NATIONAL GUARD UNIT HERE IF 50 MEN **OBTAINED**

35 SIGNED SO FAR

Complete Equipment and Regular Pay Offered By Uncle Sam

Hereford's chance to secure a rifle empany in the Texas National Guard, now in process of organization, depends upon the response of the young men of

A minimum of fifty men is required. Captain Ewell D. Morris states that he now has thirty-five men and needs the additional fifteen by the end of this

Captain S. M. Hankins, from the Adjutant General's office at Austin, will reach Hereford this week to or-

Captain Morris states that the local company will be fully equipped for field heard from committees attending these service, including uniforms, kitchen meetings and the Poultry matter will equipment, ammunition and a 600 yard also be taken up. The lunch will be rifle range. The men are paid twice served at the City Cafe. each year at the regular army scale, being allowed a day's pay for each REV. BAKER ASKED hour and half drilling. The Brand is in receipt of the following official communication from the Austin headquarters, explaining the organization:

"October 25, 1921. "Hereford Brand,

Hereford, Texas. Gentlemen:

the purpose of securing your coperation in an enterprise that is of supreme importance to our country, state and com-

"After the close of the War many of the best military and civilian minds of the country were called in conference upon the problems of devising plans for our national and community defenses that would be adequate, but nevertheless, be harmonious with American ideals and would not multiply the al- WILDORADO PARTY ready onerous burdens of the tax pay-

"The result was that Congress reduced our Standing Army to a low minfmun, made certain plans for a skele-"Of such high importance to the country is the problem of perfecting our citizen reserve forces that General LUBBOCK COMPANY Pershing has assumed specifically the task of perfecting our National Guard

as an immediately available force and

of carrying out the peace time plans

for the Reserve Army. spent for pay of officers and men for hundred. atmory drill and for the expense of the summer manuvers. The State appro- ed at war strength to meet a national priates at present sufficient money with emergency. Therefore, the company we are calling upon your county Com- class necessary to meet these demands, missioners and your city government is not fulfilling its whole mission. to supplement the appropriation of the "In general, I am calling upon your State. In this way all of the expenses

that of equipping your armory. "It is of the utmost importance that the armory be properly equipped and is necessary if the plans for our nationmaintained. If the armory is not an at- al and community defenses are to be tractive place, if it is so poorly equip- made effective and we wish to bring ped and cared for that it will detract home to the citizenship of each comfrom, rather than enhance, the self remunity in Texas that they are the benspect of the members of the company, it eficiaries of the service rendered by the will be impossible for the officers to officers and men of the National Guard maintain the high standard of person- and that the whole scheme calls for

point too greatly, for it is of the ut- throughout that part of the State, most importance that the personnel of "I shall apprecalte whatever assistthe National Guard companies be ance you may give this movement per-drawn from the best young men of the sonally, and whatever expression in an community. The company is not only editorial way that you give through maintained as a fighting unit, but also your paper. serves the purpose of an officers' and "With highest regards, I am non-commissioned officers' school for those who are and will be officers . John A. Hulen, Major General. whenever the Guard should be mobiliz- National Guard of Texas.

SUCCESSFUL IN BUSINESS, THOUGH CRIPPLED



ONE DOLLAR

MAKES YOU A

ANSWER

THE ANNUAL

PARTICIPANT IN

RELIEF WORK FOR

GIRDLES THE GLOBE.

NOVEMBER 11-24, 1921.

Special Program

ANNUAL DUES IN THE

AMERICAN RED CROSS

THE HELPLESSNESS THAT

RED CROSS ROLL CALL

For Nov. 11; Red

Cross Drive, Too

The question of how to properly ob-

serve Armistice Day, November 11, and

Cross was discussed at the business

CHANGED TO POST

Rev. and Mrs. Enyeart and three

children arrived in this city the first

CARL MOUNTZ HAS

CALL TO BED SIDE

AT WINSLOW, ARIZ.

the community to the call for enlist To Hear Reports When Committees Come in Monday

The regular weekly luncheon of the Chamber of Commerce was held on ganize the company. The Amarillo Monday at the Stockmen's Cafe with a Company G, 142nd infantry. Thirty-good attendance. The main discussion Sixth division, was mustered last Wed- centered around the coming Armistice nesday. Under the reorganization plan Day and the Red Cross Annual Roll the local unit will be known as F Com- Call. Several important matters on pany. Company H will be located at the docket were passed owing to the Clarendon and Company E at Memphis, absence of Chairman McDonald. This will constitute the Second Battal- Among these were the date for the prolien of the 142nd infantry. The great: posed Poultry Show and the meetings er part of the men are ex-service veter. this week on Friday and Saturday, respectively, at Pampa and Tulia.

On next Monday reports will be

TO FILL OLD PUL. . PIT NEXT SUNDAY also the Annual Roll Call of the Red

Rev. W. M. Baker, former pastor of men's luncheon Monday. The Roll Call the local Presbyterian church may be dates are November 11/to 24, beginning cupy his old pulpit at next Sunday's on Armistice Day. services. Rev. Baker is to attend a The chair was authorized to appoint This letter is addressed to you for church conference at Amarillo this two committees, one to arrange a suitweek end. The local church was offer- able Armistice Day program, and the ed a speaker from among those attend. other to devise ways and means of making the conference and unantmously ex. ing the Roll Cail a success: The comtended an invitation to Rev. Baker to mittees will be anticunced shortly. come home for a day and preach to his former charges. The invitation has KANSAS MINISTER not yet been responded to, but it is hoped Mr. Baker will be able to come

VISITS FRIENDS HERE ON MONDAY They are visiting in the home of Mr.

Mr. and Mrs. W. B. Phillips and Enyeart. Rev. Enyeart is a Methodist tonized reserve, and called upon the their son and daughter-in-law, Mr. and minister and has been changed to the citizenship of the country to contribute Mrs. Coy Phillips, Mr. and Mrs. W. T. Southern California Circuit. He will to our First Line of defense our war Womble, Mac Womble, and W. B. Bow- be pastor of a Methodist church at time Guard Divisions reorganized at en, of Wildorado, spent Monday in Winslow. His former station was at MRS. BOBO McLEAN peace strength under veteran officers. Hereford visiting relatives and friends. Belpre, Kansas.

BUYS CANE SEED IN CARLOAD LOTS

of equipping; and maintaining this com- part of the week and four cars from of the week. pany. This expense in all amounts to Friena within the next twenty days. S8,000.00 or \$0,000.00 per year which is The average price paid is \$1.10 per

which to pay the armory rent only, and that has not the young men of the high

paper for assistance in securing for the of the company can be cared for except Hereford company the moral support of the substantial citizens of the community. The support and cooperation nel that they have set for the organiza- their support and encouragement. In bringing this about, your excellent pa-"It is impossible to impress this per can be of great assistance to us

Yours very truly,

IS NOW AT WORK

ARCIE BURNS CASE SET FOR TRIAL THURS-DAY, NOV. 10

day in the case of the State of & ford following Halloween night. Texas vs Arcie Burns, in the case 5 This state of affairs grew out of the of the killing of W. J. Rich in the case 5 recent stringent ordinance passed by

Judge Reese Tatum presiding and with ordinance, but wise counsel prevailed District Attorney Braly in attendance. at last and the demonstration was The grand jury was empaneled Mon- abandoned. day as follows: W. B. Anthony, foreman, H. H. Boardman, H. G. Conkwright, R. T. Nunn, Charles Hodges, out into the street, etc., but little dam-H. L. Morrel, B. R. Jennings, John Pat-Womack, and E. W. Morgan. Bailiffs loween ever witnessed in Hereford. appointed : door, E. T. Woodburn ; outside bailiffs: L. H. Foster, Ed Shore and Silver Shore.

