

# The Hereford Brand

VOLUME 16

HEREFORD, TEXAS, THURSDAY, DECEMBER 21, 1916.

NUMBER 47.

## Commercial Club Reorganized

A good sized crowd gathered at the Court House Tuesday night and the matter of reorganizing and furthering the work of the Commercial Club was fully discussed. The general spirit of the meeting was most encouraging and all present felt that there will be a forward move made by the enterprising people of the town. A new board of directors was elected, consisting of Judge John P. Slaton, E. B. Post, D. L. McDonald, G. R. Jowell, Eli Dunlap, Henry Wilkerson and C. C. Chenoweth. These directors are charged with the duty of selecting a President of the Club, and a Secretary. Judge Wm. Knight and C. C. Chenoweth were appointed to adopt suitable By-laws for the government of the Club. It was decided to have a banquet some time in January, and J. W. McQueen, D. L. McDonald and D. F. Ashbrook were appointed to arrange for it. It is hoped to get a large attendance as possible at the banquet and then make out the program for the year's efforts.

The Club has done some noble service, but its services are needed even more than ever. Let every man interested in the prosperity and upbuilding of the town and county put his shoulder to the wheel and help. This town and country have great possibilities before them, the realization of which rests with the business men.

Let us make 1917 the best year yet, and this can be done only by a united effort. A long pull, a strong pull and a pull altogether means success, and this is the sort of pulling the Hereford people will do.

Last Sunday Mr. John P. Henson and Miss Ruth Sites attended church as usual, but when services were over they went to the M. E. parsonage where the Rev. G. N. Wyatt united them in the bonds of holy wedlock. This was not so much of a surprise after all as it is only the expected that happened, but the friends nevertheless were not apprised as to the exact time. Mr. Henson is well and favorably known in the business and social circles, and Miss Ruth is one of Hereford's most popular young ladies, a graduate of the Hereford High School. The nuptials were witnessed by only the family of the officiating minister and the sister and brother of the bride. The young couple left Wednesday for Memphis to spend the holidays with the groom's parents.

Mrs. W. B. Green will return home Friday after a several month's visit with relatives at Frost, Texas.

Mr. and Mrs. James Doyle are visiting in East Texas.

## M. E. Church To Build New House

A number of laymen of the Methodist Episcopal Church South, were entertained with a sumptuous feast in the dining room of the First Christian Church on last Thursday night. The feast was served by the Woman's Missionary Society of that church, and the menu was a deliciously toothsome one. There were five courses, prepared as the good housewives know so well how to prepare such a meal, and served by a dozen Hereford beauties, each dressed in white aprons and caps. The soup was excellent, the cocktail was splendid, the turkey and the ecceteras that accompanied it was a delight to the epicure, the pie was up to the standard and the punch was delicious, and each course was served in abundance.

There were fifty hearty Methodist brothers, brothers-in-law, and friends, and each one testified his appreciation by emptying his plate. The purpose of the promoters was to get the men together, tickle their palate which has ever been the short cut to the good will, and while they were in a pleasant mood to talk new church. It worked. Speeches were made by Judge Slaton, D. F. Ashbrook, Eli Dunlap and G. A. F. Parker. Each of the speakers emphasized the need of a new church building and each insisted that the congregation was able to build it. It took no argument to convince these men of the needs nor of the ability to meet them. It only needs that someone lead out, and the success of the enterprise is secured.

So enthusiastic was the meeting that pastor Wyatt, who presided during the evening, appointed a committee to start the work, and this committee announced their first meeting for the following day. We feel sure that a new church will be built during 1917. Short addresses were made by J. E. McClurkin and G. A. Faris, each speaking words of encouragement with the expression of hope of success.

On last Saturday, from three to six o'clock p. m. Mrs. E. B. Black kept open house complimentary to Mesdames Jessie Stamford of Lorena, G. R. Wyatt and R. H. Lamb of Hereford, and Miss Zallie Garrison of Amarillo. The beautiful parlors were decorated in the colors and designs appropriate to the season, and to the large assembly a salad course was served. There were readings, vocal and instrumental music, and a most enjoyable time was spent by the 125 or more mutual friends. Mrs. Black has an enviable reputation as an entertainer and those who were present on this occasion look forward to a like occurrence in the future.

## NOTHING SUCCEEDS LIKE SUCCESS

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



THOS J. ZOOK  
President and General Manager

## ZOOK & ZOOK

LIVE STOCK COMMISSION COMPANY

CATTLE LOANS A SPECIALTY

CAPITAL \$50,000

Both Phones Main 6899

Stock Yards Station



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

Kansas City, Missouri

## A Fine Time And Lots Of Eat

Mr. H. L. Rice, the popular Overland agent, has been attending the meeting of Overland men in Toledo, Ohio. Mr. Rice writes us that the Willy-Overland Company is treating its guests royally. He sends a clipping from the "Toledo Blade" as follows:

"Pie? Who said pie?"  
It will take 15,000 pieces of it to satisfy Willy-Overland dealers coming to the convention here, at meals in the main dining room of the administration building. Other features of the menu for the convention period are:

Butter, 1,650 pounds; bread, 4,407 loaves and 1,140 rolls; potatoes, 240 bushels; cream, 357 gallons; milk, 810 gallons; turkey, 4,914 pounds; 428 turkeys; veal, 819 pounds; tenderloin of beef, 2,421 pounds from 204 cattle; pork, 672 pounds; ribs of beef, 3,615 pounds from 900 cattle; ice cream, 302 gallons.

Last week there were 12,165 meals served in main dining room and more than 9,690 meals in the dining cars attached to trains in the Overland yards.

The handling special which carried the Overland men to the convention left Toledo, Friday night last, but Mr. Rice went to Eastern Ohio to visit relatives a few days before returning home. The men are filled with enthusiasm and enter the new year with increased vigor.

## A Wreck And A Hollocut

Four men were severely burned; one of them perhaps fatally, when an auto turned turtle two and one-half miles east of Happy last Monday night. Six men were in a car and had been out with a serenading party and were on their way home. It was near midnight and they came to a quick stop in the road, and in turning the car went into the ditch, turned over, the gasoline tank emptied its contents on the men piled under the car, and was ignited by the flame of a concern. One man kicked the back of the car so as to release himself, but was unable to render effective help to his fellow. Troy Brooks was seriously burned, his heavy clothing being burned entirely off him and the flesh on his lower limbs was literally cooked. Mr. Brooks is a nephew of Mrs. W. A. Carroll who received a phone message at noon Tuesday and Mr. and Mrs. Carroll hurried in a car to their afflicted relatives. Physicians were called from Happy and from Tulsa, and everything was done for the victims that medical science could do, but the doctors held out little hope for the recovery of Mr. Brooks. The names of the other five men were not secured.

## Dimmitt News Items

R. A. Holland and family are moving to Lubbock to make their home.

Miss Dora McPherson, who is attending school here, will spend Christmas with her parents in Goldthwaite, Texas.

Mrs. Mary Brown, of Hereford, is visiting Mrs. Judge Kerr this week. School will be dismissed Friday for the Christmas holidays. Just one week will be given.

Gano Hastings is the proud owner of a new Buick Six.

Urie Clifton, who is attending the S. M. U. school, will spend Christmas with his parents.

There will be a suffrage program at the School Auditorium Friday night, Dec. 29th. Everybody is invited to come. It is given by the R. N. C.

Bryan McDonald, who is teaching in Moore County, will spend Christmas with home folks.

Mrs. Etta Brashear, entertained in honor of her little daughter, Sallie Mallie, Monday evening.

Mrs. J. A. Morgan and children left Monday for a visit to her parents in East Texas.

## Christmas, How Will You Spend It?

Next Monday is Christmas. Another week and the year 1917 will have passed into history. The coming of Christmas and the closing of the old year and dawning of the new is always an epochal period in our lives. The deeds of the old year are irrevocably passed. The mistakes we have made may be in a measure overcome, but they cannot be corrected. The good we have accomplished will continue to bear fruit. It is a most favorable time to retrospect the past as well as cast our horoscope into the future. We might, as the accountant does, strike a trial balance. The credit side can but give joy, but the debit side is not so inspiring. It is well to strike the balance any way. It will do us good.

Next Monday is Christmas. What does it mean to you? Is it only the opening day of a holiday season? Is it but the time when you hope to receive both greetings and presents? Is it a time for hilarious revelry and unrestrained fun? Are you going to give expensive presents to the rich or well-to-do and let the poor and the needy go without or be served with cheap or useless presents? Not a few we have seen who annually exchange presents with their friends in easy circumstances but forget or neglect the needy. And those people persuade themselves that they are generous, charitable.

The world's greatest authority on ethics once said to his hearers, "When thou makest a dinner or a supper, call not thy friends, nor thy brethren, nor thy kinsmen, nor rich neighbors; lest haply they also bid thee again, and a recompense be made thee. But when thou makest a feast, bid the poor, the maimed, the lame, the blind, and thou shalt be blessed because they have nothing wherewith to recompense thee."

Another, who is regarded as the greatest lawyer said, "If there be with thee a poor man, one of thy brethren, within any of thy gates, in the land which Jehovah thy God giveth thee, thou shalt not harden thy heart, nor shut thy hand from the poor brother, but thou shalt surely open thy hand unto him, and shalt surely lend him sufficient for his need."

Monday is Christmas, what an opportune time to heed these admonitions.

Monday is Christmas. It behooves us to stop a moment in the midst of our preparations for this joyous season and ask, "What am I doing to bring cheer and happiness to those who cannot afford even the smallest and simplest Christmas celebration?"

