our method of cleaning clothes is strictly sanitary and up-to-date?
We give your clothes a lasting crease, uniform finish and the natural body shape.
We handle the famous Lamm & Co's line of Men's Made-to-order Clothes, and there is none better. Come in and let us take your measure.
ORR'S TAILOR SHOP
Phone 16

STUDEBAKER Automobiles

TWO SIXES now on display
ONE FOUR at Ford Garage
Present prices effective until Jan. 1st, 1918.
See me. **Luther Hough**

FOR SALE
7000 acre ranch, solid body, all smooth, improved; 5 miles from station on Rock Island; land on north line of Deaf Smith County, \$15 per acre; easy terms.
I Will Appreciate your business.
E. F. CONNELL Hereford, Texas

IF YOU WANT A HOME INVESTIGATE THESE

Good 5 room house, 4 closets, barn, small servant house, henhouse, well, mill, 2 cellars, lots of trees etc. 5 acres of ground well located. Price \$2000. **TERMS: \$800 cash, balance 1-2-3 years, 8 per cent.**

Good 4 room house, several closets, bath, etc. good well, mill tank, cellar, henhouse, dandy barn, lots of shade and fruit trees; well located. Price \$3000; some terms if desired.

Good little 3 room house, some out-buildings, well, trees, etc.; 2 lots and well located. Price \$1200; some terms if desired.

Dandy 40 acre block, all in cultivation and lays fine to irrigate and well located. Price \$4000; will give good terms if desired.

100 acres near Hereford, partly fenced, raw land, small lake, water about 90 feet, near school. Price \$15 bonus; terms if desired.

160 acres all good smooth raw land, 8-1/2 miles west of Dimmitt, Castro County, Texas. Price \$15 bonus, 47-1-2c due state. Terms \$1410 cash, balance 1 to 5 years, 6 per cent.

640 acres, 8 miles west of Dimmitt, Castro County, raw land, partly fenced, has about 20 acres lake in Southeast corner of section. Price \$16 per acre. **TERMS: \$3040 cash, balance 1 to 10 years at 6 per cent.**

If interested see or write me at once.

J. B. ELLISTON

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

CHARLIE WOODBURN IS A BENEDICT

Christmaslike in decorations and Christmaslike in Yuletide greetings old friends gathered at the pretty home wedding Saturday afternoon which made Miss Hortense Russell, the wife of Mr. Charles P. Woodburn of Claude.

At 4:30 Miss Zollie Garrison at the piano with Miss Mary Clark, violin, played Godard's "Berceuse" from "Jocelyn." To the same accompaniment Clyde Cockerell sang Stenson's beautiful music to James Whitecomb Riley's "Prayer Perfect." Then to the rhythm of the wedding march from Bohemian came the wedding party.

In fairy frock of white embroidered organdy, little Dorothy Louise Russell, niece of the bride, wearing the ring in the heart of a big blush red Aaron Ward rose, led the way. Following the little ring bearer came the maid of honor, Miss Bernice Russell, sister of the bride, in pale yellow taffeta, carrying an arm bouquet of Aaron Ward roses.

Joining them from the opposite door came the groom on the arm of his best man, Hugh Doak, of Claude.

Using the Church of England ceremony, Rev. Mobley gave the solemn charges and took the wedding responses which made the twain man and wife.

Then followed a quick merry half hour of greetings, wishes, and god-speeds from the household of friends thronging forward to congratulate Hot coffee, beaten biscuit, and a chicken salad course were served to the guests while they shared in the cutting of the bride's cake. To Mrs. J.

M. Russell fell the thimble, Mrs. J. V. Britt drew the dime, and Miss Blanche Zeigler, found the ring.

The bride wore her going-away gown of beige brown broadcloth with Kainsky fur trimmings and with a noisette bouquet of Aaron Ward roses and sweet peas. Her blouse in yellow and her shoes gloves, and fur trimmed hat followed the same beige brown color note.

At the Denver station many of her friends from the party at the house attended the bride and groom until the departure of the southbound train. In spite of the sternest command from the groom who is Armstrong county's administrator under the Hoover program members of the party scattered much rice. However it was not the plans of the party to indiscriminately waste all the rice and their arrangements included shipments of a considerable quantity of this tell tale cereal along with the couple and their baggage.

