

## HEREFORD BOY WRITES LETTER

### Bert Caughron Writes From Camp Travis at San Antonio, and Gives Interesting News Concerning Boys There.

The Hereford Brand for the Public in General:  
Co. C. 12th Bat. 1st Reg. 165th Depot  
Brig., Camp Travis

San Antonio, Texas  
Friends and Fellow Citizens—Romans  
and Catholics:

Lend me your eyes and especially your feet. We go on a fifteen mile hike tomorrow. We arrived in camp Thursday afternoon about four o'clock, were shown to our barracks, checked up, got part of our paraphernalia—our blankets and mattress and cot—on the pillow—the hard, hard springs for your head. Were carried about a quarter of a mile to a mess hall and got all "beamed" up, marched back "home" and slept like logs the remainder of the night.

Got out about six, went to breakfast, "taters" with their jackets on, weinie sausage with more clothes on, hot coffee and light bread. Of course it tasted mighty good but nothing like Aunt Anna used to give us for breakfast. Didn't do much the rest of the day but clean up around camp. Friday morning we went up to breakfast, piddled around until about four o'clock then went to the infirmary, got vaccinated and got a shot of small pox serum. Now either one would not be bad but when you get both at once, "good bye John."

They all stood it very well except about 100 per cent of them were rather shaky in the knees when they went in and usually came out perspiring rather freely—in fact it was pouring off of most of them.

Not one of the Hereford bunch fainted or gave out, but they sure were "toasting" them out in "scads" that had fainted. When you walked into the room where the great thing took place, you saw them lying all around the room—dead to the world—now who wouldn't be shaky. Even our beloved Brother "Luther West" as you brave a man as Daniel Boone or Davy Crockett went in normal but got as white as a sheet when he saw all the dead ones scattered around on the floor. Of course, we expected the Baby of the crowd—Jim Robinson, weight 198 lbs., to be nervous, we weren't surprised when he wept a little at the sight.

Now our Brother—August Theo. Frye—was right in for it. He was so anxious to get in that they had to hold him back at the door. He was so anxious to get in that when he hit the door they had to grab him to keep him from going on through the window.

Now Jim Sain got through it all very well until today when he almost lost his heart. Ran into an extra good-looking Spanish girl and we thought while Jim was going to have his life insurance changed. In fact he did offer to just donate a half section of land if she would only wait until the war was over. Am afraid we are going

to have to tie Jim away from that soda water stand.

Geo. Messenger is still with us. He is awfully kind and a willing worker. Just yesterday our Captain told Geo. to carry rocks about a half mile and help on a sidewalk and Geo. never said a word—just worked until it was over. Geo. will get to be a good boy if he will just follow in the footsteps of his friend and brother, Wilbur A. Carter. Now everyone knows Carter to be an awfully nice boy. He's a little bit overweight though when weighed in over at the infirmary. Wilbur weighed close to the ninety pound mark. Carl P. Owens, being asleep, won't talk much but from what we have heard him say, he is perfectly happy as all that worries him is the fact that he's afraid he will be left here alone at night and of course a boy his size can't be blamed.

Our Brother, Floren Sites, is tickled to death with this life. I heard him offer Gray, our barber, fifty dollars to cut his throat today when he was being shaved, but Gray wouldn't do it, said he didn't need the money, so of course didn't want to dull his razor just for fun. Gray says "this is the life"—weighed one hundred and three when he came in, now he has reduced to ninety-eight and still retains his girlish figure.

Now our Brother Ross, the boy from Tazard County that joined with us is the happiest, jolliest boy in the crowd. He sings all day and usually a whole lot in the night, but best of all, he talks in his sleep. I have the bunk next to him and have learned many of his secrets. Just last night, in his sleep, he told me all about Florida and Elsie too.

John Sawyer went to the city last night and broke down and cried in the picture show. Said this town's life was getting him down and he wanted to go back to the Village in size—the City in ways. Said he never drank a bottle of Bevo in his life until he came here, and now he has to have "a bottle" every day—"poor John."

And James Boydston is a regular devil. Just today Jim told he would put one over on the cook. Went down rather early to chuck and was going to beat us boys in, but went to the man near the kitchen at meal time. They caught him in the mess hall and Jimmie had to wash dishes, getting them just a few minutes ago. Jim says now he is going to quit being so devilish.

Law! Law! Like to have forgotten old Jas. A. Grimes and he is the most patriotic man in the bunch. Jas. got up twice last night and gave speeches and it was with great difficulty that we woke him up.

Now friends and fellow citizens: You think I am writing this just for fun but such is not the case—I get paid for this work. Uncle Sam donates me One Dollar a day for my work—in other words, I got one dollar for writing this epistle as this is all I've done today except my week's washing.

Everybody likes camp real well and getting along fine. Of course we have seen better but—"what will be—will be"—and this is the life.

All the Boys send their love and best regards, and People—People—lend me your ears. Write to us boys often. We need it. Sincerely,

Bert Caughron and the Boys.

FOR SALE Upright Kimble Piano, nearly new in good condition. Can be seen at home of Mrs. W. H. Edwards 25-mile Avenue. 35-2t

## SECOND LIBERTY LOAN BOND

### Government Must Have Eighteen and One-half Billion Dollars—Waste and Extravagance Must Go—Economize and Save.

The total yearly income of all the people in this country is estimated at forty billion dollars.

During the first year of the war we must find eighteen and one-half billion dollars, or about forty-seven dollars for every hundred dollars that we earn.

These figures are astounding, but we can "get by," and if you will read on you will see how we are going to do it.

There are two ways in which the Government will raise this money—by taxation and by borrowing money from you.

THE MORE THE GOVERNMENT WILL ALLOW YOU TO LOAN TO IT THE LESS IT WILL HAVE TO TAX YOU RIGHT NOW. THEREFORE, EASE YOUR TAXATION BY BUYING A LIBERTY BOND.

Arguments about facts which have been mentioned is useless. We are in the war; we MUST WIN, and to do it the money MUST be found.

This is how we are going to find the money—BY ECONOMIZING AND SAVING.

Duty demands it; common sense advises it, and the Government calls on you to do it.

WASTE AND EXTRAVAGANCE MUST GO, and the money so saved loaned to the Government or given up to them in taxes to carry on the war.

Give up the money you waste on the "unnecessaries" of life, and buy a Liberty Bond with it. You will be putting by for a rainy day and serving your country at the same time.

Many people in the Eleventh Federal District have noticed that they do not need until Spring. They should loan it to the government at a good interest. It is good business and good Americanism.

You do not part with your money when you buy a Liberty Bond. The Bond is as good as money; it is yours to borrow on; to sell; or do as you like with. It pays good interest too.

Taxes never come back; they pay no interest; they are a dead expense. AGAIN WE SAY—EASE OUT YOUR TAXATION BY BUYING A LIBERTY BOND.

Do not be scared at having to find all this money. Billions of it will be paid back to the farmers and workmen of this country. Billions will be loaned to our Allies at interest and will form a huge National Bank account, which we can draw upon later. This country is in the position of a man who has to deny himself in order to keep his business going, but who will make a fortune if only he has sense enough to put up the money when it is needed.

The patriotic appeal of the Loan is so clear that it does not need to be hammered at.

Our boys are giving their lives; our friends and allies their money and their lives; the whole civilized world is fighting that Right and not Might shall rule, that the world shall be made a safe place for honest men, women, and little children, to live in.

To keep existing that you, as an American, should support such a cause is quite unnecessary. The answer to the call of the Liberty Loan is to be found in your common sense and in your heart.

Think over very seriously and very carefully these few serious, interesting, and simply told facts about Our Country, The War, and the Liberty Loan. Then do your duty to yourself and to your Country—Buy a Liberty Bond.

Ed Connell, J. E. Majure and Earl Gough made a business trip to Olton, the capital of Lamb county, Wednesday.

San Leon Edwards has gone, and E. H. Fullwood is now agent for the San Leon Co. See him at the Second-hand Store on any business with the Company. 35-2t

O. R. Baker has returned from a visit to Arkansas.

J. H. Wilson has returned from Kansas City, to which market he accompanied 10 cars of cattle.

San Leon Edwards has gone, and E. H. Fullwood is now agent for the San Leon Co. See him at the Second-hand Store on any business with the Company. 35-3t

Private Will M. Benton, recruiting officer from El Paso, was here Wednesday.

Mr. and Mrs. Clarence Smith have returned from a trip to Kansas City. While there they had the pleasure of hearing Leslie play with Sousa's Band.

Will Move to Ranch  
Mr. and Mrs. D. C. Laird are moving

## KINDERGARTEN DISCUSSED

### School Board Gives Reasons Against It at This Time, While Advocates Give Reasons For It.

Appropos of the establishment of a Kindergarten department in the Hereford Public Schools we print the two following articles bearing on the facts in the case merely. The first is a statement from the board of trustees giving their reasons for not favoring the project at this time, and the second article sets forth the reasons for which the advocates of the Kindergarten want it established.

The following are a few of the many real facts why the School Board of the Hereford Independent School District did not at this time place into the Hereford schools the Kindergarten Department:

1. Financial reasons:

	1916-17	1917-18
Total valuation of all property	\$2,195,000	\$3,000,000
Taxes raised at 5¢	10,400	15,000
the \$100.00	3,900	4,300
Taxes from State and County	14,000	19,300
Total received by taxation	24,300	34,300
Expenditures:		
Teachers' salaries	11,800	12,200
Coal & incidentals	1,150	1,500
Janitor service	1,000	1,100
Int. on Bonds	1,900	1,900
Sinking Fund	950	950
Total	16,800	17,650
Deficit	2,800	2,800
Amount needed for schools 1917-18	\$20,450	

2. The scholastic rolls show that there are in this District 45 children seven years of age; 58, eight years of age; and 53, nine years of age. The Kindergarten Law admits into the schools all children from five to seven or approximately eighty to a hundred. This increase in attendance will, at the very least, require two additional teachers at a salary outlay of \$1,200, besides an amount of \$600 for equipping the Department.

3. Since every effort has been made to raise by taxation sufficient funds to maintain a first class high school and not wishing to overburden the good people of Hereford by paying a still higher tax, the Kindergarten was not instituted.

4. Why not an eight months' term?  
a. Contracts entered into with teachers were made on a nine months' term and made before the Kindergarten Law went into effect on June 19, 1917. The Board feels bound by this contract.

b. It has taken exactly eight years of hard work on the part of the teachers to secure for Hereford a "seventeen unit accredited school. By a unit is meant a 36 weeks' term of 3 class periods per week, of not less than 40 minutes per period for any one branch of study, making 180 class periods. By accredited is meant that the work has been observed and was approved by school visitors, proficient in the science of teaching. Securing these credits further means that all graduates with the school under this standard, are permitted to enter all the colleges and universities of this state and other states which observed the standard fixed by the National Bureau of Education.

5. If the School Board is required to establish and maintain a Kindergarten department now, it will reduce this year's school term to less than nine months. The effect of that reduction will be to bar this school from affiliation with our state schools and also with the standard set by the National Bureau of Education. Therefore any student who leaves this school will not be entitled to any credit for work done here and will not be allowed to enter without examination, any other school in Texas or any other state in the United States on credits from this school.

6. The School Board is not antagonistic to the Kindergarten Dept. They have always striven to secure and how wish to maintain the high standard in school advantages to which our senior pupils are in all fairness entitled.

Board of Trustees for the Hereford Independent School District.

"Reasons Why a Kindergarten Should be Established by the Board of Trustees"

TO THE HEREFORD BRAND:  
Answering your inquiry as to my reasons why the trustees should establish a Kindergarten in this District, will say, that:

No child of person has an inalienable right to have maintained or attend any public school except a legal right given by the law-making bodies and every one given this right has it equally with all others.

The legislature of this state has clearly defined these rights and in granting the rights, it provided that in "any school district, in the state of Texas, upon the petition of the parents or guardians of twenty-five or more children, under the scholastic age,

to their ranch in Castro county this week to make their home. Mr. and Mrs. Seth Holman will occupy Mr. Laird's residence here in town.

(meaning the scholastic age, therefore recognized by the law, which was seven years), down to and including five years, residing within said District, the trustees shall establish and maintain a Kindergarten as part of the Public Free School of said District," and that the cost of establishing and maintaining said Kindergarten shall be paid from the Special School Tax of said District, and providing that the petition for the Kindergarten be presented to the trustees of the District before the first day of June and the first day of August of any year.

Between the first day of June and the first day of August, 1917, the parents of thirty-one children within the Kindergarten age presented the petition, required by the law to the Board of Trustees, of this District, asking the Board of Trustees to establish and maintain such Kindergarten and the trustees refused to do so, for the reason that to do so, would not leave sufficient money to maintain the High School, and other departments of the Public Free School in this District, for a period of nine months, during this year, and for that reason this school would lose its affiliation.

I think that the Board of Trustees had no right to do other than to obey the mandates of the law, regardless of what the consequences might be. I think the action of the trustees in refusing to establish the Kindergarten on the petition for the reason given, by this law, is in effect taking from children between the ages of five and seven years, a great vested right; given and granted to them by the Legislature of Texas, and giving to the children over that age, benefits that do not actually belong to them, and that they have no right to, which of course would be nothing less than taking from one that which belongs to him and giving to another, who has no right thereto. This advantage no child should want and no parent should accept for his child.

I do not make this an appeal to any public sentiment, public sentiment has no place in the matter, neither do I offer it as an apology. I owe none, it is purely a question of whether or not the children I represent in the sight have the right to that which I ask for them, and I am convinced that they have, and I have sought the proper tribunal, the courts, in which to determine it, and whatever might be the outcome, both the trustees and myself, should be satisfied, I am sure they want to do no more nor less than their legal duty, and I know of no other course that could be taken, that would more correctly determine that duty, than the one I have taken. Very truly,

CARL GILLILAND

Sunday will be Promotion Day in the Primary Dept. at the First Christian Church Sunday School. All mothers and parents of the little tots are urgently requested to be present to witness the exercises.

## FRIONA NEWS

Dr. C. C. Murphy of Oklahoma City, delivered the sermon at the Congregational church Sunday morning. He announced that Dr. A. K. Ray, of Carthage, Mo., would supply the pulpit of the Friona church temporarily until a permanent pastor can be secured. Dr. Ray is one of the strongest ministers of the denomination and the church is truly fortunate in securing his services, even temporarily. He is

expected to begin his work here on Oct. 7.

The people of Friona and vicinity tendered our soldier boys a farewell reception in the basement parlors of the Congregational church on Monday night of last week. It was attended by a large crowd of citizens who came to tender their respects to the boys who have been called to defend our nation. Rev. Stevens delivered the welcome address which was followed by a splendid musical and literary program. After the program the tables were spread and all the boys present who had registered were called as guests of the occasion and served with ice cream, cake and coffee. After the refreshments had been served all others present were served with the same refreshments.

Another trade was consummated last week whereby Rev. C. M. Stevens and Melvin Ballard became the owners of the general mercantile business heretofore conducted by John Glaschier. Mr. Glaschier had for some time had his store business on the market and recently had moved his family to Hereford in order to give his children the advantage of the Hereford High School training. The many friends of Rev. Stevens and Mr. Ballard wish for them an abundant success in their business venture.

Some of the cattle men in the vicinity of Friona have recently been losing quite heavily from blacking and they and many of the other cattle owners here have been quite busy the past few days vaccinating their calves and yearlings. It is hoped the plague may be stayed before any further losses are sustained.

Nine of the young men of this locality have been called to form a part of the first contingent of Farmer county in Uncle Sam's great army. They departed for Farwell Saturday evening and left there for San Antonio Sunday forenoon. Those who went from here were Will Mallas, Seldon Warren, Arthur Foster, Frank Lynga, Ralph Brownlee, J. L. Chaney, Dick Jacobs, Earl Worms and Mat Jesco.

