

IRRIGATION ALFALFA and HOGS

# The Hereford Brand

WHITE FACE CATTLE & FEED FARMING

VOLUME 17

HEREFORD, TEXAS, THURSDAY, NOVEMBER 8, 1917.

NUMBER 43

## CHRISTMAS PACKAGES FOR SOLDIERS IN THE TRENCHES

### November 15 Is Last Date on Which Uncle Sam Will Accept Packages for Shipment to France. Instructions Must Be Followed Closely.

November 15 is the "dead line" set by Uncle Sam for the sending of Christmas packages to the Sammies in the trenches in war-ridden France. So many families in this section are affected by this matter, and the Government requirements are so detailed and voluminous, that the official publication on the subject, issued to all post masters, is printed below for the guidance of the parents and friends of the boys who desire to send tokens of the Christmas tide to the soldiers:

#### Christmas Mail for the American Expeditionary Forces.

Recognizing the unusual significance of the coming Christmas tide to our military, naval and civilian forces abroad, who will undoubtedly be the recipients of numerous gifts from friends and relatives at home, the Post Office Department, with the cooperation of other Governmental Departments interested in the welfare and comfort of the men on foreign soil, has made special arrangements to effect timely delivery of all "Christmas" parcels addressed to the American Expeditionary Forces overseas.

In order that the Department may realize its cherished purpose to place in the hands of the absent ones these tokens of friendship and esteem on Christmas morning patrons of the postal service are requested to faithfully comply with the simple postal requirements outlined hereafter. Without the hearty cooperation of mailers this extraordinary service can not be adequately performed.

#### Preparation of Parcels for Mailing.

Owing to the unusual distance this mail must be transported, the handling and the storage it must undergo, it is absolutely necessary that all parcels be covered with wrappers of sufficient strength not only to resist pressure of other mail contained in the sacks in which it will be inclosed, but to withstand the weight of other sacks of mail, which in the long transit may be piled thereon. Furthermore, owing to the fact that the contents of each parcel must be scrutinized before leaving the United States, to obviate delay, due to censorship, the covering thereof should be so secured as to admit of ready inspection of the contents of the parcel.

Many combination packages will probably be made up, including miscellaneous toilet articles, candles, soap, etc. The contents of such packages should be tightly bound, in order that the several articles may not be loosened in transit, damaging the parcel itself or causing damage to the covering of the parcel. Soldiers' Christmas boxes should be inclosed in substantial containers. Candles in thin pasteboard boxes should be inclosed in wood, tin, or corrugated pasteboard. Sealed packages of candy, cigars, tobacco and toilet articles in simplest mercantile form may be inclosed within parcels without affecting the parcel-post classification of such packages. Sharp-pointed or sharp-edged instruments, such as razors, knives, etc., must have their points or edges protected so they can not cut through their coverings and damage other mail or injure postal employees. Cakes, plum pudding, similar delicacies should be packed in substantial tin containers, or equally resistant receptacles, whether sent as separate or inclosed with other matter in a combination package.

#### How to Address Parcels.

Parcels must be fully, correctly and legibly addressed and conspicuously marked—"CHRISTMAS MAIL." The addressee's company, regiment or other organization, followed by the words "American Expeditionary Forces," should appear in the address. In the upper left corner the name of the address of the sender must be placed. The superscription should be written in ink. In case a tag is used, the name and address of the sender and address should also be written on the wrapper of the parcel for use, should the tag become detached.

#### Postage.

All parcels must be fully (Continued on page five)

### WESTERN NATIONAL NAMED DEPOSITORY "WAR LOAN" FUNDS

The Western National Bank of Hereford has been signally honored by the Treasury Department of the United States in being designated as a depository for "War Loan" deposits up to the extent of \$50,000. For a place as small as Hereford, this is considered quite a compliment. The bank has been given detailed instructions by the Federal Reserve Bank of Dallas, as to the methods of handling this money, while the official notice of appointment from the Treasury Department at Washington is as follows:

Washington, Oct. 26, 1917.  
CASHIER,  
Western National Bank,  
Hereford, Texas.

SIR: By authority conferred upon the Secretary of the Treasury by the Act of September 24, 1917, the Western National Bank, Hereford, Texas, is hereby designated as a special depository of public moneys, and under this designation is authorized to receive only deposits on account of its purchase of Treasury certificates of indebtedness and subscription payments for Liberty Loan bonds. Such deposits as may be made with your bank from time to time shall not exceed in the aggregate at any one time \$50,000.

A "War Loan Deposit Account" should be opened on the books of your bank and all moneys deposited thereunder should be credited to "The Federal Reserve Bank of Dallas, Fiscal Agent of the United States." Details as to the method of handling this account will be made known to you by the Federal Reserve Bank of your district.

By direction of the Secretary,  
Respectfully,  
OSCAR T. CROSLLEY,  
Assistant Secretary.

#### OH! YOU PLAINS

Oh! what a joy  
To stroll in the shade  
Of the Alder, Fir and Pine,  
And breathe the balm  
That floats thru the boughs  
As it comes from the bay of brine;  
But I'm not content  
In this wonderful land of the West,  
Without once more the clasp of hands  
On the plains that I love best.  
A. W. GREGG,  
Seattle.

### OKLAHOMA FARMER PURCHASES SECTION FOR IRRIGATION

The L. Baskin Land Company has just closed a deal whereby Alex Belsch of Oklahoma comes into possession of a shallow water section of land twelve miles northeast of Hereford in the Askren community. Mr. Belsch with his family will move here next week from Oklahoma. An important factor in the deal was that Mr. Belsch paid all cash for his land.

Mr. Belsch sold his Oklahoma farm, including hogs and all improvements for the neat sum of \$30,000, at a public sale. He brings with him, besides other livestock, 16 head of fine milk cows, and will build a nice home and other improvements on his place at once. He has bought a house in town which will be moved out to his place for temporary use until the new one is ready for occupancy. Mr. Belsch has a large family which will be quite an addition to the Askren community and school.

The section Mr. Belsch bought can all be irrigated and there is not a more smooth or otherwise perfect section of land in the county. In fact it is such a fine section that it sold five times in one week, but this was the only deal which stood up.

## COUNTY AGAIN PROVES LOYAL

TO THE EDITORS OF THE HEREFORD BRAND, GENTLEMEN:

Through the columns of your paper I wish to express my satisfaction to the housewives and others of Deaf Smith County for the manner in which they responded to the call of their Government, in signing the pledge for food conservation.

I know the people of this county will feel a certain pride in the fact this the 8th District, composed the 44 Panhandle counties, led all other Districts in Texas, in the number of signatures, and this lead was by a wide margin. The goal set by the manager of the 8th District for Deaf Smith County was 700. At this writing we have the signatures of 676, and I am sure there are enough who have not signed a pledge card to make up the full allotment.

As we have until the 15th of November to complete the returns, I would like all who have not signed to make an effort to do so by Saturday evening. It was my pleasure to work over a large part of the county and I want to take off my hat to the house wives on the farms. I found during my canvass that the wives of the farmers in Deaf Smith County are standing right behind their government, are well posted as to food conservation, and have an intelligent understanding of what is required of them, and of the country I covered not one wife refused to sign the card. I am proud of you ladies, you are true blue Americans, and the country need have no fears if it lives up to the standard you have set.

This standard holds largely as to the ladies of Hereford. There were some few who refused to sign; perhaps they did not fully understand the proposition, for I feel reasonably sure there are no enemies to this government living in Deaf Smith County. However, these refusals, under instructions from the government will have to be forwarded to Washington with the reason, so far as can be ascertained, why they refused to sign, but Deaf Smith County can be congratulated, as only about eight refused to sign. I think we should congratulate ourselves as being nearly 100 per cent loyal to our government.

I take this means of thanking all those who so kindly gave their time to the canvass. The government appreciates help of this kind, and it means doing your bit so far as your ability will permit.

I also thank the Editors of The Brand for the space you have given free to the cause of "Food Conservation", and congratulate you on the loyal manner in which you have backed up the Government.

J. S. JONES,  
County Chairman U. S. Food Administration.



At a late hour Friday morning the local Red Cross Chapter received the following copy of a cablegram from Major Grayson M. P. Murphy, in charge of all Surgical Work with the American Army in France:

The Red Cross has direct responsibility of supplying us with surgical dressings. Nothing in whole situation here of equal importance. Red Cross Standard Dressings in millions must be sent over with all possible speed. If this is not done, and done immediately, a serious calamity and National disgrace is inevitable. The American women who compose the Red Cross Chapters should prepare with all the enthusiasm and speed possible the dressings which are going to mean life or death to our men. This whole question deals with the most vital thing that the women of America can do for the soldiers in the war. Cases are numerous where one entire box of dressings is used on one patient.

Instructions have been received to drop EVERYTHING ELSE and work exclusively on Surgical Dressings. The Local Chapter is short of help. The good women of the Local Chapter hereby make an earnest appeal to every woman in Deaf Smith county to volunteer at once to help in this work. If enough volunteers are not secured AT ONCE, it will be necessary to make a house to house canvass.

Call in person, or get word to the Red Cross rooms in the Courthouse that YOU will help.



## NEW PASTOR PREACHES SUNDAY

The Methodist church of Hereford, recent Annual Conference of the Methodist Episcopal church, South, Plainview District, held at Memphis, Texas.

Rev. Wyatt has served the Hereford church faithfully and effectively, and his many local friends and acquaintances regret exceedingly to lose his services and his companionship. Rev. Terry is recommended as an exceptionally strong preacher, an able orator, and a forceful man of action. Inasmuch as the local church had to lose Rev. Wyatt, they are congratulating themselves upon securing a man as his successor who comes so highly recommended.

All of this was decided upon at the

## GREAT Y. M. C. A. WAR WORK: OUR DUTY TO SUPPORT IT

### Conference of Panhandle and Plains Country Held at Amarillo to Devise Ways and Means to Help Work, Second in Importance Only to Red Cross

FIRST NAT'L SELLS \$9,300 FIRST BONDS TOTAL NOW \$151,900

The Brand mentioned last week the fact that the First National Bank of Hereford had sent in \$9,300 worth of First Liberty Loan bond subscriptions to be sold and converted into Second Liberty Loan bonds, but had not received official notice of acceptance of the order. In time to include this amount in the county's report of its quota to the second loan campaign.

The \$9,300 was accepted and sold for \$122 on the 100, counting accrued interest, as is attested by the following letter from the Hanover National Bank of New York. THIS RAISES DEAF SMITH'S QUOTA TO THE SECOND LIBERTY LOAN TO \$151,900.00.

New York, October 30, 1917.  
A. S. Fuqua, Esq.,  
Cashier First Nat'l Bank,  
Hereford, Texas.

Dear Sir: We received this morning your telegram of the 29th, reading: "Advise if you have sold our Liberty certificates." In reply we wired you as follows: "Credit your account \$9413.63 proceeds \$9300 Liberty."

We confirm our advice that we have today credited you with the proceeds of the sale of your \$9300 Liberty 3 1/2 per cent Bonds, as follows:  
\$9300 Liberty 3 1/2 per cent Bonds @ 99.94 ..... \$9304.00  
Interest 4 mos. 15 days ..... 118.12  
Commission ..... 2.70  
\$9,413.63

\$300 Liberty 3 1/2 per cent Bonds @ 99.90, \$299.70  
Interest 4 mos. 15 da. .... 3.94 303.61  
\$9,413.63

Sold in accordance with your telegram of the 27th instant.  
Yours very truly,  
G. E. LEWIS, Asst. Cashier.

### MRS. SAWYER BUYS THE LAMPKIN HOME

Another home changed hands during the week when it was announced that M. A. Lampkin had sold his residence on East Second street to Mrs. Anna Sawyer. It is understood that Mr. Lampkin, who is a traveling man, will move to Waco and make that place his future headquarters.

### E. E. WILSON SELLS BRICK BUILDING TO BUILD ANOTHER

Earl E. Wilson announced Monday the sale of the 25x80 brick building on Main street, now occupied by him as a furniture store, to the Collins Estate for a consideration of \$5,500 cash.

As illustrating the rapid rise in real estate values on the paved streets of the city, it can be stated that Mr. Wilson paid \$4,500 for this same property on May first of the present year, making a profit of \$1,000 on the property in just six months.

Mr. Wilson also announced that, as soon as certain legal papers affecting the title of two lots on Main street, could be secured, it is his intention to erect a modern, 50x80 one-story brick building in which to house his furniture stock. "And you can add," said Mr. Wilson, "that the building when completed, will be as nice as any one of similar size in West Texas."

The expansion indicated in this deal is explained by Mr. Wilson as being absolutely necessary owing to the growth of his business. "My present floor space is entirely too small," he said. "I have only been in business six months, but have done nearly ten times the business I anticipated. I was told when I purchased the present building that I was paying all it was worth, but I figured on the results of the street paving, and just six months' time has been all that was necessary to prove that my judgment was correct."

Rev. W. M. Baker and Rev. J. E. McClurkin went to Amarillo this week to attend a meeting of delegates from all over the Panhandle to consider Y. M. C. A. work in the Army, and how to help it.

### \$35,000,000 NEEDED

The National War Work Council of the Y. M. C. A. has been called upon to extend its constructive work so as to serve the U. S. Army at Home and Overseas, and to render similar service with the Russian, French and Italian Armies, and in the Prisoner of War Camps. The imperative need of this work has been emphasized by urgent appeals from the troops, supplemented by strongest endorsements from the rulers and leaders of the nations at war.

The work must be financed by contributions from our patriots at home. Of \$35,000,000 needed to carry on the Y. M. C. A. War Work, the Six States in the Southern Department are called upon to contribute \$1,000,000. We owe it to our own boys in the service, who are giving THEIR ALL, to subscribe OUR QUOTA, thereby showing OUR interest in THEIR welfare.

Texas' share in this great work is \$400,000. Every good citizen is called upon to place himself squarely behind the soldier-boys of his state by subscribing generously to this war work fund of the army Y. M. C. A.

General Pershing in France recently cabled the following message home regarding the work of the Y. M. C. A. in the Army.

Paris, France, Oct. 3, 1917.

The work now being done by the Y. M. C. A. for the Comfort and Entertainment of our Soldiers in France is very important. As an organization its moral influence is highly beneficial. It performs a real service that makes for contentment. The Y. M. C. A. has won its place by unselfish personal devotion to the Soldiers' welfare and deserves staunch support by our people at home.

### PERSHING.

### THE AMARILLO MEETING

The Amarillo News of November 5 carried the following account of the big meeting held at that point to map out the war work in support of the Y. M. C. A. cause:

"Approximately two hundred persons were present at the Business Men's Luncheon held at the Amarillo Hotel last night in the interest of the Y. M. C. A. campaign which begins over the nation for necessary funds next week. From the enthusiasm and interest shown in favor of the move it appears the campaign is in full swing in Amarillo at the present time. Hon. Marvin Jones of Amarillo told of the fight we are fighting, what we must do to win the war and what the outcome of the war will be; Hon. Rhodes S. Baker, chairman of the War Work Council of the Y. M. C. A. told of the plans of the association, the work it is doing in the combined armies of the Allies, what the people must do to carry on this work and what the Y. M. C. A. must do for the protection of the soldiers; Jimmie Caldwell, a former Amarillo boy and at present in training at Camp Bowie, here on a furlough, and a surprise to the people present at the banquet, told of the work the Y. M. C. A. is doing at Camp Bowie for the boys there at the present and if it was not for this work in what a condition the boys would find themselves in the way of recreation and entertainment. So extensive was the program and the enthusiasm of the meeting it did not break up until after 10 o'clock.

"When the American boys get to France there will be more and greater temptations than they are accustomed to in the training camps here. The men who know what the situation is on the firing lines have told us that where the men have decent amusements and recreations they stand the fighting better and the line is more solid in these portions than on other parts of the front. There is but one thing to attract the men's attention from the places where they should not go when on furloughs, to the places where they (Continued on page five)

# SOCIETY AND CLUBS

MRS. F. W. PRICE, Phone 28.

One of the largest, as well as most enjoyable of Hallowe'en parties was that given on last Wednesday afternoon, Oct. 31, at the handsome Laird home, when Mesdames Laird, Shaffer, A. M. Jones, Chas. McDonald and Misses Mattie and Belle Woodburn were hostesses offering another opportunity for Mrs. B. S. Arnold's friends to enjoy that many more pleasant hours with her.

The Laird residence was profusely decorated with autumn flowers, and other greenery—pumpkins big and pumpkins small must necessarily be included as well as witches, ghosts, and fortune teller who prophesied some wonderful good things to befall the guests. In the parlor and dining room was placed tables for "42" which game the guests enjoyed for an hour, then a luncheon of sandwiches, pickles, pumpkin pie and coffee, a miniature owl being used as favor.

Those assisting the hostesses were Mesdames Koloson, Pratt, F. W. Price, Misses Mary Dunlap, Beulah Hena, Oberthier.

Another big lark of the Hallowe'en seasons was that given on Wednesday evening, Oct. 31, by Mr. and Mrs. H. H. Hawkins, to a large number of their friends. The rooms were attractive with Hallowe'en suggestions, black cats, witches and pumpkin heads. On arrival the guests were ushered to the "witches' corner" where many weird and creepy pranks were played, after which they crossed the Styx and returned to the reception rooms where games and other amusements were indulged in till a late hour, when delightful refreshments were served.

One of the most delightful parties of the season was on Hallowe'en night, Miss Webb Lamb being hostess. The guests on arriving were met at the gate by a couple of ghosts who escorted them in silence inside the house and up the stairway to the cloak room. On descending they were met by the hostess, who presented each with a "Me-N-You" card, with program of the evening daintily arranged. Before entering the spacious room

that were in readiness for them, each guest registered in a folder of pumpkins. The Hallowe'en decorations with the yellow rays from the lights were in perfect harmony with the brown-tinted interior. The games of the evening were a source of joy to all—"Sequence" came first and caused such merriment that it failed to be at all "spooky". "Hidden Fortunes", "The Witches' Grub Bag" and many other games were enjoyed.