The bride was born and has grown to womanhood in Amarillo. She is a member of the K. C. G. Club and she goes from a big circle of both personal and family friends.

The groom is junior member of the prosperous drug firm of Brook-Woodburn at Claude. His success in business has not kept him from other activities and he is a leader in civic enterprises. He was formerly in business at Hereford where his parents and sisters reside and many gifts and greetings came from friends of the couple in Hereford.

The honeymoon will include sojourns in Galveston and San Antonio after which Mr. and Mrs. Woodburn will visit relatives here and in Hereford.

Besides old friends of the families in Amarillo, relatives and other out of town friends as follows were in attendance:

Mr. and Mrs. Hugh Doak, Mrs. Jim Woodburn, Claude; The following parties from Hereford attended the wedding: Mrs. C. S.

Garrison, Mrs. B. C. Roberson, Misses Belle and Mattie Woodburn, Mabel Betts—Amarillo News.

The Bonds on Stock Exchange
The daily quotations of Liberty Loan Bonds on the New York Stock exchange below par do not represent any real loss for those holders of Liberty Loan Bonds who do not need to sell them. The figures do mean a very small loss for those who find themselves compelled for one reason or another to sell; but those who hold on to their bonds have one of the very best investments in the world—absolutely safe, free to a great extent from taxation, and bringing in an absolutely certain income. The loss to them is surely imaginary, a paper loss, not a real one.

Secretary McAdoo, in a speech before the Liberty Loan conference in Washington December 10, made the statement that while sufficient legally competent evidence was not in hand to warrant conviction before a jury, yet enough was known morally to convince a man of understanding that the hand of the Kaiser was at work in bringing about sales of Liberty Loan Bonds and depressing their price on the exchange. This is added proof that the loss indicated by the difference between par and the stock exchange prices is fictitious and not real.

Hereford, Tex., 1-1-1918.

I wish to call attention of the public generally, to the fact that Governor Hobby has accepted my resignation as medical member of Deaf Smith County Exemption Board. It was my ambition to serve our country with a loyal and patriotic feeling, maintaining at all times the proper regard for dependents and just claims for deferred classification.

Demands for special favors and adverse criticism by some few of the unthoughtful people, are more than I can afford to accede to at this great moment in which our country is grappling to defend its citizens and National Honor.

The people at large surely do not appreciate the very trying position in which the local board is placed, should they do so, then, I feel that a more co-operative spirit and a more generous attitude would be maintained.

I wish to say in behalf of the two remaining members, that they, with my successor, rightly deserve every conscientious consideration possible.

Signed, W. A. PRICE.

NATURAL STRENGTH IS THE BEST STRENGTH

Stimulents Only Last Temporarily and in the End Leave Your System in Bad Condition

Pep Systemic Pills give quick results in strengthening you up, but are entirely different in their after effects from the majority of stimulants. When the organs of the body are overworked or are unable to perform their functions properly, nature demands help, and unless the appeal is heeded many wearisome troubles or serious ailments are the result.

One of the greatest essentials to a strong and healthy body is to keep the body supplied with sufficient rich, red corpuscles. And no other ingredient has ever been found to take the place of iron. Bland's Mass has long been recognized as the most assimilable and effective form of iron salts.

Pep Systemic Pills, which contain iron in Bland's Mass form, are proving especially beneficial for building up natural strength and doing it in a natural way, and being reinforced by other nerve, blood and alterative tonics these pills bring surprising results for any of the ailments that are caused from a lazy liver, impure blood or a run-down system.

Anyone suffering from constipation, stomach trouble, sleeplessness, loss of appetite, malaria, nervous trouble, dizziness, heartburn, sallow complexion or any kindred ailment should start a course of Pep Systemic Pills at once. You will be astonished how quickly any of these ailments will be relieved and with no bad after effects whatever. Pep Pills recommended not to upset the stomach nor discolor the teeth.

Go to your druggist today and buy a bottle of these pills. For Sale by Betts-Clark, Druggists, and other good druggists. ACCEPT NO SUBSTITUTE FOR PEP SYSTEMIC PILLS.