Are we to have a repetition of the selfish festival, just send presents to our own regardless of their needs. Are we to forget those others to whom Christmas is a glad, joyous day, those children who wait in vain for Santa Claus to pay a visit to their humble home? Would it not do all of us good if only we would play Santa Claus to some poor and unfortunate one who, without some such tokens, the day would be to them no more than any other day. Let us soften our hearts, loosen our purse-strings, and extend a generous hand. It will do us good, yes it will.

## Big Rabbit Drive Next Week

Everybody is invited to join in the big rabbit chase next week. Come in your cars, buggies, on horseback or if you like walking, hike into the stock pens. The drive will begin there being a pair of wire pinners or hammer and a club or bat. DO NOT BRING ANY SHOOTING IRONS KEEP YOUR DOGS AT HOME.

Men, women, boys and girls will enjoy this fun; we'll catch 'em alive. A mile of woven wire fence will be used in the form of a Y to round the rabbits up. Everybody turn out Thursday 12:30 o'clock, Dec. 28th.

## Be Sure Your Sin Will Find You Out

This section of the state was horrified about a month ago when news was sent out from Dimmitt that Mr. A. J. Morgan, a highly respected citizen of Castro county, had been incinerated when his house and contents were destroyed by fire. Some bones, some pants buckles, a watch and some coin were all found together, the bones badly charred, and as every one that some of them burnt to ashes, and owing to the former standing of the man the neighbors accepted it as a fact that the man suffered in the flames.

He had insured his life for a nice sum, and the insurance company saw some suspicious circumstances and put a detective on the job. Mr. Morgan was arrested at Sweetwater last week, brought to Dimmitt where he entered a plea of guilty and received a sentence of eight years. The way of the transgressor is not smooth.

## Program for Parent-Teachers Association

Piano Solo.....Miss Day  
Reading.....Ruth Myrick  
How the Home Can Keep Warm, with How the Home Can Help in the Solution of the Tardy Question.....Mrs. G. F. LeGrande  
How the Teacher Can Help in the Solution of the Tardy Question.....E. P. Wilson  
Discussion.....Mrs. Pittman Mrs. L. E. Jones

## Auto Service Between Hereford and Amarillo

Overland car leaves Northern Hotel at 9 a. m. returning leaves Amarillo Hotel at 4 p. m. Fare only \$1.50. Fare to Canyon 75c. I also express packages 25c. Amarillo, phone 1475. Hereford phone 30. H. R. Albertus.

\$262.50

An Acre

The highest price ever paid for a West Texas farm

J. H. and Oscar Cardwell paid me \$10,500 for forty acres of irrigated land known as McDonald's hog farm, south of town. The sale included the land, improvements, and 500 bushels of milo which was grown on the farm. Did it pay to irrigate this farm? The man I bought it from five years ago couldn't sell it at any price.

The supreme question about irrigation at Hereford is, DOES IT PAY?

"ASK THE MAN WHO IRRIGATES"

D. L. McDonald

Office: Court House

## The Minstrel A Success

Last week, through an oversight, we failed to state that the minstrel show given by local talent under the auspices of the U. D. C.'s was a pronounced success. There were 22 of our popular young people who took part in this marvelous medley of mimicry, and those present say that each one acquitted themselves with great credit. There were many side-splitting local jokes which pleased the large audience. Although the entertainment was given on one of the most inclement evenings of the winter, the attendance was good and the receipts totaled \$87.35, which will be expended for a noble cause. We congratulate the U. D. C.'s on their success.

## Lost

While playing on Court House walk last Sunday afternoon I laid my blue and brown Mackinaw coat on the chain guards of the walk. I will pay a reward to the person who found it if they will return it to me or the Brand Office.

WILSON GYLES.

## Holiday Buying

Is the Order of the Day

In buying Christmas gifts, you should select something useful. We have just what you are looking for and we can please as well as satisfy your every desire

### Cedar Chests

We are showing beautiful Cedar Chests the ideal useful gift at \$10.00 \$13.75 \$16.50 and up to \$30.00 each.

### Rocker Chairs

Our line of Rockers are certainly attractive--the kind which gives ease and comfort to the user. You can get the kind you want at \$2.50 \$3.50 \$5.00 \$6.75 \$8.50 \$10.00 and up. See our full line.

### Art Pictures

It has never been our pleasure to show such an extensive line of beautiful pictures. We have some very fine hand-paintings that will please the art lover. You are invited to come and inspect our showing.

### Sewing Machines

make fine gifts for your wife. Come in and we will show you the latest in the White and Singer Machines.

It Matters not what you want, We Sell It For Less

E. B. Black Co.

## CHRISTMAS

The Best Day Of ALL



The Best Bank Of ALL

## Dairying

Is one of the best industries and one that needs larger development in the

## Hereford Territory

Think it over, decide to enter the business, come in and talk it over with us, and

We Will Help You

REMEMBER--The Best is yet to come!

Western National Bank OF HEREFORD

CAPITAL

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

\$120,000 per share  
C. C. CHENOWETH, Cashier  
ROSCOE DAVIDSON, Asst.

# REAL ESTATE — OIL

## The Two Greatest Fortune Builders in America

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

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

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

San Leon already has a big hotel with 75 rooms, hot and cold water system, acetylene lights, etc. costing approximately \$50,000, also a fine brick and concrete public school building costing \$6,500; a number of nice residences, and is connected with the cities of Houston and Galveston by a fine system of shelled boulevards.

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

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

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

Oil men and others have leased nearly everything in our territory which could be leased, and have even filed leases on the submerged lands in the shallow waters of the Bay between San Leon and Goose Creek, one lease reaching from near Goose Creek to within about two miles of San Leon.

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

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

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

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

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

# SAN LEON COMPANY

**E. M. Edwards,** General Manager for Northwest Texas, Hereford, Tex.  
3rd door south First National Bank.

San Leon Co., Houston, and San Leon, Tex.

**Scherer Vicinity**  
Mrs. J. W. Rogers, after spending the summer with her son and family, Fletcher Rogers, and the last two months with Lillian Fulkerson in Hereford, left Wednesday morning on the 10:35 train for Fort Worth to spend the winter with her two daughters, Mesdames Carter and Peters. We miss her.

Bennie and Jimmie Fulkerson enrolled in the Hereford school Monday.

Fletcher Rogers accompanied his mother to the train Wednesday morning.

Kirkman and Lewis dipped cattle last Wednesday.

Miss Howton dismissed school early Thursday on account of the storm.

Messrs. Hugh and Grady Holland of Happy and Canyon, took dinner with their sister, Mrs. Fletcher Rogers, last Sunday.

The Thursday blizzard spoiled the club meet at Mrs. Fletcher Rogers.

Mr. John Burch was away from home a few days last week on business. He returned home Sunday.

Mrs. Turner called at Burch's last Sunday.

John Burch and family were Hereford visitors Tuesday. They also visited Mrs. Trow.

Mr. J. F. Kirkman went to Amarillo Tuesday, returning Wednesday. He says his wife and boys are doing fine. Grandma Whitsett is not as well as usual.

Edgar Mosley and Lee Cocannagher are regular Hereford visitors on Sunday.

**Parrott Items**  
Mr. and Mrs. Copeland and family called Sunday afternoon at the home of Mr. and Mrs. H. Fay Neely.

Miss Minnie Grant spent Tuesday afternoon with Mrs. Hardy.

Mr. Irland spent Tuesday afternoon with Mr. George Shepard.

Mrs. J. B. Hastings has returned to her home in Dimmitt after a pleas-

ant visit with relatives in Oklahoma.

Mr. Will Head's sale was well patronized and he has left to make his home in Missouri.

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

Mrs. Wagner spent the day Thursday with Mrs. B. F. Neely.

Mr. and Mrs. Fay Neely, B. F. Neely and Ned Neely visited Sunday evening with Mr. and Mrs. Metcalf.

Mr. and Mrs. Fay Neely left Tuesday for Omaha where they will spend the holidays visiting parents and relatives.

Mr. and Mrs. Fred Patching of Clarendon, are visiting Mr. and Mrs. Slover of Dimmitt.

Mr. and Mrs. Jess Hardy and baby and Mrs. Will Wright and baby spent the week end at Lubbock.

Mr. and Mrs. Charles McNeerney and children called Sunday afternoon at the Emerson Hacker home.

Mr. Harry Whitney left Monday for Pilot Point, Texas, where he will be among his friends and with his mother during the holidays.

Mr. Renfro and Mr. Butler visited Thursday with Mr. Geo. Shepard.

Mrs. Wagner visited with Mrs. B. F. Neely Monday afternoon.

Miss Minnie Grant spent the day Friday with Mrs. John Hacker.

Mr. Megart sold his track of 1000 acres just east of the B. F. Neely ranch to a party from eastern Texas, who will come here to live.

Mrs. H. F. Neely and Mrs. Copelan and son Murray visited Friday afternoon with Mrs. Wolfe.

Misses Florence and Mabel Hacker and Elsie Elliston, Messrs. Noble and Raymond Elliston spent Sunday evening at the W. S. Dixon home.

Mrs. Thomas W. Shepard and baby of Clarendon, are visiting parents and relatives during the holidays.

Miss Alva Metcalf and Thomas Metcalf spent Sunday with Mr. Elliston's.

Mr. and Mrs. B. F. Neely and Chariton and Ned Neely had breakfast on

Sunday morning with Mr. and Mrs. Fay Neely.

Mr. Will Wright spent Sunday in Dimmitt.

Mr. Watson entertained a number of the younger set Saturday evening.

Mr. and Mrs. Pres Dyer spent Sunday with Mr. and Mrs. Emerson Hacker and family.