The appearance of the "Fortune Teller" who came from "nobody knows where" was indeed an added pleasure. After promising happy futures to all she departed "sailing up in the sky so high."

At a late hour a Buffet luncheon consisting of chicken sandwiches, colonial sandwiches, whipped cream and coffee was served. The table was well arranged with an enormous pumpkin filled with fruit for the center piece. On each side were smaller pumpkins filled with nuts. The bon-bon napkins and place cards were a cute creation of witches, cats, bats and owls.

At a late hour the ghostly apparel was hastily gotten into and as a result many people in Hereford received late callers.

Those present were Misses Webb Lamb, Frances Wyatt, Cassie Phillips, Bobbie Astou, Elizabeth Black, Maude Wolf, Thelma Hough, Nella Carter, Ruth Powelson, and Nellie Clem; Messrs. Philip Berry, Marlan Lambert, Edgar Webb, Jim Black, Wilbert Van Dyke, Frank Stegall, Philip Broadwell and Glenn Boardman.

The Music Study club met the past week at the Ashbrook home, with Mrs. Ashbrook and Miss Mabel Betts as hostesses. The receiving rooms were made inviting by ferns, grown chrysanthemums and cosy open fires. After a short business meeting of interest to the club, Mrs. Oscar Cardwell took charge of the lesson. The lesson was on Russian music and composers, and before taking up the lesson Mrs. Cardwell gave a very interesting geographical sketch of Russia. Delicious refreshments of cheese and nut sandwiches, pickles and hot chocolate were served.

## Herbert Hoover on Food Conservation

Address delivered by Herbert Hoover at the National Chamber of Commerce Convention, Atlantic City, September 19, 1917.

Food has gradually, since the war began, assumed a larger place in the economics, the statesmanship, and the strategy of the war until it is my belief that food will win the war—starvation or sufficiency will in the end mark the victory.

The Allies are blockading the food from Germany; and the surrounding neutrals are under pressure to export their surplus both ways and to reduce their imports. The Germans are endeavoring to starve the Allies by sinking the food ships. Short production and limitation of markets cumulate to under supply, and our governments are faced with reduction of consumption, stimulation of production, control of prices and readjustment of wages. The winning of the war is largely a problem of who can organize this weapon.

As to our more intimate problems, to effect this end, it must be obvious that the diversion of millions of men to war reduces the productive labor of the Allies, and in sequence, the food production. But beyond this the destruction of food at sea, and of still more importance, the continuous destruction of shipping, have necessitated the gradual retreat in area from which overseas food supplies can be obtained for any given country. There has grown from this not only a limitation of supplies, but an accumulation in inaccessible markets. The results of these cumulative forces is that North America is called upon, by both Allies and neutrals, for quantities of food far beyond its normal export ability.

### The Drain on Our Reserves

What this tax on our resources amounts to is evident enough from the fact that during the past fiscal year we have increased our grain exports from 120,000,000 bushels, the three-year pre-war average, to 405,000,000 bushels. This year the Allied production is reduced by 300,000,000 bushels

over last year, and we must therefore meet a much larger demand. Our exports of meat and the fat products have increased from pre-war average of 500,000,000 lbs. to 1,500,000,000 lbs. for the last fiscal year. And owing to the decrease in their animal herds, the Allies will require still more next year.

If the extremely high prices thundering at every door were not a sufficient demonstration, it is possible, by actual figures, to prove that we have been exporting in many commodities actually beyond our capacity to produce. Taking the three-year pre-war period at 100, we find in pork, for instance, the number of animals on hand at the 30th of June this year is variously estimated at from 92 to 98. The slaughter of animals during the year was at the rate of 179; the exports were at the rate of 215, and the natural consequence is that the price is at 250.

During the past year, we have exported every last ounce of which the country during this period was capable of producing, and our national stock of cereals and animal products, proportionate to our population, was, at the beginning of this harvest, the lowest in our history, and many of us have been under the keenest anxiety lest we would face absolute shortage. This anxious period is now happily passed.

### We Must Meet the Demand

The demand in many commodities during the coming year is beyond our capacity to furnish if we consume our normal amounts. The necessity of maintenance of the Allies on our first line of defense, and our duty to humanity in feeding the neutrals, demands of us that we reduce our every unnecessary consumption and every waste to the last degree—and even then the world dependent on us must face privation.

Owing to the limitation of shipping we must confine our exports to the most concentrated foodstuffs, grain, beef, pork, dairy products and sugar. We must control exports in such a

manner as to protect the supplies of our own people. Happily we have an excess of some other commodities which cannot be shipped, particularly corn and perishables, and we can do much to increase our various exports if we can secure substitutions of these in the diet of our people, but above all we must eliminate our waste.

Our first duty lies to our Allies, and if they are to sacrifice a share of our food to neutrals and if this is also the result of our own savings and our own productive labor, these neutrals should expect to furnish equivalent service in other directions to the common pool against Germany.

Populations short of food hesitate at no price, and in those commodities where there is demand beyond the supply, whether food or otherwise, the old law of price fixing by "supply and demand" is broken.

Such an over demand gives opportunity for vicious speculation and presents an instability to trade which necessitates widening margins to distributing profits and great damage to the consumer. It results in marking up the prices of millions of articles upon the shelves and engages the whole of the distributing trades in inherent speculation.

It is upon this question of price that I wish to dwell for a moment.

### Price Control the Lesser Evil

We have all listened to the spacious arguments of the siren of high prices—it is heralded as the mark of prosperity and to possess economic advantages. It is advocated as a conservation measure. It is true high prices reduce consumption, but they reduce it through the methods of famine, for the burden is thrown on to the class of the least able to bear it. There is no national conservation in robbing our working classes of the ability to buy food. High prices are conservative by reducing the standard of living of the majority. It works no hardship on the rich and discriminates against the poor. Real conservation lies in the equitable distribution of the least necessary amount, and in this country we can only hope to obtain it as a voluntary service, voluntary self-denial, and voluntary reduction of waste, by each and every

man, woman and child according to his own abilities; not alone a contribution of food to our Allies but a contribution to lower prices. We have and will retain sufficient food for all our people. There is no economic reason why there should be exorbitant prices. We are not in danger of famine.

It is obvious that our people must have quantities of food and must have them at prices which they can pay from their wage. If we are to have ascending prices, we must have ascending wages. But as the wage level rises with inequality, it is the door leading to strikes, disorder, to riots and defeat of our national efficiency. We are thus between two fires—to control prices or to readjust the income of the whole community. The verdict of the whole of the world's experience is in favor of price control as the lesser evil.

Speculation not to be Tolerated There are few who will dispute the advantage of such regulation as will eliminate speculation and exorbitant profits. This is difficult to disassociate from fixing of prices, yet a great deal may be done by simple regulation, and the organization of trades.

(Continued from page four.)

### WOMEN TORTURED

Suffer terribly with corns because of high heels, but why care now.

Women wear high heels which buckle up their toes and they suffer terribly from corns. Women then proceed to trim these pests, seeking relief, but they hardly realize the terrible danger from infection, says a Cincinnati authority.

Corns can easily be lifted out with the fingers if you will get from any drug store a quarter of an ounce of a drug called freezezone. This is sufficient to remove every hard or soft corn or callus from one's feet. You simply apply a few drops directly upon the tender, aching corn or callus. The soreness is relieved at once and soon the entire corn or callus, root and all, lifts out without one particle of pain.

This freezezone is a sticky substance which dries in a moment. It just shrivels up the corn without inflaming

or even irritating the surrounding tissue or skin. Tell your wife about this.

### COUNTY GOVERNMENT IN TEXAS

Professor Herman G. James, Director of Municipal Research and Reference of the University of Texas, is the author of a 118-page bulletin entitled "County Government in Texas." This bulletin contains a complete description and strong criticism of county government in Texas and is not only valuable from a historical point of view, but it is of special interest to all county officials and others who may be directly or indirectly connected with that branch of public service. The bulletin may be obtained by addressing Prof. H. G. James, Director of Bureau of Municipal Research, University of Texas, Austin, Texas.

**FREE** This \$1.99 FLASHLIGHT POST PAID

We want every traveler to have one of these wonderful brilliant ELECTRIC FLASHLIGHTS without a cost of over \$7.00. These are sold at stores for \$1.00 each! Just the thing to find your way after dark—best compass—etc. Write us today! Don't miss this opportunity to pay you.

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We give you this \$1.00 flashlight FREE with your first \$5.00 shipment to us! We make this limited introductory offer to persons who can get your order to pay \$5 to all better quality furs. Give the number on your order to receive your free flashlight (write to us today) for full details. Limited offer only!

American Exporting & Fur Co., Dept. 24, 425-427 Deater St., New Orleans, La.




## FARMS FOR SALE

One of the Best Bargains in Texas

Improved 960 acres, two miles south of Summerfield, on public road. Good well, farm house, barn and 100 acres in wheat; absolute lease on section of grass fenced in with the 960 acres, \$20 per acre, 1-3 cash, balance 1 to 5 years at 8 per cent. Possession Jan. 1. See

**E. F. CONNELL** Hereford, Texas



# Why?

If tin tags like these can be made for one-half of a cent each at a good profit, why was a bill proposed in the legislature to force the farmers to mark the 3,800,000 bales of Texas cotton with these tags at ten cents each? WHY?

"For the good of the farmer"—so said the legislator who introduced the bill. Do you believe it?

These tags at 1/2c each would have cost \$19,000. At 10c each they would have cost \$380,000. That would have made a minimum profit for somebody of \$361,000! SOME profit!

Who do you believe would have benefited from this bill—the farmer or the man who made the tags?

Read all about it in

## FARM and RANCH

The Farm Paper of the Southwest

Farm and Ranch is now running Senator Willacy's compelling story "The Heavy Hand of Invisible Rule" which throws the brilliant light of publicity on all the underground and nefarious forces that control our state government and make away with millions of the people's money every year.

If you are tired of paying high taxes, Read This Story.

If you are sick of seeing your money going to the support of Invisible Rule READ THIS STORY!

If you think it's about time we had a general clean up in the government of this state and want to know how to go about it, READ THIS STORY!

### A Farm Paper that IS a Farm Paper

FARM AND RANCH is devoted entirely to the interests of Southwestern farmers, stockmen, and their families. Every issue contains splendid articles on the various crops, notes on the latest improvements in implements and fertilizers, authoritative information on all kinds of livestock, suggestions for silos and silage crops, a household department for the women folks, good fiction and many instructive articles on matters of current interest.

Subscription price \$1.00 for two years. If after three months you don't think it is worth MORE than the money, tell us so and we will refund your dollar.

Send in Your Subscription Today

Single Copies Five Cents No Free Samples

**TEXAS FARM AND RANCH PUBLISHING COMPANY**  
Dallas, Texas.

Reliable men and women wanted in every community to look after renewals and solicit new subscriptions. Good pay for all or spare time.

## Satisfaction

There is a satisfying pleasure every housewife feels in preparing a meal from good, wholesome materials.

Makeshift foods are unsatisfactory as well as unwholesome.

### OUR GROCERIES SATISFY

You feel fresh and vigorous after eating meal prepared from our stock.

And it costs no more than the "other" kind. Why not eat well when it costs no more?



W. L. Sullivan Grocery

CASTRO COUNTY NEWS

A very interesting patriotic address was made in Dimmitt Friday afternoon, Oct. 26, at the High School Auditorium, by Dr. Thomson, of Amarillo. An excellent program was rendered by the high school students. A large crowd was present.

Rev. Baker occupied the pulpit at the Presbyterian church Sunday, Oct. 28. His sermon was in the main a lecture on the conservation of the food supply.

The witches were very much in evidence Wednesday night—Halloween. The young people were entertained with a masquerade party at the home of Mr. and Mrs. C. F. Kerr. Numerous games suggestive of Halloween were played. The fortunes of the guests were told for the sum of 25c, the proceeds going to the Red Cross.

Castro's quota in the sale of Liberty Bonds was \$17,712. At first it looked as tho that amount would not be raised, but at the last moment the Citizens of our county came forward and when the bank closed Saturday night, it had \$19,400 subscribed to the cause. It is very gratifying to know that LOYALTY does exist among our German American citizens, who were eager to do what they could for Uncle Sam. Some of them need special mention. Mr. Martin Pehr, who served his time in the German army, subscribed \$250, and said that he was ready to

buy a gun should the necessity arise. Father Mathew, the Priest in charge, when approached, said that ministers were not able to buy bonds, but he wished to show what side he was on so gave his check for a bond.

Mr. and Mrs. C. F. Kerr returned Monday, Oct. 29th, from a two weeks' trip to Dallas, Brownwood and other Central-Texas points. While in Brownwood they purchased a residence, where Mrs. Kerr and children will spend the winter.

R. T. Green and Lewis Dyer attended the Dallas Fair last week.

Rev. W. L. Lightfoot was in Memphis last week at the annual conference of the Methodist church.

The Primary Department of the Dimmitt school was dismissed several days last week on account of the heating system.

E. B. McDonald was visiting in Canyon Sunday.

R. O. Fields of Floydada, was a business visitor in Dimmitt Tuesday.

Castro county now has 17 boys in training from her draft quota, besides ten volunteers. Reports from them say that they are doing fine and learning how to whip the Kaiser.

THE PRUSSIAN SYSTEM

(From Food Administration) Told by F. C. Walcott at Conference of Field Men, Sept. 12. This I have seen. I could not believe it unless I had seen it thru and thru. For several weeks I lived with it; inside and out of it was shown to me—until finally I came to realize that the incredible was true. It is monstrous, it is unthinkable, but it exists. It is the Prussian system.

A year ago I went to Poland to learn its facts concerning the remnants of a people that had been decimated by war. The country had been twice devastated. First the Russian army swept through it and then the Germans. Along the roadside from Warsaw to Pinsk, the present firing line 250 miles, near half a million people had died of hunger and cold. The way was strewn with their bones picked clean by crows. With their usual thrift, the Germans were collecting the larger bones to be milled into fertilizer, but finger and toe bones lay on the ground with the mud covered and rain soaked clothing.

Wicker baskets were scattered along the way—the basket in which the baby swings from the rafter in every peasant home. Every mile there were scores of them, each one telling a death. I started to count, but after a little I had to give it up, there were so many.

That is the desolation one saw along the great road from Warsaw to Pinsk, mile after mile, more than two hundred miles. They told me a million people were made homeless in six weeks of the German drive in August and September, 1916. They told me four hundred thousand died on the way. The rest, scarcely half alive, got through with the Russian army. Many of these have been sent to Siberia; it is these people whom the Paderewski committee is trying to relieve.

In the refugee camps, 300,000 survivors of the flight were gathered by

the Germans, members of broken families. They were lodged in jerry-built barracks, scarcely water-proof, unlighted, unwarmed in the dead of winter. Their clothes, where the buttons were lost, were sewed on. There were no conveniences, they had not even been able to wash for weeks. Filth and infection from vermin were spreading. They were famished, their daily ration a cup of soup and a piece of bread as big as my fist.

In Warsaw, which had not been destroyed, a city of one million inhabitants, one of the most prosperous cities of Europe before the war, the streets were lined with people in the pang of starvation. Famished and rain-soaked, they squatted there, with their elbows on their knees or leaning against the buildings, too feeble to lift a hand for a bit of money or a morsel of bread if one offered it, perishing of hunger and cold. Charity did what it could. The rich gave all that they had, poor shared their last crust. Hundreds of thousands were perishing. Day and night the picture is before my eyes—a people starving, a nation dying.

In that situation, the German commander issued a proclamation. Every able-bodied Pole was bidden to Germany to work. If any refused, let no other Pole give him to eat, not so much as a mouthful, under penalty of German military law.

This is the choice the German government gives to the conquered Pole, to the husband and father of a starving family: Leave your family to die or survive as the case may be. Leave your country which is destroyed, to work in Germany for its further destruction. If you are obstinate, we shall see that you surely starve.

Staying with his folk, he is doomed and they are not saved; the father and husband can do nothing for them, he only adds to their risk and suffering. Leaving them, he will be cut off from his family, may never hear from him again, in nor be from them. Germany will set him to work that a German workman may be released to fight against his own land and people. He shall be lodged in barracks, behind barbed wire entanglements, under armed guard. He shall sleep on the bare ground with a single thin blanket. He shall be scantily fed and his earnings shall be taken from him to pay for his food.

That is the choice which the German Government offers to a proud, sensitive, high strung people. Death or slavery.

When a Pole gave me that proclamation, I was boiling. But I had to restrain myself. I was practically the only foreign civilian in the country and I wanted to get food to the people. That was what I was there for and I must not for any cause jeopardize the undertaking. I asked Governor General Von Beseler, "Can this be true?"

"Really, I cannot say," he replied, "I have signed so many proclamations; ask General Von Kries."

So I asked General Von Kries, "General, this is a civilized people. Can this be true?"

"Yes," he said, "it is true—with an air of adding, Why not?" I dared not trust myself to speak; I turned to go. "Wait," he said. And he explained to me how Germany, official Germany, regards the state of subject peoples.

Even now I find it hard to describe in comprehensible terms the mind to official Germany, which dominates and shapes all German, that and action. Yet it is as hard, as clear-cut, as real as any material thing. I saw it in Poland, I saw the same thing in Belgium, I hear of it in Serbia and Romania. For weeks it was always before me, always the same. Officers talked freely, frankly, directly. All the staff officers have the same view.