Registered Men May Still Enlist for Service in the Air
Fliers and balloonists, although subject to the selective-service law, may enlist as heretofore upon passing the examination at the nearest aviation examining board. Nonflying officers under 31 years of age are not being accepted, except a limited number of graduates of recognized engineering colleges or others who can qualify as expert engineers. Aerial observers are not now being accepted.

Test Plan to Deliver Army Trucks to Ports Under Their Own Power
Army trucks for use in France are being delivered to the Atlantic seaboard from interior storage depots under their own power. If the plan is successful, the delivery of the 30,000 war trucks

under construction under their own power will release 15,000 freight cars which would be required to transport them by rail. It will also provide adequate opportunity for the training of an effective corps of transport drivers and officers, who will reach France with a minimum of training to be required. Wear and tear on the trucks will be slight compared with the benefits derived from their use.

P. H. Berry is visiting his friends in Dallas.

Leslie Smith, son of Mr. and Mrs. C. E. Smith, of Hereford, is spending a few days at home during the Holidays with his parents. Leslie is a member of John Phillip Sousa's famous Marine Band, and has headquarters at the Great Lake Naval Training Station. There are nearly 500 musicians in this greatest of all

Automobile Dealer Wanted

CANNON BALL MOTOR COMPANY
TEXICO, NEW MEXICO.

Wants to contract with reliable party to sell Automobiles, Cars, Tractors and Trucks; no experience necessary. Strong new company with \$10,000,000 capital. Get in on the ground floor of this giant Western Company and go the way to success. Apply to

C. A. ROBERSON BROKERAGE COMPANY

Organizing Representative.

Texico,

New Mexico.

THANKS!

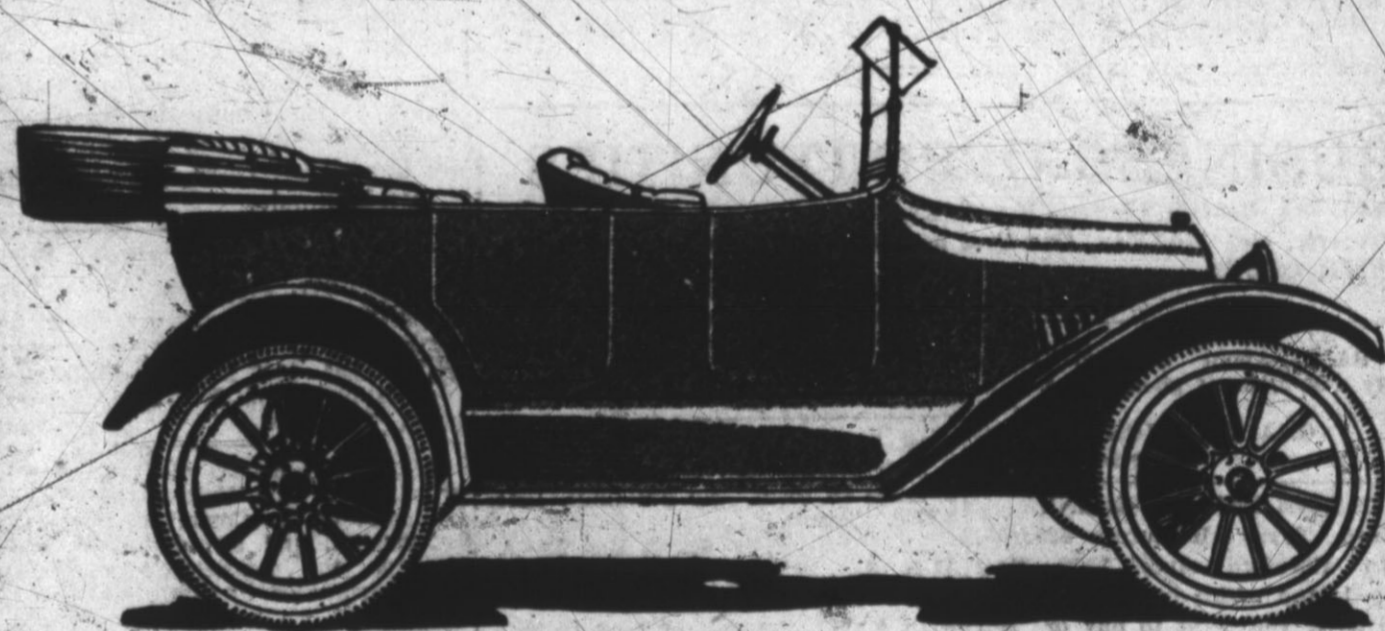
We have been increasingly busy all during 1917. Thanks to you!

