

HEREFORD OIL WELL NO. ONE HAS OIL TRACE

Seep Oil Crops Out In Bailer When Drill Is At Depth of About 300 Feet; Old Water Wells Show Same Seepage Years Ago

Oil activities in this section took a sudden shoot skyward last Friday when Hereford Oil & Gas Well No. 1 reported a showing of seep oil at a depth of approximately 300 feet. The bailer brought up mixed water and oil from under a seven foot ledge of shale. Samples of the mixture are now on display at the office of L. Baskin. A bottle two thirds full of water shows a topping of about a half inch of good looking oil.

This well is in the neighborhood where seep oil was found in water wells several years ago, at about the same depth this seepage was discovered. It will be remembered that a well drilled on the Mounts place, about three miles from Oil Well No. 1 ten years ago showed distinct traces of oil. This old well was never developed and has never been cleaned out.

The discovery caused a wave of excitement locally, but the drillers kept pounding away, and at this writing are down 400 feet in solid formation and making rapid progress. The officials of the Company are highly elated at the showing to date, and one of them Saturday was offering to wager that they would hit a shallow well, within ten days.

The McDonald well east of town is down over 300 feet and plugging away, although having some difficulty with sand and water. The Muse well outfit is about erected and ready to spud in.

The oil situation is being watched keenly by everyone, and anticipation is rife for an even better showing before many days.

RED CROSS QUOTA IS LITTLE SHY

Final figures on the Third Red Cross Membership Roll Call for Deaf Smith county were not obtainable this week before going to press, the committee not having a complete check on the returns.

However, it is certain that the county did not secure the entire quota asked. In fact, so far as can be ascertained, very few county quotas have been reported one hundred percent, and it is not thought the national headquarters really expected such an outcome.

Up to Saturday of last week about \$700 had been reported. Saturday lady solicitors worked in the postoffice and secured over \$100. Reports from all country districts have not yet been compiled, but returns were light. The full amount asked for was \$1300, and it is thought about \$900 or \$1,000 was actually raised.

While this is disappointing to a certain extent, it is believed to be on a par with the percentage of the quotas turned in by other Texas counties. No strenuous campaign was put on by the committee, as it was realized that financial conditions were not such as to justify such a demand.

Ladies Must Pay Their Own Poll Tax

A recent decision of the Attorney General of the State makes it necessary for any woman who desires to vote the coming year to pay her poll tax, and pay it personally, or else give a written order for it. In other words hubby cannot pay her poll tax and probably do the voting for both, but madam must look after her own political status.

Poll taxes so far are light, but it is believed that many women of Deaf Smith county will avail themselves of the privilege of the ballot the coming year.

Crouch Sells Store To E. T. Gallagher

Announcement was made Monday of this week that the Gents Furnishing business of J. E. Crouch has been sold to E. T. Gallagher and sons.

The stock was invoiced Monday, the store being closed for that purpose, and the new owners are now in charge.

Mr. Crouch has not announced his plans for the future. He purchased the business from Ralph Barnett about a year ago.

Mr. Gallagher recently retired from the News and Confectionery business in the Beene & Shaw building. He has a reputation as a successful business man, and his friends are confidently predicting a prosperous future for him in his new venture.

Little James Bell Stops Freight Train

James Bell, small son of Mr. and Mrs. Allen Bell, of Hereford, flagged his first train one day last week, gave the crew of the Santa Fe Local a shock, and nearly scared his parents to death.

The youngster, whose parents reside in the west part of town, near the crossing of the Santa Fe and Twenty Five Mile Avenue, wandered away from the backyard while his mother was busy, and made his way to the crossing. The Local came along and whistled but James calmly stood his ground. The train stopped and the crew brought the boy to the depot, where Agent Garton finally ascertained the identity of the boy and delivered him to his distracted parents.

James evidently enjoyed his lark and showed by his demeanor that no big engine and a lot of cars could bluff him.

SECOND AT BIG ROYAL EXHIBITION

A carload of grade steer Hereford yearlings, property of O. G. Hill and E. P. Barnard, claimed the unusual distinction of second prize at the great Royal Stock Show at Kansas City last week.

These cattle will be remembered as the same shown here during the County Fair by these gentlemen. Twenty head weighed an average of 720 pounds and brought thirteen cents, averaging a little over \$93.00 each.

These yearlings were slick and good to look at and a splendid example of what can be done in the Plains country by proper handling. They were up against the keenest competition in the world at Kansas City. Messrs. Hill and Barnard are being congratulated on every hand upon their magnificent showing.

Fine Weather Is A Memory of Past

The beautiful weather we have been experiencing all fall has apparently come to an end. Tuesday and Wednesday of this week have been cold, foggy and drizzly, and the Weather Man has been predicting bad weather. The streets are sloppy from a light drizzle and the dampness is penetrating to inhabitants of our high dry altitude. There can be no complaints made, however, as no country in the world has been blessed with as much splendid fall weather as we have this year.



A Union Thanksgiving Service, in which all the congregations of the city will participate, will be held at the First Presbyterian Church Thursday morning, beginning promptly at 10:30 o'clock.

A program of special music has been prepared, and the people are urged to attend the service and render homage for the blessings of the year just past. The program follows:

- Piano Prelude—Mrs. C. H. Dyar.
- National Hymn—"America."
- Thanksgiving Proclamation—Rev. W. H. Terry.
- Hymn No. 423.
- Quartet—Mrs. Homer Fox, Miss Jane Gregg, J. S. Warner and Earl Gough.
- Scripture Reading—Rev. J. E. McClurkin.
- Prayer, Rev. J. R. Sharp.
- Solo—Miss Helen Lambert.
- Sermon, "Think and Thank"—Rev. J. M. Asbell.
- Hymn 434.
- Benediction.

President's Proclamation

The text of the annual Thanksgiving proclamation issued by President Wilson follows:

"By the president of the United States of America: A proclamation: The season of the year has again arrived when the people of the United States are accustomed to unite in giving thanks to Almighty God for the blessings which he has conferred upon our country during the twelve months that have passed. A year ago our people poured out their hearts, in praise and thanksgiving that, through Divine aid the right was victorious and peace had come to the nations which had so courageously struggled in defense of human liberty and justice. Now that the stern task is ended and the fruits of achievement are ours we look forward with confidence to the dawn of an era which the nation will find recompensed in a world of peace.

"But to attain the consummation of the great work to which the American people devoted their manhood and the vast resources of their country, they should, as they give thanks to God reconsecrate themselves to God, reconsecrate themselves to the principles of right which triumphed through

"In witness whereof, I have hereunto set my hand and caused the seal of the United States to be affixed. Done in the District of Columbia, this fifth day of November, in the year of Our Lord, one thousand, nine hundred and nineteen, and of the Independence of the United States, the one hundred and forty-fourth. (Signed) WOODROW WILSON. (Seal) By the President: Robert Lansing, Secretary of State."

Sister-in-law of Mayor Knight Dies

Mayor Knight returned to the city Monday, after an absence of over a week in Denver, Colorado, where he had been called by the fatal illness of a Mrs. Moore, sister of the Mayor's wife.

Mrs. Moore passed away last Friday, and her body was shipped to Glasgow, Mo., the interment occurring on Wednesday of this week.

Canyon Hi Plays Here Thanksgiving

The last football game of the season will be played Thanksgiving Day, on the High School grounds, beginning promptly at 2:30 o'clock. Canyon High eleven will try their luck with Hereford High.

Come out and help the boys register a victory in the final contest of the season.

J. J. Buckner and T. M. Palmer left Monday for Waco, Texas, where they will attend the Annual Convention of the Grand Chapter of the Masonic Lodge of Texas. Mr. Buckner was accompanied by his wife, who will visit in Waco.

His merciful goodness. Our gratitude can find not more perfect expression than to bulwark with loyalty and patriotism those principles for which the free people of the earth fought and died.

"During the past year we have had much to make us grateful. In spite of the confusion in our economic life, resulting from the war, we have prospered. Our harvests have been plentiful and of our abundance we have been able to render succor to less favored nations. Our democracy remains unshaken in a world torn with political and social unrest. Our traditional ideals are still our guides in the path of progress and civilization.

"These great blessings, vouchsafed to us, for which we devoutly give thanks, should arouse us to a fuller sense of our duty to ourselves and to mankind to see to it that nothing we may do shall mar the completeness of the victory which we helped to win.

"No selfish purpose animated us in becoming a participant in the world war, and with a like spirit of unselfishness we should strive to aid by our example and by our co-operation in releasing the enduring welfare of all peoples and in bringing into being a world ruled by friendship and good will.

"Therefore, I, Woodrow Wilson, president of the United States of America, hereby designate Thursday, the 27th day of November, next, for observance as a day of Thanksgiving and prayer by my fellow countrymen, inviting them to cease on that day from their ordinary tasks and to unite in their homes and in their several places of worship in ascribing to God, the Author of all blessings and the Pastor of our destinies.

"In witness whereof, I have hereunto set my hand and caused the seal of the United States to be affixed.

"Done in the District of Columbia, this fifth day of November, in the year of Our Lord, one thousand, nine hundred and nineteen, and of the Independence of the United States, the one hundred and forty-fourth. (Signed) WOODROW WILSON. (Seal) By the President: Robert Lansing, Secretary of State."

Supt. Fertsch To Attend Convention

Supt. L. M. Fertsch of Hereford's Public Schools took the local to Amarillo Tuesday afternoon, in order to catch the Fort Worth & Denver southbound train for Fort Worth. Prof. Fertsch will attend the meeting of the State Teachers' Association, which convenes in Dallas this week.

New Brick Buildings About Ready For Tenants

The four new brick buildings on the east side of Main street are nearly ready for occupancy. The Hereford Bakery & Confectionery has already installed modern and attractive fixtures and is half way through the moving agony. When fully installed Mr. Lewis will have one of the most up-to-date bakeries and confectionery parlors in the entire Panhandle.

Oville Newell's shelves and plate glass windows are also being erected, and he will be moving in a short time. T. K. Wilson's Insurance Agency will take another one of the new buildings. The Brand has not been informed as to who will occupy the building belonging to W. B. Parmer.

Taken as a whole these four new bricks add fifty percent to the looks of Main street. Here's hoping the lead will be followed by other progressive owners.

Tulia Gives Us A Football Lesson

Hereford High's football squad invaded the Tulia territory last Friday and were given a neat and business-like lesson in the art of how to play football. The score tells the story—27 to 0.

Anyone who has witnessed the fighting qualities of Hereford's team knows that it takes a real football outfit to beat them 27 to 0. And Tulia certainly qualified.

As a matter of fact the difference between the two teams was solely one of practice. Following the Amarillo game Hereford did not practice and went to Tulia without adequate preparation. On the other hand the Swisher county aggregation had been steadily improving and systematically practicing for weeks for this game.

It was the forward pass which spelled the difference. Captain Chink Tucker and his associates had the pass down to a science, and had trained his men to block the opposition long enough to complete each play and make a good job of it. They worked the pass time after time. Hereford's line held well and Tulia made insignificant gains through it. But the Tulia interference on end runs and their perfection in the aerial game was too much for our boys.

Hereford was unable to make any substantial gains and were on the defensive practically the entire time. Only in the last quarter did they show a flash of real form. In this period they smashed the Tulia line for some substantial gains, but were unable to push the ball across.

Hereford was badly handicapped by Jowell's injuries. Paul played the first half with his injured hand, but was in no condition to do effective work and was unable to handle the ball on passes. This threw the labor upon Guthrie, who had had no practice. Jowell retired in the last half and the lineup was switched all around.

Basketball is the next school sport, and both the boys and girls of the High School are whipping teams into shape for the season.

TRAIN TIME CARD

Double Daily Train Service Begins on Santa Fe at Midnight, Nov. 30

Referring to the recent announcement of better passenger train service The Brand is just in receipt of the following memorandum from the General Offices of the Santa Fe at Amarillo:

"Important changes have been announced by the Santa Fe in train service, effective Sunday, November 30:

"Trains Nos. 21 and 22, 'The Missionary', which, it is recalled, were withdrawn from service during the early part of 1918, will be re-established, and will run between Chicago, Kansas City and California. Train No. 21, westbound, under the new schedule, will pass Hereford at 6:42 AM, reaching Los Angeles 10:00 PM the next day. No. 22, eastbound, will pass Hereford at 9:50 AM, reaching Kansas City 8:00 AM following morning, Chicago 9:20 PM, second day. Trains Nos. 113 and 118, which are, at present, running thru, will be discontinued west of Amarillo. However, in lieu of the discontinuance of these two trains Nos. 117 and 114, which, at present, operate to Amarillo only, will be extended and run thru to Clovis. No. 117, westbound, passing Hereford at 10:35 PM, and No. 114, eastbound, will pass here at 2:42 PM.

"It will be observed from the above announcement that on and after November 30, double daily service will be available between Amarillo and Clovis, which, in reality, restores pre-war service."

MORE GIRLS THAN BOYS GO TO HEREFORD SCHOOLS

There are enrolled to date in the Hereford City Schools 586 pupils. Of this number 369 attend at Central School and 217 at High School. There are 5 more girls than boys in the grades, and 35 more girls than boys in the High School. The average daily attendance at school is 534. The percent of attendance is 94, but the tardy problem is unusually bad.

All told, however, the schools are making excellent progress. Thanksgiving day will be properly observed by the schools, as a holiday but school will be in session Friday. Parents should please take notice of this and not have the children absent themselves. The school programs rendered by the schools and directed by Miss Mattea McClurkin follow:

PROGRAM "POLLY IN POLITICS" Wednesday Night, December 3 Star Theatre Characters

- Colonel Jasper Danvers (Leader of the Old Guard)..... Rex Harris
- Joseph Pendexter (An Insurgent)..... Atkins
- James Nilas (A Regular)..... Keast Stegall
- Sammy (A Bell Boy)..... Leland Glibbreath
- Mrs. Danvers (The Colonel's Wife)..... Lura Gregg
- Polly Danvers (The Colonel's Daughter)..... Katherine Wilson
- Cora Jones (A Telephone Girl)..... Gladys Haughton
- Marie (A Parlor Maid)..... Marie Burns
- Act I. Parlor of the Imperial Hotel at the State Capitol. The Night of the Governor's Ball.—The Skirmish.
- Act II. Telephone Room at The Imperial. Ten O'clock Next Morning. The Ambush.
- Act III. Committee Room at the State House. Ten Thirty Five O'clock the Same Morning. The Victory.
- Time: The Present. Place: The Capitol of a New England State.