## Ordered to Report Oct. 2nd.

The Local Exemption Board has announced that the next quota of men from this county for military service will be called Oct. 2nd. Forty per cent of the following list of men will be selected by the board and those men will report to the board on Oct. 2nd, and on Oct. 3rd, will receive transportation to the training camp at San Antonio.

The following is the list of men from which 40 per cent will be taken:

Order Serial	Name
No. 2	Henry Allen Shepard
3	275 Huston Don Lane
4	126 Roy Motford Johnson
6	309 Thomas Wiley Robertson
26	56 Daniel Boone Christy
29	54 James Valentine
42	345 John R. Woods
45	154 Thomas J. Rhinehart
52	297 Fred Holmes Oberthier
48	196 Sloan Baker
66	336 Melvin Claude Standifer
63	175 Noah Peak Taylor
67	212 William Thomas Chastain
89	3 Chance Elmo Worthington
95	58 John Willis Ford
97	19 Roy James Baker
106	328 Ray E. Smith
104	91 Carl Henry Dugan
106	91 Robert Cook
109	34 John Henry Williams
114	262 Roger Cleveland Johnson
115	311 Norman L. Rice

## Standard Merchandise

the cheapest after all, and much more satisfactory while it lasts.

One should not so much consider the INITIAL COST of a thoroughly reliable and dependable article of HOUSE FURNISHINGS—but you should consider THE YEARS of service such an article will give you—that is the main thing after all.

Our many years of experience has taught us that you should leave alone certain things and that certain other things would give you much better satisfaction.

When you trade with us we give you the benefit of this experience, and you are sure of getting dependable goods. You are safe when you buy a SINGER SEWING MACHINE, HOOSIER KITCHEN CABINET, AUTOMATIC REFRIGERATOR, SMITH & DAVIS METAL BED, LEJETT & PLATT BED SPRINGS, SEALY MATTRESS, SLOAN WILTON RUG, WHITE SEWING MACHINE, PHOENIX CHAIR CO CHAIRS, DREAMLAND MATTRESS.

We handle the best Living Room furniture and Dining Room Furniture, and also Bed Room Furniture that is made in this country.

When you buy these lines from us, or when we fit you up for house keeping, full satisfaction goes in the deal.


Don't forget—we are satisfied with small profits.

## E. B. Black Co.

The Big Store With the Little Price

## Bert for Drinks

## THE MODERN SPIRIT



### Co-operation Reciprocation

WE must receive patronage from the people of our community.  
WE aim to make our Banking Service necessary to the people of our community.  
WE want to be helped.  
WE want to help.

"MEMBER FEDERAL RESERVE SYSTEM"  
Ask about it

## Western National Bank

OF HEREFORD  
"Member Federal Reserve System"

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





**Always Welcome**

"You little rascal—played along the way, didn't you? Keep grandma waiting! Oh well, it's all right. Because"

**CALUMET BAKING POWDER**

is always right. It's worth waiting for. Always welcome. Never shirks its work. Never fails. Never wastes minutes or materials and I know it's pure and wholesome, as Calumet contains only such ingredients as have been approved officially by the U. S. Food Authorities.

You save when you buy it—you save when you use it.

**HIGHEST Quality Awards**

San Leon Edwards has gone, and E. M. Fullwood is now agent for the San Leon Co. See him at the Second-hand Store on any business with the Company. 35-31

room or automobile viewpoints on the rim.

A series of eight high points in the world struggle for freedom will be depicted in the pageant. The scenes will be studiously true to history, in scenic setting, costumes, arms, appearance and demeanor of peoples represented. Elaborate staging, stage effects and lighting schemes required, are being worked out.

The battle of Marathon, where the light of democracy first broke through the gloom of cruel Asiatic autocracy will first be shown. In this scene will be found the Athenians fighting against the overwhelming odds of Asiatic empires to save their freedom, unknowingly to give the world a new idea.

The advent of Christianity to superimpose its ideals of humanity and rigid democracy upon the Greek civilization will be depicted by representing a scene in the Holy Land. This scene will be centered about an ancient well near the City of Jerusalem and the life of Jesus and his teachings reflected by a group of 2,000 actors.

Following the Holy Land scene, the Asiatic quest for domination will be seen once more, this time to be put down finally by Charles Martel and his Christianized barbarian peoples at the battle of Tours. The attack of the Saracens and their defeat will be portrayed in the realistic manner of the greater battle spectacles as made from moving pictures. At Tours was laid the foundation for that rudimentary free government of the Charlemagen empire.

In the fourth scene will be depicted the brilliancy of the brutal age of chivalry and the birth of the product of nature and intellect; gunpowder, which wiped the semi-savage middle-age of arms out of existence. Gun Powder brought trained bands of fighting men into existence and released millions of human beings for the progressive work of tilling the soil and unfolding the human intellect.

The fifth stage in the progress of freedom will find an European menace to be forced back, civilization yielding an ambitious monarch who would master the world, in a measure as our civilization yielded a Hohenzollern at this late age. The early one was Philip of Spain. His ambition to sway a universal empire was exploded with the destruction of his famous Armada by the English. There will be no attempt to build and destroy ships in the pageant, but Queen Elizabeth, her ministers and court will be employed to depict the destruction of the Armada "behind the scenes."

Sixth of the scenes will have to do with the life under Louis XVI which provoked the French revolution. Next comes the American revolution. The sympathy between these great historical events, the bonds between the French and American Republics, perhaps closer today than ever, will no doubt be one of the strongest appeals of the pageant.

As the final scene of the pageant, the world rendering conflict of the present will be represented. The horrors of it, ever present in mind, will be evaded so far as possible in the picture but the multiple wonders of modern warfare weapons will be shown in complete array and so employed as to significantly impress the observer with the might engaged in this chapter of the struggle for humanity and political freedom in which it is prayed that victory may establish freedom to all peoples forever.

Great as is this pageant undertaken (Continued from page two)

**San Diego Demonstrates Patriotism in Gigantic Pageant of Freedom**

San Diego, Calif., September 18—San Diego has undertaken a gigantic impressive visual demonstration of the great principle for which free America and her Allies are fighting, the centuries old struggle against tyranny, conquest and oppression.

This will be held November 17th, in the form of a mammoth Pageant of Freedom, depicting the struggle for freedom, from Marathon to the present great war. Its conception was inspired by the preparations of the first

American expeditionary force to sail for France.

The entire city, through officials and representatives of all organizations of whatever character, is united in the effort to make this pageant a flame which will kindle fuller realization of our war. Fully 10,000 persons will do their "bit" in the presentation for which San Diego's spacious Stadium has been selected.

Here, 35,000 spectators can be comfortably seated, while many more thousands will be able to find standing

# SAN LEON EDWARDS

## GONE BUT NOT FORGOTTEN

Because of the many whom we believe will soon be very wealthy from their OIL INVESTMENTS they have lately made at SAN LEON and in the BIG HOFFMAN REFINERY, as well as their investment in the HOFFMAN KY. OIL FIELDS.

### Drilling to Begin at Once at San Leon

by the Arizona Tex. Oil & Development Co. as soon as they can obtain a competent driller as they already have all the necessary funds raised; we understand, to drill at least one test well. And just as soon as they strike oil San Leon is anxious to begin drilling at once.

### Biggest Oil Gusher in the U. S. Oil Field in Sight of San Leon

35,000 bbls. per day was brought in at Goose Creek in last few days. Geologist that predicted the Goose Creek field also says that San Leon will likewise have the GULF COAST TYPE Gushers.

### Too Late to Buy at San Leon

at \$30.00 per lot when the first big gusher is brought in, and we are looking for this gusher in at least 60 days after drilling begins, at which time single lots are capable of having several wells on each lot and it is possible for each well to produce a MILLION DOLLARS in only a few days when above kind of wells are brought in.

### Bankers and Railway Presidents Buy at San Leon as Well as Other Wealthy People

### Over 20 Hereford People Have Visited San Leon

and speak highly of San Leon, many of them buying more lots after seeing San Leon. Hundreds of Hereford people, including Bankers, Merchants, Ranchmen and people from the various walks of life have bought at San Leon.

A FREE SHARE IS GIVEN IN 208 Drilling Sites of the Co. for each lot you buy at San Leon.

I WILL BE OUT OF TOWN ON BUSINESS ABOUT 60 DAYS, possibly. If you want San Leon lots write SAN LEON CO. 212 Beatty Bldg., Houston, Texas.

### Hoffman Refinery to Begin Operating Oct. 4th

is latest news. Par. value \$10.00 per share. If you want stock in this big enterprise write J. E. FOWLER, First Nat'l Bank Bldg., Houston, Texas. \$5 per share short time only.

If you want stock in the Big Ky. Hoffman CO. where oil is found at a very shallow depth, then write C. S. Woods at Lexington, Ky. Par value \$10 for short time only. \$2.00 per share.

Remember that Hoffman has made 8 successes in the oil business and is yet to make a single failure, in about 2 years' time.

### It Is Patriotic to Help Get Oil. U. S. Needs it in the Navy

IT IS PROGRESSIVE for the auto and other enterprises can't go without oil. RELIGIOUS: "Put your talents out." "He is a rewarder of them that diligently seek Him."

### Excursion Rates to San Leon Every Friday for Short Time Only

SAN LEON IS BETWEEN HOUSTON AND GALVESTON

San Leon has a lovely nice hotel, fine Brick School Bldg., Store, Church advantages, nice residences which can be reached by a nice Shelled Road as well as R. R. and U. S. Ship channel passes near by. The orange orchards at San Leon are heavily laden with fruit.

Ask P. J. Spencer, of Hereford, about the BIG OIL PROPOSITION of the Panhandle Oil and Gas Co. headquarters here in Hereford.

## Western Union Telegram

Houston, Texas, September 14, 1917.

E. M. EDWARDS, Hereford, Texas.

Applications for yourself and family received. Congratulations. Lots around Arizona Company's location now priced fifty and sixty dollars. Applications pouring in at those prices. Mighty few lots left that part town. You may accept applications at thirty dollars per lot from prospects you have made that proposition to. Higher prices will be mailed few days. Customers are telegraphing for more lots. Montana man purchased eight more by wire and Beaumont man took twelve by wire. Arizona customers buying more lots steadily. Advise Hereford customers buy more lots quickly before others snap them all up. Propositions look better every day. Arizona Company say they expect commence drilling soon as get reliable contractor and get material on ground. Believe they mean business.

SAN LEON COMPANY.

# E. M. EDWARDS

HEREFORD, TEXAS.

Salesman for San Leon, Hoffman Refinery, Houston, Texas, and Hoffman, Kentucky



# Ford

THE UNIVERSAL CAR

Wherever Ford cars have pioneered, Ford service has kept pace. It is the factor which strengthens the personal relation between Ford owners and the Company. To get the best possible service from your Ford car, bring it here when it needs attention and get the benefit of Ford supervision throughout. We use the genuine Ford parts and give you the benefit of the regular standard Ford prices. Touring Car \$360, Runabout \$345, Sedan \$645, Coupelet \$505, Town Car \$595—all f. o. b. Detroit. On display and for sale by



## FORD GARAGE

Phone 177

Ford Agents

Hereford, Texas



# At The Shop Beautiful

It is the general opinion of those who are familiar and are close observers that this store is better prepared to serve you—better equipped for the convenience of shoppers than any one of a like nature in this section.

We have really indulged extravagantly along the best lines and our taste should meet your approval.

In clothing the

House of Kuppenheimer and Society Brand

are represented here as EXCLUSIVE AGENTS.

When in town next look up

# The Louie

In the middle of the Korret side at Polk, next door to P. H. Seewald's Jewelry Store

### Good Boars Most Economical

Don T. Griswold, Associate in Animal Husbandry.

Much has been spoken and written concerning the proper selection and use of cheap feeds and balanced rations for hogs. Undoubtedly many of our pig feeders have yet to realize that they could double their profits by providing their pigs with cheap pasture, and by adding a little tankage, peanut meal, cotton seed meal, wheat shorts, skim milk, or other protein-rich feed to their corn or milo chops. On the other hand many who have learned all that there is to know about feeding pigs still fail to make a reasonable profit because they are feeding scrub stock.

Never before was there less excuse for using scrub boars than now. Fat barrows are selling for thirty to forty dollars each, and splendid, purebred boars, ready for service can be purchased for as much or just a little more. He will not eat any more than the scrub, pound for pound, and his pigs will be much more profitable. If you have even only one sow, not yet bred for her next litter, don't breed her to anything but a good type purebred boar. It doesn't matter what breed he represents. If you live in a community where the Berkshire is thought to be best, use a Berkshire; if the Poland-China is the popular favorite, use that kind. If you cannot afford to purchase a good boar for your own use, go in with one or two of your neighbors. If they will not cooperate with you take your sow to some breeder who has one.

The pedigree of a good purebred boar should include the names of some of the famous prize winners of his breed, for such names are a guarantee that he carries the blood of pigs that have made good. They are the kind that both the breeder and the butcher desire, hence they are the money makers.

Of more importance than the pedigree, however, is the individuality of the boar himself. He should be compact, thick, deep, smooth, low-set, cor-

ered over all parts of his body with much natural flesh (muscle) and should be smooth throughout. The good boar has strong, straight legs, with strong and upright pasterns and toes. His forelegs stand well apart, indicating a large chest. There should be no constriction behind the shoulders. The back should be perfectly straight, or slightly bowed upward in the middle, giving an arched appearance. In general he should have a strong, vigorous and masculine appearance. Needless to say, he should have all of the points required of his breed, but for the man who is breeding pigs for the feed lot, individual merit is of more importance than breed type.

### Ernest Woodburn Writes Letter from Camp Bowie

The following extracts are from a letter written by Ernest Woodburn to his father, Col. E. T. Woodburn. Ernest is a member of Company R, 7th Texas Infantry, and is stationed at Camp Bowie, Fort Worth.

Dear Folks:

Got your letter all ok this morning. Sure was glad to hear from you as it has been so long since I received the last letter.

Well dad, we are still learning something every day, but we have not started off right yet, but hope to soon. There will be about a hundred in our company. You can tell them all that they will get a chance to see some training, if not now it will be later. You sure can tell them all that I was sick for about three days, could not hardly move, had terrible headache, therefore I nched all over. The boys sure did treat me nice; brought me ice and other things. I never ate anything for three days. I got to see Lee Chamness, Oden Weems and several other Hereford boys, as they are right by us.

They are issuing us more clothing today. We get two pair of shoes, two pair pants, leggins, underwear, socks and most everything in wearing apparel. We had inspection this morn-

ing, that is, Final Inspection, which always comes on Saturday morning, and we had a perfect camp. The Major does the inspection on the finals, and the First Lieut. does the weekly inspection. I tell you the army is something grand. We are going right into practicing throwing bombs and other things they do in France, such as trench digging, scaling walls and getting out of barb wire entanglements. This all means that we are going to be in France in a very short time. Well the Aviation corps are arriving in camp very fast. They will be in camp about ten miles out; five miles farther than we are, but we will get to see them. I can't get used to this town, every direction is just backwards to me, and when I go to town it just seems like a dream to me to see all the people there there are so many of us soldiers here. When I was on a street car coming out the other night we ran over an automobile and smashed it all up, hardly a part to be found.

Well I will have to be going, so answer soon.

Ernest R. Woodburn.

### Southwest Demonstrates Patriotism in Gigantic Pageant of Freedom

(Continued on page three)

ing, preparations already made assure success, and it is in the hands of the master pageant builder Arnold Kruckman, who also is the designer and scenario writer. Kruckman has staged pageants in many lands, including England and Asia. He also has staged or assisted with many of the larger similar events, in this country, one on the Pacific coast being that last year in Marin county to celebrate Sir Francis Drake's landing there.