We promise you a steady, unwavering GOOD SERVICE for 1918.

The Old Reliable.



Cardwell's Grocery



Chevrolet Cars
Oakland Cars
Mitchell Cars
Smith Form-a-Truck

Chevrolet Parts. Oakland Parts.

Witherspoon & Stubbs, Agents Hereford, Texas

See J. E. Stubbs or Vern Witherspoon



SOME USED CARS ON HAND

ABSTRACTS

For first class work, neatly and accurately done, see

Deaf Smith County Abstract Co.

R. T. MOSES, Proprietor

The Dawn of a New Year

The people have been generous to us during 1917.

We hope to retain your trade and good will during 1918.

THE LUNCHEONETTE SERVICE HAS BEEN A HIT!

BURNS The Druggist

Abstract Of Title

Should contain all available record information about the title.

The law requires your banker to have resources to protect you against loss.

Your duty to yourself and family demands that you have your abstract made by skilled men from up-to-the-date books constructed along the most modern lines, with sufficient resources to protect you against any mistakes. This plant is being constantly improved and is now unexcelled in point of accuracy in the State of Texas and is the only complete plant in Deaf Smith County.

Insist that the Abstracts YOU get are made by

POTTS & JONES

FREE This \$1.00 FLASHLIGHT POST PAID
We want every citizen to have one of these FLASHLIGHTS. We will give you one if you will send us \$1.00. Just the thing for your car or for your home. Write us today and we will send you one. **HIGHEST PRICES FOR FURS!**

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 Loans for all purposes
 T. K. WILSON

THE HEREFORD BRAND

Insurance
 All kinds of Insurance
 T. K. WILSON

PUBLISHED AT HEREFORD, DEAF SMITH COUNTY, TEXAS

Hereford Produce Co.

We can save you 20 to 26 per cent if you buy your goods here.

- Extra High Patent Perfecto Flour, per sack \$3.00
- Solid packed Tomatoes, 25c grade, in case or 1-2 case lot... 27
- Solid packed Corn, 20c grade, in case or 1-2 case lot.....16 1/4
- Early June Peas, in case or 1-2 case lot 17 3/4
- Eye Hominy, 30c grade, in case or 1-2 case lot 15
- Libby's Salmon, 30c grade, in case or 1-2 case lot 23 1/2
- Libby's Salmon, 35c grade, in case or 1-2 case lot 30
- Syrup, 70c per. Ribbon Cane 30c per. Cane per gal. 90
- Logan Berries, solid pack, per gal 1.05
- Table peach, solid pack, per gal. 85
- Apricot, solid pack, 90
- Swift Jewel Camp, per bucket 2.40
- Swift White Laundry Soap, retail \$6.25, per case 4.00
- Swift Breakfast Bacon, per lb. 45

Get our prices before buying. We handle Greely White Potatoes.

Remember we pay cash for Cream, Poultry and Eggs.

LOCAL AND PERSONAL

MISS WEBB LAMB, Local Reporter—Phone 34.

A full line canvas at THE FAIR. It

On Monday night at the home of Russell Carroll, the Hereford Boy Scouts entertained a number of their girl friends with a party. Games appropriate to the guests' ages were indulged in during the evening, and at a reasonable hour delicious refreshments consisting of hot chocolate, cake and candy was served to about seventeen girls and thirty-two boys. All present reported a fine time.

Protect your indolence with a Balance Life policy in case of death; it will save your estate. 45-47. T. K. WILSON.

The Rev. J. A. Lindley of Tulsa has just concluded an eight day Baptist revival at Summerfield, during the course of which four additions were made to the membership. Rev. Lindley passed through Hereford Monday and was the guest of Rev. J. E. McClurkin.