- Thursday Night, December 4
- 1. (a) My Sore Thumb..... R. K. Bruner
- (b) Daddy's Girl..... Mary Inez Hough
- (c) Regerler Wiggler..... Russel Whitehead
- 2. The Terrible Tommy (Impersonation)..... Velma Jarrall
- 3. (a) When Mamma Was a Little Girl..... Thornton Shirley
- (b) When Father Starts to Snore..... Ralph Hastings
- (c) Teeny Weeny Lil Fellows..... Duane Orr
- 4. Ukelele Solo..... Frances Oberthier
- 5. Little Philosopher..... Billie Brodie
- 6. Tom's First Piece..... (Original)
- Finis Williams, Marlin Gilliland
- 7. Music
- 8. A Christian Soldier (Impersonation)..... Pauline Wilson
- 9. Violin Solo..... Lula Orr
- 10. "As One Man To Another"..... Finis Williams
- 11. George's Soliloquy..... Marlin Gilliland
- 12. Music..... Orchestra

"Mrs. Busby's Pink Tea" Characters

- Mrs. Busby..... Lucile Hicks
- Mrs. Dashleigh (The Widow Who Makes It Interesting)..... Gwendolyn Price
- Mr. Busby (Known as Bob)..... Roger Wilkinson
- Mrs. Upperten (Certainly way Up)..... Eleanor Stubbs
- Mrs. Hightone (Who Has Reached The Top Most Round)..... Mozelle Hill
- Mrs. Wisacre (Too Elegant For Anything)..... Bessie Lee Banard
- Miss Mary Busby (Bob's Sister)..... Georgia Karr
- Annette (The Maid)..... Velma Carroll
- Scene: Drawing Room of Mrs. Busby's Home.

Many Young Men and Women Offer Themselves For Christian Service

Southern Baptists Will Have Ample Working Force for New Program—Campaign Hopes to Strengthen Local Churches and Win 2,500,000 Lost to Christ During Next Five Years.



Group of Young Women Volunteers, Preparing Themselves for Special Christian Service at Baptist Women's Training School, Fort Worth, Texas.

Probably the most encouraging development that has come to the Baptist 75 Million Campaign, so far, is the large number of young men and women throughout the South and Southwest who have volunteered their services for special Christian work wherever God may need them. A special day was set apart in the Baptist schools and churches for "calling out the called," when it was expected to secure a minimum of 5,000 volunteers for special Christian service, this number being necessary, it was held, if the enlarged program of the campaign was to be carried out. Returns from these services are still coming in with the prospect that the number will reach at least 7,500.

These volunteers will enter the ministry, go as missionaries, Christian doctors, nurses and teachers to foreign lands, labor in the homeland for the advancement of the kingdom of God or serve in any special capacity where they feel the Lord directs them. Baylor College, Belton, Texas, an institution for young women, led the list of schools with 430 volunteers; Beasie Tift College, Forsythe, Ga., responded with 348; Louisiana College, Pineville, La., 28; Women's Training School, Louisville, Ky., 114; Southwestern Theological Seminary, Ft. Worth, Tex., 83 for the foreign field alone; Oklahoma Baptist University, Shawnee, 57; while similar responses came from numerous other institutions in the various states comprising the territory of the Southern Baptist Convention.

Prominent among the many interesting accounts of the special services held in the churches was a report from Rev. E. Allison, a Baptist minister of Etowah, N. C., who, now in his eighth

year, looks back over an active ministry of sixty years, practically all of which has been spent in the vicinity which he is now serving. Mr. Allison has the unusual distinction of having baptized 5,526 persons and at least 100 additional converts under his ministry have been baptized by an assistant pastor since Mr. Allison's health has not been good, due to his advanced years. When this aged minister of the gospel presented the call for volunteers for special Christian service in this campaign, three young men, all of whom were converted and reared under Mr. Allison's ministry, responded for the ministry themselves, one of them being his nephew.

But the campaign hopes to enlist a large number of Christian workers other than those several thousand who will give themselves entirely to special religious work. The campaign hopes to enlist 2,000,000 additional pupils in the Sunday Schools of the South and Southwest; win 2,500,000 additional souls of this section to Christ during the next five years; bring the Baptist church membership in the South to 5,500,000 and enlist all these in all forms of church work; increase the number of Baptist churches in the South to 40,000, and enroll 40,000 young men and women in the denomination's schools where they will prepare themselves for lives of Christian usefulness in their communities or for service in any part of the world where they may be needed.

While it is the hope to raise \$75,000,000 to be invested in the larger program of Christian service which gave the campaign its name, raising the money is only one of the objects sought. Baptists are being implored to give themselves and all of their talents as well as their money to God, Director Scarborough announces.

McGee Well Drilling in Dark Brown Shale At Depth 2800 Ft.

The McGee well is steadily going downward and this week Mr. McGee reports same at 2800 feet and drilling in dark brown shale, practically the same formation in which they were drilling last week, but it is somewhat darker.

The showing of gas last Thursday was from a second pocket which was breaking through. It is showing a small amount of gas this week from that same pocket which has now been cased off. The hole is caving some and it may be necessary to change casing soon, but the operators are going as far as possible without changing as there is less chances of having to use an under-reamer.—Tucumcari News.

A milling company in Kentucky has asked for 2,500 copies of the handbook on official standards for wheat and shelled corn for distribution to its customers.

Ladies' Shoes Shined

I am back at my old stand at **BEENE & SHAW'S BARBER SHOP** and prepared to give both the ladies and the men of Hereford the best work in the city. Call, or send me your Shoes. Your business appreciated.

Guy N. Smith

Loans

Real Estate

Insurance

Rentals

BARNETT & SKELTON
Over 1st Nat. Bank



WHITE BRONZE MONUMENTS
No Moss-Growth, no chipping, no crumbling. Investigate. Guaranteed For All Time
Sold by **F. R. PUBCELL, Hereford, Texas**
2-20-20

IT'S NOT YOUR HEART IT'S YOUR KIDNEYS

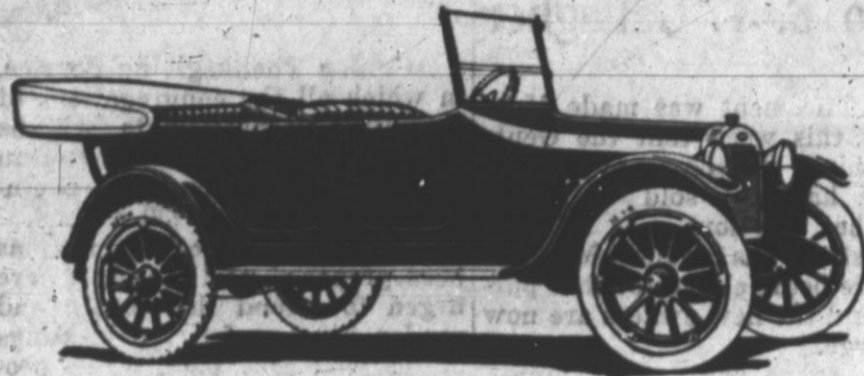
Kidney disease is no respecter of persons. A majority of the ill-afflicted people today can be traced back to kidney trouble.

The kidneys are the most important organs of the body. They are the filters, the purifiers, of your blood. Kidney disease is usually indicated by weariness, sleeplessness, nervousness, dizziness, backache, stomach trouble, pain in loins and lower abdomen, gall stones, gravel, rheumatism, sciatica and lumbago.

All these derangements are nature's signals to warn you that the kidneys need help. You should use **GOLD MEDAL Haarlem Oil Capsules** immediately.

The soothing, healing oil stimulates the kidneys, relieves inflammations and destroys the germs which have caused it. Do not wait until tomorrow. Go to your drug store today and insist on **GOLD MEDAL Haarlem Oil Capsules**. In twenty-four hours you should feel health and vigor returning and will know the day you first heard of **GOLD MEDAL Haarlem Oil**. After you feel that you have cured yourself, continue to take one or two capsules each day, so as to keep in first-class condition and ward off the danger of other attacks. Ask for the original imported **GOLD MEDAL** brand. Three sizes. Money refunded if they do not help you.

THE OAKLAND SENSIBLE SIX



IS THE VERY LAST WORD IN 1919 AUTOMOBILE CONSTRUCTION:

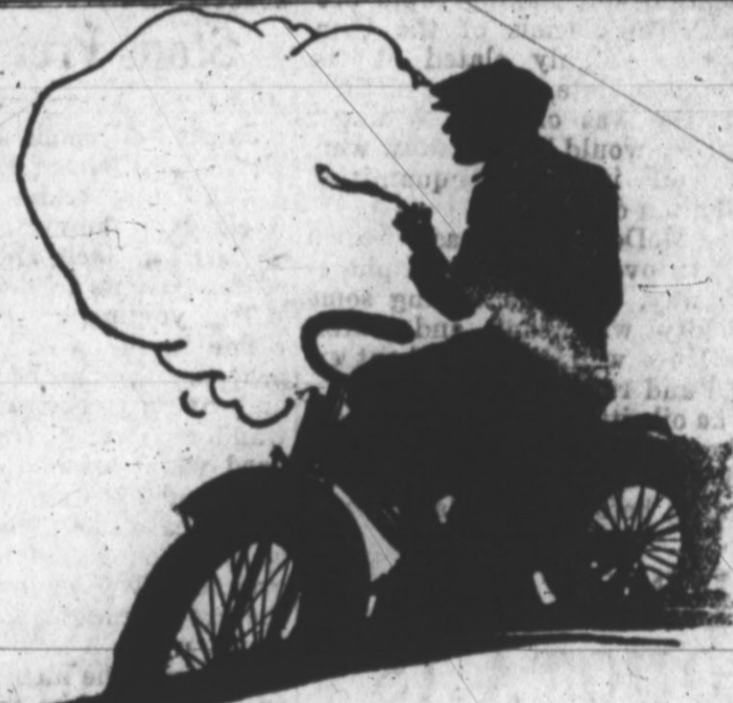
PLEASING TO THE EYE
PLEASING IN PERFORMANCE
PLEASING TO THE POCKETBOOK

Let Us Show It To You

Hereford Garage & Machine Works

Phone 23

A man's best pal is his smoke



"We're way ahead of the bunch"

—Ches. Field

If you want to play a winner, sure thing—put your money on Chesterfield.

In less than three years, more than three million smokers have become Chesterfield fans.

And no wonder! Never were finer tobaccos used in any cigarette. The silkiest leaves of aromatic Turkish and the choicest of ripe, sweet Domestic stock are put together by an exclusive blending method that brings out a new deliciousness of flavor.

"Satisfy"? Right down to your toes! Chesterfields have put added enjoyment into every puff—enjoyment that you don't get and can't get in any other cigarette because the Chesterfield blend can't be copied.

Ligarette

Chesterfield
CIGARETTES



They Satisfy

—and the blend can't be copied

20 for 20 cents

Thirteen Year Old Boy Suicides by Shooting Himself

Charles Collins, thirteen years of age, killed himself at the home of his grandmother, Mrs. L. G. Collins, on College Hill in this city Tuesday morning about seven o'clock by shooting himself in the left breast with a shotgun.

The boy had been reprimanded the night before for some boyish misdeed and altho the boy had shown sorrow for his wrong doing and had been forgiven by his folks, the matter seemed to weigh heavily on his conscience. After a boyish fight with his younger brother Tuesday morning and his grandmother had left the house, he made an angry and impatient remark and ran into the bathroom and shot himself. The indications seem to show that he had loaded the gun and prepared the stick the night before after his reprimand for those in the room adjoining the bathroom Tuesday morning said they did not hear him load the gun. The first intimation they had of his intention was when the gun fired. He fired the gun by placing the butt on the floor, placing the barrel against his breast and pushing the trigger down with a stick. The gun belonged to Charles Ginter, an adopted son of Mrs. L. G. Collins, and he had owned it for several years. He and the younger brother of the deceased boy were in an adjoining room when the boy shot himself.

The load of birdshot tore some ribs in two but did not touch the heart or lungs. It cut a large artery. Dr. H. C. Caylor was called at once but the boy's injuries were too fatal to be repaired and he died forty-five minutes after he was shot, bleeding to death.—Canadian Record.

Good Printing at The Brand.

We expect a Car of

COAL!

any day now

COW FEED
Meal, Hulls, Bran

Hereford Grain Company

In Old Cass Bldg.

Phone 249

"Treading On Air"

means that such people are tickled over something, and lucky for some reason. Owners of

Hood and Federal Tires

are always "Treading on air", and VERY MUCH tickled and very lucky.

The 30x3 1-2, FIVE-PLY kind of Tires. EVERYBODY wants 'em—there's a reason.

The Independent Oil Co.

MILLER & FALLWELL
Phone 113

Parmer County

FRIONA NEWS

Friona was visited Saturday, Sunday and Monday by Mr. Timber, a representative of the Cadmean Chautauqua, who came to interest our people in a Chautauqua program for the coming season. It was decided that there should be at least twenty citizens. The limit was secured and several more beside, so that our town can feel assured of a five-day program of real merit some time during the summer.

On last Thursday night Mr. and Mrs. G. W. Mauren entertained at supper all the men who have been employed in the building of the new elevator. The amount and variety of good things with which the table was loaded would tempt the appetite of the most discriminating epicure. After supper music was furnished by Mr. Mauren and Mr. Johnson.

Last week marked the completion of the Santa Fe Grain Co.'s new elevator, which is an indisputable evidence of the commercial progress and business enterprise of our town and the agricultural wealth and advancement of the surrounding territory. The elevator at its original capacity was 5000 bushels but has been enlarged to a capacity of 20,000 bushels. Messrs. Maurer and Clinen are deserving of congratulations for their business enterprise.

Our weather continues to be as fine as any country or clime can boast of and our farmers are taking advantage of it in getting their feed crops taken care of.

Oil interest seems to continue here as two more cars of casing have been received and unloaded for the Prairie Oil and Gas Company. Lease buyers have been offering as high as two dollars per acre for leases.

Rev. McClurkin, pastor of the Baptist Church at Hereford, was here Sunday and assisted Rev. Forbes with the services.

Miss Ina Jordan, who has charge of the work in language in our

COULD HARDLY STAND ALONE

Terrible Suffering From Headache, Sidesache, Backache, and Weakness, Relieved by Cardui, Says This Texas Lady.

Gonzales, Tex.—Mrs. Minnie Philpot, of this place, writes: "Five years ago I was taken with a pain in my left side. It was right under my left rib. It would commence with an aching and extend up into my left shoulder and on down into my back. By that time the pain would be so severe I would have to take to bed, and suffered usually about three days... I suffered this way for three years, and got to be a mere skeleton and was so weak I could hardly stand alone. Was not able to go anywhere and had to let my house work go... I suffered awful with a pain in my back and I had the headache all the time. I just was unable to do a thing. My life was a misery, my stomach got in an awful condition, caused from taking so much medicine. I suffered so much pain. I had just about given up all hopes of our getting anything to help me.

One day a Birthday Almanac was thrown in my yard. After reading its testimonials I decided to try Cardui, and am so thankful that I did, for I began to improve when on the second bottle... I am now a well woman and feeling fine and the cure has been permanent for it has been two years since my awful bad health. I will always praise and recommend Cardui." Try Cardui today. E 78

school, was called away Monday evening to her home in Plainview by a telegram announcing the serious illness of her mother.

LIVE STOCK MOVEMENTS

John Brownlee shipped five cars of cattle to Mertzon, Texas. Hunter and Crabtree shipped two cars of cattle to Kansas City. L. G. Gould shipped five cars of cattle to Ft. Worth, Texas.