The court set the criminal docket for November 7. Tuesday was appearance and default judgment day. Cases handled so far:

City of Hereford vs J. H. Williams, continued; Patrick Ford vs O. H. John et al, dismissed. L. E. Shore vs. A. F. Luse (two cases), continued; The Herring National Bank vs J. L. Craw-Teeple, court appointed W. H. Russell

FOOTBALL HUSKIES TAKE ON FRIONA

leadership of Chief Rockwell of the six o'clock. Fire Department, has its first game of President McDonald of the Chamber tackle the buskles at that point. The represent Hereford at this meeting. boys have been working out every after. This route is all-important to Herenoon in field and "skuii" practice and ford. Highway students in this section are beginning to get down to brass believe it means the centralizing of the tacks in handling the ball in forma- through yearly traffic and a permanent tion. On Armistice Day, November 11, transcontinental line through this the team will play at Vega. Other section. games are now being lined up.

Last Saturday the High School elev. TUESDAY IS FEAST en took an swful drubbing at Amarillo, the score being 102 to 0. Several of the regular players were not in the of the week enroute to Winslow, Ariz. game owing to injuries and other causes and it was a badly patched up eleven and Mrs. T. B. Rector, parents of Mrs. that faced the strong Amarillo squad. Better luck is hoped for in the remaining games of the season.

PACKING FOR WIN-TER STAY IN EL PASO HIGH BASKETBALL

Mrs. Bobo McLean reached Hereford STRICKEN FATHER last Sunday from El Paso, where she and Mr. McLean have been for several The H. T. Kimbro Company, of Lub- Carl Mountz, local telegraph operat; weeks. She is packing up preparatory Hereford High's girl basketball team Texas has been requested and has bock, has been buying cane seed in or, left last Thursday morning for But- to a winter's stay in the border city overwhelmed the Vega girls on the Hastings of Borina. promised to reorganize the 36th Divi- large quantities here the past few days, ler, Indiana, where he was called by the for Mr. McLean's health. Bobo suffer liereford field last Friday by the score sion. There is being organized a Rifle They are shipping out one car Tuesday illness of his father. A wire received ed a nervous breakdown while away of 42 to 10. The local girls showed fast company as Hereford's contribution to to Waco and will follow it with another here from Mr. Mountz after arrival at and physicians advise complete rest in and snappy team work, the speed and the Amarillo Hotel. the Division. The Federal Government car next week. They also expect to Butler states that his father is better the lower altitude this winter. He is aggressiveness of the forwards being bears the major portion of the expense ship a car from Umbarger the latter and that he will return to especially noticeable. Vega was com-Hereford in the spring.

DISTRICT COURT A Very Decorus Halloween Was That In Hereford

Main street Tuesday morning wore its usual calm. There were no marked windows, no wagons on top of awnings, no live stock on the roofs, no debris piled up on the sidewalks and in the streets. Since the mind of man run-A special venire of 75 men was o neth not to the contrary has there been called in District Court on Tues o such an orderly Main street in Here-

northwest part of the county last & the city commission. Officers were inspring. The case has been set & structed to see to it that the ordinance down for trial on November 10. was enforced. It is understood that at * * * * * * * * * * * * * * * * * first there was some excitement and that at one time the boys determined District Court convened October 31, upon their usual pranks, despite the

In the residential sections some gates were unhinged, hitching posts dragged age was done and, taken all in all, it ton, W. T. Womble, Ira Allred, Homer was the most peaceful and quiet Hal-

Road Meeting is Called at Pampa On Next Friday

Following the recent preliminary organization of the Southwest Trails ford, judgment by default; W. B. Ar. Association at Canadian, outlining an nold vs H. M. Jackson et al, plaintiff all-the-year-round automobile route dismissed as to O. B. Jackson, judgment from Chicago to El Paso via Kansas by default against H. M. Jackson; City, Wichita, Kansas, Canadian, Ama- by R. M. Fielder, president. Rockwell Bros. & Co. vs J. L. Sowell et villo, Hereford, and Clovis, F. P. Reid al Judgment by default and foreclosure of Pampa, Texas, temporary president of trustees' lien; J. S. Jones vs A. R. of the Canadian-Clovis division of the road, has called a convention for this attorney ad litem to represent defend- division to be held at Pampa next Friant; G. A. F. Parker vs Fred J. Clark, day, November 4, at 2:00 p. m. for the dismissed.

1. To designate the trail between Canadian and Clovis; 2. To discuss permanent markings; 3. To inquire into the condition of the Trail and to take steps to improve it; 4. Elect perma-ELEVEN WEDNESDAY nent officers; 5. Miscellaneous mat tion and Educational Institutions"ters; 6. To partake a good dinner Hon. J. A. Hill, President of Canyon The Town football eleven, under the served by the Pampa business men at Normal.

the season scheduled for Wednesday of Commerce and Highway Chairman Hereford, afternoon, when they go to Friona and F. W. Harrison will in all probability "Railro

DAY FOR MEMBERS CATHOLIC CHURCH

Tuesday was a holiday for members of the Catholic Church. The day was designated as the "Feast of All Saints." Services were held at the Sisters Chapel at 9.00 a, m. Benediction with Sacrament was on the program at the Chapel for 7:00 o'clock in the evening.

GIRLS CLEAN UP ON VEGA'S SOUAD

pletely outclassed.

WILL MEET AT TULIA ON SATURDAY FOR CONFERENCE

WORK TOGETHER

Idea is to Coordinate the Efforts of All For Mutual Benefit

The program for the first business ession of the Panhandle-Plains Commercial Secretaries to be held at Tulia next Saturday, November 5, has been announced by Secretary John Boswell of Plainview. This organization has been formed to unify the various activities of the different Chambers of Commerce over this section in an effort to harmonize all work and pull togeth for the united benefit of all. The association includes the border counties of New Mexico and Oklahoma. Committees to handle the Plan of Work adopted by the association at its first me ing will be selected at Tulia and concrete work for the Panhandle-Plains section as a whole started. The program, as announced by Mr. Boswell,

Meeting called to order in the Swisher County Court House at 2:00 p. m.,

Invocation-Rev. J. M. Hall, Pan-Address of Welcome-Hon, H. H.

Tracey, Mayor of Tulia. Response-W. B. Estes, Amarillo. Reading of minutes.

Report of president and appointment f committees. Report of secretary-treasurer.

"Commercial Club Luncheons"-A. N McCardell, Clarendon. "Relation of Commercial Organiza-

"Trials and Tribulations of Com-

mercial Secretaries"-Seth Holman, "Railroads as Factors in Community

Building"- J. F. Anton, Division Superintendent of the Santa Fe Lines. "Financing Commercial Organizations"-W. A. Palmer, Canadian,

"A Diversified Farming Program for the Panhaudle-Plains"-F. R. Jamison, Manager Panhandle-Plains Chamber of Commerce,

"Methods of Securing Attendance at Regular Meetings"-G. A. Sager, Mem-

Round Table Discussion. Selection of time and place of next

neeting. Banquet given by Tulia Chamber of

KNIGHT TEMPLAR'S DEGREE TAKEN BY MANY CANDIDATES

Commerce to visitors, at 7:30 p. m.