We do vulcanizing and all kinds of tire repairs. We carry the Kelly-Springfield and Double Fabric tires and tubes. Supreme lubricating oil. Also "That Good Gulf Gasoline". 41-47. GULF FILLING STATION.

Florien G. Sites left Saturday after a visit with homelocks. He is in the Machine Gun Bar at Camp Bowie.

Let it with us. If you want to buy City property call on us. ASHBOOK & SUGGS, 58-67 First State Bank Bldg.

Miss Susie Lackey who has been visiting her parents, Mr. and Mrs. G. M. Suggs, returned to Denton Tuesday where she is a student in the Normal.

\$1000 Insurance on Feed, anywhere on the farm costs \$3.00 for three months. 45-47. T. K. WILSON.

Clyde Dennis of the 141st Inf., Camp Bowie, spent a few days the first of the week visiting R. H. Lamb and family.

Will sell or trade for cattle, a good work horse and mules, one Grant six car and one two-row later. Phone 69. 37-47.

Mrs. Fred Wolz who has been visiting her sister, Mrs. D. F. Ashbrook, and her daughter, Maude, left Tuesday for her home at Spickard, Missouri.

We want to lease one or two sections of good grass, with water, in 10 miles of town. Will pay good price. G. A. MERRICK & SON, 59 Hereford, Texas.

The meeting of the Music Club was held Wednesday at home of Mrs. Geo. Barber, with Mrs. Barber and Tarver as hostesses. The meeting was purely business.

Dangerous—Fire season is on; your home should be protected by insurance. Let me protect it in the Oldest Insurance Co. in America. 44-47. T. K. WILSON.

Hazel O'Brien of Amarillo, is in Hereford this week, the guest of Mabel McQueen.

A. H. Smith of Kansas City, was a Hereford visitor Tuesday.

Dr. and Mrs. R. M. Johnson departed Wednesday night for Bartlett, Texas, where they will spend the winter and spring with their daughter, Mrs. T. M. Fowler.

To make room for our Spring stock we will sell all trimmed hats, untrimmed shapes and feathers, and ornaments, all go at half price. The sale is on now. MRS. T. N. HEYFNER, 3 doors East Post Office. 47-48

Mabel McQueen spent a few days the first of the week in Amarillo, the guests of Miss Hazel O'Brien.

Our Tailoring Dep't. is at your service—Suits and Dresses \$1.00, Hats \$1.50. 49-51. BEENE & BENNETT.

Miss Juanita Caylor, who has been visiting friends in Amarillo the past few days, is at home for a short stay. She will leave the first of next week for Canadian where she has a position.

Mrs. Jno. P. Henson returned Tuesday, to her home in Pampa, after a short visit with her parents, Mr. and Mrs. H. Z. Sites.

Hereford Poultry, Cream, and Produce Company.

We want your poultry, eggs, cream and produce. Come and get the cash. 18-17. I. H. SPRATT.

Mr. and Mrs. S. D. Connel, of Bovina are Hereford visitors this week.

Glenn Boardman left Wednesday for Chicago where he will enter the Chicago Musical College and the Chicago Academy of Fine Art.

Special Sale on Dress Shirts at THE FAIR. It

More accidents and sickness occur during next four months than the balance of the year. Protect yourself with a policy in The Fidelity & Casualty Co. of New York; the largest in the world. 45-47. T. K. WILSON.

Mr. and Mrs. Albert Monday arrived in Hereford Wednesday, after an extended trip through Tennessee and other states. They will be at home at the Cordova hotel.

Logan Sawyer who has been home from Camp Bowie during the holidays, left Sunday for the camp home.

I have bought the well-drilling outfit of Geo. Turrentine and am ready to dig your well. Phone 395, D. R. GRIMES. 40-47

Douglas Connel and Homer Wilson left Tuesday for College Station where they are attending A. & M.

Beene & Bennett's Tailor Shop, Phone 160. 49-51

Miss Cecil Gililand who has been at home with her parents the past ten days, will return to Vega Sunday to resume her work as teacher.

If you need a sewing machine, and every household does, I have the best on the market. See me before buying. 43-47. R. W. HANKINS.

When in need of dishes come to THE FAIR. It

Have music in the home; I have a proposition that's attractive. 43-47. R. W. HANKINS.