Let me try to tell it, as General Von Kries told me, in Poland, in the midst of a denying nation. Germany is destined to rule the world, or at least a great part of it. The German people are so much human material for building the German state, other people do not count. All is for the glory and might of the German state. The lives of human beings are to be conserved only if it makes for the state's advancement, their lives are to be sacrificed if it is to the state's advantage. The state is, all, the people are nothing.

Conquered people signify little in the German account. Life, liberty, happiness, human sentiment, family ties, grace and generous impulse, these have no place beside the one concern, the greatness of the German state. Starvation must excite no pity; sym-

pathy must not be allowed, if it hampers the main design of promoting Germany's ends.

"Starvation is here," said General Von Kries. "Candidly, we would like to see it relieved; we fear our soldiers may be unfavorably affected by the things that they see. But since it is here, starvation must serve our purpose. So we set it to work for Germany. By starvation we can accomplish in two or three years in East Poland more than we have in West Poland, which is East Prussia, in the last hundred years. With that in view, we propose to turn this force to our advantage."

"This country is meant for Germany," continued the keeper of starving Poland. "It is a rich alluvial country which Germany has needed for some generations. We propose to remove the able-bodied working Poles from this country. It leaves it open for the inflow of German working people as fast as we can spare them. They will occupy it and work it."

Then with a cunning smile, "Can't you see how it works out? By and by we shall give back freedom to Poland. When that happens Poland will appear automatically as a German province."

In Belgium, General Von Bisling told me exactly the same thing. "If the relief of Belgium breaks down we can force the industrial population into Germany through starvation and colonize other Belgians in Mesopotamia where we have planned large irrigation works; Germans will then overrun Belgium. Then when war is over and freedom is given back to Belgium, it will be a German Belgium that is restored; Belgium will be a German province and we have Antwerp—which is what we are after."

In Poland, the able-bodied men are being removed to relieve the German workman and make the land vacant for German occupation. In Belgium, the men are deported that the country may be a German colony. In Serbia, where three-fourths of a million people out of three millions have perished miserably in the last three years, Germany hardens its heart, shuts its eyes to the suffering. Thinks only of Germany's gain. In Armenia, six hundred thousand people were slain in cold blood by Kurds and Turks under the domination and leadership of German officers—Germany looking on, indifferent to the horror and woe, intent only on seizing the opportunity thus given. War, famine, pestilence, these bring to the German mind no appeal for humane effort, only the resolution to profit from them to the utmost that the German state may be powerful and great.

That is not all. Removing the men, that the land may be vacant for German occupation, that the land may be vacant for German occupation, that German stock may replace Belgians, Poles, Serbians, Armenians, and now Roumanians, Germany does more. Women left captive are enslaved. Germany makes all manner of lust its instrumentality.

The other day a friend of mine told me of a man just returned from Northern France. "I cannot tell you the details," he said, "man to man, I don't want to repeat what I heard. Some of the things he did tell—shocking mutilation and moral murder. He told of women, by the score, in occupied territory of Northern France, imprisoned in underground dungeons, tethered for the use of their bodies by officers and men."

If this is not a piece of the Prussian system, it is the logical product of disregard of the rights of others.

Such is the German mind as it was disclosed to me in several weeks' contact with officers of the staff. Treaties are scraps of paper, if they hinder German aims. Treachery is condoned and praised, if it falls in with German interest. Men, lands, countries are to be destroyed or enslaved so Germany may gain. Women are Germany's prey, children are spoils of war. God gave Germany the Hohenzollern and together they are destined to rule Europe and, eventually, the world—thus reasons the Kaiser.

Coolly, deliberately, officers of the German staff, permeated by this monstrous philosophy, discuss the denationalization of peoples, the destruction of nations, the undoing of other civilizations, for German's account.

In all the world such a thing has never been. The human mind has never conceived the like. Even among barbarians, the thing would be incredible. The mind can scarcely grasp the fact that these things are proposed and done by a modern government professedly a Christian government in the family of civilized nations of the world. If it takes everything in the world, if it takes every one of us, this abomination must be overturned. It must be ended or the world is not worth living in. No matter how long it takes, no matter how much it costs, we must endure to the end with a civilized France, with imperiled Britain, with shattered Belgium, with shaken Russia.

We must hope that Germany will have a new birth as Russia is being reborn. We must pray, as we fight against the evil that is in Germany, that the good which is in Germany may somehow prevail. We must trust that in the end a Germany truly great with the strength of a world-race may find its place as one of the brotherhood of nations in the new world that is to be.

The responsibility of success or failure rests now upon our shoulders; the eyes of the world are anxiously watching us. Are we going to be able to rise to the emergency, throw off our inefficiency, and prove that Democracy is safe for the world? September 13, 1917.

The subscription of the University of Texas toward the second Liberty Loan totaled \$55,000, of which \$74,000 was invested by the faculty, sundry funds by order of the Board of Regents, and various organizations of the institution, and \$11,000 by the student body.

Nearly seventeen hundred persons from all parts of the State are taking courses by correspondence from the University of Texas, for which they receive credit. This represents only a slight falling off from last year and is due chiefly to war conditions.

Health About Gone

Many thousands of women suffering from womanly trouble, have been benefited by the use of Cardui, the woman's tonic, according to letters we receive, similar to this one from Mrs. Z. V. Spill, of Hayne, N. C. "I could not stand on my feet, and just suffered terribly," she says. "As my suffering was so great, and he had tried other remedies, Dr. — had us get Cardui. . . I began improving, and it cured me. I know, and my doctor knows, what Cardui did for me, for my nerves and health were about gone."

TAKE

CARDUI

The Woman's Tonic

She writes further: "I am in splendid health. . . I can do my work. I feel I owe it to Cardui, for I was in dreadful condition." If you are nervous, run-down and weak, or suffer from headache, backache, etc., every month, try Cardui. Thousands of women praise this medicine for the good it has done them, and many physicians who have used Cardui successfully with their women patients, for years, endorse this medicine. Think what it means to be in splendid health, like Mrs. Spill. Give Cardui a trial.

All Druggists

REAL ESTATE TRANSFERS

Furnished by Potts & Jones

G. L. Davidson to J. Claude Ricketts; lots 9-10-11-12 blk. 7, Hereford; \$2500. S. S. Poylor to B. G. Poylor, nw. 1-4 sec. 7, blk. 7; \$2100.00. W. E. Neal to Henry Schutte, west half sec. 30, blk. M.; \$21,125.00. L. Haskin to Joseph Dixon; lots 15 to 20, blk. 33, Evans add.; \$225.00. S. H. Townsend to J. B. Hammer, Post blk. 48 Hereford; \$700. R. E. Reams et ux to W. Latney Barnes, sw. quarter sec. 8, blk. 7; \$2050.00. D. P. Vaughn et ux to W. A. Knox, sw. quarter sec. 64, blk. K-3; \$27,500.

Elsen Art Exhibit IS TO BE SHOWN FOR SCHOOL BENEFIT

Recognizing the fact that our school rooms are in need of educational pictures, I have arranged, with the hearty support of my teachers, to hold the Elsen Art Exhibit in the Auditorium of the Central Building from Thursday, Nov. 15 to 17 inclusive. This exhibit consists of 200 large, adequate reproductions of the greatest works of art for schoolroom decoration. Among these pictures are many Copper Plate Color Paintings which are printed in permanent oil pigments. Many of the subjects are also in Carbon Color Paintings, colored by hand in all colors on permanent carbon prints, very close to the original in feeling, values, and color. This collection will show you the works of Corot, Millet, Ingres, Raphael, and many other eminent painters. Think of the influence of good pictures upon the life of your child. This influence cannot be overestimated. The trend of many a life has been influenced by a single picture. The Auditorium will be open to the public from 2:30 to 4:30 in the afternoons and from 7:30 to 9:30 in the evenings of the above dates. There will be a slight admission charge. All money which so accrues will be expended in purchasing pictures for the Hereford Schools. Your attendance at the Exhibit will greatly encourage us. The ladies of the Bay View Club, who have made the study of Art a part of their Club work, will be there in the afternoon and evening to assure you a pleasant hour. Further, the Elsen Co. has offered to affix without charge, on each picture presented to the school by an individual or society, a brass plate, suitably inscribed, with the name of the donor. Such a gift, or any special contribution to the picture fund, will be most welcome. I hope that you will be interested in what seems to us to be of vital importance.

Cordially yours, L. M. FERTSCH, Supt.

Col. E. T. Woodburn and daughters enjoyed a very pleasant visit from Mr. and Mrs. Estes Woodburn of Lockney last week-end. Mr. and Mrs. Woodburn were accompanied by Mr. Hackler.

Sam Dunn of Amarillo, was a Hereford visitor Monday.

Miss Mary Harris of Farwell was the guest of Miss Harriette Shirley for the week-end.

GIRLS WHITEN SKIN WITH LEMON JUICE Make a beauty lotion for a few cents to remove tan, freckles, sallowness.

Your grocer has the lemons and any drug store or toilet counter will supply you with three ounces of orchard white for a few cents. Squeeze the juice of two fresh lemons into a bottle, then put in the orchard white and shake well. This makes a quarter pint of the very best lemon skin whitener and complexion beautifier known. Massage this fragrant, creamy lotion daily into the face, neck, arms and hands and just see how freckles, tan, sallowness, redness and roughness disappear and how smooth, soft and clear the skin becomes. It is harmless, and the beautiful results will surprise you.

Phes Cured in 6 to 14 Days Your druggist will refund money if PAZO OINTMENT fails to cure any case of itching, Blind, Bleeding or Protruding Piles in 14 days. The first application gives Ease and Rest. 50c.

\$100,000 TO LOAN On farms or ranches in Deaf Smith, Castro and Farmer Counties. Long time, cheap rates, no inspection expense, no delays.

Potts & Jones - - Bonded Abstracters

NOTICE The law requires all motor vehicles to be equipped with two white lights in front and one red light in the rear, visible five hundred feet. The white light must not be capable of producing a dazzling light or glare. The speed limit is fifteen miles per hour in the business part of town and eighteen miles at other places. The use of muffler cut-outs is prohibited. Sounding a horn or gong except to give a necessary warning of danger is prohibited. Leaving a car unattended with the motor running is prohibited.

32-1f. R. P. BRAZIL, City Marshal.

7 Degrees Below In Colorado Mr. and Mrs. E. W. Morgan are in receipt of a recent card from their daughter, Miss Maud Morgan who lives in Colorado, in which she says that in the recent cold snap the temperature registered seven degrees below zero in that state. Miss Morgan also stated that the apple and sugar beet crop of Colorado, was very heavy this year.

George M. Barcus, formerly a resident of Hereford, but now a citizen of Waco, is in the city this week, attending the session of the District Court.

STATEMENT The Bank OF Hereford

Table with financial data: Individual Responsibility \$1,000,000, condensed, close of Oct. 29, 1917. Loans \$113,805.61, U. S. Bonds Lib. 1,700.00, Furniture & Fixtures 1,500.00, CASH & EXCHANGE 132,816.08, Capital \$240,881.00, Undivided Profits 2,907.70, DEPOSITS 236,973.90, Total \$240,881.00.

WE PAY INTEREST ON TIME DEPOSITS

Officers and Directors: John W. Sherman, President; B. S. Arnold, Vice-President; H. B. Stephens, Vice-Prest; J. Claude Ricketts, Cashier; O. M. Shroy; J. H. Wagner; W. B. Arnold; J. W. McQueen.

HIDES

Highest Cash Price Paid at the

PANHANDLE GRAIN & ELEVATOR CO.'Y J. A. MAYHALL

\$100,000 TO LOAN On farms or ranches in Deaf Smith, Castro and Farmer Counties. Long time, cheap rates, no inspection expense, no delays.

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32-1f. R. P. BRAZIL, City Marshal.

Well "Armed"?



When company comes there is no time to waste—no chances to be taken—so mother sees that there is always a can of

CALUMET BAKING POWDER

on hand. Cakes, pies, doughnuts, muffins and all good things to eat must be dressed up in their best taste and looks.

Then, too, her reputation as a cook must be upheld—and she "stakes" it on Calumet everytime. She knows it will not disappoint her.

Order a can and have the "company" kind of bakings every day.

Calumet contains only such ingredients as have been approved officially by the U. S. Food Authorities.

HIGHEST QUALITY AWARDS

# The Hereford Brand

GOUGH & HOLMAN

Started April 17, 1901, in the post office at Hereford, Texas, as second-class mail matter. First number of the paper issued February 23, 1901, as the Standard Reporter, first number of the Brand issued March 21, 1902.

Subscription Price \$1.50 a Year, Strictly in Advance

IT IS A DEPLORABLE FACT that a large percentage of the people of Texas have not yet awakened to the fact that THIS COUNTRY IS AT WAR. During the progress of the work of securing signatures to the Food Conservation pledge cards it has been reported that people were found who stated emphatically that they would not sign such a pledge and would eat what they pleased, when they pleased.

This insight of all the publicity which has been given the REASONS for asking people to sign these pledges. People who take this stand are the ones who have not yet realized that we are at war; that while they are enabled to eat what they please now, when they please, the time may come, and come soon, when they will not HAVE what they want; and cannot BUY it, at any price; and that, if the necessity exists, the Government may issue them Meal Tickets, just like they do in Germany now, and not ALLOW them to eat what they please, WHEN they please.

This picture is the limit of what COULD occur, if the National Government did not have some vision, and by pledge cards and otherwise, get the people to thinking, to economizing, to saving, so that such an extreme step will not be necessary.

If a MAJORITY of our people took the view of these few who refused to sign the cards, then the food situation described above would most surely come about, and we would ALL have to suffer.

These people are not unpatriotic; they simply have not realized that we are at WAR, because the war has not been brought directly to their doors.

Now the United States and Japan are in alliance to protect China and to give to all the nations of the earth an open door to the Mongolian republic. The United States and China warn the predatory nations of Europe to "hands off" Chinese territory.

A very wise man is Woodrow Wilson. Japan is not a producer of coal or steel. Japan is a nation without mineral resources. Japan has immense ship yards. Japan is ambitious to become a great maritime power.

Months ago the President placed an embargo on the exportation of American steel to Japan. He hinted that an embargo might be placed on the exportation of American coal to Japan.

China is to be saved from partition and there is an American-Japanese pledge guaranteeing fair trade to all the nations of the earth.

The Chinese have adopted him as their great father. The Japs have adopted him as their step-father. On with the battle to make the world safe for democracy.—Fort Worth Record.

A PERPETUAL SOURCE OF WONDER and astonishment to the peoples of the Old World, is the immense power lodged in the hands of the President of the United States. The central powers endeavor to use it as an argument against the sincerity of our declarations as to the objects of this country in the world struggle. They point out that our President is more of a dictator than any Hohenzollern or Hapsburg. Even our friends the British, seem unable to reconcile his great powers with our proud boast of personal liberty.

Viewed from an Old World point of view, we must confess the problem is a knotty one. From the viewpoint of democracy, however, the solution is very simple. And the one great outstanding principle that governs the situation is that of human volition.

Kingly powers are matters of inheritance. Not one of the millions of the Kaiser's subjects had the least voice in clothing him with the power he wields over them. Those powers were conferred first by MIGHT on his remote ancestors and passed on by MIGHT to their present possessor. The question of fitness to exercise those powers has never entered into the situation. His power for evil is as absolute and unlimited as his power for good. Neither does the question of ability count, as witness the pitiful spectacle of imbecile rulers who have in the past dominated many of the old countries. As a matter of fact, mediocrity of intellect and a paucity of moral fibre has characterized the majority of European rulers as far back as history records. True, among them a really great character has developed occasionally which is the one fact that has in any sense tended to mitigate the evils of the system.

Widely different from this is the condition in this country. Here the principle of human volition and individual freedom of choice has full and free expression. Every President of this country has been in the fullest sense of the word the choice of the people. Primarily, he has not one iota of power not enjoyed by the humblest citizen of the republic. His power is a delegated power, and that only for a season and an emergency. At the end of that season or emergency, his power is stripped from him, and he resumes his place as merely one of the millions.

In the matter of personal fitness, too, the Presidents of the United States have in every instance measured up to the highest standard. Not one has ever proven unworthy to the high trust reposed in him. All, without exception, have been men of probity and high ideals. As a matter of fact, the manner of their choosing guarantees this unless the people themselves were decadent.

From all of which it can be seen that European dictatorships are one man dictatorships, while the American brand—if it can be so called, is a dictatorship of the masses—in fact, one hundred million strong.

## HERBERT HOOVER ON FOODSTUFFS

Continued from page two.)

to police themselves under government patronage—to put such regulation into force as will protect the legitimate and patriotic trader—for no one will deny that speculation against the consumer is a vicious crime in our present state.

The large question of the hour is price fixing, for the suspension of the law of demand and supply as an equitable, economic law, is forcing our hand in every direction.

### Lessons from Europe

The total experience of Europe has demonstrated that many methods of price control such as maximums and minimums are a fallacy, and in themselves stimulate evasion and generate economic currents, which, while they may be a temporary palliative to a situation, ultimately wash away the very foundations of production and distribution. Of European experience in price fixing practically but one formula has remained, and that is the fixed specified price for every stage of a given commodity, from its raw to its finished delivered state, based as nearly as may be on the cost of production and reasonable return on capital.

### Guided by Developments

We shall find as we go on with the war and its increasing economic disruption, that first one commodity after another will need to be taken into control. We will, however, profit by experience if we lay down no hard and fast rules, but if we deal with every situation on its merits. So long as demand and supply have free play in a commodity, we had best leave it alone. Our repairs to the break in normal economic control in other commodities must be designed to repair the break, not with a view to setting up new economic systems or theories.