R. Witherspoon shipped one car of cattle to Kansas City, Mo.

J. W. Alexander shipped five cars of cattle to Kansas City, Mo.

E. S. Ireland shipped three cars of cattle to Kansas City, Mo.

J. W. Hamm shipped one car of hogs to Wichita, Kansas.

Claude Higgins shipped two cars of cattle to Chicago, Ill.

A. E. Chamness shipped three cars of cattle to Kansas City, Mo.

J. L. Fuqua shipped one car of cattle to Kansas City, Mo.

Ed Connell shipped one car of cattle to Kansas City, Mo.

Orin Renfro shipped two cars of cattle to Kansas City, Mo.

Johnnie Kemp shipped four cars of cattle to Kansas City, Mo.

Manley Bros. shipped two cars of cattle to Abilene, Texas.

G. W. Brumley shipped one car of hogs to Ft. Worth, Texas.

John Brownlee shipped two cars of cattle to Wichita, Kansas.

A. L. Gibson shipped one car of cattle to Kansas City, Mo.

"BETTER SIRES" SHOW

Every Indication That Denver Stock Show Will be Bigger and Better Than Ever

Few people realize the immense value of the annual Stock Show at Denver to the live stock industry of the Rocky Mountain West. The slogan at the next show, January 17 to 24, is to be "better sires." The Stock Show management has decided to emphasize this lesson to the stockmen at the coming show. It is an old saying that "the sire is half the herd." A great many think that it is at least 75 per cent of the herd. The value of pure-bred bulls in a range herd of cattle can hardly be underestimated. With the herd of very ordinary cows, the addition of pure-bred bulls of good individuality will add from ten to twenty dollars to the value of each animal.

What is true of the cattle applies with equal force to hogs, sheep, horses and poultry, and the "better sires" slogan will be prominent in each and every department of the show. The indications are that the number of exhibits in the show in January will be much in excess of those at any previous show and the quality will be far beyond the best that has ever been seen before.

A large force of men is busy at the stock yards making preparations and there will be a number of changes to be seen in new building arrangements. Entries are already pouring in and the management of the show announces that no entries will be taken after January 1.

SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith.

By virtue of an Execution issued out of the Honorable District Court of Deaf Smith County on the 6th day of October, 1919, by the Clerk thereof, in the case of Parlin and Orendorff Implement Company, et als. versus J. I. Walker et al. No. 788 and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in December, A. D. 1919, it being the 2nd day of said month,

before the Court House door of said Deaf Smith County in the town of Hereford, Texas, the following described property, to-wit: All of section No. 76, Abstract No. 1045, Block K-3, in Deaf Smith County, Texas. Levied on as the property of J. J. Perkins to satisfy a Judgment amounting to \$5,355.90 in favor of Parlin & Orendorff Implement Company et als. and cost of suit.

Given under my hand, this 5th day of November, 1919.

C. S. PURCELL, Sheriff Deaf Smith County Texas. 41-4t

SHERIFF'S SALE

STATE OF TEXAS, County of Deaf Smith.

By virtue of an Order of Sale issued out of the Honorable District Court of Deaf Smith County, on the 23rd day of September, 1919, by the Clerk thereof, in the case of Louis J. Ochs versus W. B. Mersfelder and Thos. J. Zook, No. 1176 and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on Tuesday, the Second day of December,

A. D. 1919, at the Court House Door in the city of Hereford in Deaf Smith County, Texas the following described property, to-wit: The Northwest one-fourth of Section No. 8 in Township No. 2 North of Range No. 1 East of Capitol Syndicate Subdivision as shown by a plot thereof on the Deed Records of Deaf Smith Co. in Vol. 19, page 223.

levied on as the property of W. B. Mersfelder on the 10th day of Oct. 1919 to satisfy a judgment amounting to \$1377.20 in favor of Louis J. Ochs with Interest thereon at 10 per cent per annum from May 13th, 1919 and cost of suit.

GIVEN under my hand, this 5th day of November, 1919.

C. S. PURCELL, Sheriff 41-4t


DELCO-LIGHT
The complete Electric Light and Power Plant



Safe for the children. Brings lasting cheer. Benefits the whole family.


Ford Garage

BRAND



HEREFORD CATTLE CO.
Hereford, Texas
Registered and High Grade Bulls For Sale
27-2-1-20 Phone 167-F3

CATTLE BRAND




(bar) just behind right shoulder.
T. F. BURKES,
13 miles north, 4 west of Hereford.

BRAND



If U. C. same notify C. C. Slaughter.

BRAND



WANTED—5 or 6 gang disc plow. Must be worth the money.
BLAIN BROS.

Absolutely Free

With each Cleveland Tank Type **TRACTOR PURCHASED** Through Us This Week Your Choice of

An Oliver Double Row Lister

or a

Power-lift Oliver Three-disc Plow

or their equivalent in other power-lift machinery

C. O. Lee Hardware

Good Printing at The Brand. Good Printing at The Brand.

STAR TIRES

The Product Of **Akron's Master Tire Builders**

The kind of a tire that you can put on your car with a comfortable feeling that it will not give you any bother for thousands of miles. And it won't.

Thompson's Garage

6 Per Cent Money to Loan on Land

I represent the First Texas Joint Stock Land Bank of Houston, and can make loans anywhere in the Panhandle on improved farms and ranches at 6 per cent interest on the amortization plan in sums of \$5,000 to \$37,000. Prompt service, inspector lives in Amarillo, no long tedious delay in closing loans. Loans can be repaid in 5 years or any time thereafter, but loans are made for 33 years and 1 per cent paid on the principal each year will pay off the loan at the end of 33 years. Exclusive agent for counties of Carson, Randall, Oldham, Armstrong, Potter and Deaf Smith. If interested see or write

R. C. Neely
Room 4, Old P. O. Bldg. Amarillo.

PECANS!

When we stole a march on the Jobbers and purchased our requirements of PECANS direct from the Growers, right in the Pecan Raising Belt, we knew we had accomplished a saving of at least 25 percent.

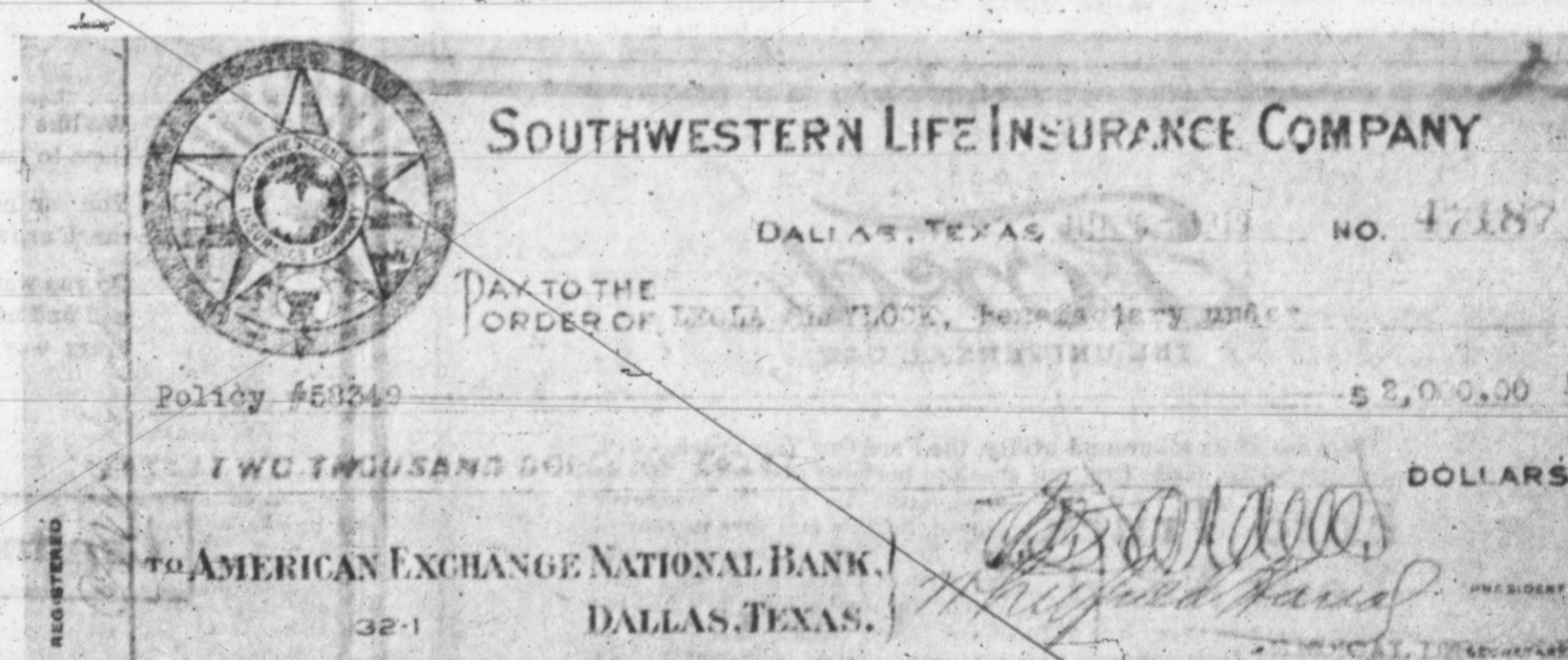
We purchased twice the quantity we usually buy, but regret that we did not purchase even twice that amount.

Do your Christmas shopping early, try our plan of merchandising, we can save you money.

CASH AND CARRY GROCERY
HEREFORD, TEXAS

Record Payment of Death Claim!

SOUTHWESTERN LIFE INSURANCE COMPANY



DALLAS, TEXAS, NOV. 20, 1919. NO. 42187

PAY TO THE ORDER OF *Everitt Blaylock*

Policy #53249 \$2,000.00

TWO THOUSAND DOLLARS

TO AMERICAN EXCHANGE NATIONAL BANK, 32-1 DALLAS, TEXAS.

Everitt Blaylock, of Hereford, died in June, 1919. He was the holder of a Life Insurance Policy in the SOUTHWESTERN LIFE INSURANCE COMPANY, of Dallas, Texas, in the sum of \$2,000. He had paid only one premium on this policy, and had been in the Company only one month and twenty-two days.

The photograph above shows the Company's check for the full amount of the Policy, issued to his beneficiary the same day proofs were received at the Dallas office.

NOTE:—Every Policy carried with the SOUTHWESTERN LIFE INSURANCE COMPANY is Registered with the State of Texas, and the Legal Reserve Deposited.

Let me talk to you about your Life Insurance.

AL MILLER, Local Agent

Round Oak
Stoves
Feed Grinders
TRACTOR PURCHASED
Through U. S. This Week
Stover and Bowsher
An Olive Double Row Listel
Garrison Brothers
HERFORD BRAND
Three-disc Plow

THE HERFORD BRAND
PUBLISHED EVERY WEDNESDAY BY THE HERFORD PUBLISHING COMPANY
HOLMAN & STECKMAN, Proprietors

Entered April 17, 1901, in the postoffice at Herford, Texas, as second-class mail matter. First number of the paper issued Feb. 25, 1901, as the Herford Reporter; first number of The Brand issued March 21, 1902.

Subscription Price \$2.00 per Annum in Advance

COURTESY CAMPAIGN
Ever since the war began the American people have been swamped with "drives" and "campaigns" of every description under the sun for money to be used for patriotic purposes. During the war of course this was necessary and the people responded in a way which will contribute a splendid chapter to the history of the times. Since the armistice, however, there has been no let up in "drives" and "campaigns" of every description. Hardly a week goes by but we are asked to drive some more. In this issue of the Brand there is a story about the prayer of a preacher who is beginning to feel the force of all these drives which strikes us as being singularly appropriate at this particular time. And in this connection we quote below a communication from a Dallas citizen to The Dallas News concerning a "drive" which will give our sorely tried pocketbooks a rest and at the same time reflect credit upon organized community effort. If a "Courtesy Campaign" will help Dallas, why not Herford? The arguments Mr. Bateman uses for such a drive in Dallas apply equally well to Herford. Let's try it! Let's apply it!

Reading activity continues in the Dallas country. It is thought, however, that some of the big oil companies have allowed all the hands they want and will withdraw soon. The rig for the Dalhart Oil & Gas Company has been shipped from Los Angeles, and is due here in about ten days, when it will be set up and the well will spud in. This company has sold about all the stock that will be offered at par. The rig for the Tarron Oil Refining Association will probably be purchased next week. This company will drill a well in the northeast corner of the NW 1-4 of Sec. 24, Block 170, T. 24 N. O. Grant, Hartley County, known as the Stone ranch. The company reports considerable activity in the oil field. The H. E. Taylor Syndicate of Henrietta, Texas, will begin drilling on its location in Block 8 near Texaco soon. The Youness interests have accepted the contract for a well near Conlen, and have put up the money guaranteeing to drill. The Prairie Oil & Gas Company, the Sinclair Oil & Gas Company, and the Sinclair Oil & Gas Company have been busy this week getting their leases and are not giving out any information as to exact locations for drilling. Activity in the vicinity of Channing continues, and it is reported that leases have been bringing fancy prices. The highest prices paid being around Duncan, eight or ten miles north of Channing. —Dallas Texan

TALBOT O. BATEMAN.
Dallas, Nov. 27, 1931.
An eastern manufacturer tried to peddle a special make of women's shoes at \$6 a pair. Women would not buy the shoes, and they were withdrawn from the market. The manufacturer put the shoes back on the market at \$12 a pair and they sold like hot cakes. The comment on the foregoing is—woman nature.
It is scarcely too much to say that a poor orchard is worse than none. On a farm for trees are a source of pleasure to the owners and a menace to the neighbor's orchard that is up-to-date fashion.
Marriage is a lottery only when one or both of the contracting parties insist on making it such. One must expect perfection in his or her mate unless willing to accept the same in return.
The most fortunate man in all the world is he who has achieved the greatest success through his own honorable and unaided efforts.
Editors and publishers are presumed to be the most holy men on earth. And justly so, for their pay is the most unholy.
Truly great persons are often insignificant in their own estimation. But not so with the peewee who spies the part.
When you want a thing and haven't got it, do the obvious thing: go out and get it. It will not come to you.
The ill-fated individual who is to fortune for success. The man of resolution carves it out for himself.
If the Bolsheviks go to war against Germany, as threatened, which side will you sympathize with?
If you would serve as an example to others, you must see that no one forges ahead of the example.
The young man who learns to depend first upon himself will seldom have to appeal to others.
Life, to many of us, is just one harrowing dream of what is going to bat us next.