Raymond Hawkins leaves in a few days for Still Water, Okla., where he will enter the A & M College of Oklahoma.

I am not in the Real Estate business but write all kinds of insurance. Throw me your business. I shall appreciate it, and will give you service at once. 45-47. T. K. WILSON.

Leslie Smith who has been visiting his parents the past few days, left Wednesday for Great Lakes where he is employed in the U. S. service.

Mrs. Crumley Dies

Mrs. S. L. Crumley, aged 92, died Wednesday afternoon about 4:30 o'clock at residence, just across from the home of J. B. Crouch. Funeral services were Rev. Stevenson of the Christian church, conducted Thursday afternoon by church, and Rev. Nance.

Mrs. Crumley had only been a resident of Hereford a few days, coming here from New Mexico. No details could be ascertained prior to going to press.

Let's Take the Rugs to a New Year's Cleaning!



Shakes—Sweeps—Suction Cleans

HOVER

HEREFORD LIGHT & POWER CO. "DO IT ELECTRICALLY"

BIG DAIRY MEETING SCHEDULED FOR JANUARY TWELFTH

After a conference Wednesday between L. L. Johnson, Agricultural Agent for the Santa Fe, and local officials of the newly organized Dairy Association, it has been determined to hold another meeting of all those interested in dairy, at the courthouse, at 2:00 P. M. sharp, Saturday, January 12. At this meeting all people of this section wanting to purchase Holstein cows will be listed, all arrangements for purchase made, and a delegate to represent the local buyers elected to accompany Mr. Johnson and others on the trip north. Meanwhile, it is hoped to hold a series of meetings over this section to acquaint the people with the project. Details of these trips will be announced later.

At the meeting about three weeks ago 53 cows were pledged, and it is hoped to greatly increase this number before final closing of the project.

Frank Ball of Poplar Bluff, Mo., formerly a resident of this county, is spending the Holidays with friends and relatives in Hereford. Mr. Ball owns a fine farm in southeast Missouri, but says emphatically that he expects to return to the Plains at the first opportunity.

McQueen Grain & Coal Company Takes In A Second Partner

Following closely on the heels of the announcement of the taking over of the Panhandle Grain & Elevator plant by the McQueen Grain & Coal Company comes the news this week that Mr. J. B. Jones has purchased a half interest in the McQueen Grain & Coal Company, and is now actively engaged in the business of the concern.

Mr. Jones is a stockman, well known to all local stockmen as a member of Stone & Jones, and has resided in Hereford for the past three or four years. His ranch is northwest of the city. The Brand welcomes the new firm into the roster of Hereford's progressive business houses.

1918 The Promised New Year



What this New Year holds for you and us we know not, but in order for you to be equipped for any opportunity or calamity, it would be well to consider the purchase of

War Savings Certificates
 They Teach Thrift
 THIS BANK CAN SUPPLY YOU

The Western National Bank
 OF HEREFORD
 Member Federal Reserve System
 U. S. Depository

CAPITAL \$125,000
 G. A. F. PARKER, President C. C. CHENOWETH, Cashier
 J. L. SMITH, V. Pres. ROSCOE DAVIDSON, Asst. Cash.

In closing up the good old year of 1917, we can not help giving expression of our full appreciation to the public in general for your liberal support to us in our business.

By your hearty co-operation you have enabled us to close out by far the greatest year's business in our history. We take this as a positive compliment to ourselves—that you are pleased and satisfied with the effort that we have made to care for your interest.

Just now we feel that the time is opportune for you and us to jointly join hands and plan even a closer co-operation for the coming year of 1918. We shall ever aim to give you the very best service—as well as the best quality merchandise possible. Our charge will always be most reasonable.

We are now entering upon our seventeenth year in Hereford, and as the years go by we are more closely drawn to the people and our mutual interest becomes more apparent.

We shall strive with every bit of energy in our being during the in-coming year to serve you faithfully and trust that in so doing we may earn your good favor—as we have done in the past.

Our policy for 1918 will be to keep our President's proclamation in which he requested the Merchants of the land to sell their goods at the lowest consistent price.

Faithfully Yours,



The Big Store With the Little Price