### The Problems Classified

It appears to me we can divide our commodities roughly into four classes:

FIRST—Those commodities of which we produce our own supply and for which there is no export or import business of such consequence as to influence the whole, such as corn, potatoes, onions, apples and many others. Here the law of demand and supply still reigns, and we can well leave these alone, provided no person or persons attempt to upset the normal flow of barter, and then we can best deal with the person.

SECOND—Those commodities the demand for which is constant

some instances control the volume and price of imports so as to regulate price, and it is obviously in our interest to export as little of our money as we can.

### Production the Main Factor

In all control of price there is one dominant factor. The very need of price control is proof of insufficient production, and in way the necessity itself transcends the cost. Therefore, the constant dominant thought in connection with price must be the stimulation of production. There is, however, a point at which stimulation is attained. To get 90 per cent of volume of production costs one price, and the need of the commodity to be cured each advancing unit of production toward 100 per cent becomes a problem of balance in the necessity for the commodity against the burden to the consumer.

We have in the Food Administration put into action a form of price control through purchase of the exports of wheat and flour. The Government must buy or contract the buying of wheat for export and the export volume controls the price. We were immediately confronted with price determination.

Illustrations of Method  
To determine it we called in the  
(To be continued)

## STAR THEATRE OFFERINGS

Plots by foreign spies and the thrilling detective work of the American secret service keep the action of Virginia Pearson's latest production for William Fox, "Wrath of Love," always on the double quick. This up-to-the-minute drama will be shown at the Star Theatre on Saturday, Nov. 10.

Roma Winet, the role played by Miss Pearson, is a well known author. She marries a keen business man and is very happy until a girl friend is placed in her husband's care by Dave Blake, her fiance, when he is called to the front. Jealousy arising from perfectly innocent situations which she misunderstands, wrecks her happiness and she is only saved from a desperate act by Blake's return. She then learns that the mysterious meetings between her husband and the girl were connected with Blake's operations as a secret service agent.

Included in the cast are Louise Kate Irving Cummings, Nellie Slattery and Frank Glendon.

Lovers of the silent drama who attended the Star Theatre last Saturday night had the opportunity to see Valeska Suratt do a characteristically fine bit of work in intensely gripping production, William Fox's "Wife Number Two."

Miss Suratt does a very unusual and daring act in this photodrama. For an actress whose name has become a synonym throughout the world for brilliant and beautiful gowns it is just short of brave to come out in a production in an ordinary garden variety gingham dress. But it proves to be the best thing Miss Suratt ever did. It shows that her beauty is not dependent on beautiful gowns. Miss Suratt looks as pretty and attractive in that gingham dress and bonnet as she does in the dazzling creations which have caused so much comment in other photoplays.

# VIRGINIA PEARSON

Saturday, Nov. 10

MATINEE PRICES—Children, 9c., plus 1c War Tax. Adults, 13c., plus 2c War Tax.

NIGHT PRICES—Children, 9c., plus 1c War Tax. Adults, 18c., plus 2c War Tax.

# WRATH OF LOVE

A FOX PICTURE

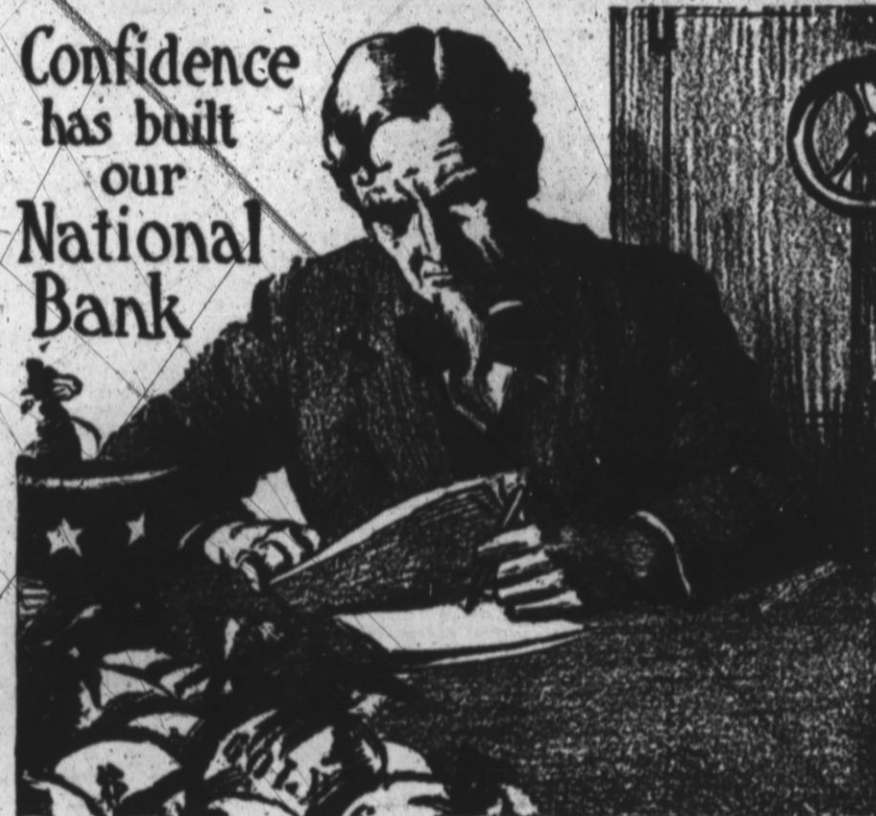
Miss Pearson is recognized as one of the FOREMOST screen favorites in filmdom. She is one of the most distinguished character actresses in motion pictures, and her work in "WRATH OF LOVE" is fully up to the high standard which she has established.

FRIDAY, NOV. 2—CONQUEST PROGRAM

"Story Keg Told Me" STAR  
"Wild Arica" THEATRE  
"Man's Triumph Forest"  
"Getting Acquainted With Bees"  
—7 BIG REELS—

## "National Protection"

Confidence has built our National Bank



MEMBER FEDERAL RESERVE SYSTEM OF BANKS.

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

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

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

SAFETY SERVICE SECURITY

The First National Bank of Hereford, Texas

# Are You A Spug?

That is a member of the Society for Prevention of Useless giving. This war time is a time to buy gifts that have a lasting value. Since we have day current you can safely buy Electrical goods, such as: Electric Washers, Electric Sweepers, Irons, Toasters, Heaters, Perculators, etc. Phone us and let us suggest and put away some of these for Christmas presents. Remember factory deliveries are slow. Give us your orders EARLY.

## Hereford Light & Power Co.

A member of the S. P. U. G. S.

# Walk-Over SHOES

TRADE MARK REG. U.S. PAT. OFF.



TRADE MARK REG. U.S. PAT. OFF.

When you buy a pair of Walk-Over Shoes, either in ladies' or men's shoes, you get perfect satisfaction, long wear, and a perfect fit. The price on Walk-Over Shoes is of course higher than a few years ago, but they keep the quality up, instead of making a cheaper shoe. As the leather advances they advance the price, but put the same grade of leather in their shoes as they did before the war prices were put into leather. When you need a good reliable shoe buy a Walk-Over. We also have the American Gentlemen shoes for men, and the Queen Quality for ladies, and a big stock of girls' and boys and child's shoes. We have the largest stock of shoes in Hereford to select from. We want to sell you your shoes.



Geo. A. Stambaugh Dry Goods Store



DON'T YOU LOVE TO RECEIVE A LETTER WRITTEN ON ELEGANT STATIONERY? YES; AND YOUR FRIENDS WILL ENJOY YOUR COMMUNICATIONS MORE IF THEY ARE WRITTEN ON OUR EXCELLENT PAPER.

WE CAN GIVE YOU A WHOLE BOX OF PAPER AND ENVELOPES FOR A SMALL SUM. JUST THINK OF HOW MUCH YOU MUST PAY FOR POSTAGE, THEN THE PRICE OF OUR BEST STATIONERY WILL SEEM SMALL.

WE CAN SUPPLY ANYTHING YOU NEED FOR WRITING. AND WHEN YOU BUY OUR STATIONERY YOU CAN "RELY" UPON IT.

**BETTS-CLARK, DRUGGISTS**  
THE NYAL STORE

**SOLDIERS' PACKAGES**

(Continued from page one)

prepaid by stamps affixed, at the 8th zone rate of postage, or 12 cents for each pound or fraction. Patrons are cautioned against placing RED CROSS stamps or stickers, other than postage stamps, on the address side of mail matter, as such matter is thereby rendered unmailable. In the use of Christmas stickers care should be taken not to seal the parcels there-with, as sealed parcels are unmailable at the fourth-class rate of postage, which necessitates their being returned or held for postage, thus causing delay and possibly disappointment. Pastors or stickers which resemble postage stamps are not permissible on the outside of any mail matter.

**Permissible Additions.**—In addition to the name and address of the sender, which is required, it is permissible to write or print on the covering of a parcel of fourth-class matter, or on a tag or label attached thereto, the occupation of the sender, and to indicate in a small space by means of marks, letters, numbers, names, or other brief description, the character of the parcel, but ample space must be left for the full address and for the necessary postage. Inscriptions such as "Merry Christmas," "Please do not open until Christmas," "Happy New Year," "With Best Wishes," and the like, may be placed on the covering of the parcel in such manner as not to interfere with the address, or on a card inclosed therewith. Books may bear simple dedicatory inscriptions not of a nature of personal correspondence.

**Mailing of Books.**—The rate of postage on parcels of printed books weighing 8 ounces or less is one cent for each 2 ounces or fraction thereof. Parcels of books weighing more than 8 ounces are subject to the parcel post rate of 12 cents per pound or fraction.

**Perishable Matter.**—Parcels containing perishable matter should be withheld from the mails unless it is absolutely certain that the contents will not deteriorate within six weeks from the date of mailing.

**Prohibited Articles.**—The principal articles classed as unmailable are: intoxicants of all kinds, poisons, inflammable materials (including friction matches), or compositions which may kill or injure another, or damage the mails. As all contents of parcels will be carefully examined, matters will refrain from inclosing in parcels any intoxicating liquors or other articles classed as unmailable.

Parcels for the Expeditionary Forces may not be registered or insured.

**Make Small Parcels.**—Owing to the great demand on transportation space, patrons are urgently requested to make their packages as small as possible—preferably not to exceed 10 pounds in weight—smaller parcels will have to be given preference in shipment, in order to accommodate the greatest number of persons.

Additional information concerning the preparation and mailing of parcels may be obtained from local postmasters who should be consulted when patrons are in doubt.

Any man who is in debt should carry Life Insurance to protect his estate. The Reliance Life's policies are as good as gold.

**Y. M. C. A. WAR WORK**

(Continued from page one)

will meet with disease and uncleanness, and that is the Y. M. C. A. centers," stated the distinguished official of the work, Mr. Baker.

"There are twenty-four million men in the different armies of the Allies and the war prisons that we must serve. Each million of the men must have 500 Y. M. C. A. centers; 2,000 experienced workers; 500 pianos, 500 motion picture machines, 500 talking machines; 25,000 records, 1,000 feet of film a day, 25,000 chess and checker boards, 50,000 magazines a week and 1,000,000 bibles and testaments.

**Subscriptions.**—"The Y. M. C. A. work is carried on through subscriptions from the people. We have asked for \$35,000,000 to carry on this work until next July. I do not believe that we have set the amount as high as it should be set. I think it is an underestimate to say that \$35,000,000 will cover this work that must be done by the Y. M. C. A. until next July."

"The money I make during the war above the necessary expenses that I must cover, I do not want and it is not rightfully mine when the Y. M. C. A. and other agencies must have funds to carry on the work for our boys who are in the trenches and who have given everything that this war must be won and no man has a right to want to make any money out of this war," further stated the speaker.

**Tells of Work.**—Mr. Baker in a detailed way explained all the plans of the Y. M. C. A. for the future work, the work it is doing in American training camps, the good work that is being accomplished in the war stricken fields and in the prison camps. He told what the people of America must do in the matter of financing this campaign in order to give to our boys the protection we owe them, what the leading men of America and other Allied nations think of this work.

**Congressman Jones Speaks.**—After luncheon was served, Hon. Marvin Jones was called on for a speech.

"The turning point of this war was the battle of the marne. It was here the Kaiser and the German army flung aside the legitimate rules of modern warfare and raised the black flag that is hoisted only by pirates," said Mr. Jones.

Jimmie Caldwell, a former Amarillo boy, who enlisted in Company A here and is at present a corporal training at Camp Bowie, had the opportunity of telling the men who had gathered at the meeting the things that he found at Camp Bowie when he arrived there.

The following out-of-town men were present and will carry back home with them the message of the Y. M. C. A.

A. V. Nelson, Claude; W. A. Wilson, Claude; J. E. Hill, Claude; E. D. Garmon, Panhandle; P. E. Johnson, Groom; J. C. Jackson, White Deer; B. S. Triplett, Farwell; H. E. White, Washburn; J. E. McClurkin, Hereford; W. M. Baker, Hereford; S. W. Perry, Goodnight; C. S. Bass, Kress; Chas. E. Pitt, Miami; J. T. Sharp, Tulsa; R. L. Marquis, Canyon; George M. Bouch, Goodnight; C. L. Dickson, Silverton.

**Home for Sale.**—One of the best built ten-room houses in town. Private high pressure water system giving fire protection; fruit and shade trees; four big lots. Located just outside the city limits, so we have no city taxes. Priced to sell.

Young man any banker will advise that you should be carrying Old Line Life Insurance and will recommend The Reliance Life. Come in and let me tell you about it.

**YOU'LL LIKE HEREFORD**

**NOTHING SHORT OF THE BEST**

That's Our Motto  
That's the reason our service would be much appreciated by you.

Pressing Clothes Cleaning Repairing  
Suits made to Order  
CALL SOON

Phone 16 Orr's Tailor Shop

**One Test Will Prove Our Claims**

Try a filling of IOWA PARK GASOLINE for your car. Notice the mileage, the power, the steady pull of the engine.

Give your motor a chance with PENNSYLVANIA MOTOR OIL and notice how well it lubricates and how long it will last.

Pennsylvania Motor Oil and Iowa Park Gasoline gives more miles, more power, more satisfaction. Once tried always used. Filling Stations, W. W. Bennett & Co., Farris & Davis, Wholesale Agts.

**Miller & Fallwell**

**\$15.75** Santa Fe **ROUND TRIP**  
To FORT WORTH

Account Southwestern Ice Mfgs. Meeting  
On sale Nov. 11 and 12. Limit Nov. 17

**\$19.25** Round Trip to **Waco**

Acct. MASONIC GRAND LODGE  
On sale Nov. 24 and 25, and Dec. 1 and 2. Limit Dec. 20

**L. I. GARTON**

38 Local Ticket Agent Santa Fe.

**BUSINESS OPPORTUNITIES**

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

**WANTED**—50 head cows to pasture field. Phone 202. Route 2. 41-11-pd J. C. BUIE.

**LOST**—Between Cemetery, Road and City, a two-wheeled "Go-Cart". Finder please leave at The Brand office. It pd Mrs. J. L. Pleasants.

**WANTED**—To rent land to farm, either on the shares or can furnish self. Would look after cows on place. Address B. T. WESTERMANN, 41-11-pd Box 387.

**FOUND**—Pair plain gold rimmed spectacles. Owner can obtain same by applying at Brand office and paying for this ad. 11

**FOR RENT**—Three rooms for light housekeeping. Apply to FRED WALKER, 11

**FOR RENT**—Two furnished rooms for light housekeeping. See Mrs. H. I. Miller, first door west of E. B. Black's residence. 11

**LOST**—1 bay mare mule and 1 black horse mule; both have collar marks. About 8 or 9 years old. Notify 39-11 WALTER LUPTON.

**FOR SALE**—About 30 good young cows and span of good mules. Address G. A. MERRICK & SON, Hereford, Texas. 29

**FOR SALE OR TRADE**—Best hotel in Floydada, doing good business. Reason for selling, bad health. Address R. O. Fields and Co., 30-31-pd. Floydada, Texas.

**FOR SALE**—Feather bed, almost new, quilts have never been in use. Call at The Brand and get information. 40-21

**GRASS** to lease and feed for sale. 37-11 Phone 09.

**STRAYED**—Small Shetland pony, spotted, two years old. Call B. F. Guthrie, Hereford, Texas. Will pay for returning it. 40-11

**FOR SALE**—15 head of good cows; cheap if taken soon. Also 12 good calves. HENRY SCHULZ, 4-11-17 Box 248, Canyon, Texas.

**FOR SALE**—Pure bred spotted Shetland pony, 3 years old, broke for children and thoroughly gentle. 40-11 B. F. GUTHRIE.

I have bought the well-digging outfit of Geo. Turrettine and am ready to dig your well. Phone 355, D. E. GRUBBS, 40-11

**WANTED**—to buy twenty tons maize heads. H. C. BOWSHER. 40-21

**FOR RENT**—3 unfurnished rooms, water and lights. Phone 52. 11

**LOST**—18 size, smooth, gold case, 21 jewel, open-face, Elgin watch; black around the crystal. Lost Sunday afternoon in Hereford. Return to Ray's jewelry store and get reward. J. L. Davis. 35-11

**FOR SALE**—One six room house, well and wind mill, and one-half interest in well on line 807 Miles Avenue. Will sell very cheap for cash or will sell on terms, at 6 per cent interest. Address H. A. DANIEL, 401 North Buchanan Street, Amarillo, Texas. 34-11

**WANT ADS**—Will be run until ordered out unless special number of times is given. If an ad is marked with "11" following a number, it means that the ad will run until forbidden. 1-11

**FOR SALE**—As I am moving to Amarillo will sell my residence at a bargain. W. O'Brien. 29

**FOR SALE**—Ford, 1917 model, run about 1200 miles—in first-class condition. Price \$350. Information at Burns' Drug Store. 29-11

**ATTENTION, LADIES!**  
When in town, use the rest room at the Ford Garage. 18-11 The Ford Garage.

**GULF FILLING STATION**  
On 3rd St. Office Phone 145.  
That Good Gulf Gasoline

**FOR SALE**—A few CHOICE DUROC JERSEYS; original stock from BLUE-RIBBON herds of Ohio and Oklahoma. Write at once. P. Z. COPENHAVER, 40-21 Tulsa, Texas.