H. D. Neely left Wednesday for his home in Omaha after a ten days visit with Mr. and Mrs. Fay Neely.

Mose Ewers, Edd Hammitt, and Miss Myrtle Westbrook of Hart, spent the day Tuesday with Mr. and Mrs. Will Ewers.

Chris Kopp spent the day Sunday with B. F. Neely and family.

Mr. Geo. Shepard is suffering with a sprained back.

Florence Hacker spent Monday afternoon with Mrs. Will Wright.

Mr. and Mrs. Watson and family of Floydada have moved to the ranch formerly occupied by Grover Saunders.

Miss Alva Metcalf spent the day Monday with Mrs. John Hacker.

Elmer Dixon spent Saturday night at Emerson Hacker's.

Elmer Noble spent the day Sunday with Mr. and Mrs. McCoy.

Percy Shepard was in Hereford attending to business matters Monday.

Chariton and Fay Neely, Mable and Florence Hacker were in Hereford Saturday.

Mr. and Mrs. Hunter and family of Eastern Texas, moved to their ranch last Friday, formerly owned by Mr. Boydston.

Mr. and Mrs. Wagner and family visited Edd Klendon last Sunday.

Chariton Neely spent Monday night with Floyd and Will Hacker.

Mr. Will Wright spent Sunday with Mr. Hardy.

Florence and Mabel Hacker attended church in Dimmitt Sunday.

Frank Shepard was on the Jury in Dimmitt all last week.

Ethel Elliston spent Tuesday with Alva Metcalf.

**BURNS For Drugs**

Floyd Goodloe spent Sunday evening with Emerson Hacker and family.

Edna and Bailey Ireland spent the day Saturday with Mr. and Mrs. Will Wright.

Mr. and Mrs. Boydston spent the day Monday with Mr. and Mrs. Metcalf.

Marlin Simpson, Jackie Boydston and Stella Boydston, also Mr. and Miss Hunt attended a party at Mr. Shore's last Saturday night.

F. R. Metcalf and Fay Neely shipped cattle Friday to Kansas City.

F. R. Metcalf and son, Thomas, were in Hart Monday on business.

Mr. and Mrs. Fay Neely spent Saturday afternoon with B. F. Neely and family.

Mrs. B. F. Neely is suffering with a very severe cut in her hand.

**Suffragette Entertainment**  
The Suffragettes have lofty minds. And are smart as all creation. They can give the men some pointers. On how to run this nation.

Don't miss their celebrated meeting. At Dimmitt High School on Friday night. For they're a bunch of orators. And a mighty handsome sight.

**Friona News**  
Mr. and Mrs. Lawrence Lillard visited friends in Summerfield Sunday.

Messrs. Smith & Guinn, of Hereford, were visitors in Friona Saturday.

George T. Courtright and R. P. Lee were business visitors in Hereford last Saturday.

W. E. Goodwine and wife were Hereford visitors Saturday.

Mr. Elliot, of Russell, N. M., passed through Friona Sunday with a fine drove of horses which he was taking home with him. He kept them over night in R. P. Lee's lot.

Mr. Thompson, of the B. F. Taylor farm, received his carload of personal property Saturday.

Thompson and Spradley have bought a drove of 130 fine calves from H. D. Seimond.

Several of the cattlemen of this vicinity are preparing to dip their cattle for scab. The dipping will be done at the vat on the Wentworth farm.

A. M. Brownlee and wife departed from Friona on Tuesday for their new home near Dimmitt. They have purchased a tract of land there and have gone to make it their future home. Mr. and Mrs. Brownlee were two of our most highly respected people and will be sadly missed by their many friends here, both in social and church affairs. The best wishes of their Friona friends go with them to their new home.

The work on the basement of the Congregational church has received a new impetus this week. The new furnace arrived last Friday and was placed in position and the building of the brick chimney on the outside of the building and the finishing work on the interior of the basement is being pushed rapidly so that it is hoped it will be finished throughout by the end of the week.

Rev. Fec. of the M. E. Congregation.

held his regular services here Sunday and Rev. McClurkin, of Hereford, held services in the Baptist church in the afternoon.

A great deal of maize, kafir and wheat is being received at the elevator from New Mexico. The price of each, which has been up to perhaps the highest level ever known here, is gradually sinking back to a more standard level.

Most of the farmers have their feed all in the barn or the stack and those who have not are making good use of the favorable weather to finish that work. While the past season was one of the driest ever known here, it is quite gratifying to know that practically all the farmers have raised enough to carry their stock through the winter. There will, however, be very little, if any, grain threshed here this season. Lawrence Lillard is heading his cane for threshing. While the frost allowed a small per cent of the seed to mature, Mr. Lillard thinks that with the fancy price cane seed are now commanding, it will be worth while to head and thresh it.

W. J. (Duddy) Foster, our genial coal dealer, received two cars of fine coal last week which will temporarily, at least, relieve the tension of the coal supply here, and it is hoped more will be received before this is gone.

Mr. Elliott, of Midletown, Iowa, was a visitor in town on Thursday. His father owns a tract of land out in the Ray pasture and Mr. Elliott, while on a trip to Dallas, improved the opportunity to come out and take a look at the Paulmire property. He was very favorably impressed with the appearance of the country, and thinks it

quite probable that he will come and improve and farm his father's land as soon as the lease expires on the land he is now cultivating in Iowa. He departed for Dallas Friday morning.

Several parties from Indiana, were here last week viewing their land holdings and taking a fresh look at the country and its prospects.

Messrs. Wright and Ryap, of Kansas City, were business visitors here a part of last week.

Every few weeks a report emanates from some indefinite and unknown source that one of the entente allies is about ready to enter negotiations for peace regardless of the others. Recently this was rumored of Russia. Now comes a most positive denial from Petrograd that any overtures have been carried on or contemplated, but asserting that "Russia will maintain intact the intimate union which binds her to her valiant allies and far from thinking of the conclusion of a separate peace will fight by their side the common enemy without the slightest flinching until the hour of final victory."

The Muscovite powers wish this to have the widest possible publicity.

When Villa raided Chihuahua he swore vengeance against all foreigners, but carried out his threat against none but Chinos. As the Chinese are the chief laundries it may be that Villa and his patriots did not like them because it suggested cleanliness. While Villa didn't shed the blood of the white men in Chihuahua, he persuaded (?) them to loan him \$10,000.

# A Man's Christmas Present Should come from a man's store. The likes and dislikes of men, what they need and appreciate most, has been our study for years. We are in a position to assist you in selecting your Christmas Gift for Him.

A man appreciates a useful gift—something that will be of service to him. Our specialty is Men's Furnishings—just such things as he can use and that will give him pleasure and comfort.

Allow us to make a few suggestions:

## A Stetson Hat—

is a useful, acceptable and a gift that will be appreciated.

## Shirts

—too, always please a man.

## Fancy Vests, House

Slippers, Gloves and Neckwear make splendid gifts.

We Have Handkerchief Cases, Tie Cases, Collar Bags and many gifts appropriate for men.

See our windows—Visit our Store.

Allow us to assist you in selecting your Christmas gifts for him.

# H. C. MYRICK

## Chevrolet Cars

# \$550

—Overhead valve motor  
electric starter and lights  
sliding gear transmission  
cantilever springs—complete  
modern equipment

## J. R. STUBBS

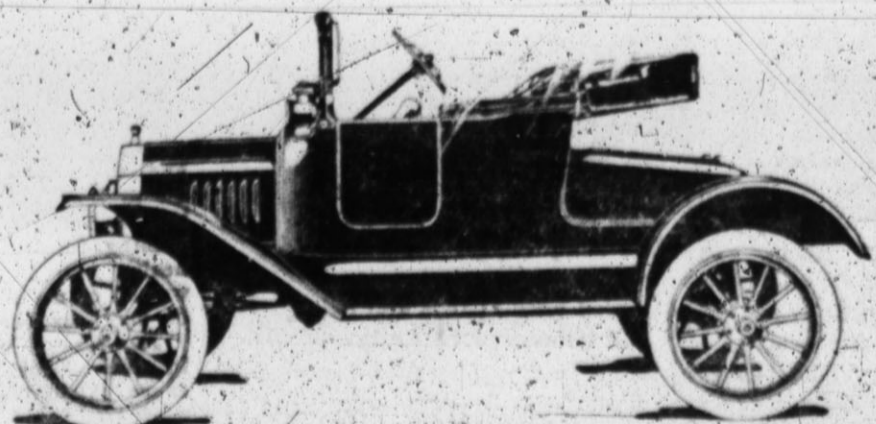
AGENT

## FORD

The Universal Car

There can only be one reason why Ford cars have sold and are today selling from five to ten to one over any and all motor cars made, and that reason is: It is a better car from any and every mechanical qualification—the records of more than fifteen hundred thousand Ford cars prove it. With the new large radiator and enclosed fan, streamline hood, crown fenders front and rear, a-tite black finish, nickel trimmings, it is a most attractive car in appearance. Reliable Service assured through nine thousand Ford agents throughout the country. Touring Car \$360, Runabout \$145, Good Motor \$200, Town Car \$325, Sedan \$645. 10-0-0. Defeat. Come in and let us show you how easy they are to operate. On sale at

BRANDT & KINNEY



# Christmas Shopping

Do you realize that there are only ten more days to do your shopping in before Christmas, and those who wait late to do their shopping may be disappointed in finding just what they want for presents. We still have many articles in our large store that will make nice and useful gifts. Below we mention a few of the many things that can be selected from. Come in and let us sell you the things you want.