Under Kruckman's direction scores of historical researchers, costumers, scene builders and staging experts have energetically gone to work on the project, historical accuracy being prime requisite.

Several motion picture companies have pledged unlimited assistance and support.

### UGH! CALOMEL MAKES YOU DEATHLY SICK

Stop Using Dangerous Drug Before It Salivates You! It's Horrible!

You're bilious, sluggish, constipated and believe you need vile dangerous calomel to start your liver and clean your bowels.

Here's my guarantee! Ask your druggist for a 50 cent bottle of Dodson's Liver Tone and take a spoonful tonight. If it doesn't start your liver and straighten you right up better than calomel and without griping or making you sick I want you to go back to the store and get your money.

Take calomel today and tomorrow you will feel weak and nauseated. Don't lose a day's work. Take a spoonful of harmless, vegetable Dodson's Liver Tone tonight and wake up feeling great. It's perfectly harmless, so give it to your children any time. It can't salivate, so let them eat anything afterwards.

### CHEAPER SCABIES DIP APPROVED U. S. Department of Agriculture Permits the Use of Weak Nicotin Solution Without Sulphur

Washington, D. C.—The use of a weak solution of arsenic in dipping scabby sheep and cattle is approved in an order issued today by the Secretary of Agriculture. This dipping solution differs from that hitherto required, by the elimination of sulphur.

Changes have been made following a series of careful experiments in the effort to cheapen the expense of dipping scabby animals and at the same time to insure the effectiveness of such treatment. Due largely to the heavy requirements for sulphur in war industries, the price of this element has greatly increased. In the dip as formerly made up, therefore, two comparatively costly substances were used. It is believed that the elimination of one of these substances will materially decrease the cost of this dip.

In addition to approving the use of a dipping solution in which arsenic is the active agent, the United States Department of Agriculture also approves the use of a lime and sulphur solution in the official dipping of sheep and cattle for scabbies.

### Ships Two Cars of Cattle

Cleve Hamilton, of Big Square, shipped Saturday, two cars of cattle to the Wichita, Kansas market.

THE HEREFORD BRAND IS THE BEST ADVERTISING MEDIUM IN THE PANHANDLE

# "The ALLEN"

## Ladies' Ready-to-wear

7th and Polk, Amarillo

DON'T FAIL TO MAKE AMARILLO A VISIT DURING THE GREAT PANHANDLE STATE FAIR—EVERYBODY'S FAIR.

And while in the City, if you intend to do any shopping we would appreciate it very much, if you would make us a visit, inspect OUR HIGH CLASS LINE OF LADIES' READY-TO-WEAR; for we feel that we can show you, and convince you, that you will get BETTER VALUES AT "THE ALLEN" FOR THE PRICE, THAN ANY OTHER PLACE IN THE CITY. Each and every garment is priced at WHAT IT IS WORTH AND NO MORE, AND A ONE PRICE TO ALL. WE DO NOT CUT PRICES; WE GIVE YOU VALUES INSTEAD, YOUR MONEY'S WORTH IN EACH, AND EVERY GARMENT YOU PURCHASE AND SATISFACTION GUARANTEED. WE THANK YOU.

One Price To All We Sell For Less

### ROUND TRIP SUMMER TOUR—1ST FARES SEASON

1917	
to	
Kansas City, Mo.	\$20.00
St. Louis	\$26.70
Chicago	\$47.70
Toledo	\$54.25
Detroit	\$55.80
Washington D. C.	\$64.30
New York	\$73.00
Boston	\$80.95
Nashville	\$44.80
Chattanooga	\$55.65
Birmingham	\$45.75
Buffalo	\$64.10

On sale daily until Sept. 30, 1917, with limit for return October 31, 1917.

For further particulars and other destinations train service routes, phone 34.

L. I. GARTON  
Agent

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

Positively Only BIG CIRCUS Coming This Season  
Only Real Wild Animal Show On Earth

AL. G. BARNES' BIG 4-RING WILD ANIMAL

# CIRCUS

The Show That's Different

1000 PERFORMING ANIMALS 1000 65 BIG SENSATIONAL ANIMAL ACTS 65

Performing Jungle-Bred Lions, Tigers, Leopards, Jaguars, Grizzly, Chamois, Siberian and Polar Bears, Seals, Sea Lions, Elephants, Camels, Zebras, Zubas, Hyenas, Sacred Cattle, Kangaroos, Oorang-Outangs, Apes, Chimpanzees, Monkeys, Mountain Goats, Dogs, Ponies, Pigs, Mammoth Hippopotamus, Rhinoceros, Giant Giraffe.

## CONQUEST OF NYANZA

### MOST GORGEOUS SPECTACLE

IN WHICH OVER 1,000 PEOPLE, ANIMALS AND HORSES TAKE PART.

# SEE

THE WORLD'S ONLY PERFORMING LLAMAS.  
TOM, DICK AND HARRY—HORSE-RIDING SEALS.  
BIG HILL—WRESTLING GRIZZLY.  
TOT AND TIN—SMALLEST EDUCATED HORSES.  
PERFORMING PERSIAN LEOPARDS AND JAGUARS.  
TOM, JERRY AND LOUIE—HORSE-RIDING LIONS.  
THE WORLD'S ONLY EDUCATED ZEBRAS.  
RACING KANGAROOS.  
DANGER, DYNAMITE, CACTUS AND GUN POWDER—JUST LIONS.  
THE ONLY PERFORMING CAMELS IN THE WORLD—THE LARGEST HERD OF PERFORMING ELEPHANTS.  
THE SMALLEST BABY ELEPHANT & CAPTIVITY.

## Holy Moses, Sacred Arabian Black Camel

THE HIGH SCHOOL AND TANGO DANCING HORSES.  
THE GROUP OF PERFORMING SOUTH AMERICAN PUMAS.  
A SEXTETTE OF TRAINED LAUNCHING HYENAS.  
THE RIDING, DRIVING, RACING OSTRICHES.  
THE MUSICAL, CARRIAGE-TIGERS.  
THE WORLD'S ONLY GROUP OF PERFORMING BENEGAL TIGERS.  
THE FUNNY CLOWN PIGS.

30 FULL GROWN AFRICAN LIONS 30  
WORD'S CHALLENGE GROUP IN ONE ACT.  
VALUE \$50.000

SAMPSON AERIAL LION rides in balloon, surrounded by shooting Skyrockets.  
The most amazing wild animal act extant.

550 HIGH SCHOOL, RIDING, DANCING, AND MILITARY HORSES AND PONIES 550  
World's Premium Stock. Every one an Actor.

40 ANIMAL CLOWNS—600 PEOPLE—6 CONCERT BANDS  
150 Animal Trainers—Two Big Special Trains—40 Cars—Three Calliopes.

Glittering One-Mile Street Parade at 10:30 A. M.  
Performance Rain or Shine, 2 and 8 p. m. Doors open at 1 and 7.

See the Big Free-to-Everybody Act  
on the show grounds at 1 o'clock. You'll have time after the parade to get dinner and then to the show grounds in ample time for the big free features.

WILL EXHIBIT AT

# HEREFORD, FRI., OCT. 12

REMEMBER THE DAY AND DATE—MARK IT ON YOUR CALENDAR

## UP TO THE MINUTE

Our Ladies' ready-to-wear buyer has just returned from New York and Eastern Markets, having selected the prettiest line of Ladies' Coats, Coat Suits, and Dresses that has ever been seen in a city the size of Amarillo. The selection is larger than you find in most stores in cities of this size, and we are receiving new garments almost every day.

Our two New York offices, always awake, send us the very latest while it is new, so you may rest assured that you get only the right styles, and do not forget that our CASH system enables us to sell you from

10 to 25 per cent cheaper than other stores

WE HAVE THE GOODS YOU WANT WHEN YOU WANT THEM

## The Fair Department Store

One Price to All.

Cash to All.

AMARILLO, TEXAS

Outfitters to the Whole Family.

N. B. We always prepay charges on your packages no matter where you want them sent. Mail Orders promptly attended to. Our Mail Order Department does nothing but look after your orders, and goods shipped same day as order is received. Satisfaction guaranteed.



# The Hereford Brand

EARL GOUGH, Editor and Business Manager.

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

### Announcement

We wish to announce to the friends and patrons of the Brand and to the public in general, that beginning October 1st, Seth B. Holman will become an equal partner with us in the ownership and management of The Hereford Brand, he having purchased a half interest in the plant and business.

We feel that not only the business, but that Hereford and vicinity as well are to be congratulated upon securing the services and citizenship of Mr. Holman.

As a boy Mr. Holman served an apprenticeship in a printing office. He has also been actively connected with the Fort Worth Record and other Texas newspapers. For the past few years he has been connected with the Agricultural and Mechanical College of Texas at College Station in the capacity of Secretary of the Extension Department of that institution.

Mr. Holman is not a stranger to the business interests and people of Hereford. He was formerly the efficient secretary for the Chamber of Commerce here and the host of friends and acquaintances made during that time bespeak for him only good wishes and success in his present enterprise.

We are glad to have Mr. and Mrs. Holman come among us, and extend to them the cordial hand of both friendship and fellowship.

Gov. Jas. E. Ferguson has been tried by the Senate and found guilty of ten offenses out of twenty-one charged against him. This is the first time a governor of Texas has been convicted on an impeachment charge and the third time in the United States. A sigh of relief and a feeling that justice had been done went up from all Texas upon receipt of this news, and this should serve as a gentle reminder that nationalism, neither at home nor abroad, will be permitted by Texans or Americans.

An enjoyable social occasion of the past week was a party given by Miss Harriette Shirley at the Shirley home on 25-mile avenue, last Friday night. The young people present spent an enjoyable evening at "42" and "500", after which delicious refreshments were served.

### Change of Location

We have moved our office and insurance business to the First State Bank Building and will be pleased to meet all our patrons and friends there. Ashbrook & Suggs.

### Line and Bunking Party

Upon her return from Dallas recently, Misses Flossie and Zephia Valentine entertained with a line and bunking party in honor of Miss Merrill Granger. Quite a number of the younger girls were present to enjoy the party which ended with a delightful breakfast next morning. Those present were Merrill Granger, Helen Lambert, Margie Dameron, Opal Vaughn, Lora Evans, Flossie and Zephia Valentine.

### New Trimmer at Heifner's.

Miss Grace Misamer of Kansas City, will be associated in the future with Mrs. T. N. Heifner's Millinery business, as trimmer. Miss Misamer has had several years' experience as trimmer and comes here highly recommended.

### Few Women of Today Work Blindly

Need to be that daughters adhered strictly to mothers' methods of home management. They used certain baking

# BURNS For Drugs

receipts simply because they were favorites of a former generation.

Times have changed radically. Colleges and clubs have been established for the express purpose of determining just which baking methods and baking materials are best. Many domestic scientists devote their lives to research and experimental work. They are constantly testing food products. They conduct exhaustive comparative tests. They accept and endorse only such methods and baking processes as have been found superior through scientific measurement of merit. These decisions are given wide publicity. The result is that the housewife of today produces more wholesome and perfect baking at less cost than ever before.

In investigating the decisions handed down by pure food specialists and eminent domestic scientists, it is plainly evident that the overwhelming majority employ and advocate the use of Calumet Baking Powder. Calumet has won this popularity among experts on merit alone. They show no partiality. To obtain their approval a product must possess superiority. Calumet has been granted that approval for several reasons—first because it is absolutely pure in results, never fails and next because it is perfectly pure, leaves no trace of harmful residue in foods. Then—because it produces a better grade of bakings—cakes, biscuits, etc. that are remarkably light, tender and tasty.

Finally—because of Calumet's surety and moderate price, it is the most economical of all Baking Powders in cost and use.

This verdict—this hearty endorse-

ment coming from experts who have proved Calumet's excellence beyond dispute certainly indicates that Calumet gives the housewife the utmost in Baking Powder value.

## To the Ladies of Hereford:

You are extended a most cordial invitation to call on us and inspect our new Fall line of Suits, Coats, Blouses, Petticoats, Camisoles, Fancy Dress Skirts, Hats, Vests and Laces.

Complete line of Fancy Silks and Woolen Dress Goods.

The opportunity of making your acquaintance—saying "How do you do" to you if nothing else, will be welcomed. Jot down our address on your memo pad—NOW—while you think of it.

WILL WE SEE YOU? GOOD!

MISSES TAYLOR

603 Polk St.

AMARILLO, TEXAS.

## WITH THE CHURCHES

### Egworth League Program

Sunday, Sept. 30, 1917. (Missionary Lesson.) "Home Mission Work Among Immigrants."

Ps. LXVII: 1-7.

Song.

Prayer.

Song.

"Who are the Immigrants?"—Frances Wyatt.

"What is Your Duty?"

1. Maud Woiz.

2. Thelma Hough.

3. Roy Begeman.

4. Mrs. Tom Ham.

5. Nellie Clem.

"Treat Them Like Folks"—Brother Wyatt.

"The Preaching that Counts."—Annie Anthony.

Business.

Leader—Mr. Berry.

Benediction.

### At Presbyterian Church

Mrs. Dr. Lindsey of St. Louis, will speak on Missions at the 11 o'clock service at the Presbyterian Church.

Mrs. Lindsey is a very entertaining and interesting speaker. She is one of the great women of the Presbyterian Church. Be sure to hear her. The joint service for the young people of the B. U. P. U. and the C. E. will be held at 8 p. m.

Good music at both services.

## SOCIETY AND CLUBS

Telephone 30-150

### Entertain With "Open House"

On the afternoon and night of Wednesday, Sept. 12, Mrs. Leslie Neal and Mrs. Oscar Cardwell entertained with an "Open House," which was one of the brilliant social occasions of the early fall season.

The setting for this affair was the beautiful new suburban Neal home at Dawn, and we doubt whether a more charming or hospitable "house-warming" for this new home could have been devised.

The affair was planned and given in honor of Miss Addie Hirt of Cleburne, Texas, and a sister of Mrs. Cardwell, and was enjoyed by over 150 invited guests.

Upon arrival at the Neal home after a delightful drive which was to be listed among the pleasures of the evening, the guests were met at the door by Mrs. C. C. Ferguson, and were in turn introduced by Mrs. J. H. Cardwell to the receiving line composed of Mrs. Leslie Neal, Mrs. Robt. Elliott, Mrs. Oscar Cardwell, Miss Hirt, Miss Minnie Dea Coffin, Miss Willie Howard, Mrs. Jno. Patton, Mrs. H. C. Myrick, Mrs. Imogene Forbes, Mrs. Emmett Cardwell, Mrs. Young and Mrs. B. S. Arnold.

The guests were then led to the register room by Miss Clara Dunlap. This room was tastefully arranged in colors of pink and blue, and the register, hand-painted in yellow and white, was presided over by Miss Elzina Mounts.

Mrs. P. W. Price now led the way to the music room, in charge of Mrs. Alice Lee, Mrs. Jno. Sherman and Mrs. Leslie Neal, where selections of Victrola music were enjoyed, following which the guests were ushered by Miss Glenna Rutherford into the breakfast room where delicious punch was served by Misses Mary Dunlap and Louise Oberthier. This room was done in blue and white.

Following this course the guests repaired to the dining room and were served refreshments of Russian Tea, Blue Bonnet salad, Olives and Cheese crackers, by Mrs. Mrs. Jno. McLean, Mrs. Hal Hawkins, and Mrs. H. G. Conkright. Miss Mattea McClurkin and Mrs. J. E. McClurkin entertained in a delightful manner following the refreshments. Goodbye time came all too soon and quite reluctantly the 125 guests said farewell.