- REGISTERED AT HOTELS**
Big Square—Anderson Wye, Happy—C. L. Good, Eastland—R. C. Kentwood, Amarillo—B. C. Byrons, J. L. Smith, B. Brands, N. W. Brown, C. R. Corsey, Archie Lynn, N. W. Puckett, E. L. Hake, E. W. Foster, P. P. Are, J. Samblin and wife, Farwell—Thos. J. Allen, Clarendon—R. L. Biggs, Arthur Letts, R. L. Biggs and wife, Dalhart—Clifford Braly, Abilene—Easton Maney, J. Maney, Dallas—L. Scott Little, F. V. Lowery, F. C. Markes, C. R. Ferguson, T. M. Bryon, Frank R. Dicky, Joe A. Davis, El Paso—S. D. Mann, Elkins, N. M.—W. B. Miller, Grand N. M.—E. F. White

For Sale
Five room house and two acres land for lease or sale. Have some dandy resident property for sale at the right price. Three sections well improved, 5000 acres, well improved, 5000 acres, well improved. Price \$14.50.
H. Pittman
Hereford, Texas

Kafir and Maize
Our bins are now empty and ready for your grain. One car coal one this week. Don't know when we can get any more.
McQueen Grain & Coal Co.
Phone 1

A Progressive Bank For Ambitious Farmers and Stockmen—Come in and See us
We like to talk with ambitious stockmen and farmers and help them to larger success. You can never outgrow this bank—regardless of how large your ranch or farm grows, we can finance you. Do you want more land next year or better stock? Or both? YOU will find us mighty glad to get acquainted and ready to help you in every way possible.
Capital and Surplus Over \$100,000
THE ONLY BANK IN DEER SMITH COUNTY WHOSE FUNDS ARE PROTECTED BY THE STATE GUARANTY FUND.
First State Bank & Trust Co.

Ford
THE UNIVERSAL CAR
Because of its all-around utility, the Ford One Ton Truck—with worm drive—has made itself an absolute business necessity. It's so dependable in service wherever placed, flexible and sure in control and low cost of operation and maintenance and possessing that vanadium steel strength, it has become the want in every line of business, from retail merchant to manufacturer, from engineer to contractor, from corporation to farmer. Let us tell you details and give you a demonstration. Truck Chassis, solid tires, \$550 f. o. b. Detroit; with Pneumatic tires \$590 f. o. b. Detroit.
Ford Carriage

Capital and Surplus Over \$100,000
THE ONLY BANK IN DEER SMITH COUNTY WHOSE FUNDS ARE PROTECTED BY THE STATE GUARANTY FUND.
First State Bank & Trust Co.
CASH AND GROCERY
HERFORD

The Preacher's Prayer

Dear Lord: Thank you for all your many blessings all my years, and for giving me for you and your kingdom all our boys and girls. Bless all our people and all people who name thy name everywhere. And be with my brother ministers and help us all to build up thy kingdom in this place.

Give us this day our daily bread. Help me to squeeze my unpaid salary out of these careless and thoughtless people. They mean well, O Lord, but they forget that if we preachers don't eat we can't work. But don't mind me, dear Lord, what makes me suffer is to see the wife and children lacking for food. And of that dear girl who married me and has helped make twice as useful to you as I would have been—if she'd married some one else she could have clothes befitting her. Please help so another birthday don't go by without her having some kind of a new dress.

And give the boys and girls courage enough to stay in school with their patched and darned clothes, for if they are to serve thee well they need an education.

You sent the quail to the Israelites in your displeasure. And we want you to be pleased with us if we never eat another beefsteak.

You know how we've had nothing but mush and milk for supper for many days and Little Bill gulps when I ask a blessing over it.

But I would rather eat mush and milk in thy parsonage than eat beefsteak in the tents of wickedness. But the children, they don't understand. If I could give the wife and children a few of the comforts of life by being led out and shot—well, you know me, Lord.

Bless all the councils and committee meetings of our dear church. These are great days for thy kingdom, Lord.

Almost every month our great men and secretaries are making surveys for the spread of thy kingdom, and devising plans how to make us ministers more useful to thee and thy kingdom.

Hundreds and hundreds of our great leaders are lying awake nights thinking up new things for us to do, and new ways of doing the old things. Keep these men in health. Keep them from getting

dyspepsia, and from hotel fires and railway accidents, that their usefulness be not impaired.

Give great wisdom to these men who are figuring on how much money it will take to bring in thy kingdom. For if it goes into the billions, I won't be here to see it. I'd rather dig dirt than ask old Deacon Strong for another penny. And they all act, when they give a dollar, as if they were giving it to me. When I bury these people I am supposed to tell how generous and kind they were. Change these people Lord, so I won't choke when I preach their funeral sermons. And you know, Lord, of all the money we've raised on these million movements, I haven't had a buffalo nickel. Keep me from being covetous and make me strong enough to keep me from being covetous—but when I think of what a little of this money we raise, would do for the family—O God, I'm weak and sinful.

And Lord, if you need to raise up any more great movements to bring in thy kingdom, won't you make them self-oiling? These promoters of these great enterprises say the earth is yours and the cattle on a thousand hills are yours. Please stir them to round up some of these cattle to brand them. I've chased them until they bellow and run when they see me a mile away.

And Lord, won't you put it into the hearts of these great men who are always planning great things for us to do, to do some of these things themselves to show us how. If these men would only try out in their own churches getting the classes and masses together, making labor and capital drink from the same cup, it would encourage us.

Then we might have something clear to follow and if it wouldn't be too much for us to ask, would you mind putting one of these great men in a place like ours—except the mush and milk and hardships, and let him try the things he thinks up for us to do.

Give us strength to stagger under the load that has already been laid on our shoulder, and give us faith and fortitude to take on the greater loads, that these men are planning for us. Amen.

And the daily Scripture lesson for this poor brother was from Matt. 23: 1-13 and Gal. 6:2.

—From: The Expositor.

WOMAN SPEAKER TELLS OF CONDITIONS IN SOUTH AMERICA

MRS. IDA CLYDE CLARKE, TRAVELER OF WIDE EXPERIENCE, FINDS EXCEPTIONAL FIELD FOR WORK AMONG WOMEN.

By Mary Corner Raymond

With contagious humor and in picturesque descriptive style, Mrs. Ida Clyde Clarke, newspaper woman, traveler, magazine writer, author and contributing editor to Pictorial Review, held a delighted audience in smiles and wrapt attention at the evening session of the Southwestern Field conference of the Y. W. C. A. at Dallas while she related her experiences and observations during a six months' trip in South America. Her subject was "The Challenge of South America to the Y. W. C. A."

True to her newspaper training and the characteristic temperament of the newspaper writer—ready for any emergency, from a fire to a sudden trip to South America—Mrs. Clarke picked up her hat and handbags on short notice and went to South America last January with a commission of three other women sent by the national board of the Y. W. C. A. to study the conditions and needs of women and girls in the Southern continent. Many appeals had come to the national board to send Y. W. C. A. workers to South America. As it is the policy of the association never to send workers anywhere for permanent work without first making an investigation as to the practicability of the enterprise, Mrs. Clarke, because of her experience as a traveler, was asked to be a member of this survey commission.

On the principal that a newspaper woman may go anywhere or do anything within the law, no matter what the traditions or customs of a country may be, Mrs. Clarke met presidents and diplomats, women of high and low degrees; made trips into countries where she was told women travelers never went alone, and everywhere, she said, she was treated with characteristic Latin courtesy. In every country she was struck with the immense wealth and culture of the higher classes, a universal eagerness for the progressive methods of North America, a universal desire for social and welfare work among women, and with it all she marveled at the vast resources of the country—forests of mahogany untouched by the ax and territory visited

by no commercial enterprise except packers.

Social work among girls and women is as undeveloped as many of the natural resources of the country, she said, and the much-abused packers are doing in some places for their girl and women employes Y. W. C. A. work—not in the name of the Y. W. C. A., to be sure, for there is no organization there; but the heads of packing industries are trying to meet some of the needs the Y. W. C. A. meets with employed girls in the United States. The Y. W. C. A., she said, is also doing as far as it can Y. W. C. A. work because there is so much need of work for women.

The efforts of the men to provide opportunities for girls such as they have in North America were humorously illustrated by an enterprise undertaken in Brazil. A young President of one of the States of Brazil visited the United States and was greatly impressed with advantages afforded girls here. Like a regular Ad Clubber or Rotarian, he went back to his home city, interested all the other progressive young business men, and they built a school for girls. It was elaborately equipped for teaching domestic science, thinking that first of all girls should be trained to be home-makers. Courses were announced for "graduate wifehood and motherhood." The school, plenty of money to conduct it, pupils—everything but teachers were found. Again they turned to the United States and got a faculty of young women about 21 years of age to teach wifehood and motherhood. The school is now closed and the "faculty" have sought more suitable vocations.

At Rio Janeiro, a city of 1,900,000 population, she said, were 20,000 employed women and not a building where such a woman might have lunch while every third door is a coffee house for men. "When eating in your scientific cafeterias and in the lunch rooms provided by factories and department stores for women employes, think of the girls of Rio Janeiro, eating a sandwich and a banana where ever they can find a spot to stand or sit.

The one thing the matter with the woman movement in South America," Mrs. Clarke said, "is that it has no self-starter.

"If I were free to do so, I should go to South America tomorrow to help do the social and welfare work among girls and women that all classes of women are asking for."

Attending the conference were representative women from Texas, Oklahoma and New Mexico. Much interest was manifested in the conditions as described by Mrs. Clarke and the appeal made to extend the work of the Young Women's Christian Association in South America. Members of the Association and other interested women in the Southwest will co-operate with the National Y. W. C. A. in sending Y. W. C. A. secretaries to establish permanent work in new centers in the Southern Continent.

SLAT'S DIARY

FRIDAY—I had 2 laff this evening because I was so amoused at pa & ma which got 2 arguing & pa got the best of it. ma got so Exsited she strained the Tea threw the Fly swatter which was laying on the table. Just water for Supper.

SATURDAY—pa quit his job tonite he sed the ferm Insulted him. I ast him how & he sed they removed his name frum off the Payrole. He had been in that place almost 2 weeks.

SUNDAY—Ma cum home frum church which I diddnt stay for & she called at me & when I cum she sed 2 me Slat's I had 2 Oranges in the cubbard & now they is only 1 how come. I replied & sed I had not saw the other 1. Even then she seemed out of yumor even after I had tole the truth 2 her. Which I dont sumtimes.

MONDAY—The teecher was a teeching us about Australy & the Queer animuls which is in that country and then she was asting us queschuns & she sed What animul is it who does not stand on all of its Legs all the time & can not walk like other animuls but it takes funny little hops & skips. Jake helt up 1 of his hands & sed he knowed. So the teecher shuk her hed at him 2 answer & he replied & sed it was Charley Chapland. Which was wrong for he is frum the U. States.

TUESDAY—They was a birthday party at Janes house tonite & her ma Invited me for to cum which I did. They played post Office & oh boy Jane called me in for a 2 ct stamp which is a Kiss & when I kist her she sed 2 me You kiss like you know how. I replied 2 her How do you know which she diddnt answer me.

WEDNESDAY—Pa ast me why it is I start in well at skool in the fall & then wind up by being at the foot of the Class & I sed I reckoned it was because it was so neer the steem radyator.

THURSDAY—I guess I am in Bad at home. I got a cold & got kep in for a poor lesson in fissiology. & about all I can get at home now is Caster Oil from ma & Advice frum pa.

Habitual Constipation Cured in 14 to 21 Days

"LAX-FOS WITH PEPSIN" is a specially-prepared Syrup Tonic-Laxative for Habitual Constipation. It relieves promptly but should be taken regularly for 14 to 21 days to induce regular action. It Stimulates and Regulates. Very Pleasant to Take. 60c per bottle.

Good Printing at The Brand.

BARBER'S LINEBRED ANXIETY HEREFORDS
Representing Godpell & Simpson's best producing families
Now offer Intensely line-bred young herd bulls by such sires as the \$3600 Dominer, No. 505184 and Beau Randolph Second, No. 568485 by the \$7000 Beau Randolph.
If you appreciate the better class of cattle, you will find them on my farm. Address
RIVER PARK HEREFORD FARM
C. E. Barber, Prop. Hereford, Texas.

5 1/2% FARM LOANS
WHY PAY MORE?
The Government's own system for financing the farmer and ranchman. No red tape. No limit on amount, if you have the security. Interest 6 percent on amounts over \$10,000.00.
J. FRANK POTTS

LISTEN
You can hardly rent a house in Hereford for love or money. If you do rent you are throwing away so much per month that will never come back. Why not own your own home and acquire an equity?
BUILD YOU A HOME.
Rockwell Brothers and Company



Dodge Bros. Service Station
Dodge Parts Carried in Stock
We are expert Repair Specialists, with successful experience behind us.
Bring us your car—Any make—and let us put it in shape for you.
Terry Brothers
OLD AMERICAN HOTEL BLDG.

Tires Tires Tires

We are very much pleased with the way our big stock of tires is moving but the factory continues to send back orders so we must sell a little faster to further reduce our stock.
Factory representatives tell us we have the largest stock in the Panhandle—larger even than in their branch houses so you see we will have no trouble to fit your car or pocketbook. We have the best tires for the price; also the best regardless of price.

TELEPHONE 23

Hereford Garage & Machine Works
EVERYTHING FOR THE AUTOIST

Just Received
Car Load
Fordson Tractors
If you are expecting to use a tractor this fall—place your order now as it is not certain that another carload can be had in the near future. Remember only 7 Tractors come in a carload—and delivery will be made according to the date order is placed.
PRICE F. O. B. DETROIT
\$750.00
It now requires a signed order with a deposit of \$25 to insure delivery
Ford Garage

SOCIETY AND CLUBS

MISS OCELE GILLAND, Photo 28

MOTHER'S CLUB

The Mothers' Club met November 18th at the home of Mrs. Walter Dunlap with Mrs. Bowers as hostess. The following program was given:

Subject—"Thanksgiving."
Paper—"Live Not Unto Thyself"—Mrs. Ed Connell.

One minute talks on subject by members.

Both papers and talks were very much enjoyed by all present. It was voted and carried that a ten dollar donation be given by the Club to charity.

Our president, Mrs. Tynes, and baby were with us again after several weeks absence.

Delightful refreshments which consisted of a salad course were served by the hostess assisted by her daughter, Mrs. Walter Dunlap.

The Club adjourned to meet Tuesday, Nov. 25th, with Mrs. Ed Connell.

BAY VIEW

The Bay View Club had a most interesting meeting at the club rooms last Thursday, Nov. 20th. Word had gone around that Mrs. Guthrie was going to make a comparison between "Chitra" and "The Princess," and all who could be present were there to hear this comparison. Mrs. Guthrie handled the subject in her usual brilliant manner and it proved a great treat to all.

The Club will not meet this week on account of Thanksgiving and for the next lesson "Chitra" will be concluded and Mrs. Chas. Donald will have a paper on "Woman, past and present."

All reference and study books have arrived now and the Club is settling down to real study work.

HEREFORD CHORAL CLUB

The Hereford Choral Club had a splendid rehearsal of "The Rose Maiden" Friday night. Everyone was in his place on time eager to begin. Those of you who sing are certainly missing something worth while when you miss these rehearsals. The next meeting will be at the Courthouse and you are expected to be there—7 o'clock prompt. You will receive a hearty welcome.

PARENT-TEACHERS' CLUB

The Parent-Teachers Club will have a meeting on Friday afternoon, December 5th, at 3:30 p. m. in the Central School building. Program for the meeting will be announced in next week's Brand.

After several secret meetings and much planning Mr. Ashbrook's Sunday School Class surprised one of its members with a birthday dinner on last Thursday, November 20th. This dinner was planned in honor of Mrs. J. B.