Quite a number took the Knight Templar degree at Amarillo, Monday, October 31. Among them were E. B. Black, Gano Hastings, Cliff Acker, Jim Black, Johnathan Pitman and Arthur Lawrence of Hereford, and Frank

Following the laitiation ceremonies the Amarillo lodge staged a banquet at

WOMBLE ARE HOME FOR THE WINTER

Mr. and Mrs. J. C. Womble returned from Hot Springs, N. M., Saturday morning. The couple had expected to spend the winter at the health resort, but Mrs. Womble became ill and the return was made on that account. Mrs. Womble is reported to be recuperating since her return home,

CAR LOAD LOCAL FOLKS LEAVE FOR HOT SPRINGS, N. M.

W. T. Smith, L. M. Forrister, Frank Corn and Guy Smith were scheduled to start Wednesday morning for Hot Springs, N. M. The party will make the trip in Mr. Forrister's car and expect to be absent about thirty days.

MRS. THEO. COCHELL HERE VISITING IN HOME OF FRIENDS

Mrs. Theo. Cochell, formerly of this city, now of Plainview, arrived in Hereford Monday morning and is visiting for a few days in the home of Mr. and Mrs. C. J. Mounts.





The kindest thing in the kindest way."

are glad to have Egbert back with us.

interested in his work the other morn-

by winning a game from the Vega team.

of industry, provides better than by

"The bee, from his industry in the

We have now started on our third

month of school and hope to make it

still better than the two that have just

Miss Halycon Donner, who graduated

in "1920", is a new student in the Man-

Miss Ethel Williamson, of the Domes-

tie Art Department, spent the week end

with her sister, who teaches in the Far-

The Senior Class enjoyed a party on

Friday evening, given by Miss Lulu

Teaching should be elevated to the loftiest profession, and the teacher at

her best all the time-a psychological

The Hereford Public School certainly feels proud of herself this week. On

last Thursday, we received a letter

from Graham, Texas, telling us that the writer had been reading in some

Educational Journal about the Bible

being taught in our school, and was

very anxious to know all about our

method of teaching it. Again, on Sat-

urday, the writer received a letter from

Yakima, Washington, telling how he

had been reading about our music in

the Public School and wanted to know

to the teachers and pupils of the High

School the past week when, on invita-

tion, several of the grades visited the

laundry and saw the machinery in mo-

tion and the work being so skillfully

done. Mr. Broadwell offers a prize of

twenty dollars in laundry work for the

best essay written by any pupil on

Mr. Hill, of the Canyon Normal, who

has recently returned from a meeting of the Executive Committee of the Tex-

as State Teachers' Association, urges

that Deaf Smith County get immediate-

ly into the class of one hundred per

cent enrollment in this state organiza-

tion, Mr. Hill states in his letter that

there is not a teacher in Texas today

whose salary has not been increased

through the activities of the State

Teachers Association; and there is not

a school district in Texas which has

not received more money for the sup-

port of its schools this year, because of

the work of this organization. Mr. Hill

teachers of Texas make a splendid in-

vestment when they join this organi-

meeting this year will be held in Dal-

Methodist Missionary Society

ness meetings of the entire year, was last Wednesday when we met in the home of Mrs. W. A. Price, with Mes-

dames Price, Black, Bryant, Dunlap,

Cut flowers and antumn-tinted fo-

In the devotional, Mrs. Ward gave us

some intensely practical lessons from

the story of Gideon, emphasizing es-

pecially the point that God wants from

us, not only alert, intelligent, conse-

crated service, but that we should have

Gideon's desire and determination to

realize God's leadership and direction in all our work and that it is our

privilege, if we would claim it, to have

as convincing assurance of Divine

Gratifying reports from all the of-

ficers and committees were read and

approved. These reports dealt with

and Miss Lulu Edwards as hostesses

liage gave a charming touch of beautiful October's out-of-doors to the already

attractive rooms.

One of our most thoroughly enjoyable and best attended social and busi-

las beginning November 24th.

State Teachers' Association

We take this method of thanking

our course and methods of teaching.

Mr. Broadwell for courtest

what he saw at the laundry.

Orr in her home. Mis Lulu is a mem

summer, eats honey all the winter."

"A man who gives his children habits

Dawn on Friday night.

on Thursday morning.

on which he was working.

giving them fortunes."

ual Training Department.

ber of the Senior Class.

well school.

Misses Mabel Renfro and Leona

Thursday Jno. W.

Mexico, wai We got '

E. E. H.

acted busin Jno. W. Hereford T

Car Spuc Gordon

ford Tuesd Carl Erl rived in th

Dr. Pow

City, were Mrs. W from Kans

We got prices. W. D. 1

Hereford I. S. E acted busi

Time to cleaned u 60-tf W. C. E

in this c W. R. Hereford

Call f

our cash For O Tailor

A gars go to O You play ad.

Thursda

Piano

Dr. V Texas Mrs.

Pai Cle

POTTED PLANTS

Leadership as Gideon had,

Cyclamen are coming on Funeral Designs

ur finances and work in general and ne specials and proved that, in the face of existing financial conditions. here has been some self-sacrificing givog, as well as work, done.

After the business meeting, a pro gram of music and readings was given." A reading, "Unawares," by Pauline Hodge, brought a pang to the conscience Bishop attended the ple-supper at of each, reminding us that we so often lose the blessing of the presence of our The music furnished by the quartette Lord, in our hearts and lives, because mposed of Irwin Taylor, Ollie Dixon, we fail to render some service of love, Clyde Carroll and Paul Wilson was sympathy or material aid to those greatly enjoyed in the Chapel exercises around us who need our ministrations.

"Mud Pies," by Miss Nell Parmer, Egbert Bradley enrolled as a new stu- was a bit too realistic for the comfort dent in the High School last week. We of some of us mothers, showing so forcfbly our lack of firmness and consisten-Ollie McMinn was so enthusiastic and cy in our home dicipline.

The musical numbers were especially ing in the Manual Training Dept., that good.

The refreshments reminded us of the he did not know he had cut away half approach of Hallowe'en. Diminutive the end of one of his fingers until he "Old witches on broomsticks," rode upsaw traces of the wound on the lumber on a cloud of whipped cream, served with the pumpkin pie, the addition of The pupils were very busy the last fragrant coffee made comments unnecthree days of last week with their exessary, as to the appetizing quality of the refreshments, as well as their ap-Our High School Girls' basket ball team won laurels last Friday evening

propriateness to the season.

More than fifty members and several visitors were present.

Our time of meeting was changed to 2:30, closing promptly at 4 o'clock. Press Reporter.

There were such a number of Halloween parties and social events that it has been impossible to gather them all and present them properly for this issue of The Brand. They will appear in this column in Friday's issue.

SHOULD MARRIED WOMEN WORK?