At night Mr. and Mrs. Leslie Neal and Mr. and Mrs. Oscar Cardwell entertained several couples of young people with "42" and "500". Upon arrival the guests were registered. The color scheme for the evening was Rose and White, and during the games the guests were served punch.

Partners for the games were selected by hand-painted tally cards of wild roses.

A delightful two-course lunch of Blue Bonnet salad, Hippodrome wafers and Watermelon ice was served, after which the goodnights were said.

Those present in the evening were: Misses Mattea McClurkin, Clara Dunlap, Elzina Mounts, Mary Dunlap, Willie Howard, Glenna Rutherford, Minnie Dea Coffin, Addie Hirt, Messrs. Ed Bells, F. U. McCutchen, A. G. Moaday, Bobo McLean, Elmer Dameron, Doug Fox, Earl Gough, Roy Jewell, Mr. and Mrs. Tom Blain, Mr. and Mrs. Cardwell and Mr. and Mrs. Neal.

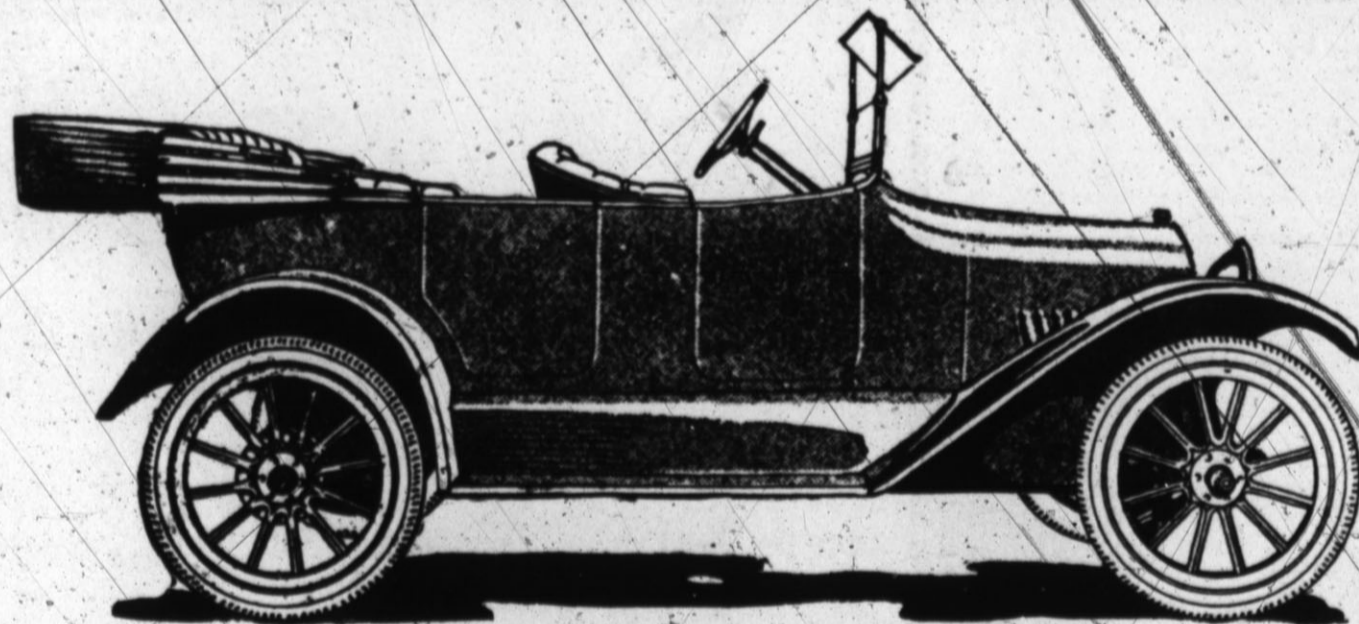
The Parent-Teachers' Club met in the Central school building Sept. 14, 1917. The following officers were elected for the ensuing year: President, Mrs. W. E. Hicks; Vice Pres., Mrs. J. R. Stubbs; Sec'y-Treas., Miss Gandy. These very earnestly solicit the full co-operation of all parents, in their work and hope, with the same, to in every way aid and further the common interest—our school.

The following program will be rendered at the Central school building

# AT YOUR SERVICE

With a stock of CLARINDA ELECTRIC WASHERS and HOOVER ELECTRIC SWEEPERS. These machines are successful and will eliminate much of the drudgery of the home.

# HEREFORD LIGHT AND POWER CO.



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

We are now permanently located in the Rayzor Building on Main street; also putting in supply of Chevrolet parts.

J. R. STUBBS, Agent Hereford, Texas

MILLER BUILDING

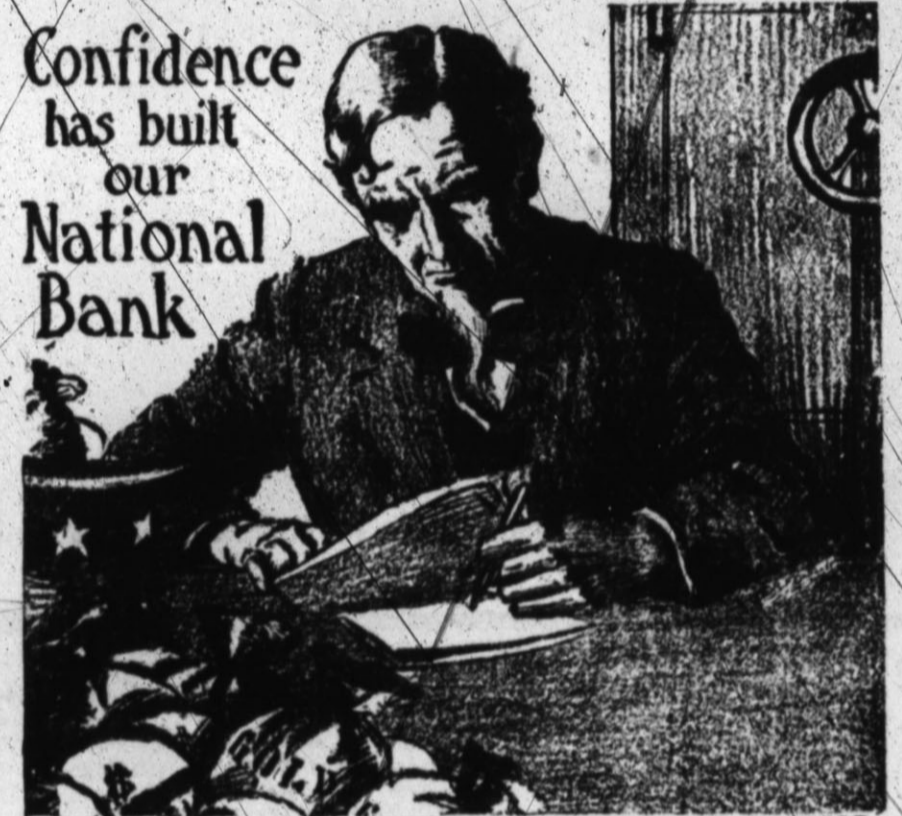
See J. R. Stubbs, Vern Witherspoon or J. W. Kinney.



SOME USED CARS ON HAND

## "National Protection"

Confidence has built our National Bank



MEMBER FEDERAL RESERVE SYSTEM OF BANKS.

If there ever was a time when you should be economical, it is now. Quit all extravagances and waste. Put your money in our bank, where it is safe.

Uncle SAM has accounted for the BOND ISSUE; he is now accounting and arranging his MEN in service.

TIME was never more opportune than the present to start your Banking connections, and to familiarize your immediate dependents, with the ABSOLUTELY Safe and Honorable Business Methods of this Institution, thereby INSURING them the Future Personal interest of its Officers, when occasion for Business Advice, Investments and Accommodations may arise, in which instance they will know the Trodden Trail to

SAFETY SERVICE SECURITY

The First National Bank of Hereford, Texas





Family Dr. says: You want us when you want Leather Goods & Stationery

A HANDBAG IS ONE OF THE MOST PROMINENT ARTICLES OF A WOMAN'S TOILET. IT IS ALSO USED A GREAT DEAL. THEN YOU WANT A HANDBAG WHICH NOT ONLY LOOKS WELL BUT WEARS WELL. OUR LADIES' HAND BAGS, CARD CASES AND LEATHER GOODS OF ALL KINDS PLEASE AND SATISFY.

WE HAVE ALSO POCKET BOOKS AND ALL SORTS OF LEATHER GOODS FOR GENTLEMEN.

USE OUR EXCELLENT STATIONERY WHEN YOU WRITE YOUR LETTERS; IT WILL GIVE THEM "TONE."

LADIES AND GENTLEMEN, COME TO US FOR YOUR LEATHER GOODS AND STATIONERY; YOU CAN "RELY" ON WHAT YOU BUY.

BETTS-CLARK, DRUGGISTS THE NYAL STORE

Local and Personal

Don't fail to read the advertisements appearing in this issue of the Hereford Breeders' Association.

If you have hogs to sell, phone 137. 29-1f.

Paul Stubbs has returned from Kansas. 35-1f.

Orr's Tailor Shop. Phone 16. 33-1f.

We have the price right on House Furnishings—at Wilson's. 35-4f.

Judge Jno. P. Slaton was transacting business in Amarillo, Monday. 35-1f.

Handsome line of fall and winter sweaters. D. R. Gass & Son. 11

Jno. Sherman was in Amarillo Friday and Saturday. 35-1f.

Our very best attention will be given to remodeling. Bring us your work. Mrs. T. N. Helfner. 35.

Ladies' Dress Shoes—Selby's. D. R. Gass & Son. 11

We clean ladies' dresses where others fail. Phone No. 16. ORR'S TAILOR SHOP. 33-1f.

New Pattern Hats and new Shapes just received. Mrs. T. N. Helfner. 35.

We sell the best Kitchen Cabinets in the World—at Wilson's New Furniture Store. 35-4f.

Ray Barber made a business trip to Amarillo, Clarendon and Claude this week. 35-1f.

Ladies' Silk and Wool Skirts in varied assortments. D. R. Gass & Son. 11

Miss Willie Howard departed on the 10:40 Monday for Oklahoma City where she will spend some 10 days visiting relatives. She was accompanied as far as Amarillo by her sister, Mrs. C. C. Ferguson. 35-1f.

Dining and Living Room Furniture our hobby at Wilson's. 35-4f.

Grows Fine Milo and Kaffir We received some specimens this week of milo and kaffir from Martin Simpson, who lives 14 miles southeast of town, which were very fine. The heads were large, heavy, and well-filled out, indicating a good yield. Mr. Simpson has 180 acres of this grain. 35-1f.

BE SURE AND SEE THE BIG FAREWELL SAN LEON AD AND TELEGRAM IN THIS WEEK'S PAPER ON PAGE 2. EDWARDS IS GONE, DRILLING SOON TO BEGIN, IT SEEMS, AT SAN LEON. 34-2tp

No more pleasing woman orator west of the Mississippi river than Mrs. Dr. Lindsey. 35-1f.

ESTRAY NOTICE

In compliance with law, and upon the return of J. K. Gray, County Commissioner for Precinct No. Three, Deaf Smith County, Texas, I hereby give notice that there has been found running at large, and not estrayed, the owner of which is unknown, one cow, red white face, about 6 years old, branded I C left shoulder, X right shoulder, reversed F right hip, and right and left half circle right side. 1 yearling heifer of said cow. 1 black bull calf of said cow. Said animals now ranging in the neighborhood of Henry Weems; and if not legally proven away by the owner thereof, within twenty days from date hereof, the same will be advertised, and said Commissioner will proceed to sell the same according to law. Dated Hereford, Texas, this 10th day of Sept., 1917. A. O. THOMPSON, County Clerk. 35.

COME TO HEREFORD—THERE'S A REASON! Do you want a choice quarter section within three miles of Summerfield at a price that next year's wheat-crop will pay in full, and all expenses besides? If you do, see me quick. W. W. LYNCH, Room 2, Olympia Building, 23-3tp Amarillo, Tex. P. O. Box 1402

First Circus of the Year coming to HEREFORD, FRIDAY, OCT. 12. Al G. Barnes' big wild animal circus on its way. The bluebirds are winging, the flag from the tent poles are flapping, spring and the circus are here. Today contracts were let and all arrangements made for the Al G. Barnes immense animal circus to exhibit here on Friday, Oct. 12. Advertising cars and the big general advance will soon arrive proclaiming Hereford in the jungles for a day. The usual epidemic of red-wagon fever will make its round and from the prosperity on every hand and the wonders the contract agent, Mr. Harry Davis, says, the Barnes show presents this year, foretells a vast number of our residents, and those in the surrounding towns will fall a victim to its wiles. Circus—What wealth of memories that magic word holds, visions of pink lemonade, comical elephants, pretty girls all "dolled" up in spangled gowns of rich texture, prancing horses and the beloved calliope, fill before our vision. We chuckle to ourselves and remember some incidents of our youth or some great sacrifice made that we might see the mysteries the billowing circus canvas holds and we at once begin to plan how we can take the mother and the kiddies to see this only once a year amusement wonder.

The Barnes Circus, as all know, is a simon-pure animal circus, over 1000 animals each and ever one doing a circus trick. Year after year we have laughed our sides sore at Snowball and his bucking mules, shivers have tumbled our spine as the daring animal edgeways have put ferocious lions, leopards and blood-sucking tigers through their intricate acts. We have held our mouths wide in astonishment at the dainty bit of a girl dancing in a den of lions and have not minded in the least our rear notches jabbing us in the small of the back with their knees as they excitedly leaped forward, trying to understand how animals could ever be educated to do such marvelous performing.

A big animal spectacular present, in which all other achievements of like nature, pale in comparison with the radiant picture of a cast of 1000 animals and 500 people, blinding in its brilliancy, ray with its music, reverberant in motion, crowding event upon event in dazzling succession, is the big new feature this year. Aspermont, Texas, 9-8-17. The Hereford Brand, Hereford, Texas. Gentlemen—I am going to Van Buran, Ark. to spend the winter, so will kindly ask you to change my address to that place, so we can get a paper when we arrive there as we are always anxious to read every copy as it is like getting a letter from home. Hereford was my home for twenty-five years. I shall always feel an interest in the people there and in the growth and upbuilding of the town and country. With best wishes, I am, Yours very truly, A. J. Lipscomb.

BE SURE AND SEE THE BIG FAREWELL SAN LEON AD AND TELEGRAM IN THIS WEEK'S PAPER ON PAGE 2. EDWARDS IS GONE, DRILLING SOON TO BEGIN, IT SEEMS, AT SAN LEON. 34-2tp

No offering but a great lecture at Presbyterian Church Sunday morning.

We frame pictures. Wilson's Furniture Store. 35-4f.

"We are never satisfied unless you are." Phone No. 16. ORR'S TAILOR SHOP. 33-4f.

Mr. and Mrs. A. W. McDuff and children were visiting in Amarillo last Saturday. 35-1f.

Work called for and delivered promptly. Phone No. 16. ORR'S TAILOR SHOP. 33-1f.

Have received a new line of Jack Tar wool middies. D. R. Gass & Son. 11

At Presbyterian Church Sunday 11 a. m. Mrs. Dr. Lindsey will speak on Missions. 35-1f.

Just received a shipment of the newest feather trimmings and novelties for hats. See them. Mrs. T. N. Helfner. 35.

Hear Mrs. Dr. Lindsey of St. Louis at Presbyterian Church Sunday morning. 35-1f.

Our Furniture Stock is very much complete. Birds Eye Maple—the best there is on the market; American Walnut—the best there is on the market; Old Ivory—the best there is on the market.—At Wilson's Furniture Store. 35-4f.

Sam Dunn of Amarillo was greeting friends in Hereford Friday and Saturday, last. Sam is Hereford's first resident and is always welcome here. 35-1f.