Jones' birthday and as a "Get-together" meeting of the Sunday School Class. Mrs. Jones and a neighbor were playing duets as the "Bunch" arrived and the duets were changed to Oh! and Ohs!

In a few moments the class had charge of the kitchen and a most wonderful chicken dinner was served to about 35 ladies.

After dinner Mrs. Spradley, the class president, called the ladies to order and some business was disposed of and plans were discussed.

All too soon this happy day came to a close and all departed wishing Mrs. Jones many, many more birthdays as happy as this one.

The Music Study Club met Monday at the home of Mrs. E. V. Allen. Mesdames Allen and A. O. Thompson as hostesses.

Mrs. Gibson was leader for a very interesting program on Ireland and Wales, as follows:

Questions.
Irish Medley—Wiegand—Mrs. Jessie Stanford.

The Harp That Once Through Tara's Hall—Miss Clyde Wilson.
Irish Folk Stories—Mrs. Chas. Ferguson.

The Valley Lay Smiling—Mrs. Carl Mountz.
Believe Me If All Those Endearing Young Charms (Concert Transcription)—Mrs. C. H. Dyar.

The Leprechaun—A. Cyril Graham—Mrs. Homer Wilkinson.
Robin Adair—Misses Elzina Mounds and Clyde Wilson.

All Through The Night—Welch—Mesdames Price, Gibson, Hawkins, Ashbrook.

Chorus—Club.
Delicious refreshments were served and a very pleasant half hour was spent socially.

APPLES!

Carload of boxed Winesap and Black Twig Apples due here first of next week. This is nice stuff and the very thing for your winter storage. Phone us, No. 113. 44-1t Miller & Fallwell.

The Golden Rule

Produce and Confectionery

Bring us your poultry, eggs, cream, butterfat, produce. We pay highest market prices.

Candies, fruits, confections of every nature.

W. R. Hawkins

Between Fox Mercantile and Tubbs Shoe Shop.

MONEY

For
Castro County Farmers
at 5 1-2 per cent

Through Dimmitt National Farm Loan Association

B. D. Woodlee

Secretary-Treasurer
Dimmitt, Texas

CASTRO COUNTY

DIMMITT

As the weather is ideal for farmers, threshing is in the order of the day.

The young ladies of Dimmitt met Friday night and organized a Club to meet Friday nights at the homes of the different members. It is to be called the I. F. E. Club.

A pie supper and Thanksgiving program will be given at the High School Auditorium Thursday evening, Nov. 27, 1919.

The Methodists will have a new Pastor soon. Mr. Florence from the Waco Conference, it is understood. He is expected to arrive at any time.

Rev. McNeally was sent to Happy, Texas. He, with his family went to their new home last Thursday.

There was a good roads meeting at the Courthouse Friday night in the interest of one of the many highways going thru the country:

Mrs. B. Rowan, of Artesia, N. M., is visiting her daughter, Mrs. Bruce McLean.

The Graham Bros. of Marlow, Okla. have bought the Hogan ranch ten miles southeast of town.

Mr. Hogan has bought land about six miles south of Hereford.

Mrs. Baxter Easter is visiting her mother in Hill Co.

Miss Grundy, a teacher in the Canyon public school, is spending the week-end with Mr. and Mrs. Rea Gilbreath.

Mr. and Mrs. Shuford entertained at Sunday dinner, Judge and Mrs. Woodlee, Judge and Mrs. Kerr, Misses Fannie Cash, Mary Cowser, Bettie Rose Kerr, Mildred Woodlee and Emmett Gerdes. The occasion being the sixteenth birthday of their daughter, Leola.

Mrs. Fuqua, of Kansas City, who has been visiting her sister, Mrs. Douglas, returned to her home last week.

Bryan McDonald, the only boy from this place still in camp, says the only thing the Armistice has done for him is that he can sleep till 7:30 if he wants to instead of 5:45.

Sunday night Rev. Standifer of the Presbyterian Orphanage at Albany, spoke in the interest of the orphans and contributions to the amount of \$101.50 were made for the improvement of the property.

Parmer County

BOVINA

Last week was "Jonah" week for this little city. Sunday night about dark the Hammett residence in the southern part of town was discovered in flames, and by the time people arrived on the scene the flames had gained such headway as to make it impossible to check them. By heroic work the adjoining buildings were saved, but that would have been impossible had the wind been blowing.

Then on Monday morning at about nine o'clock the Bovina Garage caught on fire from a vulcanizing outfit and was quickly burned to the ground, as well as the building formerly used as a barber shop, but which was empty, with the exception of a few barber supplies. At a later date in the week the old hotel at the wagon yard, now occupied by Mexicans, was discovered on fire, but was put out before any serious damage was done. The origin of this, as well as the Hammett fire, is unknown.

O. J. McLean is erecting a four-room bungalow adjoining the Methodist parsonage property, having sold his residence to Mr. Owen, from Eastland.

B. P. Abbott has been in Post City this week.

F. W. Jersig attended the Methodist Conference at Lubbock for a day or two during the session.

R. B. Ezell and family have been visiting in Ralls, their old home.

All the honor belonged to Bovina last Friday, when our school played Friona basketball. Bovina won both the boys and girls games, by an overwhelming score.

Bovina will be left "high and dry" in the new Santa Fe schedule which goes into effect next

Sunday. Only one train each way daily will stop at Bovina, and the Locals will no longer carry passengers.

Final Red Cross Roll Call Drive Reports will be given in time to report next week.

"Deacon Dubbs," the rural comedy presented here by local talent, was a decided success.

As a personal note we wish to say that we have recently been returned to the pastorate of Bovina Methodist church for the third year, by the Conference in recent session in Lubbock. We feel grateful to these good people for their kind indulgence, and shall try to make ourselves worthy by the best year's service of our lives.

The Bovina people "stormed" the parsonage with all things good to eat Monday night. Again we say "thanks."

The next time your horse balks, try putting a little dust, or sand, from the wayside on his tongue. It is quite effective in getting his mind away from his determination not to move.

Piles Cured in 6 to 14 Days
Druggists refund money if PAIN OINTMENT fails to cure itching, Blind, Bleeding or Protruding Piles. Instantly relieves itching Piles, and you can get mental sleep after the first application. Price 6c.

Only 27

More Days Till Xmas!

SHOP NOW

Don't wait to the last minute and find the stock picked over

Everything For Christmas

The Fair

J. P. Walker Cash Grocery

I beg to announce to the people of Hereford and vicinity that I am opening a new Cash Grocery Store and Produce Exchange.

LOCATION: In the Green wooden building, between the Western National Bank and the Fox Mercantile Company.

I will Buy and Sell for CASH ONLY—both GROCERIES and PRODUCE.

I will carry a line of Staple Groceries. No deliveries will be made, the customers receiving the benefit of the saving from this economy.

I earnestly solicit your business and guarantee a square deal to all.

J. P. WALKER

Groceries for Cash

44-1t-Pd.

Produce Bought and Sold

To the Good People of This Community

We wish to express to you, on this happy Thanksgiving Day, the sincere appreciation of the entire personnel of the Dunlap Hardware Company for your kindly co-operation during the past year.

We realize that without friends and well wishers no business house can hope to succeed. We also realized that that the only way to secure such good will and patronage was to employ the teachings of the golden rule in our dealings with the people.

We have tried to do this. And we have met with our measure of success in 1919.

We thank you all most heartily and sincerely, and trust that the pleasant relations of the past may continue through another year of prosperity for all.

Dunlap Hardware Company

(INC.)

HAVE WHAT YOU WANT WHEN YOU WANT IT



HOOPER
ELECTRIC
SUCTION SWEEPER

which saves three-fourths of your time, cleans thoroughly, is easy to use and does not tire you.

JUST RUN YOUR HOOPER

OVER

IT BEATS.....
AS IT SWEEPS
AS IT CLEANS

See The Hoover lift the rug in passing, forming an air cushion upon which the rug is beaten free of all imbedded grit. See how The Hoover beats, sweeps, suction cleans, straightens nap, restores colorings—in one operation—and is guaranteed to prolong the life of carpetings.

Let Us Demonstrate
The Hoover.....

Hereford Light and Power Co.

"DO IT ELECTRICALLY."

THE PURITAN



Phonographs and Records

Sweetest in Tone—Clearest in Expression



A WINTER SPECIAL!

HOT DRINKS AND DELICIOUS LUNCHES AT ALL HOURS. IT BEATS GOING HOME AT NOON ON COLD BAD DAYS! TRY IT—JUST ONCE.

GEO. E. BURNS, Druggist

WORKERS NEEDED TO FIGHT WHITE PLAGUE

National Tuberculosis Association, Which Sponsors Red Cross Seal Sale, is Conducting Intensive Educational Campaign.

A call for volunteers to fight under the standard of the National Tuberculosis Association and its 1000 affiliated bodies throughout the country against tuberculosis—humanity's most vicious foe—has been sounded.

A recent health survey, made by the experts of the National Tuberculosis Association, brought to light some startling statistics with regard to the prevalence of the disease. The findings of this survey have revealed a national menace, which must be eradicated. The figures show that each year 150,000 persons die of the disease and that there are approximately 2,000,000 cases of tuberculosis in the United States today.

The untaught consumptive—one who does not know the rules of health, is an indefatigable spreader of the disease. Wherever he goes, he leaves behind him a trail of the deadly germs.

The National Tuberculosis Association and its affiliated bodies have entered upon an intensive nationwide educational campaign. The campaign will be localized and within a short time there will be ample work for many thousands of volunteers.

The National Tuberculosis Association and its affiliated bodies are financed largely by the annual sale of Red Cross Christmas Seals. To make possible the carrying out of this campaign, more than 650,000,000 seals will be offered for sale during the holidays. State and local tuberculosis associations have at hand valuable local data regarding the disease and actual conditions in the communities where they are located. The officers of these bodies eagerly welcome inquiries.

DOUBLE BARRED CROSS ADOPTED 17 YEARS AGO

The double barred Red Cross is seventeen years old this month. In October, 1902, the International Anti-Tuberculosis Association, then meeting in Berlin, adopted the cross as the emblem of the world-wide fight against tuberculosis. It was proposed by Dr. G. Sersiron, of Paris. It is a combination of the Croix de Lorraine, and the cross of the Greek Catholic church. Both crosses are symbolic of charity and help to humanity. Their combined features were selected and adopted as the symbol of the hope of civilization. Four years later, in 1906, the double barred Red Cross was carried into this country. It was in 1906, the National Tuberculosis Association was formed, and for the three intervening years the cross has been carried over the United States by the National Tuberculosis Association and its affiliated bodies, which now number one thousand.

The work of these organizations is financed chiefly by the Red Cross Christmas Seal sale.



You'll Be Congratulated

on your good taste if you buy your clothes from us. Our tailored suits are sure to please the most particular of our customers.

PHONE 16

Orr's Tailor Shop

Cleaning and Pressing Specialists

FORD OWNERS BE HAPPY

Get a Champion Ford Generator for your Car or Tractor. Save Gasoline. Start your car twice as easy. No kick. Keeps the Plug free from Carbon—See Demonstration at

THOMPSON'S GARAGE

THOMPSON & MERCER DISTRIBUTORS



DO SOME PEOPLE FORGET THEIR MANNERS AT THE TELEPHONE?

For successful canning in the home of meat and vegetables like corn, beans, peas, asparagus, and okra, a steam pressure canner is almost a necessity.

Mountainair Bean Crop Worth \$660,000.

Mountainair, N. M. — That Mountainair is the "Heart of the Bean District" is shown by the fact that there has been over 80 carloads of beans shipped from here this season and shipping has only begun. These cars contained from 400 to 750 sacks each of 100 pounds per sack. Probably an average would be about 550 sacks per car. This would mean 4,400,000 pounds of beans already shipped out.

This year's crop to be shipped from Mountainair is estimated at from 200 to 250 carloads. With the same average content used above, this means using the lower figure of 200 cars, 110,000 sacks or 11,000,000 pounds of beans. At an average price of only six cents per pound this means \$660,000 to be distributed among the bean growers.

The local warehouses are full of beans—most of which are being held in anticipation of a better market. And large numbers of growers are yet looking for the thrasher before they can think of marketing or storing their beans.

Dr. Frank Curney, of Chicago, was injured in an automobile accident near Dumas and died at eight o'clock Wednesday night. The body was brought to the Peoples Undertaking Establishment Thursday morning and will be held there until instructions can be obtained from relatives in Chicago.—Dalhart Texan.

No Worms in a Healthy Child

All children troubled with Worms have an unhealthy color, which indicates poor blood, and as a rule, there is more or less stomach disturbance. GROVE'S TASTELESS CHILL TONIC given regularly for two or three weeks will enrich the blood, improve the digestion, and act as a General Strengthening Tonic to the whole system. Nature will then throw off or dispel the worms, and the Child will be in perfect health. Pleasant to take. 90c per bottle.

Wilkinson Puts Car At Disposal Football Team

The Brand is indebted to Henry Wilkinson of the First State Bank & Trust Company for the privilege of witnessing the football game at Tulia last Friday, when our local boys were scalped by the Tulia aggregation. In an effort to aid the football boys in securing transportation he put in his car and gave a free ride to Tulia to Professors Fertseh and Hodges, Cliff Estes, Referec Koski and The Brand man.

You Do More Work.

You are more ambitious and you get more enjoyment out of everything when your blood is in good condition. Impurities in the blood have a very depressing effect on the system, causing weakness, laziness, nervousness and sickness.

GROVE'S TASTELESS CHILL TONIC restores Energy and Vitality by Purifying and Enriching the Blood. When you feel its strengthening, invigorating effect, see how it brings color to the cheeks and how it improves the appetite, you will then appreciate its true tonic value.

GROVE'S TASTELESS CHILL TONIC is not a patent medicine, it is simply IRON and QUININE suspended in Syrup. So pleasant even children like it. The blood needs Quinine to Purify it and IRON to enrich it. These reliable tonic properties never fail to drive out impurities in the blood.

The Strength-Creating Power of GROVE'S TASTELESS CHILL TONIC has made it the favorite tonic in thousands of homes. More than thirty-five years ago, folks would ride a long distance to get GROVE'S TASTELESS CHILL TONIC when a member of their family had Malaria or needed a body-building, strength-giving tonic. The formula is just the same today, and you can get it from any drug store. 60c per bottle.

THIS IS THE RED CROSS CHRISTMAS SEALS GIRL



BEVERLY HAYES

Beverly Hayes says: "Buy Red Cross Christmas Seals. They protect little children from the ravages of tuberculosis. They build a barrier of health about the workers of the nation. They protect homes—your home. They spell hope, assurance and physical and economic rehabilitation to more than one million people in the United States who have tuberculosis. If you purchase enough Red Cross Christmas Seals, the death rate of this dread plague will be materially reduced."

"Last year 150,000 people fell victims of the disease. Twelve thousand of these were little children. Think of it! This death toll is needless. If we all do our part in the sale this year, next year's death rate will be smaller. It will be reduced year by year until eventually tuberculosis has passed into the oblivion which has already engulfed smallpox, leprosy and typhoid fever."