The Commander of the Barbara rietchie Post of the American Mrs Julia E. Wheelock, the writer, who during the World War re-States navy. Mrs. Wheelock has States navy. Mrs. Wheelock has urged married women who work unnecessarily to give up their jobs in favor of unemployed ex-service men,

Oct. 31, 1921. Mrs. Joe Hastings and children are

risiting relatives and friends in Hereford this week. Mr. and Mrs. Mark Cowsert returned

they have been visiting relatives for the past two weeks. Mrs. B. B. Easter spent the week-end with her daughter, Mrs. Walter London, who lives near Hereford,

Sunday from Junction, Texas, where

Dr. Miller and Mr. J. W. Alexander made a business trip to Hereford Monstates further that he believes that the day.

Rev. Florence was in Dimmitt again this week, and conducted prayer meeting Wednesday evening,

Mr. Tucker, a teacher in the school

Joe

FINALLY-Got his car fixed. He took it to The Dodge Bros. Service Station.

Blanche

got her car fixed too. She, like Joe, took her car to the same place.

WE WORK all cars, our prices are in keeping with the times.

We guarantee every joh -Our work stands up, we make it.

Not The ONLY PLACE. but a good place to get repairs.

A BOLT, in time saves

Dodge Service Satisfies.



The coming national convention of the American Legion at Kansas City, Mo., will be the largest and greatest meeting yet held of that body of veterans. Above are some of the world distinguished people who will be present and take part: (1) Gen. Pershing, U. S. A.; (2) Admiral Sims, U. S. N.; (3) Gen. Foch, of France; (4) Gen. Diaz, of Italy; (5) Admiral Beatty, of England.

here, recently resigned on account of his health. Mr. Waldon will take his

daughter, Eulla Lee, have been visit- death of Mrs. J. W. Ford, wife of a ing friends in Tulia the past week. Mrs. Ralph Patton is on the sick list

Mr. Gorman, of Panhandle, Texas, recently appointed Mr. Edwin Ramey warden of Castro County,

Saturday for a two weeks hunting trip n south Texas. The Baptist Fifth Sunday meeting was greatly enjoyed Saturday and Sun-

day, having dinner on the ground and

everal interesting sermons, Mrs. J. M. McIntire and Mrs. Etta Brashears, spent Sunday with Mrs. J.

Good Job Printing at The Brand!

"Say it with Flowers" We specialize in Floral Designs and all iknds of cut flowers in season, also blooming plants and

First class designers with life experience, Largest floral establishment in the Panhandle.

Amarillo Greenhouses A. Alenius, Proprietor Phone 1116. Amarillo, Texas.

Mrs. J. W. Ford

The Brand is in receipt of a clipping from a Bentonville, Arkansas, paper Mr. and Mrs. Rea Gilbreath and little containing an account of the recent former Neaf Smith county tax assessor. The family is well known here and their many friends will regret to hear of the sudden death of this estimable

J. A. Womack and Edwin Ramey left death of Mrs. J. W. Ford, which oc this morning to learn of the sudden

Get More Wear From Your Clothes

Clothes that are cleaned regularly the Ringer way give you more wear than otherwise.

NO ODOR REMAINS IN YOUR CLOTHES WHEN CLEANED BY OUR PROCESS

C. P. Ringer's Tailor Shop

"Buck's" Hot Blast Heaters

More Heat at Less Cost

Buck's Hot Blast Heaters burn any fuel -even slack - and save fuel by getting the most out of the fuel. Produce more heat for less money than any other stove. Steady, even heat day and night. They feed 58 cubic feet of air to every pound of hard coal.

For Sale by-

C. O. LEE HARDWARE

red at 1 o'clock this morning at family, moved to Milan he Ford home on West 11th Street, in 1871. On January sed from heart leakage, was married to J. W. F with which Mrs. Ford is said to have their daughter, Miss & been troubled for quite a long time. Bentonville, May 15th, The attack resulting in her death, how- their home here since. ever, occurred at about 12:30 o'clock this morning, the end coming almost Miss Marion, who lives before a physician could reach her side. is survived by four sor With her husband and daughter, Mrs. daughter, other relative Ford had enjoyed a visit last evening friends. The absent so at the home of Mr. and Mrs. Walter live in Texas, Colorado Davenport and was apparently in the co and no funeral arran best of spirits and feeling well physi- made until hearing fur cally when she retired.

"Mrs. Ford was born in Alabama on July 18, 1867, and with her father, D. Harris, and other members of their

Good Printing at

"The family has the

We are long on tire and short on money

Our stock of certain sizes is too large, and to them quickly, will make a special price of

15 % off

for one week only. Come in and look ther Your size may be on sale.

H. L. Rice

United States and Gates Tires

One Night On Friday, Novembe



Band and

Orchestr PARADE

25th ANNUAL TOUR 25th

Uniformed Concert Band and Orchestra of Solo Musicians

MOH

OFITS

N THE

WORLD

Traveling in C Pullman Palace Car

Elaborate First Part

The New and Ancient So

Street Parade and Concert 12 o'clock Noon

at the



Seats held in reserve Better Than Any Circus

50c, 7 \$1.00

Prices:

Tickets on Sale at Theatre office

he Hereford Brand

County, To

ord. They,

arion, move 1920, ma

tered as second-class matter at the Act of March 3, 1879.

becription, Zone 1—per year, \$2.00 cription, outside Zone 1, per

subscriptions accepted for less than

LL SUBSCRIPTIONS STRICTLY IN ADVANCE

HOMEY FILOSOPHY FOR 1921

rong and hover around the sides eking the easy way to get in. Others reduceart into the thickest of the crush and flinches not at the hard places, but some of them may seem. es through with it at all hazards.

n over. WILL WE ALL MAKE OUR OWN GOLD IN TEN YEARS?

Our high school boys have been told. hat the atom is the base of all matter, week showed a very great increase over of all substance. It is an infinitely corresponding periods last year and the small critter, this atom, but everything market on steers this week closed from n the world, and the world itself, are 15c to 25c higher for the week. On wilt up of it, fabulous numbers to ev-butcher stuff the advance is not so proery cubic inch. But nobody has ever nounced though today's basic was someyet penetrated to the heart of an atom; what better than a week ago. Nothing

an insignificantly tiny thing as an atom brought \$5.75, the general run of cows would worry anybody, but it actually and helfers bringing \$3.25 to \$3.75. loes worry the world's greatest finan- Along towards the middle of the week eiers, especially our own Wall Street some extra good Texas cattle were re-

SCIENTIFIC CHEMISTRY IS GET-FING TO KNOW TOO MUCH ABOUT THAT SAID ATOM!

The chemists are solving its riddle. Within ten years they have cleared up many of its secrets and the prediction is freely made by learned scientists that in another ten years they will have learned the structure of the atom and will be able to make any element desir-

If they learn the exact composition of the atom they will be able to make granite or coal, tin or rubber, lead oryes, GOLD!

HENRY FORD, DREAMER AND MAN OF ACTION

Except only the men whose official doings of various kinds keep them constantly before the public, like President Harding or Mr. Lloyd George, it is usually some one thing that brings a private person into the glare of publicity at a particuar moment. Henry Ford is an exception to this rule. Four or five different matters, not related essentially to one another, have given Mr. Ford his place in front page headlines during the past few weeks

One of these relates to the end of his confest against Mr. Newberry for the Michigan Senatorship. Another relates to his remarkable experience in reaching the maximum output of Ford cars when most manufacturers were still running on part time. Another topic of general comment has been Mr. Ford's experience in the ownership and operation of a railroad several hundred miles long. But in certain quarters, the most interesting of Mr. Ford's recent activities has been in connection with his plans for the development of the Government's unflished work at Muscle Shoals, Alabama.