Why not visit the New Furniture Store? 35-4f.

Notice Eastern Stars Friday night, 28th, is regular meeting. 35-1f.

We are going to have a "Penny March". All members come and bring a penny. By Order of Worthy Matron. 35-1f.

The biggest showing of Rugs in the Panhandle at Wilson's. 35-4f.

Miss Louise Oberthier spent Sunday in Amarillo. 35-1f.

U. S. Sailor Boys Home On Visit Hereford is not only well represented in the U. S. army but in the navy as well. This week Joseph Murchison and Lester Wilkinson, both U. S. navy students are home on furlough. 35-1f.

Jowell is stationed at the U. S. Naval Training Station at San Diego, Calif. Lester is in training at the Mare Island, California Electrical school. They will both leave for their stations again Thursday. 35-1f.

Grows Fine Turnips C. H. Kopp who lives in the Parrott community, brought in last week some of the finest specimens of turnips we have seen anywhere. These vegetables were of the Yellow Amber and Blue Top variety, were planted July 18th, measured 5 1/2 inches in diameter and the three of them weighed 10 pounds. 35-1f.

LOOK HERE! QUICK!

Do you want a choice quarter section within three miles of Summerfield at a price that next year's wheat-crop will pay in full, and all expenses besides? If you do, see me quick. W. W. LYNCH, Room 2, Olympia Building, 23-3tp Amarillo, Tex. P. O. Box 1402

COME TO HEREFORD—THERE'S A REASON!

Corner Drug Store Phone 145 Hereford, Texas

Mr. and Mrs. R. T. Evans left on the 10:40 Tuesday to visit for a few days in Vernon and Pilot Point, Texas. 35-1f.

For Sale Good 4-room house, close in, good location; lot 100x140 ft. on city sewer; has nice trees and out buildings. Price \$900.00. Good terms. W. F. West. 33-1f.

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.

BE SURE AND SEE THE BIG FAREWELL SAN LEON AD AND TELEGRAM IN THIS WEEK'S PAPER ON PAGE 2. EDWARDS IS GONE, DRILLING SOON TO BEGIN, IT SEEMS, AT SAN LEON. 34-2tp

Don't Fail to Attend the Stock Breeders' Sale at Fair

Inasmuch as the Panhandle State Fair does as much, if not more good, for the entire Panhandle than any other one institution, we feel that the various newspapers throughout the Panhandle should render all the assistance possible to make this Fair and Public Sale a success.

There will be exhibited at the Stock Show some of the finest herds in the United States. The cattle that will be offered for sale here are the tops out of some of the best herds in the Panhandle. There will be bulls for the most critical pure bred breeders as well as for the ranchman. The cows and heifers will do credit to any herd already established, or will make splendid foundation stock for anyone starting in the pure bred breeding business. It is to the interest of the cattle men throughout this section to attend this Show and Sale.

The Panhandle Fair Association will provide entertainment both day and night for everyone.

LEMON JUICE IS FRECKLE REMOVER

Girls! Make this cheap-beauty lotion to clear and whiten your skin.

Squeeze the juice of two lemons into a bottle containing three ounces of orchard white, shake well, and you have a quarter pint of the best freckle and tan lotion, and complexion beautifier, at very, very small cost.

Your grocer has the lemons and any drug store or toilet counter will supply three ounces of orchard white for a few cents. Massage this sweetly fragrant lotion into the face, neck, arms and hands each day and see how freckles and blemishes disappear and how clear, soft and white the skin becomes. Yes! It is harmless.

"YOU'LL LIKE HEREFORD"

The Bank OF Hereford (Unincorporated)

Individual Responsibility \$1,000,000

Keep Business Good

WE PAY INTEREST ON TIME DEPOSITS

Officers and Directors John W. Sherman, President B. S. Arnold, Vice-President F. W. Lambert, Vice-Prest. H. B. Stephens, Vice-Prest. J. Claude Kicketts, Cashier O. M. Shore J. H. Wagner W. B. Arnold J. W. McQueen

Sold by Betts-Clark. ACCEPT NO SUBSTITUTE FOR PEP SYSTEMIC PILLS.

BLACKLEG

Lederle's Filtrate Germ Free Vaccine is a safe and efficient product against Blackleg. Immunity produced longer than any other method known.

Dose i. e. c. 10 dose Bottles \$ 1.50 50 dose Bottles 6.00 100 dose Bottles 12.00 1000 doses 100.00

WHY PAY MORE

WIRE OR PHONE

Corner Drug Store

Phone 145

Hereford, Texas

TOO LATE TO CLASSIFY FOR SALE—1 row binder. See L. P. Landrum. Phone 99. 35-1f.

To be Auctioned—A Milwaukee row binder will be auctioned off next Saturday at 3 p. m. back of Dunlap's Hdw. store. 35-1f.

LOST—In size, smooth, gold case, 21 Jewel, open-face, Eight watch; black around the crystal. Lost Sunday afternoon in Hereford. Return to Ray's Jewelry store and get reward. J. L. Davis. 35-1f.

STOLEN—From Purcell's barn, one Sucky Rake. The parties are known and no further trouble will ensue if returned at once. 35-21tp Devin Hamilton.

NOT FOR RENT—Since I have had numerous inquiries concerning my residence in Hereford, will state that it is not for rent. C. S. Richards. 35.

LOST—One cuff button, lettered B, between picture house and Sweet Shop. Return to Brand office. 11-p

FOR SALE—1 row binder. Enquire at Hereford Nursery. 35-1f.

FOR RENT—6 room house, good well water, 807 Miles Ave. Address Mrs. H. A. Daniel, 401 North Buchanan St., Amarillo, Texas. 35-3f.

ROOMERS WANTED—Nice room with bath. Phone 53. Mrs. W. A. Doolittle. 35-1f.

FOR SALE—Mrs. S. B. Edwards' household goods, in good condition. Information at Helfner's Millinery Store. 35-1f.

FOR SALE—Farm machinery, including 1 Milwaukee row binder. G. F. Morgan. Phone long and short on 338. 35-3f.

YOUR CLOTHES

Your suit seemingly "done for" may easily be restored to service by having it cleaned, pressed or repaired.

We care for your clothes in such a way as to prolong their life.

We bring out the colors, raise the nap, set the fabric, and give the garment an appearance of newness.

CALL US

WE'LL CALL

Phone 16

Orr's Tailor Shop

NOTICE

The law requires all motor vehicles to be equipped with two white lights in front and one red light in the rear, visible five hundred feet. The white light must not be capable of producing a dazzling light or glare.

The speed limit is fifteen miles per hour in the business part of town and eighteen miles at other places.

The use of muffler cut-outs is prohibited.

Sounding a horn or gong except to give a necessary warning of danger is prohibited.

Leaving a car unattended with the motor running is prohibited. 32-1f.

R. P. BRAZIL, City Marshal.

.. OAKLAND ..

The most popular light six. See us before buying

WITHERSPOON & STUBBS

SAFETY THE FIRST STATE BANK & TRUST CO.

THE FIRST STATE BANK & TRUST CO.

200 GUARANTY FUND BANK IN DEAF SMITH COUNTY



# FOX MERCANTILE CO.'S FALL OPENING

## Ladies' Ready-to-wear Department We will have for the first 3 days, Friday, Saturday & Monday,

of our Fall Opening something over 100 ladies' suits and coats, sent to us on approval for these three days only, and we will be better fitted to serve you with garments that are of unmistakable beauty, and at prices lower than at any other time. Remember, we will only have these for three days, Friday, Sept. 28—Saturday, Sept. 29—and Monday, Oct. 1. Don't wait until after these dates, expecting to come in and see them. Clothes that will reign in popularity this autumn and winter. The proper garment for every occasion will be here. Don't forget the dates.

### PETTICOATS

Made of good grade Taffeta, two-tone and solid colors  
Price ..... \$3.50, \$4.50, \$5.00

### FALL BLOUSES

Our collection of new Fall Blouses will be worthy of special attention. We have never shown a more interesting assortment than we will during our fall opening in Georgettes and Crepe de Chine; price range. .... \$3.50 to \$4.50

### SWEATER COATS

The new styles come in very attractive color combinations; price ..... \$3.50 \$5.00  
Jersey Sweaters—all wool—in all the high colors, plains and with stripes; price ..... \$3.50 to \$4.00

### Phoenix Silk Hosiery

We guarantee every pair of silk Hosiery we sell to give you entire satisfaction or you get a new pair.  
We also sell the Cadet Hosiery in cotton and lisle for ladies, men and children that we guarantee every pair of them to give you satisfaction in wear. We carry them for children in four different weights from the silk lisle to the extra heavy ribbed for the school boys. Try a pair and be convinced.

### MUNSING UNION SUITS

The most popular union suits in the world because of the perfect way in which they fit and cover the form, and because of the satisfactory way in which they stand the tests of wash and wear. Munsingwear always gives complete satisfaction.

This line is known the world over as one of the best to be found on the market. We have these garments in stock for Ladies, Men and Children at a price you will have to pay for inferior goods.

### STETSON HATS

Every one knows the name "Stetson" stands for quality and value. Our stock is complete, and includes both staple and fancy shapes; price ..... \$4.00 to \$12.50

### Florsheim & Beacon

shoes for men, in Gun Metal, Glazed Kid and Kangaroo Calf, both black and dark brown; prices range from...\$4.00 to \$8.50  
We carry them in different widths.

### Dorothy Dodd and Maxine Shoes for Ladies

We have them for both street and dress wear. We hope you will give us an opportunity to show them to you. Black, Medium Gray and Dark Brown; price.... \$4.50 to \$8.50  
New English Walking Shoes in black and brown with both fiber and full leather soles; price..... \$4.50 to \$6.50

### Buster Brown Shoes

for boys and girls for school and dress wear shown in Kid, Pat., and Gun Metal; priced according to size.

## Ask to see our line of Boys' Suits at \$5.00

### Boys' Wear

Special value in Boys' Clothing.  
School Suits made of strong, wear-resisting cloths of Serge, Chevots and Cashmere; all ages, priced ..... \$3.50 to \$10.00  
Boys' school pants of Worsted and Serge; price per pair ..... 85c to \$2.00  
Boys' Blouses in dark and light shades; priced ..... 35c, 50c and 65c

### Dry Goods Dept.

Having bought on a lower market, our orders being placed far ahead, we offer you the benefit of equally lower prices—a saving doubly welcome on account of the reliability of the merchandise.

### Wash Goods

Lad Lassie Cloth—very attractive in design, shown in a wide range of patterns. They are yarn dyed and will not fade. 28 inches wide; per yard ..... 25c

### Imperial Chambrays

Wide assortment of desirable patterns in bright colors, 30 inches wide; per yard... 25c

### Toil du Noid Gingham

In all the new fall patterns, plaids and stripes, beautiful patterns, an unusually large line from which to make your selection; price per yard ..... 19c

### Odessa and Goldband Gingham

Extra quality, good patterns and colors, 27 inches wide; price per yard..... 15c and 16½c

### Percales

In both light and dark patterns, good quality, 36 inches wide; price per yard.... 15c and 18½c



## Styleplus Clothes

# \$17 and \$21

*Each grade  
the standard  
of  
style and quality*

**Each grade the same price the nation over**

Back of the Styleplus success is the Styleplus Idea—style plus guaranteed quality at a known price.  
This policy enables the makers to concentrate a great volume and to lower their costs. That's why Styleplus have remained at \$17 during the last three years. Now the United States is at war and new conditions prevail in the fabric market. To meet them and to insure offering you an ever wider range of fabrics and models the new \$21 grade is offered.

**Style plus all-wool fabrics plus perfect fit plus expert workmanship plus guaranteed wear**

Styleplus Clothes \$17 (black label) excel at their price.  
Styleplus Clothes \$21 (green label) excel at their price.

**FOX MERCANTILE CO.**

### Staples

Outing Flannels; we have a few light patterns of extra heavy quality; while they last at, per yard ..... 15c  
Cotton Flannel, both bleached and unbleached, all grades, per yard ..... 12½, 15c and 20c  
New Flannelettes, for kimono and dressing sacks, new shades and patterns, per yard ..... 15c to 25c  
Wool flannel, many grades, in cream and white; price ..... 35c 50c and 75c

### New Fall Silks and Woolens

Our wool goods section is now showing a collection of the newest material in the season's best colors.  
Novelty Skirtings of plaids and stripes, 36 inches wide in the new colorings; for yard ..... \$1.75 to \$2.50  
Wool Poplins 40 inches wide in colors of navy, green, gray and dark red; price per yard ..... \$1.75  
Storm Serge, for suits and skirts, very durable, sponged and shrunk, 42 inches wide, in dark navy, black, white and red; per yard ..... \$1.50  
36-inch Serge, Storm and French, all wool in green, navy, brown, open, dark and light red and black; per yard ..... \$1.00  
36-inch Serge shown in shades of dark red, gray, navy, and open; price per yard.... 75c

### New Silks

Our silk department has on display some of the newest in fall silks. Make your selection now. You will find many pleasing patterns for fall wear.  
Dress Satins in all the new shades, 36 inches wide; yard ..... \$1.50 to \$2.25  
Taffetas, in all the new shades, both dark and light shades for evening wear; yard ..... \$1.50  
Crepe de Chine, 40 inches wide, all colors; price per yard ..... \$1.50 to \$2.00  
Georgette Crepe, 40 inches wide in all the new fall shades; price per yard ..... \$2.00  
Lucelle Crepe, 36 inches wide in white, cream, maize and light blue; price per yard ..... 65c

Phone 230

Phone 230



# OUR BIG ANNUAL AUTUMN SALE

Begins Friday, September 28th  
Closing Saturday, October 13th

This event will mark one of the greatest eras of Furniture, Linoleum and Rug selling this country has ever witnessed.

We have been planning this great sale for many weeks, and no stone will be left unturned to make this sale the most talked-of, the most attractive, and by far the most profitable sale to our customers you have ever attended.

It is a conceded fact that we are now enjoying the greatest era of prosperity this country has ever known, and more especially this community of ours. We should feel that we are greatly favored. We know you can afford to buy what you need and what you want. We have prepared ourselves in the best way possible to take care of your wants.

This sale will be noted from beginning to its close for the profit-sharing feature that will dominate our every effort. Hence we can justly call it a PROFIT SHARING SALE.

Our twenty-five thousand dollar stock of Furniture and Floor Covering will go into this great profit sharing sale with full force. Every department of our big store will lend its full share in making this big sale the greatest event of the season.

#### CEDAR CHESTS

We have some real bargains in Cedar Chests that will be closed out in this sale at 33 1/3 per cent discount. You pay \$1.00 down and \$1.00 a week. We intend to make this sale the most co-operative sale you have ever attended.

Every article in our store will be especially marked in plain figures. We guarantee this will be a genuine buy-we-find sale. Every doubting Thomas will be quickly shown.

#### SINGER SEWING MACHINES

We sell this machine which is the most talked of machine on earth.

This machine sold during this Big Sale \$1.00 down and \$1.00 each week. Only 15 Machines will be sold in this manner during the sale.

#### ART RUGS, LINOLEUMS, ETC.

We carry a Five Thousand Dollar stock of these goods and a more beautiful assortment has never been shown. It would take a whole page to price this line so we can only quote a few. You will have to see the line to appreciate our offerings.

- \$85.00 French Wilton Rug: Sale price ..... \$72.50
  - \$60.00 French Wilton Rug: Sale price ..... 49.00
  - \$48.50 Rug: Sale price ..... 39.50
  - \$27.50 Axminster Rug: Sale price ..... 19.75
  - \$22.50 Velvet Rug: Sale price ..... 16.75
  - \$15.00 Brussels Rug: Sale price ..... 11.75
  - \$50.00 Linoleum: our Sale price 59c
  - \$1.25 yd. Inlaid Linoleum: our Sale price 89c
- Your Linoleum should be laid now—while the weather is warm. It will give you much better service.