BUSINESS OPPORTUNITIES

Want Ads., Rentals, Lost and Found, Exchanges, Lands and Stock, City Property, etc. RATES: classified, first insertion, 1c per word; minimum 25c; subsequent insertions, 1-2 cents per word; minimum 25c. CASH WITH ORDER.

FOR SALE

FOR SALE—First class, second-hand Dodge car; also five passenger-Ford in good condition. 38-tf L. W. Hough.

FOR SALE—My residence near Mother's Park. 5 rooms, bath, 3 porches, bath with city water and sewer connection. Also good well and windmill, two lots and trees. 22-tf JAS. A. HUGHES.

FOR SALE—A number of fat hogs and pigs; or will sell and deliver hogs. 44-lt-Pd. W. H. Platt, Phone 106.

FOR SALE—Ford car with express body. 43-tf W. L. Brodie.

SAND AND GRAVEL

Fone T. B. Slaughter, number 195, or come to his place, one and one fourth miles east of Courthouse. Gravel the best, Sand the best; Rock better. 17-tf

FOR SALE—Kafir, Maize and Cane. See me, or phone 40-F3. 41-4t-Pd. D. C. White.

FOR SALE—Four room house, to be moved from lot. See Carl Cockrell. 43-tf

FOR SALE—Lots 9 and 10, Blk. 2, with 4 room house, small Stables and sheds. Water connections, also 65 ft. Block opposite Courthouse, with 5 room house and large Barn, with sewer and water connections. Also Lots 4, 5, 6, Blk. 11 Whitehead addition. See A. B. Shultz or phone 281. 43-2t-Pd.

FOR SALE—A good jersey milch cow. Price \$75. 44-lt-Pd. W. H. Platt.

FOR SALE or Trade—My residence, in West Herford, near Avenue. An acre of ground and 8-room house, electric lights, hot and cold water in house. Also bathroom, equipped. Barn, car-house, wash-house, and other out-buildings. Orchard, grape vines and many trees. Large garden room; water piped to our yard, garden and barn. Henry Hastings. 44-tf

LOST

LOST—Knife blade, bar pin; diamond set. Finder notify Brand. 43-tf (19)

\$5.00 Reward for return of girl's bicycle lost about a week ago. 44-tf T. K. Wilson.

STRAYED—Large Poland China Brood Sow. Finder please notify 44-lt-Pd R. H. Jacobs.

FOR RENT

FOR RENT—Two rooms, furnished or unfurnished. 44-3t-Pd. Phone 372.

FOR RENT—One or two rooms, phone 163. 39-tf*(11)

To avoid a barrel of trouble buy a barrel of Magnolia Safety Oil, a nice clear kerosene. Phone 371.

FOR LEASE

for grazing purposes, Section 31, T. 6, R. 4, Deaf Smith county, for season of 1920. Submit your bids to Wm. F. Miller, Happy, Texas. 42-4f

FOR RENT—Nice room upstairs. Apply to Eli Dunlap. 41-tf

MISCELLANEOUS

FOUND—A purse, near Post Office. Owner may have same by paying for ad and naming contents of purse. W. M. Heinen, Box 512, City. 43-2t

Cash for your used car. Don't bother us with junk. Hereford Garage. P. S. We have several good second-hand cars for sale. 36-tf

No trespassing allowed through my south pasture. Reasons: gates being left open and cattle getting out. 33-tf C. C. Slaughter.

To avoid a barrel of trouble buy a barrel of Magnolia Safety Oil, a nice clear kerosene. Phone 371.

ESTRAYED

Two mare mules; one dark bay, one light bay, about 14 hands high, no brands. At my ranch 21 miles north of Herford. 44-lt-Pd. H. Trow.

ESTRAY NOTICE

In compliance with law and upon the RETURN of C. C. Bowman, County Commissioner for Precinct No. 1, 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 2 year old cow, white face, branded R left side, said animal—now ranging in the neighborhood of L. E. Woolley place, 4 miles east of Herford, 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, Herford, Texas, this 15th day of Nov., 1919. A. O. Thompson, County Clerk. 43-3t

R. S. BEATTIE Registered Veterinarian Corner Drug Store Phone 105 Herford Texas

To avoid a barrel of trouble buy a barrel of Magnolia Safety Oil, a nice clear kerosene. Phone 371.

DR. L. N. PENNOCK Osteopathic Physician Suite 6 Fuqua Building DIET SPECIALIST Res. 209—Phone—Office—819 Amarillo, Texas. 41-4t

WANTED

WANTED—Help! 31-tf Herford Steam Laundry.

WANTED—To rent farm, 150 to 200 acres, good land with 3 or 4 room house and good sheds for work stock. Have good teams and tools and plenty of help. Address J. I. Funderburg, 40-tf-(2t-Pd) Herford, Tex.

LOST—Years in which you did not save. Begin buying Thrift and War Savings Stamps today.

FOR SALE—Thrift and War Savings Stamps at postoffice, banks and other agencies. Value guaranteed by United States Government.

WANTED—Men, women and children to buy Thrift and War Savings Stamps.

Public Utilities of Hereford Maintained up to Standard

(By R. Kenneth Evans, Industrial Editor)

In the early days of the settlement of the free and open Western country a man located in a city or near a trading point more from circumstance than for any other reason. He usually drifted west until his horses were worn out from dragging his prairie schooner or he purchased a railroad ticket, after railroads became the principle method of travel to some point, knowing nothing about the particular locality where he proposed to live.

He came to this locality and accepted conditions as they were, never questioning as to whether he could find a better location where living might be more convenient. But development of resources; the natural advancement of scientific research and the natural tendency of the American people to demand conveniences and satisfactory conditions for making a livelihood has caused the prospective resident to always look before he leaps. If he anticipates moving to a new location, primarily, he ascertains what his opportunities are for success in that community and after having satisfied himself on that score, he demands that the community where he locates be equipped with adequate educational facilities and all the modern conveniences which make living worth while.

It is the possession of all these things which makes the city of Hereford such an attractive place in which to live. Her school facilities are far superior to the eastern cities and superior to many of the western centers.

There is probably not a more important factor in the development of any city than the maintenance of adequate public utilities. The time is past when the city resident whether it be a city of 1,000 or 100,000 population, will use the long discarded kerosene lamp for lighting purposes. He no longer will draw the old oaken bucket from the well for his water supply. The out houses for sewerage purposes have been relegated to the scrap piles of progression and he demands the most modern of modern conveniences.

When it is stated that with this condition existing broad east over the land of America, that Hereford is constantly drawing immigration over sister cities of the Panhandle, it is one of the best evidences that the public utilities of the city are maintained up to the standard.

To begin with, the city maintains an adequate water supply,

operated with the most modern machinery and owned and operated under city management, this plan being on the few municipal owned plants operated on a self-sustaining basis, giving adequate service at a nominal rate. The plant pumps over one million gallons of water per week from an inexhaustible supply of water secured from the underground supply, free from all surface contamination. This supply comes from two wells, 150 foot deep and equipped with turbin pumps, electrically driven and operated alternatively. The pumps throw the water to an underground reservoir containing 100,000 gallons. From the reservoir the water is pumped to a tower 90 feet high centrifugal pumps being used for this operation. There are two of these pumps, driven by electricity and operating alternatively. The capacity of this tower is 75,000 gallons and furnishes ample pressure for all purposes, giving more than adequate fire protection which meets with the specification of the insurance underwriters. About ten miles of water mains are laid over the entire city which are so constructed to make it possible for extensions in keeping with the growth and development of the city. The water supply is adequate for a city several times the size of Hereford and sufficient for both manufacturing, commercial or domestic purposes.

The sewerage system is also maintained and operated by the city and thoroughly covers every part of the city and will be extended as the occasion demands. The city administration and the citizens in general take great pride in the maintenance and upkeep of the public utilities and they are one of the drawing cards for fostering immigration.

The electrical energy for lighting purposes and for power is generated and furnished by the Hereford Light and Power company. This is a local organization which takes an active interest in all civic conditions and maintains a service which is a credit to the city. The motor power rates maintained by this company are the lowest in this section of the Great Southwest and the charges for domestic consumption of current are in keeping with the cost of production.

This company in Hereford serves more than 400 consumers which is more than 90 per cent of the population of the city. The business district is 100 per cent electrically lighted with the white way


system with cluster lights located in the center of the business streets. This white way system alone is indicative of the spirit of progress and development with which every business man in Hereford is imbued.

The Hereford Light and Power company has a modern plant, steam driven and an alternating current. The company gives twenty-four hour service and maintains between 250 and 300 horsepower industrial motors connected with the lines. About twenty-five miles of transmission lines are maintained in the city for the serving of the company's many customers.

The telephone system in the city is maintained by the Southwestern Telephone and Telegraph company. This company announces that as soon as conditions will permit, a more adequate service will be rendered the city. A plan is on foot to install the common battery plant in Hereford which will give the city the advantage of modern instruments and service, which will be in keeping with the growth and development.

Miles of paving in the business district and the foundation for construction of good dirt streets in the other sections of the city answers the street question. All streets have curbing and many beautiful homes, with wide streets make Hereford an attractive place. Telegraph connections with all parts of the world, excellent railroad facilities and postal service, with express offices, grain elevators for markets, make up the principle public utilities of the city which provides every modern convenience that could possibly be desired or expected in a modern and up to date commercial center like Hereford.

LODGE DIRECTORY

 Hereford Lodge No. 849, A. F. & A. M. Stated meetings, Saturday on or before full moon of each month.
W. M. RAY, W. M.
J. S. JONES, Sec.

Hereford Chapter 248, R. A. M. Regular meetings, first Monday of each month.
A. O. THOMPSON, H. P.
J. S. JONES, Recorder.

WOODMAN OF THE WORLD Meets first Saturday night in each month in the I. O. O. F. hall. Visiting Brothers always welcome. Troy Womble, Consul Commander; W. W. Bennett, Clerk.

BROTHERHOOD OF AMERICAN YOEMEN. Business meetings, first and third Thursday nights in each month. Social meetings, second and fourth Thursday nights. Visitors and Archers always welcome.
W. F. ORR, Foreman,
C. H. McGhee, Correspondent.

31-1f

Abstracts and Loans

J. Frank Potts

Maps, Deaf Smith Co.—50c.

Xmas Time Is Near At Hand



You will need Good Things to Eat for the Family Table during the Holidays. We are prepared to serve your needs in every particular. Let us serve you.

No orders taken for delivery after 4:30 p. m.

The G & R Grocery
Phone Us—Number 81

DON'T WAIT

Don't wait too late to do your Christmas shopping. By making your selections early, you have a better opportunity to get just what you want, which is the main thing, and, besides it gives us a chance to give you better service. We usually have such a rush during the last few days before Christmas that we can not give to each customer the time he ought to have for selection. Do not wait till the last minute for your engraving or special order work. The customer who waits till the last usually finds the assortment broken and the very thing he wanted already sold. If you want to buy a diamond and have it mounted to order, or a special job of engraving, don't wait too late. Give us a chance to give you the service you ought to have.

This year merchandise has been hard to get, but we began building our Christmas stock early last spring. We did this for two reasons in order to have the goods, and get better prices.

If you cannot quite make up your mind what you want for a present, just read this ad over, and then come down and take time to look over our stock.

Jewelry

Rings, all kinds, diamond lavallieres, diamond, cameo, and fancy brooches, diamond bar pins, cuff buttons, scarf pins, emblem pins, watch chains, gold knives, fobs, hat pins, cuff pins, baby necklaces tie clasps, etc.

Watches

The biggest line of bracelet watches we have ever had. We also have a good line of gentlemen's watches in Elgin, Waltham, South Bend, and Howards. If you need any kind of a watch for a Christmas present come in and let us show you.

Cut Glass

We have water sets, vases, baskets, jewel boxes, puff boxes, perfume bottles, sandwich plates, compotes, custard cups, nappies, bowls, sugar and cream sets, syrup pitchers, salt and pepper sets, condiment sets, etc.

French Ivory

Toilet sets, manicure sets, travelling sets, military brushes, mirrors, combs, hair brushes, trays, puff boxes, hair receivers, dresser sets, clocks, etc. We do nice engraving on French Ivory.

Silverware

This line, with few exceptions, we bought last spring, saving from 20 to 30 percent. We have a big line of sterling, and plated silver in Community, 1847, Rockford, Reed and Barton, Yourex, and Universal. We have knives and forks, tea, table, ice tea, and soup spoons, berry spoons, gravy ladles, cream ladles, butter knives, sugar shells, pickle forks, cold meat forks, vegetable servers, salad and dessert forks, waffle servers, serving dishes, cheese scoops, bread trays, sugar and cream sets, butter dishes, syrup pitchers, carving sets, water-pitchers, in fact almost anything you can think of in silver. You can find any price present in this line from \$1 up to a fine sterling chest of silver at \$250.00.

Novelties

Vanities, shopping bags in silver and leather, bill folders, mesh bags, cigarette cases, men's belts, photo lockets, etc.

We handle the Columbia Phonograph and records
Models in stock from \$75 to \$750

W. H. RAY
Jeweler

Do It With A Fordson
Bring In Your Rays
 CALL at our OFFICE and see the exhibit of farm products raised by the use of the Fordson Tractor—it will convince you that eventually you will use a Fordson.

The Ford Garage
 SOLE DISTRIBUTORS

A Live Bank in a Progressive Town
 Established to aid the farmer and merchant in the development of this section and to accommodate the merchants, in supplementing the wants of both city and country demands.

The First National Bank of Hereford
 CAPITAL \$50,000

Hereford Safety Service Security

MAKE YOUR NEXT TRIP ON SOUTHLAND TIRES

Made in Texas for Texas people and a tire that will give the very best of service—a complete and extensive stock just installed by us. We also handle the Everready storage battery—always ready to do the work. Automobile Electrical repair work solicited.

ELECTRIC SERVICE COMPANY
 Hereford Texas

Exclusive Represent For International

We now are the exclusive representatives for the territory for the Parlin and Orondorf Machinery, McCormick Deering Binders, Avery and International Tractors and the entire International line. Heavy and Shelf hardware and harness, Irrigation machinery and supplies.

Dunlap Hardware Company
 Hereford Texas

The Bank of Personal Service

This institution has always been one of the main stays in the development of the cattle industry and is essentially a cattleman's and Farmer's institution. Better service for our customers and better customers for our bank.

The First State Bank & Trust Co.
 of Hereford

Member Federal Reserve System Guaranty Fund Bank
 Capital \$50,000 Surplus \$50,000

The Real Home-Made Candy

There is a deliciousness about home-made candy that is not imparted to the "store made" brand. There is also a personal satisfaction to you to know that your candy is made right at home, of the very best materials, and in a sanitary manner.

WE MAKE OUR CANDY RIGHT HERE IN HEREFORD.

The Hereford Bakery & Confectionery
 G. A. LEWIS, Prop.
 Hereford Texas

Better Work Than You Are in the Habit of Getting

This is what this laundry does for you—your clothes are returned home in the very best of condition—no job too complex or too fabric too dainty for our skilled help and up-to-date machinery. We call for and deliver—Tailoring work—dry cleaning and all classes of laundry work.