During the war, the Government decided to create a series of water powers at Muscle Shoals, with an approximate capacity considerably greater than that

wn

which is harnessed at Niagara. This grass cattle. Canners and cutters \$1.50 the ants that it took heroic action on water power was to be used princips

ous consideration at Washington with exceptionally good. the prospect that it will be accepted. In view of Mr. Ford's various recent ther from gand (weekly) issued March 21, 1902; Space doesn't permit a resume of Mr. sympathy of the Brand (semi-week-is sorrow.") issued May 3, 1921.

Space doesn't permit a resume of Mr.

Welliver's article, but country people will be interested in the will be interested in the most signifi- little as against same period last year, cant of the writer's impressions as fol-, but the decrease in receipts does not

wishes to emancipate the farmer and from \$7.10 up. the farmer's wife from at least twothirds of their present drudgery.

His opinions on the elimination of \$7.00 to \$7.50. live stock, including the dairy cow, will not, perhaps, be taken seriously. His belief, however, that there is an immense field for the use of mechanical Did you ever take note of a rush at appliances, with electrical power or with cheap substitutes for gasoline, is in accord with evident tendencies. Hence his desire to develop Muscle

Mr. Ford is a dreamer, but he is also gerly press forward until they gain a man of action whose achievements e entrance. The successful man in have been so remarkable that he is sure his life is like one of the latter. He to find the country readily interested in nows he has a battle before him and his points of view, however fantastic

OKLAHOMA MARKET Oklahoma City, Okla., Oct. 29, 1921. CATTLE

Cattle and calf receipts here this much here outside of two loads of Tex-Now you wouldn't think that such as steers and helfer yearlings that ceived and also some good Oklahoma

illy to \$2.25. The calf market is active and the part of physicians to save the little for obtaining nitrogen from the air for fully steady. Odd head of choice veal- fellow's life. Mr. Johnson says "he explosives in war time and for fertilis- ers averaged around \$8.00, while a load wants other parents to profit by this of close to 300 lb. average whitefaces experience and to see that their chil-Mr. Ford's offer has been under seri- went to packers at \$0.00, but they were dren do not happen to the same horrible

Week-end clean-up of stockers was good, country demand since Wednesday activities, the editor of the REVIEW showing a decided increase. As usual OF REVIEWS sent the noted writer, quality kinds are most in demand, Judson Welliver, to Detroit to spend though average stockers are moving some days with Mr. Ford, to learn at rapidly. Good stockers are selling and New 16. 23, 1901, as The Hereford Reportly with regard to Muscle Shoals and high as \$5.00 with those of not so good
legements we (weekly): first number of The
the future of American agriculture.

Hog receipts have decreased quite a Mr. Ford, with all his dreams and market here closed this week 10c to 15c visions, loves most to dwell upon the lower for the week. Packer top \$7.25, future of American agriculture. He shipper top \$7.30 with the bulk selling

> The market remains steady on stockers, those of good grade selling from

ANTS STING BABY **CAUGHT IN FENCE**

Last Thursday the 14 months old baby of Mr. and Mrs. Ted Johnson got tangled in a wire feace and right in a bed of red ants, and when found had been stung dozens of times. So much poison was injected into the child by

Plumbing

The new material on hand-you don't need to wait.

We also do repair work that will stand up. 1st door east of Post Of-Phone 323.

Jno. Cummins



Aluminum Ware Granite Ware and Dish

Specials

For the next Thirty Days

A glance at our window will convince you that our prices are right.

GARRISON BROTHERS

FARM LOANS

We are now making loans on Farms and Ranches, at a reasonable rate of interest. All inspection are made by E. S. Ireland.

Ashbrook & Ireland Fone 141, Rooms 9-10, Elliston Building

FUNDS AVAILABLE NOW!

Turner Sheet Metal Works

slipping of strata.

experience,-Wellington Leader.

A mountain disintegrating so fast

that the action is discernible day by

day is a remarkable phenomenon of the Aussee region of Austria. Great cones

and pinnacles of rock crash and tumble

chalky limestone core of the mountain causes the collapse of caverus and the

Plumbing-Roofing

All kinds of sheet metal work done.

Phone

B. F. Turner

HOGS

Fat hogs, Lean hogs, Big hogs, and Little hogs-I buy 'em, every day in the year, except Sundays, and pay the top price. Be sure and see me before you

G. W. Brumley



Staggering Under a Load Of Debt?

Let us help you get out from under it. We suggest the way to do it is to

Have a Few Hogs Have a few Dairy Cows

Have a Garden Have your own Feed in the barn Have a Few Chickens

Have a Few Turkeys

Have a little Wheat

Have Something to Sell All the

FIRST STATE BANK AND TRUST CO.

"Courtesy first"

of Hereford

"Safety always

Pleasing the | | most critical

Your Baking Troubles are Over

Why? Because we select the cream of the wheat raised in this great Panhandle, grind it in our modern sunlit mill; the result is flour, rich in food qualities, with the life no other flour possesses.

It's Amaryllis & Great West

"Use it once, you will never change."





Great West Mill & Elevator Co.

Phone 265

B. R. DIXON, Mgr.



Store Your Grain

RATE Ic per bushel per month

> Don't Sell Your Grain at the Present Low Prices

E.W. HARRISON

Phone 76

IN A IE ORGAN ES BUILDING AND LOAN ASSOCIATION

neeting today of a score or more non Record. nen and citizens, The Plainview and Loan Association was or-

olication has been made to the County Agent, for a charter for the Association. Association will be under the susion of the State and will be subto State laws just as is a bank or ten days and a permanent organia will be effected. Those acquaint. E. Le Blacet is improving his propersey to loan within the next two or the fine crop raised this year.

he primary purpose of this new or- the day Sunday with the Ray Hershey tive Plainview home builders and with them. reby to aid in a great way in the reby to aid in a great way in the clopment of the city and the Plains I. N. Trimble to Happy Saturday, ntry. The plan is to loan money to ne builders on a small installment ent and low interest basis. Local as are unanimous in saying that s is the most important single event the recent history of Plainview, for is designed to aid in the progress and relopment of the city.—Plainview

ERNON'S WOMEN PROTEST AGAINST EVILS OF TIMES

on are as follows:

e widespread sale of cigarettes to whatever with cotton root-ret. ir boys and girls and especially do we These spots also sometimes show ost vigorously protest against the gging which is being carried on our community.

We deplore the accident that caused as death of one of the children of our own and, be it

solved: That we work together or the elimination of such danger to he young Rfe of our community, by stablishing places of safety for the ecreation and amusement of our chil-

"Resolved: That we ask and insist f. our officers the enforcement of the aws of our State, County and City, rerardless of personal friendships, and "Resolved: That we, the women of his mass meeting, go on record as beng willing to assist and support these officers in the enforcement of these aws by our ballot, encouragement and

olved: That a committee be apinted to go before the City Council nd request the passing of an ordinance providing for safety zones near each of the city schools and fixing a speed lim-

solved: That we secure four unds for Vernon and provide ervisors for the same.'