**FOR SALE**—100 acres 9 miles east 50 per cent sub-irrigated Valley; well (6 ft. to water) and windmill, good concrete drinking tank, 480 acres; lease goes with this quarter. One-fourth cash, balance 4 years. 40-21 TROY WOMBLE.

pasture, 7 yearling heifers, branded one of the following brands; —on left shoulder, or — on left hip, or — on left hip; most of them have other brands also. One cow has JJ with a —over it on left hip and age brand on shoulder. Notify C. O. NORBON, Hereford, Texas. 40-11

**By Buying Our Holiday Goods Early**

We secured practically every article throughout the entire line at the old price, and of course we intend to give our customers and friends the advantage of our good fortune in this matter.

We have left out nothing in this year's holiday line, that we thought worth while. We will have more than twice the amount of goods this year than last, and of course will have a wider range of selections.

Our goods are now on display, and we are going to ask our friends to come in and make your selections as early as possible, and thereby avoid the rush that always occurs just before Christmas.

**C. A. SKELTON**

Now that we have all bought our LIBERTY BONDS, we wish to offer you our Safe Deposit vaults for the safe keeping of your bonds.

On the first of next month practically every citizen of the United States will have to pay a Federal Tax of some sort.

We have for your benefit a complete analysis of the War Revenue Law in book form and invite you to call and get one.

THE ONLY GUARANTY FUND BANK IN DEAF SMITH COUNTY

**First State Bank & Trust Co.**

Hereford, Texas

# TIMELY POULTRY TALKS

By F. W. KAZMEIER, Poultry Husbandman.  
(Extension Service A. & M. College)

Feeding poultry for egg-production is both a science and an art. Common sense must be used in addition to a balanced ration. All of these will however, not make hens lay unless they have been bred for that purpose. A hen bred to lay eighty eggs in a year, will not lay many more, regardless of how well fed or how favorable the surroundings may be. In this article we will confine ourselves to methods of feeding and care that will induce an extra egg-production, assuming that we have a flock that has been bred for egg production and carefully culled, for the purpose of eliminating all weak, inferior and poor layers.

It is true that hens on an average are not laying half as many eggs as they should. Proper feeding would do much toward bringing about a change of this condition.

One hen fed balanced ration, at an Experiment Station, laid 250 eggs in two years. Another hen in the same pen, with the same environments, fed the same ration, laid only six eggs in one year. The former had inherited egg-laying qualities while the latter had not.

The compensation of an egg is always the same. The hen has not the power of ability to change the composition. Methods of feeding, or rations, can not as a rule affect the composition of an egg. You can not feed more fat or protein into an egg, than it always contains. You can not induce hens, to put more water into eggs than they normally contain. Perhaps this is a wise arrangement.

Feeding for egg-production is really a process of transforming raw material into a finished product; the hen is the transformer or factory. The hen or factory however, can not run nothing; but uses some energy to drive the machinery, some to act as a lubricant and some to replace the worn tissues or new parts. All of this must come out of the food, and is known as the maintenance ration. She must have this before she can begin to form eggs. For this reason we can not expect all of the digestive nutrients to be returned in the shape of eggs.

In feeding hens it is also well to remember that some of the coarser elements of some feeds are indigestible. Practically the entire fibre content is indigestible, and a waste, except for fertilizers. For this reason, when feeding hens for egg-production we endeavor to keep the fibre content very low. A surplus fibre, taxes the digestive system. A ration deficient in fibre content has a tendency to overload the liver and derange the digestive system. From this it will be seen, that a well balanced ration, must consider the fibre content, even tho it can not be used in the formation of eggs.

A dozen eggs, minus the shell, weighing 11-2 pounds, contain 11.57 ounces of water; 2.32 ounces protein; 2.29 ounces fat and 0.22 ounces ash. A pound of eggs is worth from 12 to 40 cents, depending upon the season and demand. A pound of wheat is worth from two to four cents. For every pound of grain a hen transforms into an egg, she puts in a pound of water, and in this way a pound of water is worth about 30 cents when eggs are selling for from 45 to 50 cents per dozen.

It is necessary to feed a balanced ration, because the egg is made up of different proportions. She can not adjust the composition of the feed to the composition of the egg. If she is fed enough protein and mineral matter, all she can do is to wait until she gets the necessary protein and mineral matter. Sometimes she is forced to wait a long time. Many a Texas hen is waiting for those two very things today. If your hens are not laying possibly it is because they are waiting for something. A good poultryman is as careful to guard against hens standing idle for lack of material as a good superintendent is of a factory running short on material, thus forcing an over head labor expense.

In feeding for egg-production, always remember that it takes a fat hen to be a laying hen, and it means liberal feeding to have the fowls in good condition. A hen in poor condition cannot produce eggs. Some feeds are better adapted for egg-production. This is only another reason why profitable egg-production requires the feeding of a balanced ration. When feeding for egg-production, we generally consider a ration that has 4.6 times as much carbohydrates and fat as protein, a balanced ration.

A nutritive ration alone does not necessarily bring a good egg-production. Such factors as, palatability, variety and kind of feed must be considered.

We have found, that for one reason or another, a certain amount of animal protein is necessary in every good egg-laying ration. The same applies to mineral matter. This animal protein is found in milk, cottage cheese, beef scrap, green cut bone, meat, bugs and insects.

The digestive food elements of a ration indicate its value. Some feeds are not as easily or as thoroughly digested. This should always be considered in mixing a ration.

Exercise and activity play an important part in feeding hens for egg-production. Exercise induces increased digestion and aids in keeping the fowls healthy. In the winter, when naturally the fowls do not get as much exercise, we recommend a deep, loose and dry straw litter, in which all the grain feeds may be fed.

Careful experiments have proven that, for best results, it is advisable to feed both whole and ground grains. As a rule fowls will produce eggs more economically or at less cost per dozen, when at least 25 per cent of their feed is fed in the shape of ground feed.

Fowls relish whole grain, and should always be fed some.

It has also been fairly well demonstrated that the length of day, to some extent influences the egg yield. This is probably due to the fact that during the short days, fowls do not

exercise as much, or eat as much, all of which aids in reducing the egg yield. Some Experiment Stations, are going to use electricity to lengthen the days, thus offsetting the ill effects of short days.

It has been fairly well established that the dry mash in non-wasting and non-clogging hoppers is about the most satisfactory way of feeding the dry mash. It at least gives the fowls a small chance to balance their own ration, which is highly desirable. The dry mash mixture must be depended upon very largely to furnish the food constituents that go into the formation of an egg. For this reason this mixture should always be prepared with care. It should always be reasonably rich in protein. About 20 to 25 per cent of the dry mash mixture should consist of some high grade poultry feed scrap. There are of course some exceptions to this rule. When the dry mash contains a large percentage of such feeds as peanut meal or cotton-seed meal, it may be necessary to reduce the beef scrap content from 15 to 20 per cent.

Green cut bone, when it can be fed, before becoming tainted, makes a desirable food for laying hens, but when it costs almost as much as beef scrap, it is too expensive, because it contains too much water. Three ounces per hen a week is about the proper amount.

Green food is another very important essential for laying hens. They should have all they will consume. In Texas, especially in the Southern part, it is possible to have a green pasture for the hens the year around. When it gets dry, we recommend irrigating a small patch to provide a green pasture. Oats make a desirable green food where it will not winter kill. Rye is to be recommended for the colder sections of the state. Beets, turnips, all kinds of vegetables, silage, cabbage, clovers, etc., all are desirable green feeds for fowls.

Oyster shell, grit and charcoal, should always be kept before the fowls. A dish of skim milk, sour or sweet and a dish full of water should also always be available.

Never make any sudden changes in the ration or method of feeding.

Do not frighten the birds, because it invariably reduces the egg yield. Moving the birds from one house to another has the same effect.

The price of feed fed should also be considered in mixing the ration. The protein content as a rule is a good indication to consider. The more digestible protein the more valuable the feed. This year the price for feed has been so abnormal that the protein content may not be the most expensive. Fat and carbohydrates are almost as expensive. This is not as a rule true.

A good way of feeding hens for egg-production is something as follows:

Early in the morning give a very sparing feed of corn, wheat, kafir or milo, or some similar grain.

Keep before them all the time, in a good dry mash hopper, the following mixture:

- 100 lb wheatbran.
- 50 lb wheat middling or shorts.
- 10 lb Cotton seed meal.
- 10 lb peanut meal.
- 35 lb best-grade poultry beef scrap.
- 1 lb salt.

About an hour and a half before sunset, give another feeding of grain in the litter. At this time give them all they will eat. In fact just a little more. It is very important that the fowls go to roost with a full crop. All of the above should be supplemented with milk and water in separate dishes. Give them green food, grit, and oyster shell.

### ATTENTION:

Study and watch your birds carefully for a few minutes every day. It pays. Keep the house clean. Provide plenty of fresh air.

Congential surroundings are very essential for a good egg yield. The fowls should be kept busy all the time.

Skimmed milk is one of the best feeds to make hens lay. It also appears to have a tendency to increase the size of the eggs.

When all other forms of green food are not available, we recommend the feeding of sprouted oats.

The grain should be fed at regular hours. Irregular feeding is always detrimental to good egg-production. Careful experiments appear to indicate that for best results, fowls should eat about one-half as much mash by weight as whole grains. An occasional feeding of a wet mash (two or three times a week) is satisfactory. The dry mixture may be moistened with milk and fed in troughs. A good time of the day to feed is about 3 o'clock in the afternoon. The feeding of this wet mash has a tendency to increase the feed consumption and anything that increases the feed consumption in a flock of laying hens, also increases the egg-production. Stock feeds and other highly concentrated feeds cannot be recommended very highly and should never be fed regularly.

The houses should be so constructed as to protect the birds during the severe changes, generally brought about by the wind-shifting to the north for a few days. It is at this time that they need real protection, especially from the north and west. Keep the birds exercising during these cold days and guard against any direct drafts passing over them while on the roosts at night. Never close the houses entirely on the south side. A dry cold does not injure the fowls as much as a damp cold.

### LICE

Hens infested by lice cannot give the best results in egg-production. It takes feed to produce lice and mites and such is of course a complete waste. There are several good ways of killing the lice on hens. During warm weather we recommend dipping each bird into a dip made as follows: 1 ounce sodium fluoride to one gallon of water. Use the hands to ruffle or open the feathers, so that the dip may have an opportunity to penetrate to the skin.

(Continued on page seven)

# R. C. AUXILIARY AT ASKREN SCHOOL

## R. T. Evans and Committee Make Addresses and Organize Branch of Local Chapter.

Sunday afternoon representatives from the Hereford chapter of the Red Cross met with the citizens of the Askren community at their school-house and organized an auxiliary in that community to the local organization. Those from the local chapter were Pres. R. T. Evans, Mr. and Mrs. F. T. Boloson, Mrs. C. R. Barber and Hon. Carl Gilliland.

The local officers found things in good shape in that community with the required ten signatures already obtained and everything else in readiness for organization. Talks were made by Pres. Evans, Carl Gilliland and others, explaining the relation of an auxiliary to the local chapter and the work it could accomplish. The local officers are very hopeful of the Askren auxiliary and are expecting great things of it.

Pres. Evans expressed himself as being very anxious for other communities around Hereford to organize similar auxiliaries and said that the local chapter would always be glad to assist in any way in such organizations. He also stated that the pressing need of the local Red Cross was more women workers. The work will require very little sacrifice now, where later along in the war it may require much more work and sacrifice, even to the extent of the women being called on to labor in the fields. Hence the urgent call for more women workers now.

The Supply Committee of the Deaf Smith County Chapter of the A. R. C. are planning to ship a box of supplies to Division Headquarters on Monday, Nov. 12th, and ask that all work out be finished and sent to Headquarters by Saturday, November 10th. They are anxious to have all the knitted articles possible included in this shipment. Mrs. J. E. Ferguson, chairman of knitting, will be at Headquarters Saturday afternoon to receive and instruct in knitting.

The ladies of The Eastern Star will sew at the Red Cross Headquarters on Tuesday afternoon of each week from 1:30 to 5:30, under the leadership of Mrs. Carl Gilliland.

The ladies of the Presbyterian Aid Society will sew at the Red Cross Headquarters on Wednesday afternoon of each week, under the leadership of Mrs. T. M. Palmer.

The ladies of the Mothers' Club will sew at the Red Cross Headquarters on Thursday afternoon of each week under the leadership of Mrs. J. H. Bowers.

The ladies of the Baptist Aid Society will sew at Red Cross Headquarters Friday of each week, both morning and afternoon under the leadership of Mrs. J. E. McClurkin.

Any one who desires to sew for the Red Cross will be welcome to do so any afternoon of the week, whether they belong to the Society who sew that afternoon or not.

The Surgical Dressing Room will be open every afternoon of each week for workers and any one who will be urged to help in this line of work. The hours: 1:30 to 5:30; Mrs. A. L. Gibson, instructor.

### THRIFT THOUGHT

Don't throw away left-over skim milk, says the United States Department of Agriculture. It is a nutritious food, and every drop of it should be used. One way to utilize it is to make milk-vegetable soup.

To each 2 cupfuls of milk use 1 tablespoonful of flour, 1/2 tablespoonful of butter, two-thirds of a cupful of a thoroughly cooked vegetable, finely chopped, mashed, or put through a sieve, and salt to taste. Thicken the milk with the flour as for milk gravy and add the other ingredients.

Practically any vegetable except tomatoes may be used with the other ingredients as stated. If tomatoes are used, a little soda should be added to them to prevent the milk from curdling.

### FIVE INDICTMENTS IN FELONY CASES

The Sixty-Ninth District Court Grand Jury has now been at work nearly two weeks, and is still grinding away. So far five indictments for felonies have been returned, and more will probably be found before adjournment.

The indictments found by this jury will be tried when the criminal docket of the court is reached, the date announced for this being Monday, November 12.

The Extension Department of the University of Texas is organizing classes in French at Camp Travis, San Antonio. This will give the men an opportunity to acquire a fair reading and speaking knowledge in that language, and will of course be of great value to them when they are sent to the scenes of war. The work is under the immediate direction of Professor Otto F. Bond, instructor in Romance Languages of the University.

In keeping with the times, every man in the Freshman class of the University of Texas who is not excused for physical disability receives three hours of military training a week.

The "Cactus," the University of Texas annual, will contain an entire section devoted to nothing but girls and their activities in the University. This will be gotten out by girls.

### THIRD TRIAL OF SUIT IN PROGRESS

The jury docket of the Sixty-Ninth District Court opened Monday morning. The first case brought to trial, and now in progress, is styled E. E. Whaley vs. D. L. McDonald et al, suit on contract.

This case has been tried twice before. The first argument resulted in a verdict for the defendants, but the higher court reversed and remanded the case. The second trial resulted in a hung jury.

Jurors selected for the present week are: John Brownlee, J. D. Burkett, E. M. Cox, E. L. Tiefel, W. L. Jones, H. R. Neal, J. C. Cummins, W. S. Patton, D. R. Grimes, F. W. Curtis, Oscar Cardwell, Charles Hodges, H. H. Hawkins, W. D. Vaughn, J. E. McEntire, H. C. Myrick, C. L. Davis, W. F. Orr, E. W. Morgan, W. B. Dameron, H. H. Boardman, C. M. Hicks, W. A. Dade, G. M. Suggs, W. H. Ray, J. C. Baker, John McFarlin, J. H. Wagner, James Nutter and W. S. Williams.

Get off the orders for the nursery stock as soon as possible. Don't delay this. Lay out the orchard and dig the holes if there is time to do it during November. Holes, dug early in the winter and filled with woods earth and compost until the trees are set, will produce most excellent plants next season.

### Drives Out Malaria, Builds Up System

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


# BURNS

## The Druggist

Announces the Installation of a

# Light Luncheonette

Chili	Tamales
Ham and Cheese Sandwich	Coffee
Hot Chocolate	Tomato Bouillon
Light Lunches of all Kinds	



An Excellently Equipped Luncheonette



## Chevrolet Cars

## Oakland Cars

## Mitchell Cars

## Smith Form-a-Truck

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

## Witherspoon & Stubbs, Agents Hereford, Texas

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



SOME USED CARS ON HAND

# The Old Reliable

Time puts the service of any business concern to the acid test. Big national concerns proudly advertise the length of their service.

# The Grocery Business

is no exception to this trade test. THIS STORE has served the good people of this section for years. If it had not done so honestly and efficiently it could not have survived the test. The proof is the steady line of satisfied customers we carry.

We invite your minute examination of our stock and prices.

# Cardwell's Grocery

# FOX MERCANTILE CO.'S GREAT NOVEMBER SALE COMMENCING FRIDAY, NOV. 9, CONTINUING 10 DAYS

One of Hereford's leading Dry Goods stores is promoting a great November Sale, with a determination of breaking all previous records for value giving. Be one of the many to take advantage of this special offer and avail yourself of the extreme savings. Read each price quoted

here. Pick some item you know and find its price—we are confident of your decision, and are looking for your visit to this sale with anticipation of great results. We ask you not to hesitate, but come. We have prepared for you—and expect you. Note the date—be on hand!