Hereford Sanitary Steam Laundry
 H. L. BROADWELL, Prop.
 Hereford Texas

W. H. Ray, Jewellery

The advent of the holiday season starts all members of the family thinking, what shall they get for father, mother, sister, brother, sweetheart or friend. This is a question that confronts us at every holiday season and is one that is the very hardest to answer. This year it will be a far different year than ever before. The class of merchandise demanded will be better because of the prosperous condition of the country. Hence it will be a question hard to solve. And anticipating this condition, W. H. Ray, the jeweler of Hereford has put in a stock of merchandise, larger and more extensive than ever before, which will solve the riddle for everyone.

To begin with, those who make their purchases at the Ray store are assured of getting a class of merchandise that will appeal to the most fastidious or particular classes and a class of merchandise in which dependability can absolutely be placed.

Mr. Ray established his jewelry store in Hereford in 1905 and since that time has been constantly growing and developing until today he has one of the most extensive and up-to-date stores of this kind to be found in the entire Panhandle country. His store is most fully equipped throughout, carrying a complete line of jewelry, jewelry novelties, standard makes of watches, clocks, cut glass and diamonds. His watch and clock and jewelry repairing department is under his personal supervision and all work in this department is thoroughly guaranteed. All the repair work is handled by Mr. Ray personally because of his wide experience and those who are acquainted with him have come to know that any work turned out by this store will always give the utmost satisfaction.

The optical department of this store is also another important feature. Mr. Ray has equipped his store with a lens grinding plant, dark room for testing of eyes for lenses and is thoroughly equipped to test and equip the eyes and remedy any infraction of the eyesight. The testing is done absolutely free. In this connection it might be said that by the use of this lens grinding plant, Mr. Ray can duplicate any lens prescription no matter how complex it may be, the work saving the long wait necessary by sending lens to the city plants for grinding.

In connection with the line of jewelry, Mr. Ray also carries an extensive stock of Columbia phonographs and records. This department is one of the attractive ones of the store and there is no better holiday gift that can be found than a phonograph with a goodly supply of records. Mr. Ray can secure these instruments in any particular style that might be desired by the donor.

Mr. Ray conducts his store from the standpoint of always making an effort to please the public. He takes an active interest in everything inaugurated for the development of the vast field of resources which exists in this section. He has put in this extensive additional stock this year to meet the increasing demand in purchases. His store merits the support and consideration of everyone who wants dependable merchandise that will meet with their approval. They will meet a man in Mr. Ray who will not let them leave the store, dissatisfied if it is possible to do otherwise. This is another of the institutions which are proving such a valuable asset to the development of Hereford as an agricultural center.

The Basin Bank
 (RESOURCES \$50,000.00)

A Good Meal—Well Cooked
 ---Variety of Food

Always to be secured at the City Cafe at a price less than the usual charge for this service. The regular meals cannot be excelled—all short orders, with oysters in season. A good meal at a reasonable price.

The City Cafe
 O. H. CARL
 Hereford Texas

MARRY THE GIRL AND WE WILL FURNISH THE HOME

The largest and most diversified stock of furniture and home furnishings to be found in the Panhandle country. Pianos, Phonographs, and exclusive distributors for Singer sewing machines. Up to date undertaking parlors in connection.

THE E. B. BLACK COMPANY
 Hereford Texas

Always Make an Effort to Dress Individually

Our dry goods department includes everything in piece goods and notions. We are here to please you and sell you dependable merchandise.

(Watch for our announcement of the opening of our big new store.)

J. O. NEWELL
 Hereford Texas

Do It Electrically
Hereford Light & Power Company
 F. H. OBERTHIER, Mgr.
 Hereford Texas

Meet Me at the Corner Drug Store

The popular meeting place in Hereford for those who have business or friendly appointment. Up-to-date soda fountain, a complete line of toilet goods and preparations, smokers' supplies, drugs and accessories for the sick room.

One of Hereford's Leading Institutions
 JOHN McLEAN, Proprietor
 Hereford Texas

We Are Furnishers for the Whole Family

Ladies ready to wear clothing, notions, dry goods, including dress goods in silks, wool jerseys, satins. Men's Kirshbaum clothing—Stetson hats and standard furnishings—Perfection clothes for boys. Just received new line of Ladies' Coats and Coat Suits.

D. R. Gass & Son
 "YOUR FURNISHERS"
 Hereford Texas

XMAS GIFTS!

We have 'em—in rich profusion

We Are Rarin' To Go! Shop Early

W. H. RAY,
 The Jeweler

Send it to the Laundry

Have you figured what it costs you to do your washing at home? You will certainly find that you are doing hard labor for nothing, besides forcing the family to "eat off the mantel."

Dry Cleaning
minus the gasoline smell

Hereford Steam Laundry

Phone 246

CHURCH NOTES

Baptist Church

The drive for the seventy-five million started at the Baptist Church last Sunday and about half of our Quota was subscribed, so next Sunday we would like for all the members to be present and we believe you will hear good news. Regular services, Sunday School at 9:45, Preaching at 11 a. m. and 6:30 p. m.

Everybody cordially invited to come.
J. E. McClurkin, Pastor.

Presbyterian Church

Sunday School 9:45 a. m.
Preaching 11:00 a. m.
Junior C. E. 3:00 p. m.
Intermediate C. E. 3:00 p. m.
Senior C. E. 5:30 p. m.
Union service will be held at the Christian Church.

You are cordially invited to worship with us.
J. R. Sharp, Pastor.

First Christian Church

The Union service will be at the First Christian Church next Sunday at 6:30. Mr. Asbell will give

a sermon lecture on "A Man and His Money". There will be special music and a good audience. The union services are proving very popular.

Bible School at 9:45 and preaching by the pastor at 10:45.

Friday evening at 7 o'clock the young people's class will give a social in the Rest Room. A cordial invitation is extended to come and enjoy yourself.

J. M. Asbell, Pastor.

P. S. Read the preacher's prayer in The Brand this week.

Methodist Missionary Society

The Methodist Missionary Society will hold their December Social and business meeting at the home of Mrs. D. F. Ashbrook with Mesdames Ashbrook and G. A. F. Parker as hostesses. All the members are urged to come as this is the day for the election of officers and to wind up our affairs for the year.

The entertainment committee is arranging a special program for this meeting.

Just received a car load of Perfecto Flour. The flour that takes all the Blue Ribbons.
Hereford Produce Company.

Y. P. S. C. E.

Program for Nov. 30th. Missionary Meeting

Topic—Christianity and the Health of America.

Leader—Earl Nunn.
Scripture—Ezek. 47:1-12—Lena Bodkin.

Leaders talk.
Song.
Sentence Prayer.
In What Does Christian Living Tend Toward Health—Audrey Carroll.

What Connection is there between health and character of Recreations—Vernon Curtis.

What will prohibition do for the health of the country—Mrs. Rogers.

Special music.
What are the mission schools in our land doing for the health of the people—Rev. Sharp.

Business.
C. E. Benediction.

C. W. B. M.

On Sunday, Nov. 30th, at 2:30 p. m. the regular monthly meeting of the Woman's Missionary Society auxiliary to the Christian Woman's Board of Missions, will be held in the church auditorium.

This meeting, coming just before C. W. B. M. Day, should be one of special interest and helpfulness and every woman of the church is urged to make it a spiritual preparation for the service of the following Sunday.

The following program will be given:

Hymn No. 343.
Circle of prayer for C. W. B. M.
Day service followed by the Lord's Prayer.

Business.
Roll Call of Missionaries.
Bible Lesson—Dr. Florence Miller.

Duet—Mesdames Smith and Steckman.

Our Immigrant Neighbors—Mrs. Guthrie.

The Frontiers—Bro. Asbell.

Story of Our Russian Mission in New York City—Mrs. Kerr.

Hidden Answers—Mrs. Elliston.

Missionary Benediction.

\$60,000.00 to loan on land at 7 percent annual interest. Loans can run five and ten years. No red tape. Optional payments. Baskin Investment Co., Hereford, Tex.

Report of Circle Number Three

The Circle met at the beautiful home of Mrs. R. N. Mounts, last Wednesday.

The meeting was opened by singing two good songs: "The Great Physician" and "Happy Day."

The president, Mrs. Carl Gilliland, was absent on account of sickness in the family, so Mother LeGrand conducted the meeting.

Mrs. Connell made an earnest prayer, after which Mrs. Orr led the devotional, by reading the third chapter of James; a chapter full of wisdom and good advice. The last verse reads: "And the fruit of righteousness is sown in peace of them that make peace."

When the roll was called, each responded with a verse of Scripture, then the minutes were read and approved. Ten visits had been made. It was decided to send each orphan a toy for Christmas.

The lesson was from "The Call of The South." There was a round table of questions, answers and discussions. Everyone taking part with interest and enthusiasm. There was a general feeling of good will and helpfulness.

We were glad to have with us, Mrs. Stanley, who dismissed the meeting with an inspiring prayer.

Bring In Your Rye!

On account of the need of room for handling the immense grain crop, and the serious car shortage, we will discontinue buying rye December 15th.

Just received a car of fresh bran.



E. W. HARRISON

Phone 76

We Thank You

for the liberal patronage and confidence you have given us during the year just past, and sincerely trust that we will merit a continuation of your good will in 1920.

We are striving earnestly to give the people of this community REAL BANKING SERVICE. We are always open to suggestions for the betterment of local conditions, or how we may best increase our usefulness toward this end.

A cordial welcome to all, all the time.

The First National Bank

SAFETY

SERVICE

SECURITY



We Thank You

for the splendid business we have enjoyed so far this year. Our business has been gradually getting better each month thru this year. We feel sure that this is because more people are learning about the difference between the values we give and the price we make and those to be found elsewhere.

We do not claim that every item we sell is priced lower than any other place but we are sure that at least three-fourths of them are. So if you bring your Christmas list to us you will not only have a better stock to select from but you are sure to save considerable money. We are expecting you. SHOP EARLY.

C. A. Skelton

BAPTISTS PLAN VIGOROUS WARFARE UPON TUBERCULOSIS IN THE SOUTH

SANATORIUM AT EL PASO, ESTABLISHED FOR THIS PURPOSE, WILL GET FINANCIAL AID FROM 75 MILLION CAMPAIGN—EDUCATIONAL PROPAGANDA TO INFORM PEOPLE ON HOW TO COMBAT PLAGUE WILL BE CONDUCTED.



Administration building of Southern Baptist Sanatorium for treatment of tuberculosis patients, located 4500 feet above sea level.

Do you know that tuberculosis is more prevalent in the South than in any other part of the country?

That the death rate from tuberculosis here is 14.3 per cent greater than for the nation as a whole, and greater than in any civilized nation on the globe with the exception of China?

That more than 150 people a day, or 57,732 a year, die in the South and the Southwest from this dreaded disease?

That there are within the territory of the Southern Baptist Convention 375,000 persons actively infected with the great white plague and an equal number have inactive infection?

That the money lost to the South each year from tuberculosis is \$175,000,000?

These startling facts were brought to the attention of the Southern Baptist Convention at its session in 1916 and a resolution was at once adopted to try and check the spread of the disease and provide relief as far as possible for those already infected with it.

As a result of this movement there was established in the high, cool, rare atmosphere of El Paso, Texas, the Southern Baptist Sanatorium which aims to minister to as many patients as possible and to disseminate throughout the South and Southwest the information that will result in checking the further spread of the disease and enable those who have just contracted it to obtain immediate cures by proper methods of living.

With the active assistance of the business interests of El Paso a modern sanatorium, located upon a beautiful tract of 143 acres on the side of Mt. Franklin, at a height of 4,500 feet, was opened for the healing of the people, and through the Baptist

75 Million Campaign this institution will receive \$500,000 for the erection of additional buildings and \$500,000 for an endowment that will enable the sanatorium to minister to those indigent patients who are unable to pay for treatment.

That there is an imperative need for an institution of this character is shown in the fact that all institutions in the South and Southwest for the treatment of tuberculosis have a total capacity of only 8,757 beds, or one bed for only one person out of every sixty in this section who are afflicted.

Everything connected with the Baptist Sanatorium is modern and of the very best, but its present equipment is far too small to cope with the demands that are made upon it. Of the improvement fund that is to be provided, \$100,000 is available already and architects are already designing new buildings worth \$450,000. These will be constructed just as rapidly as possible.

While the sanatorium is being operated by the Baptists, it will be open to the people of all creeds and no creed. Due to the crowded conditions, however, it is necessary that arrangements be made in advance by communicating with Dr. H. F. Vermillion, superintendent, at El Paso.

The sanatorium is under the general supervision of the Home Mission Board of the Southern Baptist Convention, and in addition to treating patients who have already contracted tuberculosis, it will seek, through a campaign of publicity, to so inform the people of the South and Southwest on the nature and prevention of this disease that the alarming death rate from the white plague can be immediately lowered and finally reduced to the minimum.

TWICE PROVEN

If you suffer backache, sleepless nights, tired, dull days and distressing urinary disorders, don't experiment. Read this twice-told testimony. It's Hereford evidence—doubly proven.

Mrs. J. B. McCord, 602 W. 2nd St., Hereford, says: "I used Doan's Kidney Pills a couple of years ago, getting them at Betts-Clark Drug Co., and they proved perfectly satisfactory in every way. I had been bothered at that time with my kidneys being weak. My back gave me the most trouble for it ached all the time. My kidneys were also irregular in action. I have had but very little trouble since Doan's Kidney Pills cured the attack at that time. I gladly advise their use to anyone suffering from kidney complaint." (Statement given Nov. 16, 1916.)

On May 3, 1919, Mrs. McCord said: "Since recommending Doan's Kidney Pills before I have used them occasionally. Doan's have never failed to give satisfactory results. This has increased my faith in this remedy and I praise them just as highly today as I did when I first endorsed them."

60c. at all dealers. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

CLARENDON PAVING

Bids will soon be opened for eighteen additional blocks of paving in Clarendon. In the early spring this work should be begun and summer should find thousands of tourists blessing the progressive citizenship of Clarendon and Donley County for the splendid streets through our city. In the meantime our own citizenship would

not be breaking auto springs and getting cricks in the neck over the streets to be paved. Nothing succeeds like success.—Clarendon News.

Cotton Catches Fire On Wagon Enroute to Gin

The 14-year-old son of A. W. Formby, of Antelope, was severely burned about the back and hands

last Thursday morning when a bale of seed cotton caught fire on the wagon a few hundred yards from the Formby residence as he started to Floydada to the gin.

The boy was brought to Floydada and is now in the Childers Sanitarium for treatment. The bale of cotton was completely burned but the wagon was saved.—Floydada Hesperian.

The first car of No. 1 black oats to arrive in Chicago this season sold at a premium of 1 cent over No. 1 white.

All kinds of dried legumes require soaking over night, and long slow cooking. If beans are old and hard add a little soda to the water in which the beans are soaked and in the first boiling water.

PUBLIC SALE

Having leased our irrigated farm for a term of years, we will sell, at public auction, at the farm, one and one-half miles southeast of Hereford, on the Dimmitt road, the following described property, on

Tuesday, December 2

Beginning Promptly at 10:00 a. m.