As an outcome of the women's mass eeting which was held in the court ouse Wednesday afternoon, the first teps have been taken to organize a Welfare Association for Wilbarger county, the purpose of which organizaon shall be to make Vernon and the

TANKAGE

Start Your Hogs off Right

by Using Tankage.

Jones & McLean Grain Co.

Fone No. 1

Notice of Reduction in Price

Reduced cost of calves (which is the chief item of expense in the Production of the O. M. Franklin Germ Free Agressin), reduced cost of other supplies and labor, with improved methods which facilitates quantity production, make it possible.

You are going to get the benefit of these reduction all in one cut.

The new price is TWENTY-FIVE CENTS per DOSE previously sold

the stockholders of this company are practically all extensively in-

terested in the cattle business, therefore are fully aware of the problems confronting the industry at this time. We propose to give you a quality blackleg vaccine at a price that is in keeping with the low

> The Kansas Blackleg Serum Company. LEM CHESHER, Distributor, Hereford, Texas.

the nation over at FORTY CENTS

There is to be a meeting at the school salty. d. The Association was organiz-th a capitalization of \$500,000, ing of a program by the school chilto sell at \$100 each and the fees dren, a report by Richard Calloway life per month per share to the of his trip to the Dallas Fair and a talk by Mr. C. F. Walker, the Randall Co.

privileges for their little son,

fitting the occasion,

with the working of the proposed ty in this neighborhood by building a my that the Association will have granary thereon to hold the grain of Mrs. Felix Robinson and family spent

isation is to loan money to pros- family and attended Sunday School

where he expects to visit a week with his sister, Mrs. Oakes Belus. Mr. and Mrs. Roy Lanham brought

their little boy to stay with the Irid West family and attend school. schools are needed, when little children have to leave home to have school

DEAD SPOTS IN FIELDS G. S. Fraps, Chemist, Texas Experi-

On some farms in Texas, spots are Resolutions passed by the mass meet- found varying in size from a few feet of Vernon women Wednesday after- in diameter to several acres, on which are as follows:
solved: That we protest against spots are found in almost all parts of e manufacture and sale of home brew this State. Some have been reported ad the ingredients from which it is to us from near the Louisians line, and others from the Western part of the "Resolved; That we protest against State. These spots have no connection

Saturday, Nov. 5

Rhode Island

Rose Comb

Cockerels

\$1.50 to \$2.50

The Hereford

Produce

arrounding country a better place for tendency to grow larger. A representa- done is to wash the alakii out in drain-hildren to grow up; and as a result tive spot of this kind was recently de- age water. he resolutions passed by the body of scribed as occuring in Hill County, men and man susembled together Pour years ago this spot covered only Wenesday, work has already started a few square feet, but now it occupies ed in Canada. Preparations are under weeds will hardly grow. The spot is butter and other goods, in a low place, and the ground seems

These spots are indeed usually salty in character, and are caused by salts, including ordinary table salt, salt being well diggers working on a farm near present in them in such amounts as to Portland, Oregon, recently. injure plants, or to kill them. The salt is brought into the soil dissolved Mr. and Mrs. Hollis Galley have mov- in water, the water evaporates from ed into the neighborhood to have school the soil, and leaves the sait behind. As water continually flows towards this The A. E. Chamness family celebrat- spot and evaporates, the sait accumuprobably be received within the ed a birthday Sunday with a dinner be- lates and the spot becomes larger. The water does not flow on the surface, but through the soil toward the spot. It carries the salt out of the soft through which it flows. These spots are usually poorly drained.

> The remedy for these spots is underdrainage. A drainage ditch should be dug throught the center of the spot, so that the water that falls on the land will pass through the soil into the drainage ditch, carrying with it the salts in the soil, which are usually termed alkali. The drain may be left open or a tile may be put in, or a wood-en drain made of old lumber, or even brush. A drainage ditch of this kind is especially recommended when there is Another evidence that consolidated a fendency for the spot to become larger. By draining away the water, the salts will also be drained away and the spot will become smaller when the rainfall washes the salt out.

> > There is nothing can be added to the soil to remove the alkali, or render it harmless. The only thing that can be

> > > CASH

We pay cash for Cream, Eggs Poultry, etc. Try us once and you'll try us again:

Good Eating and Cooking Apples

Conklin Produce

Paper barrels are being manufactur in this better-Vernon movement,-Ver- four acres. Cotton will hardly sprout way to make them suitable for the shipon it, corn will not grow, and even ment of flour, dyes, lime, sugar, lard,

> Gold dust in such quantity as to make the eyes of old miners bulge with wonder was taken out of the earth by



I offer the following described property at low prices, with small cash payment and easy 6 percent terms:

Tract 1. W. 1/2 Sec. 34, Carter & Head Subdivision; located 18 miles N. W. of Hereford. Tract 2 N. W. % Sec. 33-4-8, located 28 miles N. W. of Here-

Tract 8. N. E. 14. Sec. 21-4-1, located within 8 miles of state

Tract 4. N. W. 1/4 Sec. 7, Blk. 3, located 5 miles N. W. of Dawn. Tract 5. S. W. ¼ Sec. 17-2-4, ideated 17 miles West of Here-

Tract 6. Being 38 acres out of Blk. 26, Mabry Addition to Hereford, faces on Abo Highway. Tract 7. Being Blk. 45, Evants

Addition to Hereford, contains 14 acres. Tract 8, Being Blk. 42 Evants

Addition to Hereford, contains 10

Tract 9. Being the 8-room Berry plastered house. Address, L. Baskin, Owner, Hereford, Texas



At this time there is a tingle in the air that hints of coming winter. Start to Build that New Home.

> Rockwell Bros. @ Company

Phone 4.

What are YOU doing

Conserving it carefully against Reconstruction pinches or still figuring that the "good old times" of two years ago are just hiding around the corner?

Careful men are saving and adding, bit by bit, to their bank accounts. Bank accounts grow with astonishing rapidity when fed from a systematic plan of saving.

Bank Accounts spell independence.





ERFECT BAKING -always

For 25 years, women have laboriously watched and turned the baking in order to get it browned evenly

on all sides — due to the 100 to 200 degrees difference in temperature between the four corners of the oven.

> Cole's Automatic Fresh Air Oven is an exclusive feature of

Cole's Hot Range

It circulates the heat—the four corners of the oven are at the same temperature. Everything baked perfectly - browned evenly on all sides-no turning of pans.



Be sure it's a "COLE'S" in your kitchen

Dunlap Hardware Company



Go In Comfort

O at your pleasure—go where you T choose and when you choose, with your family or your friends. Enjoy the boundless beauties of nature, the pure air, a lunch in a shady wood, a fishing excursion, a rest by a cool lake or stream.

You can in a Ford. Millions have learned by experience that to own and operate a Ford is not an extravagance; they have learned that the many pleasures derived from a Ford takes the place of other pleasures, and the saving thus made often pays for the car and its maintenance.

Let's talk this matter over. Get the facts and figures.

Wilkinson & Stocking

Dodge Service Satisfies.

per word; minimum per word; minimum

FOR SALE

SALE-By owner, modern 4residence; bath, hot and cold connections; garage, coal shed; good repair. 11/2 blocks from W. O. Fox. 67-4t

A SALE-1st class Jersey milk cow, w young Duroc sows, bred; light at car, new 2 H. P. gas or kero-A. J. Hassell, 67-2t-Pd FO. SALE-One Bay Mare, 8 years 15 1-2 hands high, weight about 1100 mare may be seen at A. A. Brafford s place, 20 miles north of Hereford on 15 Mile Ave. Will sell for \$125,00 cast or \$150.00 on one year's time at 10 percent, on good bankable note. Peronet note will not be accepted. For particulars, write Thelmer Thompson, . 411, Pampa, Texas.