FOX MERCANTILE CO.'S  
**10 DAYS'**  
SALE



## Ladies' Ready-to-Wear Dept.

Our Great November Sale. In looking over our ladies' ready-to-wear department we find that we have an enormous stock of Coats and Coat Suits, and for our November sale we will make all competition shudder at the very extreme low prices on this wonderful merchandise that we are showing.

Remember the Special November Sale will last just 10 days. Below we quote some prices that should and will interest you. We have just received a large shipment this week of ladies Coats and Coat Suits. Read the prices below:

We intend to give you 20 per cent discount on all ladies' Coats and Coat Suits and Children's Coats.

\$47.50 Ladies' Coat, 20 per cent off	\$38.00
40.00 Ladies' Coat, 20 per cent off	32.00
37.50 Ladies' Coat, 20 per cent off	30.00
35.00 Ladies' Coat, 20 per cent off	28.00
32.50 Ladies' Coat, 20 per cent off	26.00
30.00 Ladies' Coat, 20 per cent off	24.00
27.50 Ladies' Coat, 20 per cent off	22.00
25.00 Ladies' Coat, 20 per cent off	20.00
22.50 Ladies' Coat, 20 per cent off	18.00
20.00 Ladies' Coat, 20 per cent off	16.00

### Extra Special

6 spool Clark O N T thread between the hours of 10 and 11 A. M.

## Ladies' Coat Suits

\$50.00 Coat Suit, 20 per cent discount	\$40.00
45.00 Coat Suit, 20 per cent discount	36.00
40.00 Coat Suit, 20 per cent discount	32.00
37.50 Coat Suit, 20 per cent discount	30.00
35.00 Coat Suit, 20 per cent discount	28.00
32.50 Coat Suit, 20 per cent discount	26.00
30.00 Coat Suit, 20 per cent discount	24.00
27.50 Coat Suit, 20 per cent discount	22.00
25.00 Coat Suit, 20 per cent discount	20.00
22.50 Coat Suit, 20 per cent discount	18.00

### Extra Special

All the Canvas Gloves you want for 9c pair

## Children's Coats

\$15.00 Child's Coat, 20 per cent off	\$12.00
12.50 Child's Coat, 20 per cent off	10.00
10.00 Child's Coat, 20 per cent off	8.00
8.50 Child's Coat, 20 per cent off	6.90
7.50 Child's Coat, 20 per cent off	6.00
6.50 Child's Coat, 20 per cent off	5.20
6.00 Child's Coat, 20 per cent off	4.80
5.00 Child's Coat, 20 per cent off	4.00
4.50 Child's Coat, 20 per cent off	3.60

## Ladies' Waists in Georgette and Crepe de Chine

\$9.00 Georgette Waist; Nov. sale price	\$7.93
\$8.50 Georgette Waist; Nov. sale price	\$7.48
\$7.50 Georgette Waist; Nov. sale price	\$6.75
\$7.00 Georgette Waist; Nov. sale price	\$6.30
\$6.50 Georgette Waist; Nov. sale price	\$5.95
\$6.00 Georgette Waist; Nov. sale price	\$5.48
\$5.00 Crepe de Chine Waist; Nov. sale price	\$4.98
\$4.50 Crepe de Chine Waist; Nov. sale price	\$4.39
\$4.00 Crepe de Chine Waist; Nov. sale price	\$3.93
\$3.48 Crepe de Chine Waist; Nov. sale price	\$3.48

## Men's Sweaters

Special for November Sale:

\$8.50 All Wool Sweater, Nov. Sale Special	\$7.48
7.50 Coat Sweater, Nov. Sale	6.48
6.00 Coat Sweater, Nov. Sale	4.19
5.00 Coat Sweater, Nov. Sale	2.96
4.00 Coat Sweater, Nov. Sale	2.48
3.00 Coat Sweater, Nov. Sale	1.98
2.00 Coat Sweater	1.48
1.50 Coat Sweater	1.25

### Extra Special

\*6-inch Suit Case for 98c

## Silks! Silks!

Read carefully, as these items are better than ever before. Ask to see our new fall silks. We feel proud of our silk showing, and know that we can save you money on your silk purchases.

We are showing a 36-inch Taffeta in all the new and staple colors, worth today \$1.75; Nov. sale price \$1.38

40-inch Crepe de chine in all shades, worth \$1.75; Nov. sale	\$1.48
36-inch Messaline, worth \$1.50; Nov. sale price	1.29
36-inch dress Satin in all the new shades worth \$2.25; sale price	1.98
40-inch Crepe Meteor worth \$2.50 per yd.; Nov. sale price	\$2.15
32-inch Shirting Silks worth \$1.25; Nov. sale price	98c

## Wool Dress Goods

Here is where we are going to save you money right in the middle of the season. Wool goods are from 25 to 100 per cent higher than they were six months ago, fortunately we had ours bought long before the last advance—and will sell you dress goods for less than we can buy them on today's market.

Read the prices below and be convinced:

42-inch all-w of Poplin, blues and red-only, worth \$2.00; Nov. sale price	1.73
42-inch Storm or French Serge, in all colors, worth \$1.75 and \$1.50; Nov. sale price	\$1.33
36-inch all-wool Serge in Storm or French, in blues, red, green and black, worth \$1.25; Nov. sale price	98c
42-inch black and white checks, worth \$1.25; Nov. sale price	98c
36-inch fancy plaid Suiting, worth 40- and 50c; Nov. sale	33c

## Cretonne and Quilt Calico

28-inch Cretonne, fancy patterns, worth 20c; sale price	15c
30-inch Cretonne, worth 25c; Nov. sale price	21c
36-inch fancy Cretonne, worth 40c; Nov. sale price	33c
36-inch quilt calico or Cretonne, worth 25c; Nov. sale price	21c

### Extra Special

10 yd. Calico for Only 10 yd. to each customer. 75c

## Curtain Scrims

36-inch Curtain Madras, colors green, brown and gold, worth 65c; Nov. sale price	55c
36-inch fancy Scrim, worth 50c; Nov. sale price	44c
36-inch plain and fancy, Curtain Scrim, regular 40c grade; Nov. sale price	33c
36-inch plain and fancy Scrim, regular 35c grade; Nov. sale price	27c
36-inch plain Scrim, worth 25c; Nov. sale price	21c
36-inch plain ecru Scrim, regular 20c grade; sale price	16c
36-inch plain scrim, regular 15c grades; Nov. sale price	12c

## Staples! Staples!

25c Nainsook or Cambric, Nov. sale price	21c
20c Nainsook or Cambric, Nov. sale price	16c
Viking linen finish Pillow Tubing, 36-40-42 inch, worth 30c and 35c; Nov. sale price	26c and 30c
Pepperell sheeting, bleach and unbleached, special 9x14 40c, 10x14 42 1/2c	

### Extra Special

Hygienic Feather Pillows, net weight 2 1/2 pounds; quality guaranteed; encased in a good grade fancy tick; on sale beginning Friday, Nov. 9th, each 65c

## Cotton Batts

Panama Batts made of a good grade of cotton, size 7 1/2 feet by 6 feet, priced at	75c
To the Front Batts, same size, only a little better grade of cotton as the Panama, priced at	90c
Wool Batts, size 72x96, regular price \$3.50; Nov. sale price	\$2.98

## Blanket Comforts

70x80 all-wool Blankets, tan, blue and pink plaids and gold, worth \$15.00 pair; Nov. sale price	\$12.98
68x80 all-wool Blankets, worth \$12.50 pair; Nov. sale	\$10.98
68x80 all-wool Blankets, worth \$10.00 pair; Nov. sale price	\$8.48
68x80 wool Blankets, blue, grey, and tan plaids, worth \$7.50; Nov. sale price	\$5.98
70x80 plain Blankets, worth \$5.50; Nov. sale price	\$4.83
68x80 plaid Blankets, worth \$5.00; Nov. sale price	\$4.35
64x80 plaid Blankets, worth \$3.50; Nov. sale price	\$3.10
64x80 plain and plaid Blankets, worth \$3.00 pair; Nov. sale price	\$2.65
64x80 plaid, grey and tan Blankets, worth \$2.75; sale price	\$2.25
72x78 Comfort, seamless center, snow white cotton filling, worth \$12.00; Nov. sale price	\$10.48
\$6.50 Comfort, cotton filling; Nov. sale price	\$5.48
\$4.00 Comfort; Nov. sale price	\$3.98
\$2.50 Comfort; Nov. sale price	\$2.48
\$1.50 Comfort; Nov. sale price	\$1.17

## Men's and Boys' Underwear

Men's Chalmer's Unions No. 1621, worth \$1.75; sale price	\$1.43
Men's Dixie No. 1615 Union, worth \$1.50; sale price	\$1.28
Men's Vellastic Ribbed Fleece Unions No. 1634, worth \$1.75; Nov. Sale price	\$1.48
Men's extra heavy fleeced lined Shirts and Drawers No. 3610, worth 65c and 75c each; Nov. sale price	55c
Boys' extra heavy fleeced lined Unions No. 1812, worth 95c, 75c and 85c	

### Extra Special

Outing in all shades, both dark and light; Nov. sale price 15c

## Men's Odd Pants

Men's Khaki Pants worth \$1.25; Nov. sale price	98c
Men's Khaki Pants worth \$1.50; Nov. sale price	\$1.23
Men's Khaki Pants worth \$2.00; Nov. sale price	\$1.73
Men's heavy fleeced lined Pants, worth \$2.50 and \$2.75; Nov. sale price	\$2.29
Men's heavy fleeced lined Pants, regular \$3.00 grade; Nov. sale price	\$2.53
Men's heavy Corduroy Pants, worth \$3.50; Nov. sale price	\$3.15
Men's heavy Corduroy Pants, worth \$4.00; Nov. sale price	\$3.65
Men's heavy Corduroy Pants, worth \$4.50; Nov. Sale price	\$3.98

## Boys' Clothing

\$11.00 Boys' Suit; Nov. sale price	\$9.48
\$10.00 Boys' Suit; Nov. sale price	\$8.59
\$9.50 Boys' Suit; Nov. sale price	\$7.99
\$8.00 Boys' Suit; Nov. sale price	\$6.98
\$7.50 Boys' Suit; Nov. sale price	\$6.48
\$6.50 Boys' Suit; Nov. sale price	\$5.48
\$6.00 Boys' Suit; Nov. sale price	\$5.13

## Corsets! Corsets!

We carry Warner's Rust-proof Corsets; every pair guaranteed not to rip or rust.

25c grade; Nov. sale price	\$1.9
15c grade; Nov. sale price	\$1.27
12c grade; Nov. sale price	\$1.07
10c grade; Nov. sale price	\$0.97
8c grade; Nov. sale price	\$0.77

## NOTIONS!

2 papers hooks and eyes	5c
2 cards 5c Pearl buttons	5c
2 papers Safety pins	5c
3 packages hair pins	5c
2 five-cent Handkerchiefs for	5c
1 10-cent card Pearl buttons	5c
1 10-cent tooth brush	5c
25c Colgate's tooth paste	19c
25c Colgate's talcum powder	19c
25c Sanitol cold cream	19c
25c tooth brush	19c
25c Dressing Comb	19c
25c Hair Brush	19c

### Extra Special

Overalls, worth \$1.50; our price \$1.25

Store Closed All Day Thursday to Arrange Store **Positively no Goods Charged During This 10-Days' Sale**

# FOX MERCANTILE COMPANY

HEREFORD TEXAS  
PHONE 230

We have arranged for a series of six interesting articles, "War Talks," by Uncle Dan, written by Mr. Howard H. Green, president of the Universal Military Training League, of which this is the first. They tell in a graphic way why military training is of value, both to the nation and to the individual, and our readers will find them of unusual interest.

## WAR TALKS

By UNCLE DAN  
Number One

America Must Fight Hard or Germany May Win—Necessity for Military Training.

"Now, Billie," said his mother, "your Uncle Dan is coming tomorrow to spend a week with us on the farm, and if you want to know about the war, here's your opportunity. Uncle Dan is probably one of the best-informed men in the country." Billie clapped his hands and gave such a whoop that he awakened the baby, but what could you expect of a fifteen-year-old boy who is a living interrogation point and wants to know about war?

Uncle Dan arrived in due time and Billie watched for an opportunity. It came that evening after dinner when Uncle Dan had lighted a cigar and taken a seat on the porch.

"I'm mighty glad you came, Uncle Dan. I want to talk to you about the war. We have just put military training in our township high school, but we had a hard time to do it. The Joneses and the Greys objected. They said the war wouldn't come over here. Grandma Jones said: 'They ain't no use to worry, it will soon blow over.' Well, we put the training in just the same. You order heard Judge Brownell, the president of the school board, do the slackers up. He said unless we take off our coats and go to it, Germany may yet win, and if she does, she will take over the great British fleet as a war trophy and compel us to do what ever she wants to; that she could make us pay all the cost of the war; that the Kaiser could tax us as he pleased and that we couldn't help ourselves. He could make every one pay over a part of what he earns; that he could make the farmers pay rent for their own farms, etc. Now, Uncle, what do you think of that?"

"Well, my boy," said Uncle Dan, "that Judge Brownell says might easily come true and may unless we go quickly to the aid of the allies with large numbers of men and help them break the German line. Unless we can beat the submarines, they may prevent us from getting enough food to the allies to keep them going. In that case Germany would win. As matters stand today, our greatest need is trained men. If we had had several millions of men with military training in our industries and on our farms when the war came, who could have been called at once for service, I do not believe the Kaiser would have forced the war upon us. As it was, he had no respect for us, and now we are in it and must go through with it. But never again must we be caught so wholly unprepared.

"There is only one safe way," said Uncle Dan, "and that is to adopt permanently universal military training, apply it to every young man who is physically fit, say in his nineteenth or twentieth year. The training can be carried forward in the United States training camps that are now being established for training men called by the selective draft. As soon as these men vacate these stations, they should be filled by younger men, and this should be made the permanent policy of the country."

Billie's mother, Mrs. Graham, had overheard the conversation. She came out and said: "Really, Brother Dan, are you serious as to the dangers of our country? If it is as bad as that, it is high time for us to wake up and do something about it."

"Exactly," replied Uncle Dan. "It is better to wake up now than to be rudely awakened later. We may as well understand, sister, that this is our war and we must win it or God help America. Everything that we have or hope to have—our liberties, our blessings, our opportunities are all involved in the great issue before us. Nothing must stand between us and winning this war. It is a question whether the peoples' right or the Kaiser's might shall dominate the world. If there ever was a holy war, this is it. We are fighting for world liberty. We are fighting for the freedom of humanity. We are fighting for the right of men to govern themselves instead of being governed against their will by a war-mad overlord. Perilous times are ahead of us. We must be prepared to make any sacrifice, to perform any service that may be required of us."

"Oh, Uncle Dan," exclaimed Billie, "may I bring my cousin Jimmie Collins, when we have our next talk? He is a bug on this war business and just crazy to see you."

"Certainly," said Uncle Dan, with a hearty laugh. "If we are to have more talks, I shall be glad to have Jimmie join us."

## THE HONORS OF ATROCITY

**The Honors of Atrocity**  
The Sultan of Turkey has graciously conferred on the German Kaiser the diamond star of the Ritterkreuz Order, Turkey's highest war decoration, and the Kaiser has decorated the Sultan with the star and chain of the Hohenzollern Order with diamonds. The honors are even—the hero of the Belgian and Lusitania murders is honored by the hero of Armenian massacres. No one will question the deserving of the honors or the respective fitness of the mutual donors and recipients.

But to the intelligence and conscience of the world a Liberty Loan bond, showing that an American citizen has done his or her part in support of our Government, is a vastly more honorable decoration than the diamond orders of the Sultan and the Kaiser. It signifies only a simple patriotic duty done; but the diamond orders stand for colossal infamy and murder.

**Conversion of Liberty Bonds**  
Secretary of the Treasury McAdoo has announced that there will be issued by the Treasury Department in the near future a circular setting forth the manner in which Liberty Loan bonds of the first issue may be converted into Liberty Loan bonds of the second issue.

The conversion will require the adjustment of interest and the Treasury Department has devised a method whereby this, in a large measure, may be made without the actual payment of any cash by the holder of the bond to the Government or vice versa.

It is well to remember that the date of the second issue of Liberty Loan Bonds is November 15 and that no conversions can be accomplished prior to that date. Opportunity, however, will be given to holders of the first Liberty Loan bonds to deposit their bonds for conversion in advance of the actual date of issue of the second issue.

**Money the First Essential**  
"When war comes to a nation the first essential is money. We must keep our soldiers and sailors armed and equipped with the best that money can buy and American skill devise. We must constantly provide them with necessary clothing and food; we must pay their wages; we must, as a humane and just Nation, support their dependent families while they are fighting and giving their very lives for us; we must supply them with a reasonable amount of life insurance.

The first duty of the Nation to its gallant sons who go forth to die upon the field of battle to protect your lives, your property, and your honor is that it shall renege to them what it destroys when it drafts them into the service of their country or when they volunteer to go into the service of their country.

When the Government reaches out its hand and takes the young men who is earning \$1,200, \$1,500, \$2,400, \$5,000 a year, more or less, it not only says, "you must put your life in the balance and give it, if need be," but it conscripts that man's income and earning power down to \$300 a year, because that is all it pays to a soldier.

The Nation also destroys the insurability of that man. He finds instantly that no matter how healthy his sinews, nor how strong his heart, no matter how good a risk he would be in peace time, he can get no insurance. With his earning power reduced, he is at the same time unable to make any sort of insurance provision for those dependent upon him.

It is asking too much of the generous, just, and humane people of America to renege also the insurability of that soldier, to give him the opportunity of buying insurance from his own Government at reasonable rates, so that he may make the last loving provision that every man should make for his family if he has to face death?