#### DINING ROOM FURNITURE

It is truly satisfying to us to take you into this department of our store. We are showing some very attractive suits indeed. Every suit, every dining table, buffet or chairs will be marked low in price for this sale.

- \$275.00 and \$300.00 Suits: This sale ..... \$225.00
- \$125.00 Adams style suit: This sale ..... 74.50
- \$ 60.00 Colonial suit: This sale ..... 69.75
- \$ 40.00 Buffets: this sale ..... 29.75
- \$ 50.00 Set Chairs: this sale ..... 35.00
- \$ 30.00 Set Chairs: this sale ..... 22.50
- \$ 15.00 Set Chairs: this sale ..... 11.75
- \$ 10.00 Set Chairs: this sale ..... 7.45

## A Hoosier Kitchen Cabinet Should Be Yours



It is the greatest article of housefurnishing we know anything about. One dollar down places one of these cabinets in your home, then pay \$1.00 every week.

We can only sell 25 of these cabinets during this sale, so come get on the club list the first day. Accept no substitute. A Hoosier will save you miles of steps.

All Hoosiers will be specially priced for this sale.

#### BEDS, SPRINGS AND MATTRESSES

No one can rest without a good bed—you are entitled to a good bed. We handle the best Springs made. It may cost a little more, but is cheaper in the end.

- \$ 8.75 Springs, 25 year guarantee: Sale price ..... \$ 6.45
- \$35.00 Sealy mattress, 20 year guarantee: Sale price ..... \$27.50
- \$30.00 Dreamland mattress, 20 year guarantee: Sale price ..... \$22.50
- \$20.00 Mattress, guaranteed: Sale price ..... \$15.00
- \$11.50 Mattress, guaranteed: Sale price ..... \$ 8.75
- \$ 8.75 Mattress, real good: Sale price ..... \$ 6.45
- \$ 6.50 Mattress, real good: Sale price ..... \$ 4.95

We have any thing you want in the Mattress, Spring or Bed line. Come see our line and prices.

You pay \$1.00 down and \$1.00 a week.

#### LIVING ROOM FURNITURE

We are certainly showing just what you want in this line. Our Duofold Suits, our Library Tables, our big line of good Rockers, will truly please the most exacting. The prices will be far less than you could imagine.

- \$35.00 Duofold: this sale ..... \$23.95
- \$11.00 Fine Rocker: this sale ..... \$ 7.95
- \$12.50 Library Table: this sale \$ 8.75

See the Full Line

#### FREE DRAWINGS EACH SATURDAY AT FOUR O'CLOCK

Don't miss the first one—Saturday, Sept. 29th, at 4 o'clock.

Every lady visiting our store during this Big Sale will be given a ticket free for the drawing. COME!

#### THREE BIG CARS NEW FURNITURE COMING

We must push this sale with vigor and make room for other goods coming which is now in transit and being loaded.

We have many very choice articles in our store—in all departments—that will be sold at exceptional low prices, such as odd Dressers, odd Chiffoniers, Globe Warwick Bookcases, Rugs, Machines, small forms of Linoleum, Duofolds, Dressing Tables, Iron Beds etc.

If you fail to buy during this Big Sale, we both lose.

Don't forget we are satisfied with small profits.

# E. B. BLACK COMPANY

"THE BIG STORE WITH THE LITTLE PRICE"

HEREFORD, TEXAS



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

# Tankage

We have a car of tankage. Our stock of corn chops, oats, hay, salt and coal is complete.

Phone 76

E. W. Harrison

### DIMMITT NEWS ITEMS

Mr. and Mrs. Harvey Cash went to Amarillo, Sunday afternoon by auto. They will return home the early part of the week.

Rev. Mr. Reynolds, the Christian preacher, is engaged in a revival meeting at Dimmitt this week.

John Smith and wife were in Dimmitt Sunday evening.

Irving Hamilton left for Wichita, Kans., Saturday, where he will market a car of cattle.

J. T. Smith was in Hereford Saturday.

John Haberer of Big Square, is driving a new Oakland.

Mrs. B. D. Woodlee was a visitor in Hereford, Saturday.

Miss Ruby Bell has returned home from a visit in Montague county.

Mr. and Mrs. W. B. Green and family took dinner Sunday with Mrs. J. F. Lust in the Bethel community.

Mrs. Effie Jacobs has moved to Panhandle, Texas.

Rev. Wm. L. Lightfoot has been conducting special services in the Bethel school house for the past week.

The 4th quarterly conference of the Methodist Church will be conducted next Monday morning, Oct. 1, 10 a. m., at the church. Rev. A. L. Moore, Presiding Elder, in the chair. All of the Trustees and Stowards requested to be present.

### LIFT YOUR CORNS OFF WITH FINGERS

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

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

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

"OCEANS OF WATER"

## A Man You Should Know

### The Electrical Contractor

He's the man—and the only one—who should do the electrical work—all of it—big or little—anywhere.

When you're sick, you send for the doctor,

When you have to go to law, you hire a lawyer,

When you have wiring to do—don't let a jack of all trades or your chauffeur do it—get a good electrical contractor.

It's cheaper and more satisfactory in the end.

I wish to announce to the public that I have resigned my position with the Hereford Power & Light Co., and have entered the Electrical Contracting business in everything Electrical for city or farm use.

Call 238.

Otto Bhend

YOUR WORK SOLICITED—ESTIMATES CHEERFULLY GIVEN

## Good Clothes for Men who Farm

**M**EN on the farm have "the price" these days of a good many things; automobiles, farm equipment, fine stock; and they want, and there's no reason why they shouldn't have, good clothes. A farmer nowadays dresses as well as a banker or professional man; he ought to.

We're fortunate in having

### Hart Schaffner and Marx Clothes

There's no argument necessary about the quality in selling these clothes; as soon as you see that name in the goods you know what you're getting.

There's no argument necessary about the price, either; we sell these clothes at prices they're really worth.

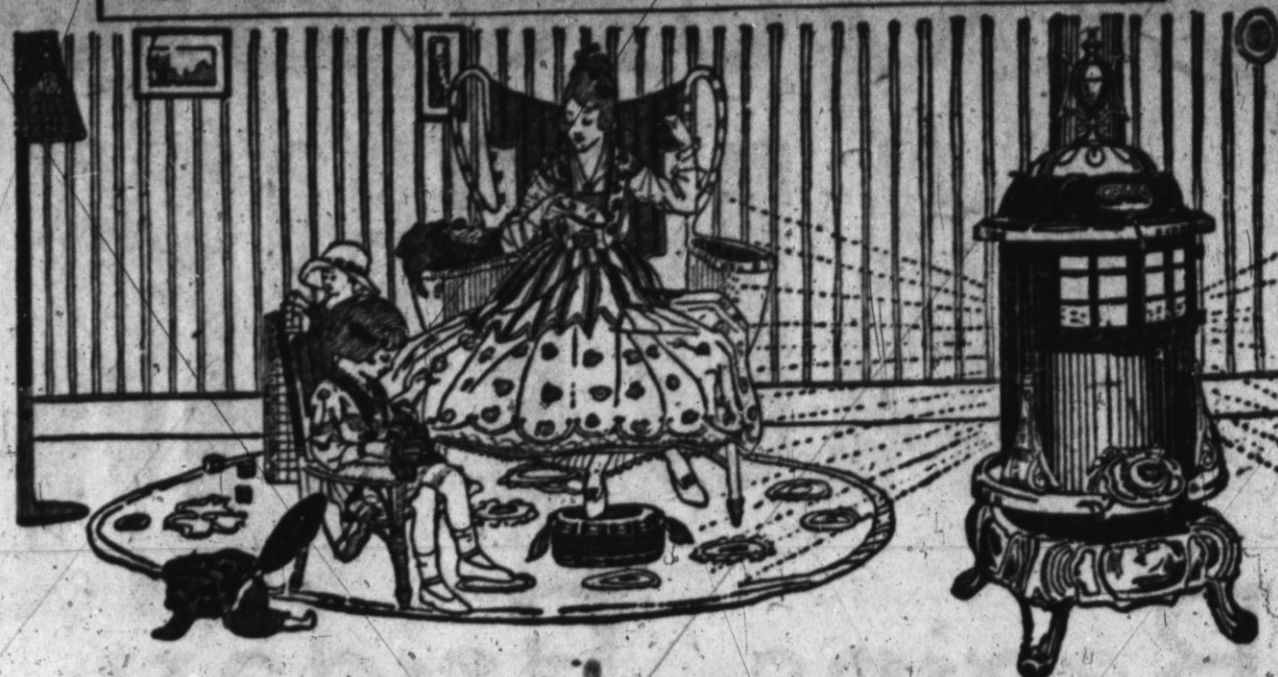
The Hart-Schaffner and Marx clothes are made for all classes of men, farmers, and all kinds of business and professional men, and especially those who want high grade all wool suits, made in the latest styles and strictly guaranteed by the makers.

We have these kinds of suits now waiting for you. Come in, we want to sell you a fall suit. We also have in stock a big line of fall and winter styles of Walkover and Queen Quality Shoes for women and men, and a big line of children's shoes. We have received recently a nice assortment of ladies' tailored suits and winter coats, also children's coats. All this class of goods is pretty apt to get scarce later on as the weather gets colder. We advise buying your winter clothing early on this account.

Geo. A. Stambaugh

Dry Goods Store

## Dunlap Hardware Co.



### Come Home to Real Heat and Big Fuel Economy

What a satisfaction to get next to real heat after that cold trip home. No more fruitless hugging a radiator. High fuel prices seal the doom of extravagant, fuel wasting heating plants. If you want a perfectly heated home and greatly reduced fuel bills you will invest in

### Cole's Original Hot Blast Heater

BURNS CHEAPEST COAL CLEAN AND BRIGHT. USES ANY FUEL.

It will save the nation millions in fuel money this winter. Act now.

No. 111

## The New Fashions Are Going Out Briskly and Other New Fashions Come in to take their place in the Style Show

Assortments are extensive and varied. We never had so many in any other style show—this accounts for the ease and satisfaction in choosing.

The Annex has long been the wonder of the retail ready-to-wear business throughout the Panhandle, the volume of business done is truly remarkable. As the volume increases assortments grow in proportion. So today patrons of the Annex will find more fine suits, coats and dresses than usually comes in a whole season—and still they come, more and more each day.

There are hundreds here ready now for you to step into, and at almost any price you want to pay.

There's the practical serge dress we hear so much about in scores of variations—serge and satin, serge and crepe Georgette dresses that appeal more particularly to certain tastes; there's the frock that is serge, and there's one that seems to rejoice the more, the more it has of ornamentation.

In other words, serge frocks are legion and their ways are many, and they are priced accommodatingly all the way from \$9.50 to \$49.50.

NEARLY ALL THE COATS have large cape-like collars that may be muffled up close when desired. There are lots of fine black plush coats, some with fur collars, and there are more and more coats of pom-pom, Bolivia cloth, broadcloth, etc., and coat prices range from \$19.50 to \$98.50.

SOME NEW MILLINERY FASHIONS for little folks have just come. Most of these are of velvet, all very interestingly fashioned for the little girl. Prices range from \$1.50 to \$4.95 with the majority of pretty styles around \$2.50.

VELVET SHAPES \$2.45—Special. A big assortment of velvet shapes are on sale at \$2.45, and some of these

are worth nearly double the sale price. Very little trimming is required to make really smart hats of these. See them in the Annex Monday.

ETHIOPIAN BROWN BROADCLOTH—A very rich and popular color for suits, dresses and coats; 50 inches wide, at \$2.75.

BEETROOT BROADCLOTH—Another charming new shade very high in popular favor—\$2.50. . . . . TAUPE BROADCLOTH—A leading favorite with many and takes well to lively bits of trimmings.

NAVY AND BLACK BROADCLOTH—Beautiful chif-fon weights in 50-54 inch cloths—\$1.50 to \$4.50 a yard.

# White & Kirk

THE PLACE TO BUY SHOES



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—Used Avery tractor \$111. Unused 4-disc Sanders plow; great bargain. E. J. Brann, 16 miles north on 25 Mile Ave. 34-31-pd
FOR SALE—Several improved places, sizes, 20 acres to 340; before the war prices. A. A. Ott. 34-2t
FOR SALE—Ranch proposition, with lease grass land; also city property. 3412t A. A. OTT.
WANTED—A man and wife for ranch work, without children. Apply at Brand office. Phone 221-F21. 34-2t
WANTED—Car load of stock hogs. H. C. Bowsher. Phone 137. 29-1f
FOR SALE—One six room house, well and wind mill, and one-half interest in well on line 807 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
WANTED—Old iron, copper, brass and metal of all kinds. Smith's Second Hand Store. 32-4t
FOR SALE—Garage, good location; only one in town. Right price for quick sale. Reason for selling, going to war. Address, Box 78, Muleshoe, Texas. 32-4t-pd
FOR SALE—Ford, 1917 model, run about 1200 miles—in first-class condition. Price \$350. Information at Burns-Drug Store. 29-1f
STRAYED—From my farm 2 miles S. E. of Black, 3-year-old mare mule, color brown. A. O. Drake. 31-1f
For Sale
A good three-horse power engine; good as new. Displaced because of putting in electric motor. Will sell cheap. BRAND OFFICE 1f
FOR SALE—1 McCormick row binder. See Jno. N. Jacobsen. 33-2t
FOR SALE—Nice assortment of pot plants, cheap. Mrs. W. J. Montgomery. 33-3tp
FOR SALE—Shetland pony, gentle for children to ride to school. See Vern Witherspoon. 33-4t-pd
FOR SALE—120 pigs, 23 big, red sows, and 1 duroc Jersey male. Sows all farrow this fall. Price 15c per pound. Best buy in West Texas for man who has pasture. J. E. MCCOY, 33-3t Dimmitt, Texas.
NORTON & POWELSON—Southwestern agents for Germ Free Blackleg Vaccine "Immune," Prepared under U. S. Veterinary License No. 39, by Purity Biological Laboratories, Sioux City, Iowa. 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
HOGS WANTED—I buy all kinds of hogs. H. C. Bowsher. Phone 137. 29-1f
FOR SALE—As I am moving to Amarillo will sell my residence at a bargain. W. O'Brien. 29
FOR SALE—Section improved land, shallow water, six miles from Hereford. Also one of the most desirable homes in Hereford. Phone 564. 33-6t W. W. WATSON, Owner.
Hereford Poultry, Cream, and Produce Company
We want your poultry, eggs, cream and produce. Come and get the cash. 18-1f. I. H. SPRATT.
"OCEANS OF WATER"

\$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

WYCHE-LAKEVIEW

Messers, Bridges, Wood, Bandy and Carry made a business trip to San Hon, New Mexico, Thursday.
J. M. Smith and family spent from Friday until Sunday with his sister Mrs. B. C. Robinson of Summerfield. Born to Mr. and Mrs. C. C. Slaughter, Tuesday, Sept. 11th, a girl.
C. C. McNeerney and family spent Sunday in the C. J. Paddock home.
Mrs. Horace Beard and baby and Mrs. L. A. Ricketts called on Mrs. C. C. Slaughter Thursday afternoon.
Mrs. L. W. Locker who has been quite sick for the past two weeks, is much improved at this writing.
Wiley Robinson took dinner with J. H. Copeland and family Monday. He is one of the boys who leave for San Antonio Wednesday.
Mr. and Mrs. B. C. Robinson, son and nephew, spent Sunday afternoon, in the J. H. Copeland home.
Mrs. L. A. Ricketts called on Mrs. Kathryn McNeerney Friday afternoon.
Mr. and Mrs. L. A. Ricketts and children spent the day Sunday with Mrs. Ricketts' brother, John Patton, who lives on a ranch north of town.
Miss Elsie Smith was the guest of Mrs. L. Johnson of Summerfield from Saturday until Tuesday.
Mr. and Mrs. Sid Brown spent the day Sunday with their daughter, Mrs. Orville McKinley.
Mrs. L. N. Wolfe and Mrs. K. McNeerney spent Wednesday afternoon with Miss Elsie Smith.
Mrs. L. N. Wolfe and children and Miss Elsie Smith spent the day Friday in Hereford with Mrs. Wolfe's parents, Mr. and Mrs. J. A. Wear.
F. W. Curtis and sister, Mrs. Kathryn McNeerney, called at the J. A. Wear home in Hereford Sunday afternoon.
Mrs. Orville McNeerney and baby spent the day Monday with her mother, Mrs. S. E. Brown.
Mr. Henry Schmette of South Hereford, has bought the W. F. Neal irrigated farm south east of Hereford and will take possession the first of the year.
Miss Elsie Smith entertained at a 7 o'clock dinner Thursday evening, the following guests: Mrs. L. Johnson and brother, Mr. John Davis, Mrs. Delpha Cox, Miss Kenner, Mr. F. W. Curtis and sister, Mrs. K. McNeerney.
The bake sale Saturday was quite a success. We want to thank everyone who assisted us.
Mr. and Mrs. J. H. Copeland and children and Miss Gettys Lovelace were invited guests at a 6 o'clock dinner at the Fay Neely home Tuesday evening.
Hugh and Randall were vaccinating their calves, Tuesday.