FFR SALE-Dodge Touring Car with winter top; in fine mechanical condim. If you need a winter car, here is 1 opportunity to get a good car cheap. P. W. Price.

OR SALE-Suits tailored to your ceasure, prices away down. Orr's Tailor Shop.

Attention

Land Owners, If you care to sell your land, write me, giving legal description and full data as to price and J. R. T. Bassett. 66-3t- Pd. Box 1055, Amarillo, Tex.

ANTED-To buy or trade for a light

medium weight car. See A. J. Hassell, or phone 203-F13. 67-2t-Pd

VANTED—Second hand plane, in first Bowman, Hereford, Texas, fone 318-F4. lass condition. Write or fone C. C.

VANTED-From 150 to 200 head of attle to winter. Plenty of grass, water, feed and protection. The price in keeping with the times.

Ralph Rutherford, 16 miles northwest WANTED-We want to do your clean-

and pressing. Orr's Tailor Shop.

FOR RENT-A nice room for blocks from Central School, Mrs. W. B. Dameron

FOR RENT-Six room house, furnish-Mrs. G. A. Lewis FOR RENT-Two rooms, unfurnished across the street north of the Baptist

Caurch. See me, or phone 40-F11. Jim Carroll. OR EXCHANGE-A Phone Exchange, latest equipment, yearly income of about \$4,000.00. Also residence and 18

lots in a good town in northwest Okla., price \$10,500.00. This property is all Car. The owner wishes to exchange me for good plains land, clear. For Carther information, see M. A. Crum, 66-2t-Pd riona, Texas. OST-October 28th, lady's engraved,

gold, Swiss movement, wrist watch; between Progressive school house and the Earl Lance place, four siles S. W. Finder please leave at the Brand Of-

Hereford, viz

ON SECOND STREET:

Along the side of Lot 12 in Block 25, Along the side of Lot 13 in Block 25,

that all sidewalks shall be constructed on lines and grades furnished by the

City and of such whith as the City

The ordinances of the City require 150 ft

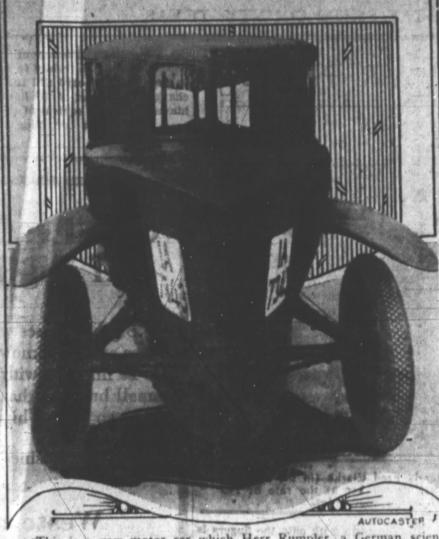
the City of Hereford has heretofore by tofore by resolution required and order-

resolution required and ordered that ed that combination concrete curbs and

sidewalks should be constructed in ac- gutters should be constructed in accord-

160 ft.

HOW'D YOU LIKE TO DRIVE THIS?



This is a new motor car which Herr Rumpler, a German scientific inventor, has just produced. Rumpler took as his plan the shape of a falling raindrop and his car has the least resistance of any in existence. This effect is helped by the mud guards, which are placed so as to resemble rudimentary wings. The car has only a 10 horse power motor, but because of its reduced resistance it can make 75 miles an hour. Of course the cost of it is low, which is a parme consideration with the Germans at present.

B, FRANK BUIE, LAWYER

Civil business, Office in Courthouse,

Hereford, Texas

Will do general office and Court

practice-Both resident and non-res-

ident clients carefully and promptly

C. T. KIBBE, D. C.

CHIROPRACTOR

Office in Clark Bldg, upstairs

Hours, Q a.m.-12 m. 2 p.m.-5 p.m.

Office Phone 304 Res. Phone 144

Calls made when necessary

54-tf

FOUND-I found a work shirt in my car a week ago last Saturday. Shirt bought at D. R. Gass & Son. Owner call and pay for this ad. G. C. Major, Phone 97,

FOUND-A bunch of keys on the street, Owner please call at Brand Office and pay for this ad.

STRAYED-From my farm, 10 miles west, 3 year old brown mare, old wire cut on right front foot. Notify S. G. Moore.

REPAIRING-Typewriters cleaned and repaired. Wm. L. Alexander.

Receipts of the Dallas postoffice for the year are \$250,000 greater than the combined receipts of any other two postoffices in the State.

Uncle Johns Josh



IF THE WORLD IS EIGHT BILLION YEARS OLD IT



ON SECOND STREET

WHEREAS, the City Commission of sion of the City of Hereford has here struct said sidewalks for the price of 20c per square foot, and to construct 'said combination concrete curbs and

gutters for the price of \$1.15 per linear

ance Policy any longer-Consider

this high wind now blowing-

what would happen to you if you

GET A HARTFORD POLICY

M. F. BARBER

Insurance Agency

Office with Ralph Barnett.

cordance with the ordinaces of the ance with the ordinances of said City City of Hereford at the following described places along the following described property, situated in the City of ated in the City of Hereford, viz: AND WHEREAS, the City Commission has caused a statement to be prepared showing the names of the persons owning property abutting on the pro-Along the side of Lot 24 in Block 24, posed improvements, and describing ach parcel of property by lot and Along the side of Lot 13 in Block 25, block number, and showing the number of front feet of each piece of abut-Along the side of Lot 24 in Block 10, ting property, and also showing the AND WHEREAS, the City of Here- abutting property and owner thereof ford on the 27th day of October, 1921, the total cost per front foot, the total entered into a written contract with W. amount assessed against abutting pro-A. Carrol, by the terms of which the perty and owner thereof and, the total AND WHEREAS, the City Commis- said W. A. Carrol has agreed to con- cost, which is substantially as follows:

Jas. A. and Allen Humes 13 | 25 | 140 | 560 | 20c | \$112 | | 160 | 46c | \$73.60 | 140 | 69c | 51% c | \$96.60 | \$72.45 160 | 46c | \$73.60 | 140 | 69c | 5134c | \$96.60 | \$72.45 150 46e \$69.00 140 69c 51% c \$96.60 \$72.45 Mrs. J. N. English Geo. A Stambaugh 12 | 25 | 140 | 560 | 20c | 8112 | |

NOW THEREFORE resolved by the City Commission of the City of Hereford that the total conformal of the City of Hereford that the total conformal of the property above described, their agents and three fourths the cost of constructing the gutters along side of the property above described shall be bose by and assessed against the abuting property and the owners thereof. In that the cost for constructing said sidewalks and curbs and three-fourths and three-four NOW THEREFORH resolved by the

BE IT FURTHER RESOLVED, that | cerning any other matter or thing in

Vergil, whose "Aeneid" is the typical

The owner of a sanitarium in Ardnore, Okla., is having an airplane ambulance constructed.