—From speech of Secretary McAdoo at the American Bankers' Association.

**The Insolence of Germany**  
That was an apt phrase used by Secretary McAdoo—"the insolence of Germany." In describing the demand of the German Imperial Government that the United States obey the German war zone decrees and refuse American citizens and American commerce the right to use the highways of the sea.

The fact is that insolence and contempt for the American Nation and the American people have marked the attitude and conduct of the German Imperial Government from the beginning of the war down to this day. It consistently showed a contempt for the courage and strength of the Nation and its willingness and ability to maintain its honor and its rights, and a contemptuous disbelief in the integrity and loyalty of the American people toward their Government and toward themselves.

seeking to array Mexico and Japan against us. The rules of international law regarding ambassadors have been held by honorable nations to be particularly sacred; but German contempt of America violated them without scruple.

Absolute contempt of America's courage and willingness and ability to enforce our rights was shown by the German Imperial Government time and time again. With one stroke of the Kaiser's pen in signing the war zone decree it was sought to destroy more than \$3,400,000,000 of our annual commerce with Europe.

Our exports to the nations with which Germany is at war constitute the greater half of our exports to the entire world. Not all the German Imperial Army and Navy can damage our commerce as much as the German Imperial Government sought to do it by a simple decree which its insolent contempt of the United States led it to believe would be obeyed by us. Not yet, and never, can any nation with impunity order the vessels of the United States off the high seas.

The challenge of the German Imperial Government has been met; sea and land forces have been organized; ships have been purchased and are being built; the Nation is being organized all along the line; nearly \$5,000,000,000 have been loaned to the nations fighting Germany and more will be furnished them. The irresistible might of this organized invincible Republic is going to vindicate American honor and American rights and establish peace, justice, liberty, and right for itself and for the world.

Berlin has invited a comparison between the German support of the seventh German war loan and the American support of the second Liberty loan. This is another evidence of German inability to appreciate American loyalty. How senseless it is, how undeserved by the people of the United States, has been shown time and time again. And it is shown again by the subscriptions to the second Liberty Loan bonds which overwhelmingly demonstrate that the American people are willing to back to the limit their Government in the prosecution of this just war and show to the world that, as the President said, the heart of the country is with our fighting men and with our country's cause.

### The Army and Navy Insurance Law—A Partial Summary

A division of military and naval insurance of the Bureau of War Risk Insurance has been organized as a part of the Treasury Department and is in active operation. A number of policies on the lives of soldiers have already been issued, aggregating nearly \$25,000,000 in insurance. The benefits of the law are available to all of the members of the United States Army, Navy, and Nurses' Corps.

A short summary of some of the main features of the law follows:  
Premiums for a \$1,000 policy begin with \$6.30 per month at ages 15, 16, and 17; increase to \$6.40 per month for the ages 18, 19, and 20; to \$6.50 per month for the ages 21, 22, and 23; to \$6.40 per month for the ages of 24 and 25; \$6.70 per month for the ages of 26 and 27; to \$6.80 per month for the age of 28; to \$6.90 per month for the ages of 29 and 30; to \$7 per month for the age of 31, with progressive increases for ages above those given. The minimum amount of insurance that may be taken out is \$1,000.

The compulsory allotment to a wife or children, which is separate from the insurance, shall not be less than \$15 a month, and shall not exceed one-half of a man's pay. A voluntary allotment, subject to regulations, may be as large as the insured desires, within the limits of his pay.

In addition, the Government will pay monthly allowances as follows:  
Class A. In the case of a man to his wife (including a former wife divorced) and to his child or children:

- (a) If there be a wife but no child, \$15.
  - (b) If there be a wife and one child, \$25.
  - (c) If there be a wife and two children, \$32.50, with \$5 per month additional for each additional child.
  - (d) If there be no wife but one child, \$5.
  - (e) If there be no wife but two children, \$12.50.
  - (f) If there be no wife but three children, \$20.
  - (g) If there be no wife but four children, \$30, with \$5 per month additional for each additional child.
- Class B. In the case of a man or woman to a grandchild, a parent, brother, or sister:
- (a) If there be one parent, \$10.
  - (b) If there be two parents, \$20.
  - (c) For each grandchild, brother, sister, and additional parent, \$5.
- In the case of a woman, to a child or children:
- (d) If there be one child, \$5.
  - (e) If there be two children, \$12.50.
  - (f) If there be three children, \$20.
  - (g) If there be four children, \$30, with \$5 per month additional for each additional child.

If the man makes an allotment to certain other dependent relatives the Government will also pay them an allowance which may equal the allotment, but this shall be more than the difference between \$50 and the allowance paid to the wife and children.

The increased compensation in case of death runs from a minimum of \$20 monthly to a motherless child, or \$25 monthly to a childless widow, to a maximum of \$75 monthly to a widow and several children. The widowed mother may participate in the compensation.

In case of total disability the monthly compensation runs from a minimum of \$30, if the injured man has neither wife nor child living, to a maximum of \$75 if he has a wife and three or more children living, with \$10 a month extra if he has a widowed mother dependent upon him. The maximum is enlarged still further, for when the disabled man constantly requires a nurse or attendant \$20 monthly may be added. If the disability is due to the loss of both feet, both hands, or total blindness of both eyes, or if he is helpless or per-

manently bedridden, \$100 monthly is granted.  
The law contemplates further legislation for re-education and vocational training for the disabled. It gives them full pay and their families the same allowance as for the best month of actual service during the term of re-education.

### LONGING FOR HOME

(By Mrs. E. J. Williams)

"I am longing to-night for the scenes of my childhood.  
For the old home where the Lilies grow by the doorstep,  
And the honey-suckle covers the arbor over.  
For the mill stream that catches the perch and gathers the water cresses green, where sandy pebbles glisten.  
For the school house, Oh, I wish I could hear again all the voices as they meet at the door.  
When in childish glee we talked our troubles over.  
There was Joe with a grin on his face because he had attained first place—after many trials he had conquered.  
There was Sue with her hair in plaits, and a checkered pinafore, a thing unheard of now.  
We have no McGuffey readers or blue back spellers.  
The yellow back mental Arithmetic are all on the shelf.  
No more home-made clothes—all must come from afar to suit the change in styles you know.  
Where are our home-cured hams and sausage, and the hominy made from corn white as snow?  
The Lye from the hopper made the soap—for there was no waste at home you know it was placed on a board outside the smoke house door, and made from the ham bone.  
Our coffee was toasted in a rotary roaster, it was all bought green then.  
Our lights were tallow candles moulded in tin, for electricity was not heard of, modern invention never disturbed.  
The slumbers of those grand old men who wore jeans and home-spun broadcloth, and rode with spanking good teams—  
Our shoes were better than now, and with brass tips they didn't cast eighteen.  
Oh my, how funny now they would seem with tops and tassels.  
There were no movies or other scenes to take the youth away at night.  
Lessons to be said, then all went to bed after prayers were said.  
Our Fairs were fine, nice horses were there—now it is a bald-face cow to mark time progress for the old long horn, not forgotten but unseen.  
Razor-back hogs fed on acorns green, can't compete with the Berkshire and other improved beauties now seen.  
March on progress,  
Our Automobiles beat the old ox team.  
Tom and Jerry now graze in peace while you go by riding with gasoline and grease.  
Master-time is here—we have many fears,  
For we must protect our homes and our fire-sides will glow with cheer.  
Give us the old arm chair to-night,  
For perhaps we will have an air pipe before daylight.  
March on, turn not backward,  
But make me a child again just for tonight.  
Leave this world of warfare and care as a dream,  
For when we awake we will find it in reality's realm.  
As a child we came,  
As a child may we go  
To a home no more to roam,  
No more to mourn for those gone from home.

### PANHANDLE C. E. TO HAVE JOURNAL

The enthusiasm engendered at the recent annual convention of the Christian Endeavor Society of the Panhandle district, held at Hereford, has resulted in the determination to spread the doctrine of Endeavor work among the people by the use of an official organ.

The name of the new sheet has not been announced, but the first number will be issued at Amarillo November 7. The new publication will be published under the auspices of the Amarillo Union, for the entire Panhandle district.

Apple orchards, especially young ones, should be protected from rabbits and November is a good time to put on the protectors as the rodents have not started working on the trees at this time. If the protection is put off until the injury has been inflicted there will be little use of putting protectors on. Clean away the grass and weeds about the young tree and protect it with a wire screen or some other kind of protector. Do it this month.

### HAROLD BOWE DEAD; BURIED AT ENDEE

Harold Bowe, son of Dr. E. E. Bowe, of Hereford, died last Thursday night in a hospital at Tucumcari, N. M., and was buried Sunday afternoon at Endee, N. M. Rev. W. M. Baker, of Hereford, officiated at the funeral services.

Mr. Bowe was 26 years of age, and is survived by his wife and two small boys. He conducted a garage and blacksmith shop at Tucumcari. Besides Rev. Baker, those who attended the funeral services from Hereford were Dr. Bowe and family, and Vern Witherspoon and family.

More than nine hundred students attended a mass meeting of the student body of the University of Texas on October 20, where a number of speeches were made urging economy and the elimination of waste in food-stuffs. Prominent among the speakers were President R. E. Vinson of the University and W. E. Long, secretary of the Austin Chamber of Commerce.

### "YOU'LL LIKE HEREFORD"

# NOTICE

## At Midnight, Nov. 8, 1917, Buffalo Oil and Refining Corporation Stock

Advances from \$1.00 to \$1.50 per share par value \$10.00 per share. (Buy Now) \$50 saved on one hundred shares till midnight, November 8, 1917.

Our first Oil Strata in Goose Creek is 800 feet deep, and Well No. 1, 2,500 bbls Estimated Initial Production, and our last big Oil Strata was 3100 feet deep and a 35,000 bbls. Gusher per day.

Perhaps this is your last chance friend to buy Oil shares in the Goose Creek Oil Field at \$1.00 per share, till Nov. 8. Think it over and buy today. Perhaps you have wished that you had had the chance to buy oil stock in Goose Creek before now, but did not have the oil stock of Goose Creek offered to you, so the Buffalo Oil & Refining Corporation is giving you a chance to Nov. 8, midnight, at \$1.00 per share. After this date the price will be \$1.50 per share. So see me at the Commercial Hotel or on the street.

## H. R. PATTERSON

# DO YOU BUY FOR CASH?

If you do not pay cash for your goods, you should make up your mind as thousands have done to make this store your shopping headquarters, not only that you will get benefit of the low prices that we have, but you will always find the largest selection to be found in cities many times the size of Amarillo. We have five distinct Departments under the supervision of a Manager who in turn is an expert in his line, which gives you the benefit of buying at all times the right kind of merchandise.

## Our Business Is Increasing Month After Month

Which proves that we must have the right goods and the right prices and that we will give you in return for your money, the greatest values that are to be had. Hardly a day in the month passes that we do not receive a number of freight and express shipments. We have two New York offices which are always sending us the newest while it is new, so you can rest assured that whatever you buy of us is the newest that is to be had.

## A Ladies' Coat, Coat Suit or Dress

Bought of us is a safe proposition that you wear the right kind of garment, and should you visit any Eastern City, your clothes would be as much in style as if bought in New York City.

## Buying From A Catalog—and Its Results

If you buy your Ladies' ready-to-wear by catalog, we want you to know that it takes time for a catalog to be printed, it takes time to get the pictures made to print in the catalog, and by the time this catalog reaches you, some other new style has taken the place of what you ordered. You order whatever you think would be becoming to you, and you find disappointment when you get either the wrong size, or the wrong style, and when you have some alteration to do, it is up to you to get a satisfactory fit.

THINK IT OVER AND SEE IF WE ARE NOT RIGHT!

# THE FAIR DEPT. STORE

WE HAVE ONLY ONE PRICE WE SELL FOR CASH

AMARILLO, TEXAS  
OUTFITTERS TO THE WHOLE FAMILY

N. R. Our mail order department is the most efficient in West Texas, and all we ask you is to try. Satisfaction guaranteed or money back and as we sell for cash only, kindly send check or P. O. or Express money order.



POULTRY TOPICS

(Continued from page six.)
The small breeds can be kept profitably for three years. As a rule the first two years are the most profitable from the standpoint of egg-production.

does not pay to feed poor layers. For this reason, if you have not already done so, select the poor layers and dispose of them. The old hens are poor layers. The large breeds, as a rule should not be kept for longer than two years for egg producers.

- RATION No. 1. SCRATCH FOOD. 6 lbs. wheat 6 lbs. corn, kafir or milo 3 lbs. heavy oats. MASH (Ground food) 6 lbs. corn meal 6 lbs. wheat middlings 3 lbs. wheat bran 1 lb. alfalfa meal 1 lb. cotton seed meal 5 lbs. beef scraps.

RESOLUTIONS ON THE DEATH OF J. T. JOWELL. Resolutions Adopted by the Official Board of the First Christian Church, Hereford, Texas.

HAMMOCK SLEEPING TO OCEAN'S ROLL NOVELTY TO PALMER. Somewhere in France. Oct. 7, 1917. Mr. Earl Gough. Dear Friend: We are now in France and about all I can write is "somewhere in France", as all our letters are censored.

Catarrh Cannot Be Cured with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh is a blood or constitutional disease and in order to cure it you must take internal remedies.

DUNLAP HARDWARE CO. Wonderful Baking Produced From Our Great Oven Improvement For 25 years women have laboriously watched and turned the baking due to the 100-200 degrees difference in temperature between the four corners of the baking oven.

- RATION No. 2. SCRATCH FOOD. 1 lb. corn, kafir or milo. MASH (ground food) 4 lbs. wheat bran 8 lbs. wheat shorts 8 lbs. corn or milo meal 8 lbs. ground heavy oats 2 lbs. peanut meal 8 lbs. beef scraps.

NEW FARMERS' BULLETINS (Issued by U. S. Dept. of Agr.). Methods of Controlling or Eradicating the Wild Oat in the Hard Spring Wheat Area. (No. 853).

IRRIGATED LAND ON PLAINS VS. COLORADO. Mr. E. W. Morgan handed us this week a copy of the Fort Collins Express-Review, a paper from his home town in Colorado, which carries an account of an irrigated land sale there at the handsome figure of \$233.77 per acre.

ASHBROOK & SUGGS. Fire, Life and Accident Insurance. All Kinds of Bonds Executed. We Are Specialists On Fruit and Nut Trees.

ASHBROOK & SUGGS. Fire, Life and Accident Insurance. All Kinds of Bonds Executed. We Are Specialists On Fruit and Nut Trees. Shade and Ornamental Trees. Shrubs and Evergreens. Roses and Greenhouse Plants. Hereford Nursery Company.

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HEREFORD NURSERY CO. "27 Years of Knowing How" Hereford Texas. You will want your nursery stock to be good, clean, healthy stock in varieties that will fruit. Our stock is young and free of disease, and will fruit when others fail.

ARMENIAN AND SYRIAN RELIEF FUND. November 10 and 11 have been designated as Armenian-Syrian Relief Days. A united effort should be made by all the churches of Hereford on the above dates.

FORD THE UNIVERSAL CAR. It is most important when your Ford Car requires mechanical attention that you place it in charge of the authorized Ford dealer, because then you are sure of having repairs and replacements made with genuine Ford-made material by men who know all about Ford cars.

# THE HEREFORD BRAND

PUBLISHED AT HEREFORD, DEAF SMITH COUNTY, TEXAS

## LOCAL AND PERSONAL

MISS WEBB LAMB, Local Reporter.—Phone 39.

Toys of all kinds of The Fair. It  
Both Kemp of Keiso is among those  
stopping in the Cordova this week.

Do your eyes hurt, or your head  
ache when you read? If so, you ought  
to have your eyes tested. The chances  
are you need glasses, or your glasses  
don't fit you. W. H. RAY. 37-1f

Your automobile should be in-  
sured. W. H. WILSON. 1f

E. B. Harrison of Kansas City, is  
in Hereford on business.

Books and games for everyone at  
The Fair. 1f

Eyes tested and glasses fitted. Your  
money back, if you are not satisfied.  
37-1f. W. H. RAY.

S. J. Slade of Henrietta and Amarillo  
is in Hereford this week.

Will sell or trade for cattle, 6 good  
work horses and mules, one Grant Six  
car and one two-row lister. Phone 69.  
37-1f.

Farm insurance is my long-suit. I  
can do just a little better. Try me.  
1f. T. K. WILSON.

A. A. Lumpkin of Amarillo, is a  
business visitor in Hereford.

Let Beene & Bennett renovate your  
suits. All work guaranteed. Phone  
169. 36-1f

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

Mrs. Walter Lupton spent Monday  
in Amarillo.

Special discount for the next few  
days on light cut glass in order to  
make room for our Christmas line.  
37-1f. W. H. RAY.

J. H. Whitecotton of Moberly, Mo.,  
is a business visitor in Hereford this  
week.

Don't throw that broken casting  
away; take it to Barnhart & Rice  
and have it welded. 39-2f

Hereford Featery, Cream, and Produce  
Company

We want your poultry, eggs, cream  
and produce. Come and get the cash.  
10-1f. I. H. SPRATT.

We do vulcanizing and all kinds of  
tire repairs. We carry the Kelly-  
Springfield and Double Fabric tires  
and tubes. Supreme lubricating oil.  
Also "That Good Gulf Gasoline".  
41-1f. GULF OILING STATION.

**BASKIN LAND COMPANY**  
Hereford, Texas. Resources \$25,000.  
In Hereford since 1906. Best  
equipped land office in N. W. Texas.  
Write us if you want to buy or sell  
anything in the Panhandle. 32-1f

J. Gishler spent Wednesday in Am-  
arillo.

**REBECCA OYSTER SUPPER**  
At the Courthouse, Friday night,  
Nov. 16, five to eight o'clock, under  
auspices of the Sunshine Club of Re-  
becca order. Musical program, home  
talent. Admission 50 cents.  
Not only for Rebeccas and Odd Fel-  
lows, but all are welcome. 1f

Mrs. Estelle Patton Tucker spent  
Thursday in Amarillo.