Ladies' Furs, Ladies' Coats, and Coat Suits, Children's Coats, Ladies' Fancy Collars, Ladies' High Top Boots, Silk Hosiery, Child's Fancy Top Shoes, Ladies' Kid Gloves, Sweaters, Silk Dress Goods and Waistings, Fancy Ribbons, Toilet Sets, Fine Table Linens, Italian and Fancy Handkerchiefs, Men's Ties, Men's Silk Sport Shirts, Men's Dress Hats and Caps, Men's Gloves, Men's Belts, Felt House Shoes, Men's and Boys' Ties, Cuff Buttons, and Stick Pins, Tie Clasps, Men's and Boys' Mackinaw Coats and Suits, Trunks and Suit Cases, Fine Wool Bed Blankets, Fancy Bathrobe Blankets, and many other articles we have in our large store that will make nice and useful gifts. We also have a line of unbreakable dolls, and many things on our 5c 10c and 25c counters suitable for gifts.

We are making a big reduction on Ladies and Children's Coats and Ladies' Skirts from now until January 1st.

**Geo. A. Stambaugh**  
THE STORE

## Wyche-Lakeview Locals

Mr. and Mrs. U. G. Randall visited in the Axe home Sunday afternoon. Mrs. L. A. Ricketts spent Monday afternoon with Mrs. Horace Baird. T. Baker and family moved to Black last Saturday, and Mr. Lindsey has leased his ranch to Will Hicks. Mr. and Mrs. O. M. Perkins visited Sunday in the Chas. Winger home. Miss Vera Chapman spent the week end in the W. M. Baker home in Hereford.

Mrs. J. H. Copeland and Mrs. Fay Neely visited with Mrs. L. N. Wolfe Friday afternoon.

Bro. Baker filled his regular appointment at Wyche, Sunday.

Mr. Elliston has moved onto the place recently vacated by W. W. Chivington.

Mrs. Chas. Winger spent Monday afternoon with Mrs. Chas. Paddock.

Jesse Robertson of Hereford spent the day Saturday with the Copeland boys.

Mrs. J. A. Ricketts and Mrs. J. H. Copeland attended the reception given by Mrs. E. B. Black, Saturday.

Chas. McNeerney and family visited Sunday in the Emerson Hacker home.

Mr. and Mrs. S. E. Brown were guests Sunday in the J. H. Smith home.

Mrs. John Ely and daughter of Canyon, are visiting with Mrs. Ely's parents, Mr. and Mrs. G. R. Conklin.

Special prices on Candy for Churches and Schools at the Hereford Bakery.

There is nothing that would please that girl more than a box of candy purchased from the Sweet Shop. It

The Sweet Shop surely is the place to buy candy. We have over 2000 pounds, but you had better hurry, for you know Sweet Shop Candy goes like hot cakes.

Mahogany bud vases \$1.00. "A thing of beauty and a joy forever." It

## Tree Planting Time

(A. M. Hoye)

Trees grow well on the Plains of northwest Texas. The writer has during the last few months examined possibly two hundred fram groves and family orchards. Ordinary protection from live stock and a little cultivation are necessary, of course, to insure satisfactory tree growing.

This is merely a reminder that the tree planting season is at hand. Every farm home needs a little shade in the summer and a slight windbreak to take the sting out of the spring winds. A few shade trees about the home means comfort to the wife and children summer and winter and a few fruit trees will add variety to the good things to eat on the farm.

The farm groves have changed the appearance of the Missouri and Iowa prairies. They will in a few years give northwest Texas the appearance of a timbered country. The winds will thereafter have no sting. The groves will retard evaporation and saving moisture is part of the farmer's game in northwest Texas.

Select varieties of trees that have proven satisfactory in the locality. Buy from the home nursery or otherwise get trees grown under Plains conditions of climate and soil. Novelties may be tried on an experiment only.

The Quinine That Does Not Affect The Head Because of its tonic and laxative effect, LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness nor ringing in head. Remember the full name and look for the signature of E. W. GROVE. 25c.

# FORBES AUCTIONEER

Clovis

## AN AGED WOMAN

Tells How Vinol Made Her Strong

In her eighty-second year Mrs. John Wickersham, of Russellville, Pa., says: "I was in a run-down, feeble condition and had lost flesh. A neighbor asked me to try Vinol, and after taking two bottles my strength returned; I am gaining in flesh, it has built up my health and I am feeling fine for a woman of my age, so I get around and do my housework."

The reason Vinol was so successful in Mrs. Wickersham's case was because it contains the very elements needed to build her up.

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

The shade trees need not cost much money in the first place or require much hard labor to plant and care for. Buy late blooming fruit trees and by all means select deep rooted varieties both of shade and fruit trees.

A few berry bushes in the garden may just as well go in at the same time. They are worth while in these days of high cost of living.

The sweetest place in town—The Sweet Shop.

## Wouldn't Trade Acre for Acre

M. J. Halloway has returned from a business trip to his old home in Missouri. Mr. Halloway has been in the county a little over a year, but he is thoroughly in love with Randall county, and glad that he came here to make his home.

He said Saturday: "I would not trade back my Randall county land for my old place Acre for Acre."

Mr. Halloway says that the crops are short in Missouri this year. He saw many renters who were paying \$4.00 per acre cash rent, and many of them will not be able to pay their rent without selling all of their stock.

Mr. Halloway is a booster for the Panhandle country, and is glad that he is making his home here. Canyon News.

Dolly Dumplings and Billy Boy 25cts each at the Corner Drug Store. It

When buying candy, we can please you; home-made candy, fancy packages and all kinds of candy at the 46-24 HEREFORD BAKERY.

The nicest assortment of candy in Hereford can be found at the Sweet Shop. It

Miss Mollie Gifford, who has been visiting her relatives, Mrs. A. A. Foster and Miss Robbie Aston, left last Saturday for Bradbury. She was accompanied as far as Amarillo by Mr. and Mrs. A. A. Foster.

Our Home Made candy is fresh, our prices are right. 46-24 HEREFORD BAKERY.

Lax-Fos, A Mild, Effective Laxative & Liver Tonic Does Not Grip or Disturb the Stomach.

In addition to other properties, Lax-Fos contains Cascara in acceptable form, a stimulating Laxative and Tonic. Lax-Fos acts effectively and does not gripe nor disturb stomach. At the same time, it aids digestion, arouses the liver and secretions and restores the healthy functions. 50c.

## Practical Economy

Baking powders made from alum or phosphate may be bought for a trifle less than Dr. Price's Cream Baking Powder, which is made from cream of tartar, derived from grapes.

Alum powders are not only cheap, but they differ greatly in leavening power.

If a cheap baking powder is used for a fine cake and the cake turns out a failure there is a waste of costly materials worth more than a whole can of the cheap baking powder.

Dr. Price's Cream Baking Powder produces the finest food, and its use, therefore, results in an actual saving.

**DR. PRICE'S CREAM BAKING POWDER**  
MADE FROM CREAM OF TARTAR  
DERIVED FROM GRAPES

**Will Buy Hogs**  
F. T. Perkins, of Lubbock, is here to buy your fat hogs. See him at Connel's office, before you sell. It

Misses Elzina Mounts and Oma Landrum, who are attending school at Crescent Springs, Arkansas, are here to spend the holidays with home folks. It



## Special Excursions

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

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

For further information call Passenger Station—No. 34

L. I. BARTON Agent



## THE HEREFORD BRAND

B. F. GUTHRIE, Editor and Owner

Subscription Price \$1.50 Per Year Strictly in Advance

The peace proposal of Germany finds a favorable response with any of the belligerent Nations. Nearly every characterization of insincerity and ill-will has been given it. It looks as though the bloody carnival of death to continue indefinitely.

Nearly every neutral nation has sent protests to Germany for their atrocious crime of deporting Belgians into voluntary servitude for Germany, so far Germany has ignored these protests. Secretary Lansing says the matter has passed out of the domain of diplomacy, and the administration limits the expression of public opinion.

It seems to us that the case is not parallel to, yet is equally applicable with that of Hureta, and there is no waiting for public opinion then.

The House Judiciary Committee of Congress reported favorably on the resolution for Nation-wide prohibition. Things have occurred, and a need be surprised if the short bill submits a constitutional amendment prohibiting the manufacture and intoxicating liquor for beverage use. The politicians can see the writing on the wall, and their ears are on the ground to hear the rumbling of the moving hosts.

Any peace offer doesn't strike a responsive chord with any of the Allies. They regard it as a constructed trap intended to lead to a pathy from neutral states. It is not the bloody work must go on till yet.

It seems to be a general disposition in many quarters to make school Civic Centers, places where unity can gather for the discussion of the mutual interests of all plans for the betterment of unity. Why not? The school belong to the public, they furnish money to build them, and a potent interest by reason of proprietorship to take care of the buildings are used for purposes only about 25 hours and remain unused the balance of the time. Why can't they be for community purposes at such cost not interfere with the

We can see no more justice in continuing diplomatic relations with a government that is so cruel and heartless and inhuman that they will forceably drive into slavery a weak and subjugated people as the Germans are doing, than in recognizing the claims of a man as head of a government when he gained it by murder.

Villa has proposed to spare the lives and property of Americans in Mexico if the United States will promise him to be good and not interfere with his banditry. Well, 'sposed' we did, what about the past?

Senator Sheppard has secured recognition of his bill to place the District of Columbia in the dry column. The bill is to be the unfinished business of the Senate until disposed of. Friends of the bill are sanguine.