FREE LUNCH WILL BE SERVED ON THE GROUNDS

Household Goods

- | | |
|----------------------|---|
| 1 round Dining Table | 1 Fern Stand |
| 6 Dining Chairs | 3 Ferns |
| 1 China Closet | 2 Beds, complete |
| 3 Rugs | 1 Chiffonier |
| 5 Rocking Chairs | 1 Oil Cook Stove |
| 1 Leather Lounge | 1 2-burner Oven |
| 1 Center Table | 1 Heating Stove |
| 1 Book Case | Other articles too numerous to mention. |
| 1 Stand | |

About 4 dozen Chickens

7 Mules

- | | |
|---|---|
| 1 Mule, 8 years old, weight 1200 pounds | 1 team Mules, black and blue, 4 years old |
| 1 team Mules, black, 4 years old | 1 team Mules, bay, 4 years old |

1 Registered Herford Bull

50 Hogs

- | | |
|---|---------------------------|
| 42 Shoats, average weight 125 lbs. | 2 male Hogs, 1 registered |
| 6 Brood Sows, 4 subject to registration | |

1 1916 model Buick 6 Automobile

Farm Implements

- 2 Harrows
- 1 Weeder
- 1 2-shovel Garden Plow
- 1 new Emerson Gang Plow
- 1 Sod Plow
- 1 Walking Stirring Plow
- 1 P & O Single Row Lister
- 1 John Deere double row Lister, with engine hitch
- 1 single row Cultivator
- 2 single row Go-Devils
- 1 Corn Planter
- 1 Hoosier Wheat Drill, 10-hole
- 1 Emerson 2-row Go-Devil, knife attachment
- 1 new Ideal Deering Mower
- 1 ten-foot Deering Hay Rake
- 1 Buck Rake
- 1 I. H. C. Feed Grinder
- 1 4-horse power Gasoline Engine (Water Lou Boy)
- 1 Grindstone
- 1 iron-wheeled Wagon, with hay frame
- 1 Bain Special Wagon, with box
- 1 8-foot Disc Harrow (Osborn)
- 1 Deering Row Binder
- 1 new Milwaukee Row Binder
- 1 Buggy
- 1 Avery 8-16 Tractor

TERMS: All sums under \$50, cash; all sums over \$50, six months time, with ten per cent interest from date, bankable note approved by the Western National Bank of Hereford; five per cent discount for cash. No property to be removed until terms are complied with.

SOWERS & SON, Owners

W. S. WILLIAMS, Auctioneer

ROSCOE DAVIDSON, Clerk.

PALO DURO HEREFORD FARM

Registered Herefords

Our aim is to breed the best. With that in mind we are mating our four famous herd bulls to a select bunch of 100 cows. These cows are mostly granddaughters of Beau President, Beau Picture, Domino and Beau Donald. The success of these matings is shown by the uniformly high class lot of young stock now on hand. Visitors always welcome. We are glad to show these cattle at any time.

W. T. WOMBLE, Prop., Hereford, Texas.

John J. Pershing 1920 Calendar!

I HAVE ONE OF THESE BEAUTIFUL AND TIMELY CALENDARS FOR YOU. I ASSURE YOU IT IS WORTH A TRIP TO MY OFFICE TO GET ONE OF THEM. COME AND SEE US—OUR LATCH STRING ALWAYS HANGS OUTSIDE.

The T. K. Wilson Insurance Agency

THE STRONGEST IN THE PANHANDLE.

THE HEREFORD BRAND

LOANS
You will like our Rates and Service. Try it.
T. K. Wilson.

PUBLISHED AT HEREFORD, DEAF SMITH COUNTY, TEXAS

ACCIDENT—HEALTH
Only the best. We write the policies. We pay the claims.
T. K. Wilson, Insurance.

A Clean Face For the Town

Help it smile a welcome to the "stranger in our midst"—help it become a more pleasant place to live in.

CLEAN IT **DRESS IT**
PAINT IT

Put a fresh, clean, attractive dress on your house that will make you proud to walk up to it and say: "That's MY home."

Protect it—save repairs—**PAINT IT**
Your taste in color will be satisfied and your desire for efficiency met with our large stocks of high-grade Paints, Stains and Varnishes.

PANHANDLE LUMBER CO.

OUR AIM—TO HELP IMPROVE THE PANHANDLE

ALVIN C. THOMPSON, Manager

The Local Spotlight—Touches Lots of People You Know

Miss Cecil Gilliland
Local Editor, Ph. 20

W. H. Ray was an Amarillo visitor Monday of this week.

Candied Pineapple just received. Hereford Produce Company.

Mrs. O. M. Shore spent the day in Amarillo Tuesday shopping.

Bran and shorts at the Hereford Produce Company.

Mrs. C. E. Ford, of Baird, Texas is visiting her brother, J. M. Boone.

Mrs. Grover Sanders returned Tuesday from a few weeks visit with relatives in Kansas City.

To avoid a barrel of trouble buy a barrel of Magnolia Safety Oil, a nice clear kerosene. Phone 371.

Mrs. R. K. Bruner went to Amarillo Tuesday to spend a few days visiting friends.

Mrs. Hilton Lucius, of Ft. Worth, Texas, is visiting her uncle, L. P. Landrum, and family.

Weiners! Weiners! Phone us your order.
Hereford Produce Company.

Mrs. A. E. Cade of Dawn, Texas was a Hereford shopper Monday of this week.

Forest Walker, of Amarillo, spent the week-end with home folks last week.

We have a nice lot of candied cherries. Call
Hereford Produce Company.

W. A. Knox left Friday for a business trip to San Antonio and other Texas points.

Mr. and Mrs. J. S. Orr and Mrs. Matt Gilliland were Amarillo visitors Monday of this week.

ANNOUNCEMENT
See in another space Dr. L. N. Pennock's card, as Diet Specialist.
41-4t

Mrs. Gilbert Fox returned to her home in Waxahachie, Texas Monday, after a visit with her parents, Mr. and Mrs. E. C. Carter.

Mr. and Mrs. A. A. Godwin went to Dawn Monday evening to spend a few weeks. Mr. Godwin will do some carpenter work there.

Mr. and Mrs. Frank McSpaden, of Holly, Colo. visited for a few days last week with friends in Hereford.

Apples! Apples! in boxes. Let us send you a box for Thanksgiving.
Hereford Produce Company.

Mrs. E. R. Roberson and baby, James, left Friday for a visit with relatives in Dallas and Sherman, Texas.


"A man and his money" Sunday night at the Union Meeting at the Christian Church. 44-1t

Miss Etta Stevenson arrived Monday from her home in Mt. Sterling, Ill. for a visit in the home of Mr. and Mrs. Jessie Stanford.

Mrs. E. W. Roberts, who has been visiting her brother, Chas. Purcell, and family left Saturday for her home in Amarillo, Texas.

"A man and his money" Sunday night at the Union Meeting at the Christian Church. 44-1t

W. E. HICKS

Brand:  Right Shoulder
Dealer in Hereford Cattle
Hereford, Texas

Miss Nettie DeuFree went to Channing, Texas Wednesday to spend the Thanksgiving holidays with her uncle, E. J. Hudson, and friends.

"A man and his money" Sunday night at the Union Meeting at the Christian Church. 44-1t

Mrs. A. B. Gullahorn returned to her home in Casa Granda, Ariz. Saturday, after visiting for a few days with her brother, R. E. Morris, and family.

Miss Annie Wilda Lea spent the week-end with her mother this week. She was accompanied home by two of her school chums, Misses Hattie Dunn and Nina Sherer.

Mrs. P. W. Phillips and son, A. P. Phillips, arrived Monday from their home in Whitewater, Kansas for a visit with Mrs. P. W. Phillips' daughter, Mrs. C. M. McGhee.

Frank C. Dickey, a member of the force of the Cleveland Tractor Company of Amarillo, is spending this week in Hereford, demonstrating the merits of the tractor to all those interested.

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

Mr. and Mrs. E. W. McNutt left Monday for Amarillo where they will make their home in the future. Mr. and Mrs. McNutt have been living in Magdalena, New Mexico, but for the past few weeks have been visiting relatives in Hereford.

Early Risers Claim To Witness Eclipse of Sun

The eclipse of the sun billed for the first of the week was pulled off according to schedule, according to early risers in this community. The Brand will not vouch for it, as the hour was entirely too young for our sporting proclivities. Witnesses state that the eclipse was almost total, and was clearly visible to the naked eye.

"A man and his money" Sunday night at the Union Meeting at the Christian Church. 44-1t

Mrs. R. A. Lamons, of Union City, Okla. left Saturday for her home, after a visit with her daughter, Mrs. A. J. Frye.

Mrs. J. H. Hodges arrived Friday from her home in Amarillo for a visit with her sister, Mrs. L. W. Greer.

Mrs. Oliver Christy and son, Gordon, left Wednesday for Wichita, Kansas to spend Thanksgiving with Mrs. Christy's sister, Mrs. G. D. Holcomb.

Dr. J. D. Sandifer, President of Simmons College of Abilene, Texas, will speak on the Baptist 75 Million Drive at the Baptist Church, Thursday, November 27, 3:00 p. m. Everybody come to hear this great speaker.

RED CROSS SEALS ARE HEALTH AGENTS

Idea Was Originated in This Country in 1908 by Miss Emily P. Bissell, of Wilmington, Del.

FIRST SALE YIELDED \$3,000

National Tuberculosis Association, Which Sponsors Sale, Will Place 650,000,000 Seals on Sale to Finance the Fight Against Tuberculosis.



The Red Cross Seal—as millions of Americans know it to day, is an agent of happiness and health. It was originated in 1907 by Miss Emily P. Bissell, of Wilmington, Delaware, who learned through Jacob Riis of somewhat similar seals that were sold in Norway for the purpose of raising funds with which to fight tuberculosis.

Miss Bissell persuaded the American Red Cross to take up the idea with the result that seals were sold in a limited number of communities in 1908. The sale yielded a revenue of approximately \$3,000. The Red Cross then decided to issue the seals each year and to turn the proceeds over to the National Tuberculosis Association and its affiliated societies for the purpose of financing the campaign against tuberculosis. The number of seals sold in America increased by leaps and bounds until in 1917 the total reached 180,000,000.

This year the seals are again on sale beginning December 1. More than half a billion seals have been printed for distribution to state and local agents. In addition to the seals "Health Bonds" in denominations ranging from \$5.00 to \$100.00 are to be sold in lieu of seals to large contributors, who do not send out a sufficient quantity of mail in December to make use of all the seals they would like to purchase. The combined quotas of all the state organizations call for more than \$6,500,000 to carry out the intensive educational campaign being conducted by the National Tuberculosis Association and its 1,000 affiliated societies.

The intensive sale of these seals represents a practical demonstration of every lesson that has been learned regarding scientific distribution. Experts of the highest standing in sales management have co-operated to the extent of assuring those interested that every resident of the United States will have an opportunity to buy Red Cross Christmas Seals.

IF YOU WANT TO KNOW IF YOU ARE GOING TO BE A SUCCESS OR A FAILURE IN LIFE YOU CAN FIND OUT BY THE TEST IS SIMPLE AND INTERESTING. ARE YOU ABLE TO SAVE MONEY? IF YOU DROP OUT YOU WILL FAIL AT LIFE AS YOU LIVE. YOU MAY NOT THINK SO BUT YOU WILL. THE SEED OF SUCCESS IS NOT IN YOU. SAVE A SLICED BUY WAR SAVINGS STAMP

A Hot Water Bottle Should Have A Place In Every Baby's Buggy

When you take the baby out for a ride place a hot water bottle in the buggy and there'll be no danger of colds and complications.

A hot water bottle in the crib or bed at home will almost immediately quiet restlessness—and give the mother a much needed respite.



J. A. Norton and family returned to their home in Chickasha, Okla. Monday, after visiting for a few days in the home of Mr. Norton's sister, Mrs. C. W. Murry.

If you want Thanksgiving Turkeys, fruits, nuts, and celery please put in your order early. Good celery is very hard to get this year so call us early.
Hereford Produce Company.

Good Printing at The Brand.

Mrs. Albert Herbst left Tuesday for Lampasas, Texas, where she will visit her parents through the holidays. Mr. Herbst drove through country to Texico, where his wife caught the south-bound Santa Fe. Mr. Herbst will join her during Christmas week.

Miss Addie Coffman, who teaches the Easter school went to Canyon last Saturday to spend the week-end with her sister, Miss Vivian, who is attending school there.

At Christmas Time

Your friends can buy anything you can give them—Except your photograph. Now is the time to have that made, don't wait. We have just received the niftiest line of folders ever shown in Hereford. Come early so you will have a variety to select from.

IF YOU HAVE A SOLDIER OR SAILOR BOY'S PICTURE YOU WOULD LIKE TO HAVE ENLARGED, BRING IT TO US IN TIME TO HAVE IT FINISHED BEFORE CHRISTMAS. WE GUARANTEE TO PLEASE YOU.

We do KODAK finishing and have films for sale. See us before you buy that Kodak.

McGhee's Studio

Thanksgiving

We are thankful to Almighty God for his mercies and blessings. For good health, good crops and good neighbors.

We are thankful to the good people of this good community for their good will, confidence and patronage for the seventeen years and more that we have lived among you, and transacted business with you.

Very sincerely yours,

The Western National Bank

Hereford, Texas.

Capital, Surplus and Undivided Profits \$125,000.00

Member of Federal Reserve System.

Only Roll of Honor Bank in Deaf Smith County.

G. A. F. PARKER, President.
J. L. SMITH, Vice-President
ROSCOE DAVIDSON, Cashier.
CLAUDE TERRY, Asst. Cashier.
CLIFFORD C. ACKER, Asst. Cashier.

FURNITURE

Just a Little Heart to Heart Talk About Furniture, Rugs, Etc.

We often congratulate ourselves that we have been able in a large measure to supply our trade with all the goods they want. The more important fact is—We are now selling all class of merchandise at not less than 25 per cent under the present market.

All of this has been due to the fact that we have bought ahead, and kept a big stock on hand. We often buy goods and pay for them months ahead before they leave the factory in order to get them.

All of this is for your protection.

Dining Room Furniture

Do you know—we are showing a most magnificent line of Dining Room Furniture. Really a most extensive line, as well as the most elegant line we have ever shown.
10 pc. American Walnut Suite, a \$500.00 value for \$375.00
9 pc. Jacobean Suite, a \$350.00 value for \$250.00
8 pc. Golden Wax Suite, Extra good, \$250.00 value for \$175.00
8 pc. Golden Oak Suite, a \$175.00 value for only \$125.00

We have all kinds of extra Tables, Buffets and Chairs that we will sell at most reasonable prices.

Rug Department

We still have a splendid assortment of Rugs, which we are selling at from \$10.00 to \$25.00 under value. Do not get scared, the price is still low—Come get one while they last.

Singer Sewing Machines

Let us put you next.

Sewing Machines have not gone up like other things. The price has been kept down all during the war. The price will advance \$10.00 shortly—buy now at the old price.

We always care for your interest.



We are Satisfied with small profits.