We are right here to make our glass-  
es good, if they do not fit, or your  
money back. W. H. RAY. 37-1f

We make a specialty of first class  
cleaning, pressing and repairing. Phone  
169. Beene & Bennett. 36-1f

D. H. Stone of Emporia, Kansas, is  
in town looking after ranch affairs.

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

21 Jewel Elgin watches in 20 year  
case while they last at \$22.50.  
37-1f. W. H. RAY.

Judge J. C. O'Bryan, editor of the  
Tulsa Herald, was a Hereford visitor  
Tuesday.

Better be safe than sorry. Moral:  
insure your Life, Property and Time.  
1f. T. K. WILSON.

Make The Fair headquarters for  
your holiday goods.

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

Have your old style plain ring made  
into a "new model". We will use your  
own gold, and do the work in our own  
shop. W. H. RAY. 37-1f

**REBECCA OYSTER SUPPER**  
At the Courthouse, Friday night,  
Nov. 16, five to eight o'clock, under  
auspices of the Sunshine Club of Re-  
becca order. Musical program, home  
talent. Admission 50 cents.  
Not only for Rebeccas and Odd Fel-  
lows, but all are welcome. 1f

Little Miss Hazel O'Brien spent  
Saturday and Sunday with Mabel Mc-  
Queen.

### TELEGRAM

Houston Texas, Nov. 6, 1917.  
H. R. Patterson,  
Hereford, Texas.

New snags go forward tomorrow;  
higher prices will be announced on  
same lots next week. Business simpli-  
fying. An Eastern Oil Com-  
pany wants lease same San Leon lots.  
They are operating in Humble field;  
can lease them any San Leon you sell  
for cash for fifty dollars of their  
stock as Bonus, besides one-eighth  
royalty offer good until Nov. 15th.  
41-2f. **SAN LEON COMPANY.**

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

N. E. McIntyre of Canyon, who has  
been in Hereford on business, returned  
home Wednesday.

We have an optical room built and  
equipped for the very latest and scien-  
tific methods of testing eyes.  
W. H. RAY. 37-1f

With our gas-welding machine we  
can weld broken castings, aluminum,  
steel, brass, and most all other met-  
als. Barnhart & Rice. 39-2f

Mrs. William West, who has been  
quite ill, is now improving rapidly.

**SUITS** and Dresses cleaned and  
pressed. \$1.00. Beene & Bennett's  
Tailor Shop. 36-1f

Ladies' coat suits and skirts cleaned  
and pressed. All work guaranteed.  
Phone 169. Beene & Bennett. 36-1f

Rev. W. M. Baker and Rev. J. E.  
McClurkin left Wednesday morning  
for Amarillo to attend the Y. M. C. A.  
Army meeting and banquet Wednesday  
night.

**Pocket Maps**  
Deaf Smith County—50 & 75c.  
City maps, Hereford—\$2.50.  
21-1f. T. E. Huffman, Hereford.

Clarendon Ions of Amarillo, spent  
Tuesday in Hereford.

"We are never satisfied unless you  
are." Phone No. 16. ORR'S TAILOR  
SHOP. 33-1f

Jesse Stanford of Lorena, Texas,  
reached Hereford Monday. He will  
be joined by Mrs. Stanford later, and  
they will make their home in Here-  
ford. Mrs. Stanford was formerly  
Miss Nellie Black.

We do engraving, enameling and  
manufacturing. W. H. RAY. 37-1f

Mrs. Anna Keese who has been  
visiting her daughter, Mrs. E. O.  
Waits, returned Thursday morning to  
her home in Wellington, Kansas.

If you have City property for sale  
list it with us. If you want to buy  
City property call on us.  
ASHBROOK & SUGGS,  
First State Bank Bldg.  
36-1f

J. W. Kenney left Thursday morning  
on a business trip to Trenton,  
Missouri.

**REBECCA OYSTER SUPPER**  
At the Courthouse, Friday night,  
Nov. 16, five to eight o'clock, under  
auspices of the Sunshine Club of Re-  
becca order. Musical program, home  
talent. Admission 50 cents.  
Not only for Rebeccas and Odd Fel-  
lows, but all are welcome. 1f

Attorney Otis Truelove of Plainview  
is in Hereford this week.

Diamond mountings, brooch and  
ring mountings for special stones made  
to order. W. H. RAY. 37-1f

T. H. Cato, of Roswell, N. M., is in  
Hereford this week.

Velours and Felts at half price.  
Children's hats very cheap now.  
MRS. T. N. HEIFNER.

Mrs. J. E. Garrison, of Amarillo,  
was in Hereford Saturday, visiting  
friends.

Wouldn't you rather pay a little  
more and get an Accident and Health  
policy that hasn't a condition in it.  
That's the kind I sell.  
T. K. WILSON.

Mr. and Mrs. J. N. Davis arrived  
Wednesday from Middleton, Tennessee  
to spend the winter in Hereford with  
their daughter, Mrs. Frank Smith.

**Fall Clearing Sale**  
Beginning Saturday, Nov. 10th, and  
lasting until Nov. 17th, we will sell  
all trimmed hats at greatly reduced  
prices. In this sale will be included  
the well-known Elzee, King-Bee, and  
Empress patterns. Come before the  
stock is broken.  
Mrs. T. N. Heifner.

**DEATH OF LARSON OLIVER**  
Larson Oliver, aged 19, died about  
4:30 o'clock last Sunday afternoon at  
the home of Mr. Gillum. The father  
and mother of the young man reached  
Hereford Monday and shipped the  
body Monday night to San Saba, Tex.,  
for burial.

I have bought the well-drilling out-  
fit of Geo. Turpetine and am ready  
to dig your well. Phone 395. D. R.  
GRIMES. 40-1f

**QUICK-EDGE SHARPENER**  
The very thing for the housewife;  
no more dull knives or shears, the  
greatest handicap in the kitchen.  
Once you see it you will not be  
without it. Anyone can sharpen the  
dullest kind of knives in a few sec-  
onds.  
For demonstration and on sale at  
the Fair Store.  
38-1f. OTTO BEND.

**TELEGRAM**  
Houston, Texas, Oct. 25, 1917.  
H. R. Patterson,  
Hereford, Texas.

T. B. Rector today leased twenty-  
four San Leon town lots receiving  
fifteen hundred dollars in an Eastern  
Oil Company as Bonus, besides regular  
eighth royalty. Head of Arizona Com-  
pany wired he expects to be here next  
week and wants to commence drilling  
soon. Arrangements are satisfactory,  
good oil showing reported in two  
wells within sight of San Leon. High-  
er prices on some San Leon lots will  
be announced next. Advise your  
friends to buy quickly and profit by  
increase in price.  
41-2f. **SAN LEON COMPANY.**

Always come to The Fair for your  
dishes. 1f

Mrs. Logan Marshall and Mrs. Al-  
len Stag of Vega, spent Sunday with  
Mrs. J. W. McQueen.

Miss Myrtle McNutt and Miss Alice  
Duff left Tuesday for Amarillo, where  
they will visit Mrs. J. L. Walker.

Mr. and Mrs. S. E. Brown left on  
Tuesday for Robinson, Ill., where they  
have been called to the bedside of Mr.  
Brown's brother, who is seriously ill.

Mrs. C. M. Eastham and little son,  
Glenn of Wildorado, who has been  
visiting relatives in Dimmitt, passed  
through Hereford Tuesday, enroute to  
her home.

Mrs. C. H. Clifton left Tuesday for  
Amarillo to meet a troop train from  
Ft. Douglas, near Salt Lake. Her  
son is on board enroute for Little  
Rock, Ark.

Preparations for the annual National  
Western Stock Show at Denver are  
being pushed vigorously and there are  
indications that it will be the most  
important event held in the West this  
winter. That it will have an im-  
portant bearing upon the war food  
situation is evidenced by the interest  
being taken by the government. The  
United States Experiment Station and  
the agricultural college at Fort Collins  
are planning a big educational exhibit,  
and there will be a large attendance  
of government experts to take up vari-  
ous livestock problems directly with  
the farmers and stockmen.

**Improved Ranch for Sale**  
520 acres section 14, block 5 B,  
H&GN, 12 miles west from Canyon,  
Texas, 220 acres in cultivation, 100  
acres wheat, 30 acres rye, 5 room-house,  
3000 bushel granaries, big barn and  
sheds, two big henhouses, shallow wa-  
ter. Immediate possession.

Also 100 head cattle, 50 head horses  
and mules, Jack, Stallion, machinery,  
200 acres feed, section lease. Good  
terms.  
WILLIAM ASH, Owner,  
38-4t Canyon,exas.

**HEREFORD HIGH VS  
TULIA GRIDIRONERS**

Altho the Hereford High foot ball  
warriors were swamped to the tune  
of 55-0 at Clovis last Friday, coach  
Hughes will take his team to Tulia  
tomorrow for a game with the fast  
team at that place.

It is said by those who witnessed  
it that the game with Clovis was not  
a fair sample of the brand of foot  
ball the home boys are capable of put-  
ting up, since they apparently had an  
off day either thru lack of confidence  
or for some other of the dozens of  
reasons that cause a thing to hap-  
pen in foot ball. At any rate coach Hughes  
has been putting his men thru some  
very grilling practice this week, and  
expects the game at Tulia tomorrow  
to tell a different tale. Here's hop-  
ing boys, that you get their scalps.

**Fine Grain Stock Farm For Sale**  
Located 10 miles N. E. of Hereford,  
3 miles W. of Dawn, in center of shal-  
low water irrigation district. Big  
wells on adjoining farms around this  
farm. Good schoolhouse on corner  
of this tract; Public road on 2 sides;  
in fine neighborhood. 1550 acres  
owned; will sell worth the money  
and throw in the following: 65 acres  
good feed, 6 good straw stacks, 100  
acres wheat sown and 200 more ready  
to sow. All farm tools and imple-  
ments. 3 wagons, 16 good young horse  
and mules, 5 cattle, about 35 hogs.  
Fairly well improved; some leased  
grass.

This is one of the best farms in the  
Panhandle.  
TERMS: 1/3 cash; balance 10 equal  
annual payments at 7 per cent inter-  
est. If interested see  
40-2t TROY WOMBLE, Owner.

**ADULT BIBLE CLASS  
FOR M. E. CHURCH**

Wednesday night, Nov. 7, at 7 p. m.  
the young ladies' class of the M. E.  
Church South, met with their teacher,  
J. E. Crouch, to organize an adult  
Bible Class. The age limit was set  
between the ages of eighteen and  
twenty-five, with a special member-  
ship to those girls who would soon  
be eighteen, and to one member of  
the class who had already passed the  
age of twenty-five. After the age  
question was settled, the following of-  
ficers were elected:  
President—Miss Inez Dunlap.  
Vice President—Miss Mary Dunlap.  
Secretary—Miss Maude Woiz.  
Treasurer—Miss Cassie Phillips.

By a vote of the class Mr. Crouch  
was given privilege of appointing the  
committees.  
The class decided to have a meeting  
the first Tuesday in each month.  
At 8 o'clock the class adjourned  
with the exception of having a call  
meeting in the near future to decide  
upon a name for the class, a class  
motto, the class flower, and to hear  
the appointment of committees.

**FOR SALE**—Bundle feed, four and  
six miles north of town.  
41-1f See C. H. DYAR.

**ROOMS FOR RENT**—Modern Conven-  
iences, near public school. Phone  
No. 169. 1t

**CATTLE SHIPMENTS**

Phillips and Bowers shipped one  
car of cattle to Kansas City.  
J. H. Bowers shipped one car of  
cattle to Kansas City.  
E. H. Norton shipped one car of  
cattle to Kansas City.  
J. B. Thompson shipped two cars of  
cattle to Canadian.  
Orre Remfro shipped two cars of  
cattle to Kansas City.  
J. W. Bradley shipped two cars of  
cattle to Kansas City.

## Community Co-Operation

COPYRIGHTED FARM AND RANCH-HOLLAND'S MAGAZINE

A little thought on the subject will  
invariably convince one that the de-  
gree of satisfaction we get out of life  
depends largely upon the conditions  
prevailing in the community in which  
we live.

Whatever advantages the commu-  
nity affords, we enjoy, while to what-  
ever extent the locality is deficient,  
or poor in public utilities and opportu-  
nities, we who make up its popula-  
tion are circumscribed in life's pleas-  
ures and comforts.

There are the most satisfying lives  
who live in a well-equipped commu-  
nity and who go to make up a congenial  
neighborhood. It goes without say-  
ing that a prosperous population is al-  
most always a contented, happy popu-  
lation.

One of this country's greatest finan-  
ciers made the statement a few years

ago that one of the prime reasons for  
the increasing cost of living was the  
lack of well-directed effort on the part  
of small-town community people. He  
went on to explain that lack of coop-  
erative effort on the part of people liv-  
ing in small towns naturally result-  
ed in an impoverished community—  
one in which life becomes a burden  
rather than a pleasure. It is from lo-  
calities and conditions of this kind  
that the large cities draw their my-  
riads of young men and women, boys  
and girls.

For most of us a community must  
have a minimum equipment, strong  
church advantages, good schools, good  
roads, easy communication with the  
outside world and adequate shopping  
and marketing facilities. These es-  
sentials make possible the many other  
elements necessary to a prosperous

## LOCK YOUR MAIL BOXES

If your mail gets into the wrong post office box, causing you de-  
lay and annoyance, what do you do about it? Why, jump on the Post  
master, of course.

If your Brand fails to reach you promptly each week, what do you  
do about it? Why, withdraw your subscription and remark about the  
unbusiness-like methods of the average country newspaper office.

Did the public ever stop to think that while the Postmaster un-  
doubtedly makes some mistakes, for he is human, and The Brand does the  
same thing for the same reason, there might be some other explanation part  
of the time for these errors?

Only last week two good, substantial subscribers to The Brand  
complained that they had not received their papers. Yet their papers  
were put into the Post office, and the Postmaster put them into the proper  
boxes.

Did you ever go into the Post office lobby any forenoon and observe  
how people get their mail? Every now and then two citizens will come in,  
deep in conversation about cows, or weather, or the district Court. One  
of them will stand in the general neighborhood of his box for a moment,  
in earnest conversation, then absent-mindedly reach out, twist the handle  
of an unlocked box which he believes to be his, extracts a handful of mail,  
stuffs it in his pocket, and goes out, still talking. In lots of instances  
this same man comes back in a few moments, with a puzzled look on his  
face, tells the Postmaster that the wrong mail was put into his box, and  
finds that he has unwittingly opened the wrong box. Or else he comes  
back, says nothing to the Postmaster about it, sticks the strange mail in-  
to the box he THINKS he secured it from, and after all puts it into a  
third man's empty receptacle. Then two more men get after the har-  
rassed Postmaster.

Did you ever notice that nearly any day small boys, innocently and  
without malice, but just because they are small boys, open all the un-  
locked boxes they can reach, just to see what is in them? And sometimes  
they take mail out playfully and maybe do not get it back in the right box.

The moral of it all being that if box holders would help eliminate  
these petty troubles, they should LOCK THEIR BOXES.

Postmaster Stegall states that the Postal laws require that every  
box holder lock his box at all times, otherwise the post master is required  
to recall the box and give it to someone else. Postmasters do not like to do  
this, of course.

Walking out into the lobby of the local postoffice last Tuesday af-  
ternoon Postmaster Stegall gave a demonstration. He tried to pull open  
every box knob he came to, and about three out of every five boxes were  
unlocked, and many of them had mail in them.

Mr. Stegall earnestly requests every holder of a post office box in  
Hereford to TURN THE KNOB AND LOCK THE BOX after mail has  
been taken from it. In no other way can the many petty mail troubles  
and annoyances be reduced to a minimum.

## New Furniture

We have just received a BIG CAR of NEW FURNITURE.  
This certainly does make our stock very complete. We have new  
goods on the way all the time.

### NEW DESKS

You should see our complete line of DESKS for home and of-  
fice use—every one of these carry an ATTRACTIVE LOW PRICE  
from \$35.00 down to \$12.50.

### NEW DUOFOLD, 3 and 4 PIECE SUITS

The splendid line we are now showing is truly elegant and  
sure to please you.  
Duofolds from \$60.00 down to \$24.75.

### New Bedroom Suits

It will be our pleasure to show you just what we can do for  
you in this department of our store. We show the new things in  
Old Ivory, Birds Eye Maple, Walnut and Oak in Colonial and ped-  
dled furniture.

### New Dining Room Furniture

It will amaze you to go through this department of our store.  
We are making a wonderful showing in variety of styles and quality  
from the best to the cheapest.

### NEW ART RUGS

Our stock and showing in this department is truly wonderful.  
We handle the best that can be had—we have the medium lines as  
well. We guarantee to save you 15 to 20 per cent on all your Rugs.  
We are satisfied with small profits.

*E. B. Black Co.*

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WE HAVE BEEN DESIGNATED AS A SPECIAL DEPOSITARY BY WASHINGTON OFFICIALS TO RECEIVE ON DEPOSIT PAYMENTS MADE ON LIBERTY LOAN BONDS AND CERTIFICATES OF INDEBTEDNESS UP TO AN AMOUNT OF \$50,000.00.

THIS DISTINCTION SHOULD BE FULLY APPRECIATED BY ALL THE PEOPLE OF THE HEREFORD TERRITORY AS WELL BY THIS BANK.

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CALL IN AND SEE US.

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