If all who hate would love us,  
And all our loves were true,  
The stars that swing above us  
Would brighten in the blue;  
If cruel words were kisses,  
And every scowl a smile,  
A better world than this is  
Would hardly be worth while.  
If purses would not tighten  
To meet a brother's need,  
The load we bear would lighten  
Above the grave of greed.

If those who whine would whistle,  
And those who languish laugh,  
The rose would rout the thistle,  
The grain outrun the chaff;  
If hearts were only jolly,  
If grieving were forgot,  
And tears of melancholy  
Were things that now are not,  
Then love would kneel to duty,  
Then all the world would seem  
A bridal bower of beauty,  
A dream within a dream.

If men would cease to worry,  
And women cease to sigh,  
And all be glad to bury  
Whatever has to die;  
If neighbor spake to neighbor,  
As love demands of all,  
The rust would eat the saber,  
The spear, stay on the wall;  
Then every day would glisten,  
And every eye would shine,  
And God would pause and listen,  
And life would be divine.

—Washington Star.

## Will Buy Hogs

F. F. Perkins, of Lubbock, is here to buy your fat hogs. See him at Connel's office, before you sell. It

# A Perfect CHRISTMAS GIFT

## The Playerphone

There is no more delightful and precious holiday present—for family or friend—than the *Playerphone*. It is wonderful as a source of recreation or a means of education. The human voice remains human; the instrument real. It is the host at the family gathering; leader at the dance; a trusted friend for any mood—any desire. With it you command the great artists at your will, for the *PLAYERPHONE* plays ALL records. And the *PLAYERPHONES* are incased in cabinets that in themselves are things of art and beauty.

Superlative  
in  
Tone



Superlative  
in  
Beauty

# THE CORNER DRUG STORE

**Christmas Gifts**



In our drug store we have gifts galore. We could not list all of them on this whole page. Only come in to see them. You will buy and save time, trouble and money

**Betts-Clark Druggists**  
THE NYAL STORE

**WITH THE CHURCHES**

**At the Methodist Church**  
Sunday School 9:45 a. m. E. B. Black, Superintendent.

Preaching at 11 a. m. and 7:00 p. m. Subject at 11: "A Clean Sweep."

At 7: "The Mirror."  
Epworth League at 4 p. m.; Richard Jacobs, President.

W. M. S. Monday 3 p. m. Mrs. Jack Walker, President.

Prayer Meeting Wednesday evening at 7:15.

Choir Practice Friday evening at 7:15, Miss Mable Betts, Directress.

Your pastor has been introduced to a number of people who were said to be members of the Methodist Church at Hereford, whose faces he has not seen in the congregation; though he has been here nearly a month. He would be glad to see you in the House of God. It takes a united church to secure the best results. Your presence in the church not only does you good, but will encourage your pastor and your brethren. COME.

G. S. WYATT, Pastor.

**League Program**

Subject: Lessons to Learn from the Past—Eph. 5:15-21.

Song.

Prayer.

Things wasted that could be saved.

Mr. Wilson.

Avoid Hasty Decision—Leonard Foster.

Special Music—Jack Mounts.

The Meaning of Disappointment.

Mr. Nobles.

Song.

Prayer.

The Offer of Opportunities, Nellie Parmer.

Reading—Juanita Caylor.

If I Had Known—Mr. Ashbrook.

Piano Solo—Thelma Hough.

What Lesson from the Past is Hardest for you to learn?—Mr. Owen.

Song.

League Benediction.

Prayer.

**At the Lutheran Church**

Next Sunday, December 24, there will be English services with preaching at 11 a. m. In the evening at 7:00 o'clock, the children's Christmas service will take place. A program entitled "David's Son in David's City" will be rendered by the Sunday School. On Christmas Day, December 25th, the pastor goes to Canyon to deliver a German Christmas service there. On the 26th, the second Christmas day, there will be an English service with special Christmas sermon at 11 a. m. at the young people's house. Text of sermon: "Mighty and True." "Believers—the Little Birth Place of the Great Lord." All friends are welcome at these services and are invited to worship with us.

O. E. SCHMIDT, Pastor.

On Friday of last week, at the home of Mrs. Clarence Smith about fifty Epworth Leaguers spent one glorious evening. Various games, vocal and instrumental music consumed the early part of the evening, then the pies which the ladies had brought were sold to the highest bidder, each one bringing a neat price.

All the Sunday Schools of town will have Christmas trees Saturday night. The little folks will be made happy again.

On Sunday night the First Christian Church will have a second Christmas service, the "White Gifts for the King." This service will be given with an interesting and instructive program. The general public is cordially invited.

**Weekly Bulletin Of No. Twelve**

(For Dec. 17th, 1916.)

(Issued every little while, when the treasury is flush.)

To succeed, it isn't the individual effort of the class as a whole; but the everlasting team-work of every blooming soul.

We succeed!

We were there in punches Sunday. Ever all of the Attendance Committee were present?

Our ideal is no longer mythical.

An idea arrives without effort; but a practical definite plan can only be wrought out by patient labor.

We have now established a regular attendance and own a real fellowship. This always happens when you, we, I, the other fellow, get together.

We aspire to continue getting the most out of life.

Don't wait for the Attendance Committee to push you.

We have forgotten about custom; side-stepped conventionality and filled a bulldog with 30 eager, enthusiastic and genial fellows.

We go there because its good to get together all of us at a special time and convenient day and give to our own individual lives some substantial interest and color.

Co-operation compels benefits and divorces us from the falling course.

When we lend our name to or endorse an obligation or organization, to be able to protect our interests we must be cautious and active.

The real value of belonging to Class No. 12 is in being present.

Make it your pleasure and method to demand your dividend check in person. They will be distributed again soon.

day. Don't forget yours. Adjust your timer—drain your carburetter—and be there.

The power of fellowship cannot be covered up.

Membership unlimited.

On "deck" Sunday 30.

Gangway plentiful.

Interest bountiful.

We know no restrictions, no code, no clan, in this game of life!

Address for Sunday: It's the Judge's choice.

It will be superb!

ATTENDANCE COMMITTEE.

The supreme test of a Christmas gift is its ability to completely satisfy, and the Corner Drug Store gifts always do.

**DEAR SANTA CLAUS:**

How are you? I don't want much. I want a doll and a bed and a doti cradle, and just a few pieces of candy. Dear Santa Claus.

FRANCES OBERTHIER.

Dear Santa Claus:

I want you to bring me a big doll and a small doll, a rocking chair, doll buggy, set of dishes, and tricycle, and nuts and candy, and I have a little sister, please remember her.

Yours lovingly,

EARLE MARIE FOSTER.

**Piles Cured in 6 to 14 Days**

Your druggist will refund money if PAIN OINTMENT fails to cure any case of Hemorrhoids, Bleeding or Protruding Piles in 6 to 14 days. The first application gives ease and rest. See



**RECIPROCITY**

**Successful Men**

Need the services of a strong, substantial bank in the expansion of their credit.

**We Accommodate**

our customers up to the full limit of the credit they have established with us. The way to provide against that possible future need is to open an account with us.

Now

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

**LOCAL AND PERSONAL**

**PHONE 246.**

Mr. J. L. Turney, Loram Turney and Messrs. Huddleston, of Lockney, were in Hereford Sunday. They had been to Santa Fe, N. M.

Get one of those delicious FRUIT CAKES for Xmas at the HEREFORD BAKERY. 46-21

Buy your Xmas candles at the Hereford Bakery and save money.

STRAYED—from my ranch, 2 cows with calves, branded R on left hip and small brand on left jaw; cows and calves all have diamond hole in both ears. Notify C. F. Kellener, Black, Tex. 47-21-pd.

Mahogany bud vases \$1.00. "A thing of beauty and a joy forever." 11

Mr. and Mrs. R. E. Patton from the central part of the State, are visiting relatives in Hereford. Mr. Patton is a son of Mr. and Mrs. W. S. Patton of this city.

Is there any thing in holiday goods you have overlooked? Get it from Skelton. 17

H. E. Locker and Erle E. Forbes of Clovis, were in Hereford Tuesday on business.

This is the last call on holiday goods. Skelton has them.

ROOMS—Two unfurnished rooms for rent also cabinet organ for sale. Phone 383. 47-21-192

Buy where you get new goods, Skelton. 47

Mr. R. T. Evans, well and favorably known here, was in town Sunday and Monday, when he left for Floydada via Amarillo. Mr. Evans lately bought several thousand acres of land in Floyd county and is now selling it in smaller lots.

There is no old familiar faces in our doll line. Everything is new. Skelton.

Mr. and Mrs. Burk arrived from Vernon Tuesday and went immediately to the Collins Ranch where he has the position of foreman.

Yes Christmas only comes once a year, but there is no use of wasting money. Buy your goods from Skelton.

Mr. Featherston of Floydada is in Hereford on a prospecting visit. Hereford stands ready to bid him a hearty welcome.

We have fireworks of all kinds. Skelton. 47

Dolly Dimples and Billy Boy 25c each at the Corner Drug Store. 11

Don't fail to see our fancy China. Every piece in a holly box. Skelton. Our business is good because our prices are lower. C. A. Skelton.

The BIGGEST line of CANDIES in town at the Hereford Bakery.

Twill be a happy woman, and lucky, too, who gets one of our beautiful baskets for Christmas. 11

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

**Good roads lead to Good Towns only.**

As heretofore, we will give pop corn FREE for decorating Xmas trees.

Who said a shortage of candy? We buy it by the ton, and sell it the same way. 11  
The Sweet Shop.

Fresh Home-made candies for Xmas at the Hereford Bakery. 46-21.