Deaf Smith county—50 & 75c. City maps, Hereford—\$2.50. 21-1f. T. E. Huffman, Hereford.
Moves Here From Friona
J. Walter Spradley and family have moved here from Friona and will make Hereford their home in the future. They will make their home for the present in the Fox house in the northwest part of town. We understand Mr. Spradley will engage in the cattle business here.

"OCEANS OF WATER"

ANNNOYING KIDNEY ILLS
Make Life Miserable for Many Hereford People
There's nothing more annoying than kidney weakness or inability to properly control the kidney secretions. Night and day alike, the sufferer is tormented and what with the burning and scalding, the attendant backache, headache and dizziness, life is indeed a burden. Doan's Kidney Pills have given peace and comfort to many Hereford people. Profit by this Hereford resident's experience.
J. L. Martin, telegraph operator, 111 Jowell Ave., Hereford, says: "The water in this country is hard on my kidneys, causing them to get weak at times and then my back has bothered me. It has ached and has been lame sometimes have had black spots floating before my eyes. Doan's Kidney Pills, procured at Betts-Clark's Drug Store, are the best medicine I have ever used for the trouble. They have always given me the desired results."
Price 60c at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Martin had. Foster-Milburn Co., Props., Buffalo, N.Y.

Illustration of a man carrying a large sack on his back. Text: Don't Pay Ben Eastin Any Money (for this information) HE DONT NEED IT from you. We have him employed to tell you how cheap you can buy a mighty good farm in Polk County, Arkansas, and what a wonderfully versatile soil we have—All kinds of farm products, grain, fruit and vegetables grow rank. Cattle, hogs and sheep wax fat, and a spring on every mile of land—4 daily trains carry our produce to the market in five states. We have nothing to sell you but want to tell you about our country in a book Ben wrote for us. It's free if you ask for it. MENA COMMERCIAL CLUB. Mena, Arkansas, Ben C. Eastin, Secretary. 35-2t

GULF FILLING STATION
On 3rd St. Office Phone 145
That Good Gulf Gasoline
Leslie Smith with Son's Band
Mr. and Mrs. Clarence Smith are spending the week in Kansas City with their son, Leslie, who is there in the Great Sousa Band composed of the best musicians from the Great Lakes training camp. This is Old Glory week in K. C. and this band is to furnish the music for that occasion. This is a great honor for one of our Hereford boys, to be chosen in this band, but we all know the material Leslie is made of so we expected this honor. We are proud of him.
Addition to the town of Hereford, in Deaf Smith County, Texas; also a Citation on Application to Sell Realty THE STATE OF TEXAS.
To all persons interested in the estate of Joe Allen Collins, Minor.
Arch D. Collins, Guardian, has filed in the County Court of Deaf Smith County, an application for an order to sell the following property of said estate, situated in Deaf Smith County, Texas, to-wit:
One twelfth (1-12) undivided interest in lots Nos. one, two, three and four, in Block No. 17 of Whitehead one-fourth undivided interest in Block No. 15, Ricketts addition to the town of Hereford, in Deaf Smith County, Texas, which will be heard at the next term of said Court, commencing on the first Monday in October, A. D. 1917, the same being the first day of October, A. D. 1917, at the Court House thereof, in Hereford, at which time all persons interested in said estate are required to appear and show cause why such sale should not be made, should they choose to do so.
Herein-Fall Not, but have you before said Court on the said first day of the next term thereof this writ, with your return thereon, showing how you have executed the same.
Given under my hand and seal of said Court, at office in Hereford this, the 6th day of September, 1917. (Seal) A. G. Thompson, Clerk. County Court, Deaf Smith County, Texas. 32

Given under my hand and the seal of said Court at office in Hereford, Texas, this the 5th day of September, A. D., 1917.
County Court Deaf Smith County, Tex. 32-4t.
Notice of Final Report in Estates
The State of Texas
TO THE SHERIFF OR ANY CONSTABLE OF DEAF SMITH COUNTY, GREETING:
You are hereby commanded to cause to be published once each week for a period of twenty days before the return day hereof, in a newspaper of general circulation, which has been continuously and regularly published, for a period of not less than one year in said Deaf Smith County, a copy of the following notice:
THE STATE OF TEXAS:
To all persons interested in the estate of Earl B. Shelton, a minor, H. F. Shelton, Guardian of the Estate of Earl B. Shelton, a minor, of said estate, has filed in the County Court of Deaf Smith County, Texas, his final account of said Estate, which will be heard by our said County Court on the first Monday in October, 1917, the same being the first day of said month at the Court House of said County, in Hereford, at which time all persons interested in said Estate may appear and contest said final account should they desire to do so.
Herein-Fall Not, but have you before said Court on the said first day of the next term thereof, this writ, with your return thereon, showing how you have executed the same.
Given under my hand and seal of said Court, at office in Hereford this, the 6th day of September, 1917. (Seal) A. G. Thompson, Clerk. County Court, Deaf Smith County, Texas. 32

What is LAX-FOS

LAX-FOS IS AN IMPROVED CASCARA
A Digestive Liquid Laxative, Cathartic and Liver Tonic. Contains Cascara Bark, Blue Flag Root, Rhubarb Root, Black Root, May Apple Root, Senna Leaves and Pepsin. Combines strength with palatable aromatic taste. Does not gripe. 50c
Catarrh Cannot Be Cured
with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh, as a blood or constitutional disease, and in order to cure it you must take internal remedies. Hall's Catarrh Cure is taken internally, and acts directly upon the blood and mucous surface. Hall's Catarrh Cure is not a quick medicine. It was prescribed by one of the best physicians in this country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifier, acting directly on the mucous surface. The perfect combination of the two ingredients is what produces such wonderful results in curing catarrh. Send for testimonials, free. F. J. CHENEY & CO., Props., Toledo, O. Sold by Druggists, price 50c. Take Hall's Family Pills for constipation.
Lax-Fos, A Mild, Effective Laxative and Liver Tonic Does Not Gripe 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 gripe nor disturb stomach. At the same time, it aids digestion, arouses the liver and secretions and restores the healthy functions. 50c.

One Test Will Prove Our Claims

Try a filling of IOWA PARK GASOLINE for your car. Notice the mileage, the power, the steady pull of the engine.
Give your motor a chance with PENNSYLVANIA MOTOR OIL and notice how well it lubricates and how long it will last.
Pennsylvania Motor Oil and Iowa Park Gasoline gives more miles, more power, more satisfaction. Once tried always used. Filling Stations, W. W. Bennett & Co., Farris & Davis, Wholesale Agts.

Miller & Fallwell

Public Sale of 69 Head of Registered Herefords on October 13th, 1917
55 BULLS and 14 COWS
Will be held by the PANHANDLE HEREFORD BREEDERS' ASSOCIATION on the Fair Grounds in Amarillo during the Panhandle State Fair. Consigned and bred by the members of the association—All young, useful cattle—superior breeding and quality.
COL. FRED REPPERT, Auctioneer. Assisted by Col. Brady.
Write, W. E. BENNETT, Secretary, Amarillo, Texas, for Catalog.

\$20,000.00 IN PRIZES
Will be given away this year at the
PANHANDLE STATE FAIR
Amarillo, October 8, 9, 10, 11, 12 and 13
THE BIGGEST CATTLE SHOW IN THE SOUTHWEST
\$10,000.00 in Premiums in this Division alone
Agricultural Exhibits Second to None
\$4,000.00 in Premiums in this Division
Splendid Racing Program
\$4,000.00 in Purse Hung Up for this
Varied Amusement Attractions
SOMETHING DOING EVERY MINUTE
Mile La Belle and Dare Devil Hurley, in their great Automobile Cloud Swing
Bell and Eva, acrobatic and clown performers
Grace Ayer, the premier roller skater of the world.
And others to be announced later
REMEMBER this is the Panhandle State Fair—your fair help make it a bigger success than ever this year, by exhibiting the best you have, and having every member of your family attend at least one day. With proper cooperation this fair can be made as big as the Dallas fair in a few years.
Come to the Fair—Tell Your Friends
WRITE FOR CATALOGUE
J. L. VAN NATTA, Sec'y. and Manager
AMARILLO, TEXAS

ATTENTION!
We have added to our Poultry, Cream and Produce business EXTRA HIGH PATENT FLOUR

\$3 PER SACK
Every sack guaranteed. We also handle bran and shorts and at prices that will make them sell. Come get a sack and save money.
HEREFORD POULTRY, CREAM AND PRODUCE COMPANY
I. H. SPRATT, : : Manager

Pains, Dizzy Spells
Mrs. G. P. Cartwright, of Whitwell, Tenn., writes: "I suffered with bearing-down pains. . . The dizzy spells got so bad that when I would start to walk, I would just pretty nearly fall. Was very much run-down. I told my husband I thought Cardui would help me. . . He got me a bottle. . . It helped me so much that he got me another bottle. I got a whole lot better. The dizzy spells and the bearing-down pains . . . left me entirely."
If you are weak and run-down, or suffer from womanly pains, TAKE
CARDUI
The Woman's Tonic
You can feel safe in giving Cardui a thorough trial. It is composed of mild, vegetable, medicinal ingredients, recognized by standard medical books for many years, as being of great value in the troubles from which only women suffer. The enthusiastic praise of the thousands of women who have been helped by Cardui in its past 40 years of successful use should assure you of its genuine merit, and convince you that it would be worth your while to try this medicine for your troubles. All druggists sell it.
Try Cardui

LODGE DIRECTORY:
Hereford Lodge No. 849, A. F. & A. M. meets Saturday night on or before full moon in each month. Visiting brethren cordially invited.
GEO. BEAMS W. M.; J. S. Jones Sec.
WOODMEN OF WORLD Meets every Second and Fourth Saturday nights in the I. O. O. F. hall. Visiting Brothers always welcome. Troy Womble, Consul Commander; W. W. Bennett, Clerk.
Professional and Business Cards

J. M. HYDEN
Optometrist and Optician
Rooms 11-14 Smith Building just north of new P. O. Bldg. between 6 & 7th on Taylor St.
Carl House, Hereford, last Tuesday of each month. Eyes examined Free. Glasses fitted without the use of Drugs. Phone for engagement. 7
ASHBROOK & SUGGS
Fire, Life and Accident Insurance
All Kinds of Bonds Executed
We Are Specialists
On Fruit and Nut Trees
Shade and Ornamental Trees
Shrubs and Evergreens
Roses and Greenhouse Plants
Hereford Nursery Company
DR. FLORENCE B. MILLER
OSTEOPATHIC PHYSICIAN
Located in Hereford permanently. Treatment by appointment only. OFFICE—First residence west of the Christian Church.
Phone



# NOTHING BUT THE TRUTH WILL BE PRINTED ON THIS PAGE

# THE M. E. CHURCH SOUTH, HEREFORD, TEXAS, IS GOING TO BUILD

THE CONTRACT WILL BE LET BEFORE JANUARY 1, 1918

No. 3-September 27, 1917

CARL GILLILAND,  
Business Mgr.