Buy Goodrich Silvertown cord tires at Barnhart & Rice Garage. 361f

Four men were seriously, if not fatally injured in a fire in the Cleburne Hotel in Cleburne, Texas, last Thursday night. Most of the injuries were due to the men jumping from the second and third story windows. The hotel was not consumed, but badly damaged.

See our line of fancy bulk Chocolates, 4c the lb. at the HEREFORD BAKERY. 46-21

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

Her Christmas will be made sweeter by a box of Nunnally's from the Corner Drug Store. 11

We sell White and Singer sewing machines on monthly payments. E. B. Black Co. 42

Parties wanting Dr. F. E. Bowe's residence, please call by name, as number is incorrect in Directory. 46-31

For the best service try Hereford Sanitary Steam Laundry. Phone 246.

Her Christmas will be made sweeter by a box of Nunnally's from the Corner Drug Store. 11

Miss Lois Wilkes of Hubbard City, Texas, who visited Mrs. John McLain two seasons ago, was married Nov. 29th, to Mr. Ralph Byrne Noble, of Waco. Rev. A. O. Smith, pastor of the First Christian Church, of Hubbard, officiating. The many friends of the bride who live here will rejoice with her and wish the young couple many happy years.

Twill be a happy woman, and lucky, too, who gets one of our beautiful baskets for Christmas. 11

**EVERY STREET IN HEREFORD**

**Has Its Share of the Proof That Kidney Sufferers Seek**

Back ache? Kidneys weak? Distressed with urinary ills? Want a reliable kidney remedy?

Don't have to look far. Use what Hereford people recommend. Every street in Hereford has its cases.

Here's one Hereford woman's experience.

Let her tell it.  
Mrs. G. W. Brumley, 25 Mile Ave. says: "Whenever my back gets weak and begins to ache, I get a box of Doan's Kidney Pills at Betts-Clark's drug store and they never fail to relieve me. Recently another of the family used them and also got good results. I recommend Doan's Kidney Pills for children, who suffer with weak kidneys."

Price 50c at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Brumley had. Foster-Milburn Co., Props., Buffalo, N. Y.



Miss Billie Burke

**STAR THEATRE**  
EACH SATURDAY IN MATINEE  
GLORIA'S ROMANCE

**STOP! LOOK and READ**

Did you know that the STAR THEATRE had the strongest program that was ever booked in any city the size of Hereford? Just read the lineup for each week:

**Monday, Tuesday and Wednesday, Triangle Program**

One of the strongest programs that can be made by any company. In the dramas they feature such noted stars as William S. Hart, Bessie Barriscale, Dorothy Gish, Douglas Fairbanks, Frank Keenan and a number of others. In the Keystone Comedies, they feature such stars as Mabel Normand, Roscoe Arbuckle, Chester Conklin, Ford Sterling, Charles Murray, Lew Weber, George Fields, Fred Mace, Eddie Foy and a number of other fun makers.

**Thursday is V. L. S. E. Vitagraph Night**

THE VITAGRAPH COMPANY is one of the oldest and strongest film companies today. They recently reorganized with \$25,000,000 capital. They feature such stars as Edith Storey, Alice Joyce, Lillian Walker, Earl Williams, Marc MacDermott, Anita Stewart and several others that stand at the top of the ladder as film stars.

**EVERY NIGHT A FEATURE**

**Friday and Saturday Nights are Pathe Nights**

Most everyone has seen Pathe Pictures, and know that they stand among the BEST. Friday Night is Shielding Shadow Night, one of the best serials that has ever been made.

Saturday night is Gold Rooster Pathe night. It would be hard to make better films than the Gold Rooster films. Pathe features such stars as Florence LaBadie, of Million Dollar Mystery fame, Gladys Hulette, Jane Grey, Ruth Roland, Pearl White, Charles Gotthold, Grace Darmond, Ralph Kellard, Leon Barry, and a number of other noted stars.

Saturday Matinee, We have Gloria's Romance, featuring Billy Burke, the highest salaried actress in the world.

We want you to come to THE STAR and see what WONDERFUL PICTURES we are showing. We know that you will be pleased with the program. There is no bad program at all. THEY ARE ALL FEATURES.

The admission price will be, commencing Monday, December 18—Adults 15c, Children from 5 years to 12 years will be 10c, all children under five years of age will be admitted FREE.

A Merry Christmas  
1916

# GREETINGS

A Prosperous New Year  
1917

We hope that this may be a Christmas of happy hearts and happy homes throughout the land, and that YOU may have your share of the Yuletide joys.

We are hoping that the New Year may have Health, Happiness and Prosperity for the people, and that YOU may be one of the most favored to enjoy its blessings.

We take this occasion to express our gratitude to to all those who have helped, by their Business or their Friendship, to make the year a good one for us.

We extend to you best wishes for a "Merry Christmas and a Happy and Prosperous New Year"

## THE FIRST NATIONAL BANK

### Blood Thicker Than Water

What we will about the Jew, race whose very name is "a and a by-word," there is a tie of that holds them in fraternal as no other race, of which there large numbers in the European one, have suffered unthinkable ation. Many thousands of them out all their worldly possessions, these children of him who is "the of all them that believe," have ade to suffer unspeakably. Their in peaceful America have

raised large sums for immediate relief, amounting to more than \$10,000,000. Now they are arranging for a loan, said to be one of the largest in the history of the world, for the benefit of the war-sufferers of Poland, Galicia, Palestine and Lithuania. This money is to be loaned to them without interest, and with no other security than "Jewish honor," which, they claim, "has never yet been dishonored." What other race of mankind can make such a claim and maintain it? There are many Jews in America

whose wealth cannot be expressed with fewer than nine figures, and many of these are fostering this project, and express the strongest conviction of its success. "I was hungry and you gave me to eat, naked and you clothed me."

### Wyche-Lakeview

Mr. and Mrs. L. W. Ricketts, of Hereford, visited Monday night with L. A. Ricketts and family.

Mrs. T. Baker visited Monday afternoon with Mrs. John Jacobs in Hereford.

C. C. Slaughter returned Wednesday from a business trip to Friona.

Chas. McNeerney and family motored to Clovis Saturday, returning Monday, the guests of Mr. and Mrs. D. L. Hooper.

Mrs. Jim Robinson and son and Miss Elsie Smith spent Tuesday with Mrs. S. E. Brown and Orville McKinley.

F. J. Axe and family spent Tuesday evening in the L. A. Ricketts home.

C. C. Slaughter has purchased 120 head of high grade Hereford cows from R. J. Kibbe.

F. J. Axe and family and Mrs. John Jennings spent Sunday afternoon in the W. High home.

L. A. Ricketts attended Commissioners' Court at Dimmitt, Monday.

Chas. Hayes is building a barn and painting the buildings on the ranch. Mr. Wood is doing the painting.

Carroll Wood has returned from Summerfield where he has spent several months.

Mrs. G. W. Smith and children visited Tuesday afternoon with Mrs. W. High.

Miss Sylvia Johnson left Friday to spend Xmas with home folks at Gratiola, Okla.

F. W. Curtis, Mrs. K. McNeerney and Miss Elsie Smith spent Tuesday evening in the L. Wolfe home.

Mr. W. M. Smith returned to his home at Buxton, Kans., after spending several weeks with his son, G. W. Smith and family.

A. W. Gregg and W. A. Ricketts, of Hereford, Ira and L. A. Ricketts, G. W. Smith, F. J. Axe, W. and Roy High motored to the Canadian breaks Tuesday, returning with a large number of quail.

Judge C. D. Wright and family left last Tuesday morning for Seattle, Wash to make their future home. The Judge will enter a law firm of that city. Judge Wright is an estimable man and Mrs. Wright has been for years one of Hereford's most popular women, and their many friends regret to lose them from our midst, and all wish them well. The Brand is glad to commend these excellent people to the Seattle citizens.

Goodrich tires are best in the long run. 36tf

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

Get Cash for Cream. You get your money when test is made. Am now receiving cream at Curtislogers Grocery Store, Main St. Litterell Spratt. 17tf

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

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

A forty-acre tract of land lying just south of town was sold recently for a little over \$260 per acre. Had this purchase been made by a stranger there are those who would have said the vendor "skinned" him, but when we learn that the purchase was by a man of fine business ability and who

has lived in Hereford ever since it was established, it looks different. The Hereford country is alright and those who have lived here the longest have the greatest confidence in its future.

We have digester tankage. E. W. Harrison. 37tf

### \$100,000 TO LOAN

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

Potts & Jones - - Bonded Abstractors

## HEREFORD THOR-O-BRED TREES AND PLANTS

Have created a demand that is surprising even to ourselves. This years sales will show an increase of 300 per cent over last year.

The fact that we will sell more trees this season than all other nurseries selling on the plains is significant.

For Twenty-five Years we've been on the alert--striving to give better results--Spending \$1000 per year in tests.

Is it not, therefore, worth your while to investigate our products?

"QUALITY FIRST"  
HEREFORD NURSERY CO.  
HEREFORD

### You Need a Tonic

There are times in every woman's life when she needs a tonic to help her over the hard places. When that time comes to you, you know what tonic to take--Cardui, the woman's tonic. Cardui is composed of purely vegetable ingredients, which act gently, yet surely, on the weakened womanly organs, and helps build them back to strength and health. It has benefited thousands and thousands of weak, ailing women in its past half century of wonderful success, and it will do the same for you. You can't make a mistake in taking

## CARDUI The Woman's Tonic

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

Has Helped Thousands.

**WANT ADS**

**WANTED**—Man and wife boarders or young ladies, close to high school, Phone 82. 30-1f.

**FOR SALE**—A good residence in good location to school and churches. See Geo. A. Stambaugh. 311f

**FOR SALE**—Overland Automobile, Wagner-Hankins Music Co.

**I HAVE** buyer for car load block hogs. See H. C. Bowers. Phone 137. 453p

**JERSEY COW** For sale. Fresh. 3 years old. H. C. Bowers. Phone 137. 453p

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

**WANTED**—Two or three furnished or unfurnished rooms for light house-keeping. Phone 211-F22. 46-2t

**STRAYED**—from Dawn, 2 cows branded bar on left shoulder, with other brands. 46-2t  
TEIFEL BROS.

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

**FOR SALE**—100 coming 2-year-old steers, 25,000 bundles feed, and 16 mares, 3 and 4 years old; 2 miles north 46-2t-pd.  
J. WILLIAMS.

**MEM**—Our illustrated catalogue explains how we teach the barber trade in short time, mailed free. Write MOLER BARBER COLLEGE, 46-2t-pd.  
Ft. Worth, Texas.

**ALPACA**—Will sell extra choice baled alfalfa at my place (Bradley's) east of town at \$25.00 per ton. 46-2t-pd.  
T. B. SLAUGHTER.

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

**FOR SALE OR TRADE**—for land or cattle, my home on 25-mile avenue, 2 1/2 acres land, 7-room house, barn and other out buildings. Box 305, Phone 172. 46-2t-p

**FOR SALE**—Piano, davenport, library table, dining table, heater and books. Inquire Garrison Bros. 46-1f

**PAIR**—of ladies' driving gloves left at Post Office, wrapped in paper from Stambaugh's. Finder please return to Brand Office or notify Mrs. W. O'Brien. 47-2t.

**FOR SALE**—9 room house in South Hereford, 5 work mules, three young mules, good three-year-old mare and middle horse. For particulars, see or phone J. O. LINDSEY. 46-2t-pd.

**WANTED**—Two unfurnished rooms for rent. Have Cabinet Organ for sale—cheap. Call 383. 46-2t

**LOST**—A new pair of Osborne Gauntlet Auto Gloves, Saturday morning, Dec. 16. Finder kindly leave same at Brand Office. 1t

**LOST**—A pocket book containing \$5.00 in silver and three pennies. Last somewhere on streets, or left in some place of business. R. G. Sisk. 1t

**A Card of Thanks**

We desire to thank our friends and customers and the public generally, for the friendship shown us, and the patronage given us during the year now passing out. We have made some mistakes, but it has been our aim to treat every one fairly, and render the best service possible. We have never attempted to deceive the public by cutting the price on a few articles, that every one is familiar with, but we have tried to build up our business on business principles, selling our merchandise straight through the line at as small a margin of profit as possible quality considered. Besides, we are not here for a month or so, and then some where else. Most of you know us, and we know most of you.

To all our old friends and customers we wish to say, we certainly appreciate the patronage given us in the past, and earnestly solicit a continuance of same.

To those who have never done any business with us we extend a special invitation, as we would be mighty glad to have you.

Again thanking you one and all and wishing you a Jolly Xmas, we are yours for a bigger and better business through 1917.

Respectfully,  
WILLIAMS BROS.

**Removal Notice**

I have moved my office to the first floor of the Northern Hotel. Come and see me for all kinds of real estate business. Money to loan on ranches.

E. F. CONNELL

We have over 2000 pounds of the best candy ever brought to Hereford. The Sweet Shop.

Get a bag of pop corn popped on our new automatic machine, and popped in butter. 46-2t.  
THE HEREFORD BAKERY.

I buy all kinds of hides and furs at harness shop. E. H. Norfoll. 411f

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

We have a fine thousand dollar stock of ART RUGS and LINOLEUM for you to select from. Buy now while old prices prevail. E. B. Mack. 42

Goodrich tires best by test. 361f

**"YOU'LL LIKE HEREFORD"**

**YOU WANT A BETTER JOB?**

Business men seeking your services will ask you that question almost daily if you take the Draughton Training and show ambition to rise. Colleges in 18 States. All come from branches taught. For prices on course at COLLEGE or lessons BY MAIL, write DRAUGHTON'S PRACTICAL BUSINESS COLLEGE, C. H. Williams, Mgr., Amarillo, Texas.

**Will Money Take Root?**

If you want to see how money will take root and grow just go to the First National Bank and "plant" a dime in the new Christmas Banking Club they just opened to accommodate the people of this community who want to start to save money.

This dime will grow in fifty weeks before Christmas next year when you will feel the need of ready money into \$127.50.

You only need to "water" the dime you plant regularly every week for forty-nine more weeks. The way you do this is to put in twenty cents the second week, thirty cents the third week and so on, increasing your deposit only a dime each week.

The little Christmas Banking Club book which the First National Bank will give you or any of your friends free will show you when to make your weekly deposit and how much you put in in order to get, in fifty weeks, the \$127.50.

Whole families are joining this Christmas Banking Club. It's the best thing that ever struck town to show us all how to really save money and get ahead. It gets us into the banking habit—the best habit anyone can learn. Money planted in the bank will surely grow if we let stay in the bank what we put in, and keep on adding to it. "Every little bit added to what you've got makes a little bit more."

First thing you know, if you only START to banking your money, you will become rich.

You can "plant" only a nickel in the Christmas Banking Club and in fifty weeks have \$63.75. You must put in ten cents the second week, fifteen cents the third week and so on, increasing the amount you deposit only a nickel each week. The biggest sum you put in at one time is only \$2.50. You will hardly believe this until you look into the little Christmas Banking Club book which the First National bank will furnish you and every member of your family free.

The "kiddies" can join the one-cent or two-cent club and in fifty weeks have \$12.75 or \$23.50.

Every boy and girl and man and woman in our community should join this Christmas Banking Club. It's a good thing. Thanks to the First National Bank.

Secretary of the Treasury, W. B. McAdoo, and his wife arrived in Dallas on an early train a few days ago, and it was reported that Mrs. McAdoo dressed in twenty minutes. This was thought by the reporters to be such an unusual thing that the dailies all over the country spoke of it. Now comes Mrs. Carter Harrison of Chicago, who says that thirty minutes is ample time for a lady to dress, but to dress in twenty minutes is pretty fast time.

Barnhart & Rice sell Goodrich tires.

**Catarrah Cannot Be Cured**

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

**Notice of Intention to apply to the legislature of Texas which convenes in January, 1917, for the passage of an act or acts authorizing the Panhandle and Santa Fe Railway Company to purchase or lease the property now owned or hereafter required by South Plains and Santa Fe Railway Company and North Texas and Santa Fe Railway Company.**

The undersigned will apply to the legislature of Texas which convenes in January, 1917, for the passage of an act or acts authorizing the Panhandle and Santa Fe Railway Company to purchase or lease the railroads and other property owned or hereafter acquired by South Plains and Santa Fe Railway Company and to purchase or lease the railroads and other property owned or hereafter acquired by North Texas and Santa Fe Railway Company, such lease, if executed, to include the branches and extensions of such railroads and each of them that may be hereafter constructed.

Panhandle and Santa Fe Railway Co. By E. P. RIPLEY, President.  
South Plains and Santa Fe Railway Co. By E. P. RIPLEY, President.  
North Texas and Santa Fe Railway Co. By E. P. RIPLEY, President. 46-2

**Sheriff's Sale**

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All of Block 55, Evans addition to Hereford, Texas, levied on as the property of J. E. Alley, to satisfy a Judgment amounting to \$31.08, in favor of State of Texas and cost of suit.

Given under my hand this 5th day of December, 1916.

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By C. E. Smith, Deputy.

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By C. E. Smith, Deputy.

**Sheriff's Sale**

STATE OF TEXAS, County of Deaf Smith.

By virtue of an Order of Sale issued out of the Honorable District Court of Deaf Smith County on the 10th day of November, 1916, by the Clerk thereof, in the case of The State of Texas, vs. J. E. Alley, No. 941, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in January, A. D. 1917, it being the 2nd day of said month, before the Court House door of Deaf Smith County, in the State of Texas, the following described property, to-wit:

All of Block 55, Evans addition to Hereford, Texas, levied on as the property of J. E. Alley, to satisfy a Judgment amounting to \$31.08, in favor of State of Texas and cost of suit.

Given under my hand this 5th day of December, 1916.

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**Catarrah Cannot Be Cured**

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

**Notice of Intention to apply to the legislature of Texas which convenes in January, 1917, for the passage of an act or acts authorizing the Panhandle and Santa Fe Railway Company to purchase or lease the property now owned or hereafter required by South Plains and Santa Fe Railway Company and North Texas and Santa Fe Railway Company.**

The undersigned will apply to the legislature of Texas which convenes in January, 1917, for the passage of an act or acts authorizing the Panhandle and Santa Fe Railway Company to purchase or lease the railroads and other property owned or hereafter acquired by South Plains and Santa Fe Railway Company and to purchase or lease the railroads and other property owned or hereafter acquired by North Texas and Santa Fe Railway Company, such lease, if executed, to include the

**Schever Vicinity**

Christmas shopping the order of the day.

The Reed family were Hereford visitors last week.

Mr. Sherman Garrett and family were in Hereford, Tuesday, the little boys were especially trying to locate Santa Claus.

Roy Rogers is building on the Avenue south of Walter Katelliff's, where he has bought land. We all expect a big house warming when his home is completed.

Mrs. John Whitsett put on her red cap and sweater last Sunday afternoon and went out to the corral with her husband and was looking at a fine animal when it decided she had better move. She tried to climb over the fence but fell, making her escape under the fence.

Baby Whitsett has been on the sick list.