JNO. P. SLATON,  
Ed. in Chief

## Roll of Membership of Hereford M. E. Church South

1 Acker, Clifford	152 McLain, John
2 Anthony, W. E.	153 McLain, Mrs. John
3 Anthony, Mrs. W. B.	154 McNutt, E. W.
4 Anthony, Annie	155 McNutt, Myrtle
5 Anthony, May	156 Newell, J. O.
6 Anthony, Wesley	157 Newell, Mrs. J. O.
7 Ashbrook, E. F.	158 Ott, A. A.
8 Ashbrook, Mrs. D. F.	159 Parke Mrs. Myra
9 Beggsman, Mrs. H. C.	160 Parker, G. A. F.
10 Betts, Mrs. E. R.	161 Parker, Mrs. G. A. F.
11 Betts, Ernest	162 Parmer, W. B.
12 Betts, Mrs. Ernest	163 Parmer, Mrs. W. B.
13 Betts, Mabel	164 Parmer, Buford
14 Bennett, Walter	165 Parmer, Dudley
15 Black, E. B.	166 Parmer, Nellie
16 Black, Mrs. E. B.	167 Parmer, Mary
17 Black, Jim	168 Patton, Mrs. N. M.
18 Black, Elizabeth	169 Patton, John
19 Borden, Mrs. L. F.	170 Patton, Bella
20 Bowers, J. H.	171 Phillips, J. B.
21 Bowers, Mrs. J. H.	172 Phillips, Mrs. J. B.
22 Bradley, Lola	173 Phillips, Cassie
23 Bradley, Bruce	174 Pierce, Mrs. G. F.
24 Brockbahn, Mrs. Geo.	175 Pollock, Mrs. J. C.
25 Brittain, Mrs. F. H.	176 Pollock, Blanche
26 Bryant, D. H.	177 Pollock, Pearl
27 Bryant, Mrs. D. H.	178 Potts, J. Frank
28 Cardwell, J. H.	179 Potts, Mrs. J. Frank
29 Cardwell, Mrs. J. H.	180 Price, Dr. W. A.
30 Carlyle, Lemuel	181 Price, Mrs. W. A.
31 Carlyle, Mrs. Lemuel	182 Price, Annie
32 Carlyle, Howard	183 Price, Bernadine
33 Carlyle, Lois	184 Poindexter, Mrs. Jessie
34 Carter, E.	185 Purcell, C. S.
35 Carter, Mrs. E.	186 Purcell, Mrs. C. S.
36 Carter, Albert	187 Radcliff, Mrs. Marye
37 Caylor, George	188 Radcliff, Glenn
38 Caylor, Mrs. Geo.	189 Radcliff, Mary
39 Caylor, Juanita	190 Randall, G. R.
40 Caylor, Charles	191 Randall, Mrs. G. R.
41 Chenoweth, C. C.	192 Ray, W. H.
42 Chenoweth, Mrs. C. C.	193 Rayzor, Edith
43 Churchill, Mrs. C. H.	194 Reed, Lucy
44 Clem, Nellie E.	195 Ricketts, L. A.
45 Clod, George	196 Ricketts, Mrs. L. A.
46 Copeland, J. H.	197 Rice, H. L.
47 Copeland, Mrs. J. H.	198 Rice, Mrs. H. L.
48 Copeland, John R.	199 Rockwell, C. C.
49 Cox, Mrs. M. E.	200 Rockwell, Mrs. C. C.
50 Cobb, Mrs. Will	201 Roloson, F. T.
51 Coker, R. L.	202 Roloson, Mrs. F. T.
52 Coker, Mrs. R. L.	203 Ross, W. G.
53 Crawford, D. W.	204 Ross, Mrs. W. G.
54 Crawford, Mrs. D. W.	205 Rutherford, Mrs. Hattie
55 Crouch, J. E.	206 Rutherford, Glenn
56 Crouch, Mrs. J. E.	207 Saltman, Fred
57 Cummins, J. C.	208 Saltman, Mrs. Fred
58 Cummins, Mrs. J. C.	209 Sawyer, Logan
59 Davis, W. B.	210 Sawyer, Mrs. Annie
60 Davis, Mrs. W. B.	211 Schultz, A. B.
61 Decker, J. E.	212 Schultz, Mrs. A. B.
62 Decker, Mrs. J. E.	213 Shafer, R. W.
63 Denny, Robert	214 Sherman, John W.
64 Denny, Mrs. Robert	215 Sherman, Mrs. John W.
65 Dickert, Willie	216 Sharp, O. L.
66 Duncan, Martha	217 Sharp, Mrs. O. L.
67 Duncan, Claudia	218 Sites, H. Z.
68 Dunlap, Eli	219 Sites, Mrs. H. Z.
69 Dunlap, Mrs. Eli	220 Sites, Temple
70 Dunlap, Clara	221 Sites, Donalda
71 Dunlap, Mary	222 Sites, Grace
72 Dunlap, W. E.	223 Slaton, Jno. P.
73 Dunlap, Mrs. W. E.	224 Smith, Clarence
74 Edwards, S. B.	225 Smith, Mrs. Clarence
75 Edwards, Mrs. S. B.	226 Smith, Ralph
76 Edwards, Lloyd	227 Smith, W. H.
77 Edwards, Mrs. W. H.	228 Smith, Mrs. W. H.
78 Edwards, Lula	229 Smith, Elcie
79 Estes, Percy	230 Snyder, Glenn
80 Estes, Mrs. Percy	231 Snyder, Mrs. Glenn
81 Forster, Mrs. L. M.	232 Spratt, I. H.
82 Forson, P. H.	233 Spratt, Mrs. I. H.
83 Forson, Mrs. P. H.	234 Spratt, Litteral
84 Forson, Erma	235 Spradley, Mrs. J. W.
85 Freeman, Dr. J. A.	236 Stafford, M. C.
86 Freeman, Mrs. J. A.	237 Stegall, J. A.
87 Fulwood, E. H.	238 Stegall, Mrs. J. A.
88 Fulwood, Mrs. E. H.	239 Stegall, Frank
89 Fulwood, W. S.	240 Stocking, Roy M.
90 Gilliam, Mrs. Ella	241 Stocking, Mrs. Roy M.
91 Gilliland, Carl	242 Sullivan, C. L.
92 Hammer, Mrs. Dollie	243 Turner, B. F.
93 Hammer, Ona	244 Turner, Mrs. B. F.
94 Harrison, Mrs. E. W.	245 Turrentine, Mrs. M. E.
95 Hawkins, D. W.	246 Turrentine, D. E.
96 Hawkins, Mrs. D. W.	247 Turrentine, Mrs. D. E.
97 Hawkins, H. H.	248 Turrentine, G. P.
98 Hawkins, Mrs. H. H.	249 Turrentine, Fannie
99 Hawkins, Raymond	250 Walker, C. E.
100 Heard, G. W.	251 Walker, Mrs. C. E.
101 Heard, Mrs. G. W.	252 Walker, J. E.
102 Helfner, T. N.	253 Walker, Mrs. J. E.
103 Helfner, Mrs. T. N.	254 Walker, J. I.
104 Hicks, Henry	255 Walker, Mrs. J. I.
105 Hicks, Mrs. Henry	256 Walker, Fred
106 Hicks, C. M.	257 Ward, J. J.
107 Hicks, Mrs. C. M.	258 Ward, Mrs. J. J.
108 Hill, C. D.	259 Webb, H. B.
109 Hill, Mrs. C. D.	260 Webb, Mrs. H. B.
110 Huffsteater, Oliver	261 Webb, Edgar
111 Huffsteater, Mrs. Oliver	262 White, Samuel E.
112 Hough, Mrs. Reece	263 White, Mrs. S. E.
113 Hough, Mrs. Luther	264 Wilkinson, Henry
114 Hough, Thelma	265 Wilkinson, Mrs. Henry
115 Hughes, Mrs. G. A.	266 Williams, Silas J.
116 Hughes, Jas. A.	267 Williams, Mrs. S. J.
117 Hughes, Mrs. J. A.	268 Williams, John
118 Hughes, Lula	269 Williams, Brack
119 Ivey, Gladys	270 Williams, Chas. B.
120 Jacobs, R. H.	271 Williams, Mrs. C. B.
121 Jacobsen, Jno. N.	272 Williams, Silas
122 Jacobsen, Mrs. J. N.	273 Williams, Sherman
123 Jones, Mrs. J. B.	274 Williams, Mrs. Sherman
124 Lamb, R. H., Jr.	275 Williams, Zola
125 Lamb, Mrs. R. H., Jr.	276 Wilson, Earl E.
126 Lamb, Miss Webb	277 Wilson, Mrs. E. E.
127 Landrum, Mrs. M. A.	278 Wilson, Kate
128 Landrum, L. P.	279 Wyche, J. S.
129 Landrum, Mrs. L. P.	280 Wyche, Mrs. J. S.
130 Landrum, Oma	281 Wyatt, Rev. G. S.
131 Landrum, Mamie	282 Wyatt, Mrs. G. S.
132 Landrum, Joe	283 Wyatt, Francis
133 Lewis, Geo. F.	284 Wyatt, G. S., Jr.
134 Miles, Mr.	285 Wyatt, Mrs. G. S., Jr.
135 Miles, Mrs.	286 Begeman, Roy
136 Mitchell, Mrs. J. S.	
137 Mooney, Mrs. R. T.	
138 Mooney, Rowena	
139 Mooney, Charlotte	
140 Montgomery, W. J.	
141 Montgomery, Mrs. W. J.	
142 Myrick, H. C.	
143 Myrick, Mrs. H. C.	
144 Myrick, Ruth	
145 Murphy, Mrs. J. C.	
146 Murphy, Albert	
147 Murphy, Mrs. Albert	
148 McCord, J. B.	
149 McCord, Mrs. J. B.	
150 McDuff, Mrs. A. W.	
151 McLain, Bobo	

## List of Names of Subscribers, Amount Subscribed, and Amount Now Paid in.

NAMES	Amt. Sub.	Has Paid
"The best laid plans of mice and men 'oft go kerflunk!'" That is possibly not the exact quotation, but if you are as familiar with the Scripture as you should be, you know where to find the passage we are quoting.		
We intended to have a number of names of our members and the amounts they had subscribed and the amounts paid in printed in this column this week. But also, two thirds of the editorial staff had to go to Dalhart to attend court the first days of the week. The other third refuses to assume the entire responsibility. We promise, however, that next week, October 4th, will show at least a dozen names of Methodist in this column showing the several amounts each have subscribed and also showing how much each has paid on their subscription. Or that they have not subscribed or made a cash deposit. Again we ask all those who have subscribed, please make a payment on your subscription. We are going to build!		
To those who have not yet subscribed, be patient, wait, don't subscribe yet. But we do ask all those who have not yet subscribed to please make a cash payment now thereby indicating that you are willing to do your part when all the others are ready. Will you do that, if not, why not? You remember the character Richard Roe in last week's issue do you not? Please forget the character A. Leach. We are going to build. Pay in now Five or Ten or Fifteen or Twenty per cent of the amount you think you will finally contribute so that such sum will appear in the right column opposite your name and indicate to all that you are going to pay your part when the time comes. That sum will not indicate how much your final subscription will be, but it will indicate your willingness and that you are standing by your fellow members. Or do you prefer your name to appear and no "ditto" following?		
We here now make a serious, sincere, solemn request of every Christian in Hereford, not Methodist alone, but every Christian member of every church in Hereford, that next Sunday morning between the hours of 9 and 10 o'clock, at some moment between those hours, that you ask God to put it into the hearts and minds and wills of all the Methodist of Hereford to build that church now. Will you do it? If you will do so faithfully, that will settle it. We are going to build.		

## Editorials, Clippings and Quotations

We are greatly pleased to discover that so many Herefordites are in sympathy with the purposes which brought this page into being. Not only have numerous Methodists expressed gratification and spoken words of encouragement and Godspeed, but many other Hereford citizens who are not Methodist have taken occasion to give encouragement and expressed the hope and belief that the necessary funds would be raised.

The Methodist of Hereford are all right and are as loyal to their creeds, faith and church as the membership of any other denomination are to theirs. Why don't you say Amen. We believe that we are within the bounds of the first line at the top of this page when we assert that the large majority of the church members of all the churches in Hereford are in no immediate danger of fading out because of over zealousness or over work in God's cause.

Do all the citizens of Hereford remember, or not, that only a few weeks ago when we first called on our people to buy liberty bonds or to do anything in aid of our country, you could not get a dozen citizens to meet. Not a baker's dozen would act, or offer to help or serve in any capacity. When a half dozen citizens walked the streets and plead and begged and mixed in some cussing, all they got was a cold, indifferent, disinterested stare. They walked that patriotism was dead, said something about certain colors, yellow and white. But agitation continued, the necessity was shown to really exist, the people began to think and realize the facts. And they, the whole town, the whole county got busy and very busy. Patriotism suddenly sprang to life in every breast and the pure, true, red American blood began to flow and actually surge in every vein. Today there is no more loyal and patriotic spot in America. We have met every call with our money, time, labor, brain and heart. And we are all still happily working at the job.

The Methodists are beginning to realize that it is necessary for them to do some things in Hereford for their country and cause and church and children and Christ. Let them think a minute and realize this, then you watch what happens. The times were never so good and ripe and ready to build and every body knows it.

Don't subscribe yet, be patient, wait until you are asked to subscribe. We are going to build. Get that in your noodle. It is positively a fact.

Say, that man can preach, can't he? Was you there last Sunday? You missed it if you were not. Didn't he hand us one about that apologetic advertisement, though? Well, we never heard any other Methodist advertising him, and then we thought that his sermons ought to advertise him. Maybe they do. Now the last is a friendly joke and you must laugh. For we all love Brother Wyatt, but we haven't acted like it. Now, we guess we are even.

We want every person whose name is published on this page to subscribe his or her part to this building. Understand that we said his or her PART. Not one dime less than his or her part, and not one dime more than his or her part. We do not mean that you should subscribe and pay a sum that you can or are willing to SPARE. Oh, no. We want your real, just, fair proportion. Be honest. Are there a dozen names of people published on this page as Methodists who would be willing to have this church built without a fair, proportionate contribution from them? We don't believe it. Is there ONE person whose name is published on this page who would be willing to attend the dedication of that church and know that he or she failed to make any contribution? We don't believe it. Is there a person whose name is published on this page who would feel right or at ease in attending services at this church ever in the future when that person had refused and failed to make a fair contribution for its building? We don't believe it. Is there a person whose name is published on this page who is unable to contribute something now to the building of this church? We don't believe it. Is there a person whose name is published on this page who HONESTLY thinks that a new building is not needed? No!

There are persons whose names are published on this page who are justly and honestly squarely able to pay the following sums for the building of this church, and within the knowledge of God and their fellow members they should do it, to-wit: Some \$2,000.00. Some \$1,500.00. Some \$1,000.00. Some \$750.00. Some \$500.00. Some \$300.00. Some \$200.00. Some \$150.00. Some \$100.00. Some \$50.00. Some \$25.00. Some \$10.00 and some \$5.00. And let us emphatically, honestly and most earnestly state and impress upon all that the one who pays the smallest amount, if it be his or her FAIR PROPORTION is just as great and has helped as much in the sight of God and honest men as the one whose FAIR PROPORTION was the greatest amount and was paid. All please remember this and also remember that nothing more is asked, expected or wanted. But to one or more who are too niggardly and mean and sniveling and rascally and thieving and dishonorable and dishonest toward God and your fellow members to pay your FAIR PROPORTION you will have a hard time dropping it when it melts in your hands in hell. It may take you there too, it has happened.

Are there any who will be that mean? We don't believe it.

## General Purpose Column



We present to S. S. Class No. 12 especially, and to all other young men's Bible Classes of all the churches of Hereford, Charles D. Bulla, D. D., A. B., A. M., Ph.D., and some others, of Nashville, Tennessee. He is the Wesley Bible Class Organizer of the entire Southern Methodist church.

He will deliver an address to Class No. 12 at the M. E. Church Sunday, September 30th, at 10 o'clock a.m. We invite all the other Bible classes of all the Hereford churches to visit us at that hour. And will you pardon us if we say we dare you to invite Class No. 12 to visit you some Sunday. Just try us one time, that is, if you want us, but if you don't want us to come, you had better not invite us.

Dr. Bulla will also have the 11 o'clock hour at the church.

Say, why not tell Dr. Bulla that owing to the fact that two or three little striped cats got into a fight in the Methodist church that we will have to hold services in the court house while our church is being fumigated? We'll be dogged, if we are going to show him that old chicken coop and tell him that thing is the Methodist church. We just won't do it. We ask any Methodist who feels proud of that thing to please come forward and steer Dr. Bulla up to it. Come on boys, we wait for volunteers. How about you, A-chan?

The Methodist church at Hereford contracted for a page in the Brand for the purpose of boosting the new Methodist church building fund. Jno. P. Slaton is editor-in-chief of this page and Carl Gilliland is general manager. It carries at the head of the page this announcement: "Nothing but the truth will be printed on this page." It was only about half filled. Wonder if it is possible that not enough truth about Hereford and the Methodist church at that place could be found to fill the space? Surely this is not true, but why the blank space.—Lubbock Avalanche.

Yes, brother Dow, there is enough truth about the Methodist church of Hereford to fill several pages like this, but we didn't contract to tell the whole truth. We don't want to be killed. We are going to build.

### Churches Advertising

When you meet a Hereford Methodist be sure to tell him: "I read your ad on the last page of the Brand.—Hereford Brand."

Modernism induces advertising by churches. In the larger cities churches take large space on Saturdays to announce services, usually showing a "cut" of Rev. Jinem Quick, the noted exhorter who will fill the pulpit on the morrow. People read the newspapers more and more. Newspaper advertising not only sells things for the merchants, but it also helps the sinners to "hit the sawdust trail."—Amarillo Daily News.

You can't inveigle us into printing our Rev. Pastor's picture in the paper to draw a crowd. Oh, no you don't. You haven't seen him, we guess.

### Letter from Dr. Chas. D. Bulla

Nashville, Tenn., Sept. 20, 1917.  
Dear Brother:—  
I have your letter of 17th with enclosures. I am glad indeed that my Western itinerary admits of a "rest day" in Hereford. If I cannot leave Hereford to advantage until Monday morning, Oct. 1st, you may put me down for all the services Sunday that you and Brother Wyatt may desire. I am going to have a good time with you.  
The newspaper work in behalf of the new church is great. You are sure to succeed.  
Sincerely your friend,  
CHAS. D. BULLA.

## List of Donors and Sums Contributed by Non-Members

Quae praeter consuetudinem et morem majorum sunt, neque placent, neque recta videntur, sed quae propter necessitatem factam sunt, non debent in argumentum trahi. 32 CYO 1278.  
We apologize.