Mr. Burch and family spent a few days of last week in Amarillo.

Mary Katelliff called on Lillian Fulkerson in Hereford while her mother went shopping.

The Fletcher Rogers family and Miss Lavina Houston spent last Saturday in Hereford. They started home about 4:30 p. m. but when they reached the Moseley farm the Ford refused to go further and the occupants of the car remained over night with Mrs. Moseley.

Mr. and Mrs. Loren Stead who lived at the Pratt Ranch last summer, are very proud over the arrival of a little girl, at the home of her father E. E. Rogers, where they are spending the winter.

Frank Fulkerson sold a small 500 pound hog Saturday to the shippers at

**Hereford.**

The weather man seems, at times, to be preparing for Xmas.

Mr. and Mrs. George Lewis were Hereford visitors Saturday, doing their Christmas shopping.

Mr. Spoon who has been working for Fletcher Rogers, left Saturday for Gainesville, Texas, to spend Christmas with his mother.

Roy Baker and Bernice Harris at the Stubbs Ranch, butchered hogs last week.

Bob Higgins, Ernest Comer and the Moseley Brothers formed a company and put to death 2 hogs last week.

Miss Houston's school will give a little program on Friday before the holidays.

Mr. Tom Bassett of Colorado, who has been here for some time, left Friday for Amarillo to visit with his mother and brother, then to join the widow and orphans for the holidays.

Mrs. Glava is expecting to serve goose for her Christmas dinner. Her daughter, Mrs. Feemster of Amarillo, is expected home.

Sherm Jones has so much business at Vega we wonder what is the attraction.

The new McIntosh baby is doing nicely.

Chas. Dixon and his mother were shopping in Hereford Tuesday.

**Do You Like "Goobers"?**

Ed Hulce, of twelve miles west of Spur, was here Wednesday and reported that he had just completed threshing his peanuts. He had twenty acres from which he threshed four hundred bushels. On the most part of his peanut acreage he averaged twenty-five

bushels to the acre. Peanuts are now worth about one-dollar and twenty-five cents a bushel, making the crop return him more than thirty dollars per acre. The sandy lands of the Spur country will produce as fine peanuts as any section of the state.—Lockney Beacon.

**Grayson County Moving to Slaton**

Last Friday there arrived from old Grayson a whole carload of immigrants and it seemed like the whole county was moving to Slaton.

In the party were the families of Walter Stone, Joe Garland, Jess Garland, and two of Joe Garland's sons-in-law, about thirty persons in all moving to Slaton farms.

It was the largest party of farm builders that has ever arrived in Slaton at one time, and it must have been a shock to old Grayson to see such a large crowd of her best citizens come to a land that is chosen in preference to the Texas famous old black soil farms.

There were already a large number of Grayson farmers here and several more have purchased and will move in 1917.—Slaton Slatonite.

The Hereford Steam Laundry has bought the cement garage building and will move into it as soon as the building is vacated.



**SANTA FE TIME TABLE**

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

Keep your laundry at home and save express charges.

# APPLES!

I will have a car of fine Colorado apples on track Friday and Saturday  
**G. W. BRUMLEY**

## UNLOADING SALE

For sometime it has been our custom to hold our auction sale after the holiday season in order to unload, clean out, and be ready for up-to-date goods for the following season. It has always been our policy to buy heavily for the holiday season in order that our customers might have as good assortment to select from as it would be possible to find away from home. We believe that when the customer goes out of town to buy goods, it is usually the fault of the merchant in not keeping his line "up to snuff." Going on this theory, we have made our line as complete as it would be possible for us to make it.

Our line is complete from a "two-bit" collar button to a \$500.00 diamond. Cut Glass, Silverware, China, French Ivory, Gold Jewelry, Watches, Fine Diamonds, everything that belongs to a first class jewelry store.

This year we are going to give our customers the opportunity of buying goods in our line **Cheap while the holiday season is on**, instead of buying at auction afterward when there is no demand for Christmas presents.

### Beginning Saturday Morning, December 16th,

and continuing until the Christmas season is over, we are going to give some **big reduction in prices** as you will see below.

#### Cut Glass 1-4 to 1-3 Off

We handle Libbey's, which everybody knows is the **BEST**, Frye's, Bergen's and other standard lines. We do not have room here to describe this line. Here is a good opportunity to buy some **CUT GLASS** for yourself, or for your friends, as a Christmas present, while the price is **LOW**.

#### China 1-2 off Straight Through

We are going to **CLOSE OUT** our **CHINA** if possible, **regardless of price**. Come and take it away before someone else gets it.

#### Sterling Silver 1-4 off

In Sterling Silver, we have Knives, Forks, Table, Tea and Coffee Spoons, Salad Forks, Pickle Forks, Ice Tea Spoons, Carving Sets, and almost any other article needed to make up a complete set of silverware.

#### All Plated Silver 1-4 to 1-3 off

We also have a complete line of Table Silver in the plated ware. We handle the **Rockford and Yourex**, the two best lines of plated silver on the market. Come in and let us tell you about **Yourex Silver**.

#### French Ivory 1-4 to 1-3 off

Here is where we make a **GOOD SHOWING**. Fine Toilet Sets, Manicure Sets, Combs, Brushes, Mirrors, and a lot of other things we can't tell about here. Our regular price on this line is considerably less than the same goods usually sell for elsewhere. The kind that will stand engraving and hold its color.

#### Watches

**Men's Watches, Ladies' Watches, Bracelet Watches**, all sorts of watches. We handle the **Celebrated SOUTHBEND**, the watch that keeps time frozen in ice. We are not allowed to advertise this watch at a cut price, but come in and if you are in line for a watch at all, I'll bet you'll buy one. Special on **Elgins, Walthams, Bracelet Watches**, etc.

#### Gold Jewelry 1-4 to 1-3 off

We carry a fine line of rings, all sorts, fobs, chains, the pins, cuff buttons, bracelets, and everything else included in a first class line of jewelry.

We have a particularly strong line of diamond, pearl, and Cameo la Vallieres, diamond brooches, cameo brooches, etc., that will be sold unusually close.

#### Talking Machines

Our line includes all price machines, from \$15.00 to \$150.00. **Discount of 20 per cent will be given on all machines.** If you are thinking of buying a talking machine, this is a good time.

# Studebaker

## SIX THOUSAND PROMINENT BUYERS

December 4th, 1916, will go down in Studebaker history as **PROMINENT BUYERS' DAY**.

On that day, a few hours after the announcement of the new Series 18 Studebakers, from reports now in, over 6,000 of the most prominent business, professional and public men in America placed their orders for Studebaker automobiles.

This list of buyers is national—from every state in the Union and includes:

- |                              |                                 |
|------------------------------|---------------------------------|
| Members of President's Cabt. | Bank Presidents                 |
| Governors of States          | Noted Lawyers                   |
| U. S. Senators               | Bank Directors                  |
| State Senators               | Supreme Court Judges            |
| U. S. Congressmen            | College Presidents              |
| State Congressmen            | Officials of Great Corporations |
| Great Manufacturers          | Famous Educators                |
| Technical Experts            | Nationally Famous Clergymen     |
| Mechanical Engineers         | Famous Authors                  |

(A "Blue Book" containing a complete list of buyers is now being compiled.)

**THIS IS THE GREATEST ENDORSEMENT EVER GIVEN ANY AUTOMOBILE BY THE MOST PROMINENT AND REPRESENTATIVE PEOPLE OF AMERICA**

It establishes Studebaker definitely as a fine car—a leader in style and quality.

It has proved beyond doubt that the day of high prices for fine cars has passed.

These buyers of Series 18 Studebaker Cars are discriminating, exacting and critical—they are the keenest judges of quality and value.

They are the kind of people who have owned the highest priced cars, and their endorsement of Studebaker cars means that the value of a motor car is not judged by its price alone. **THIS ENDORSEMENT OF STUDEBAKER CARS TRULY SHOWS:**

- the obvious value of Studebaker cars.
- the obvious quality and style of Studebaker cars.
- the great confidence the American people has in the name of Studebaker.
- the high standing of the Studebaker dealers' organization and its ability to inspire the public with confidence in its service.

These prominent buyers, in spending \$7,000,000 for Studebaker cars in a few hours after the new models were announced is the greatest evidence of faith in a product in the history of merchandising.

It is more money than the public has ever spent before in a single day for an automobile of any kind at any price.

It is more money than the public has ever spent in a single day for any one article, except food, fuel and clothes.

It is the first time the public has ever so significantly stamped with approval the leadership of automobile value and quality.

It means more to the prospective purchaser of a motor car than any record ever made on a speedway, on a hill climbing contest, on a cross-country run or through various "stunts" by specially prepared cars, in the hands of professional drivers.

See these new Series 18 cars today—ride in them, and you'll quickly understand why they are the ultimate choice of America's discriminating buyers.

## STUDEBAKER

South Bend, Ind. Detroit, Mich. Walkerville, Ont.

### Jacobs Bros., Dealers

FOUR CYLINDER MODELS	SIX CYLINDER MODELS
FOUR Chassis \$850	SIX Chassis \$1000
FOUR Roadster 930	SIX Roadster 1170
FOUR Touring Car 940	SIX Touring Car 1180
FOUR Every Weather car 1140	SIX Landau Roadster 1350
FOUR Landau Roadster 1150	SIX Every Weather Car 1380
	SIX Touring Sedan 1700
	SIX Coupe 1750
	SIX Limousine 2000

prices F. O. B. Detroit All prices F. O. B. Detroit

Remember the date, from Saturday, the 16th, until after Christmas

# W. H. RAY JEWELER