Owing to a long drouth in England; beer was used to put out a fire in a public house in Buckinghamshire. Nine and a half gallons were used,

> DR. J. M. FARRELL Graduate Veterinarian

Day Phone 105 Night Phone 45 Office: Corner Drug Store

A bale of long staple cotton sold re-Latin epic poem, was the son of a small cently at Clarksville at 31 cents a

C. L. Armstrong, D. C.

Licensed Chiropractor in Oklahoma. Hereford, Texas

W. S. WILLIAMS e, phone or write for terms and particulars. Hereford, Texas

Abstracts and Loans

1. Frank Potts Maps, Deaf Smith Co.-50c.



We Hate To Do It

We Have To Eat

The Red Bluff (Calif.) Daily News submits this statement: If you had newspaper space to sell, and a payroll to meet, would you sell your space to business men who want it or would you hold it for local people who won't take it and who sometimes declare advertising doesn't pay?

The question is one that concerns newspaper editors everywhere. In many places, notably smaller communities, the newspaper has a hard struggle for existence. It may be a live sheet, splendidly edited, but the local merchant feels that "everybody knows him" and it is not necessary to advertise; that he does about "the same amount of business anyway."

He fails to appreciate what it means to his community to spread the news abroad of its doings, of its achievements and of its opportunities for new settlers.

Every new family means at least \$1,000 yearly spent in that community. Every merchant gets his share of this.

In supporting the newspaper by advertising, the merchant encourages enterprise on the part of the publisher, and the greater the publicity given the town and district the more rapid the growth.

The local newspaper is the advertising department of the chamber of commerce and a publicity bureau combined. It should have the support of everyone, to the end that the greatest amount of good be accomplished.

Thousands of dollars' worth of free advertising is given every year to the community by the local newspaper. Every little thing is boosted, and people abroad begin to find out what a fine place your town is.

Only in advertising can the local newspaper find reward for its effort. The subscriptions do not more than pay for the cost of publishing and delivering the paper.

In supporting the paper by advertising, the merchant is contributing not only to his direct benefit, but to the future of the community.

Naturally, if there is not sufficient income from local sources to pay the bills, and leave a fair margin of profit, there can be no question of the justification of the newspaper in accepting advertising from abroad.

The people of Byron, for instance, would not have the Byron Times for another issue if it were not for outside advertising. The fact that this advertising space is in demand by outsiders is a tribute to the paper-to its influence and wide circulation.

The Red Bluff News wisely says that "newspaper space is not for handpicked customers, any more than is the commodity of any other business. And all other business sells its wares where it can find a customer."

you are disabled by Accide Strongest in Panh

S. J. Rice returned from a business trip to Childress Saturday morning.

Car Irish Potatoes on the track. Brumley & Conklin.

Lee Satterwhite, of Amarillo, was in Hereford Saturday.

A big drop in tire prices. See Rice's

E. B. Black went to Amarillo Satur-

O'Cedar mops and polish at Skelton's.

Special \$5.00 Table starts Saturday. Vogele Millinery Parlor.

Mrs. M. W. Goodknight went to Dal

E. H. Rankin, of Lockney, Texas, was in Hereford Saturday and Sunday.

For Cleaning and Pressing, Orr's

Tailor Shop is best by test. Phone 16. Car choice apples on the track. Brumley & Conklin.

Jno. Foster, of Amarillo, spent Sunday and Monday in Hereford.

Nice line of "Pyrex" glass cooking utensils at Skelton's.

Special \$5.00 Table starts Saturday. Vogele Millinery Parlor.

Solon C. Byrd, of Claude, Texas, arrived in this city Monday. This is "Punch Week" at the Here

ford Laundry. All visitors welcome. A garment to be cleaned? It should go to Orr's Tailor Shop.

W. B. Parmer made a business trip to Clovis Tuesday morning.

Big reduction in the price of aluminum ware at Skelton's.

Car choice apples on the track, Brumley & Conklin. M. O. Meeks, of Wildorado, was in

this city Tuesday. the Hereford Laundry is open

the inspection of all visitors. Window glass, every size at Skefton's,

Moses Yowell returned to his home in Plainview Tuesday morning/

Specials on Sailors begin Saturday last ten days. Vogele Millinery.

Sale—Rhode Island Red Rose Comb Cockerels-next Saturday. Hereford Produce, I. H. Spratt, Mgr.

Miss Ethel Williamson went to Farwell Saturday morning to visit with her sister, Miss Jewell, over Sunday.

Wanted-If you are particularly hard on tires we want you to try a pair of Gates Super Tread. Rice sells them.

Sale-Rhode Island Red Rose Comb Cockerels-next Saturday. Hereford Produce, I. H. Spratt, Mgr.

Judge Reese Tatum and Atty. Chifford Braly, of Dalhart, arrived in Hereford Monday morning.

Car Irish Potatoes on the track. Brumley & Conklin.

This is "Punch Week" at the Hereford Laundry. All visitors welcome.

Attys. H. C. Pipkin and Jno. W. Veale, of Amarillo, arrived in this city Monday morning.

Time to get that winter Coat or Suit cleaned up. Phone 16. Orr's Tallor Shop.

We have some real bargains in hose. Skelton.

M. B. Johnson, of Amarillo, post office inspector, was in Hereford Mon-

Specials on Sailors begin Saturday Vogele Millinery. last ten days.

\$1.50, Cleaning and Pressing Suits. Hereford Laundry.

Roscoe Davidson and Jack Cobb went to Memphis, Texas; Monday on busi-

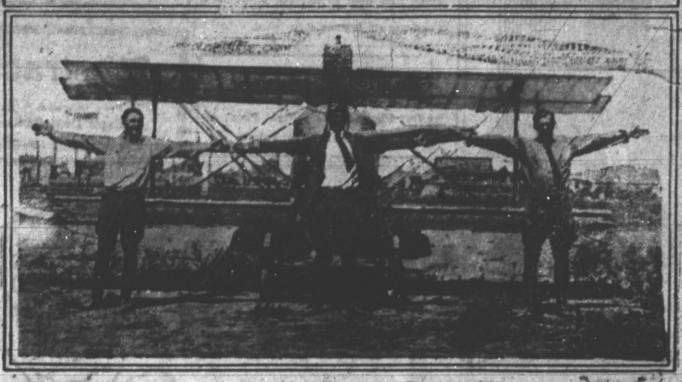
Gates Tested Tubes are built of laminated gum, with extra built-up valve pads and vulcanized splices. Rice sells

We carry a good line of standard toilet articles and save you money on every one of them. Skelton.

Miss Cathrine Erdman, of Umbarger, is visiting in the home of her sister, Mrs. Henry Hellman. Miss Erdman arrived the latter part of last week.

Call for free aluminum tickets with Hereford Produce, L. H. Spratt, Mgr.

OWNS SMALLEST



It is only 17 feet wide and weighs only -1,050 pounds. The owner 164 red Clarke first the value of 140 miles an hour. Also he has risen in "Jail-Bait" to a height of 20,000 feet, nearly four miles.

Mrs. M. C. Smith, of Huntingdon,

Mrs. W. H. Rayzor went to Amarillo

Saturday morning to visit her daugh-

ter, Miss Edith, who is reported to have

been operated on at Amarillo Saturday

"Save the pennies and the dollars

Fresh shipments daily. Hereford

Misses Hazel O'Brien, Maurine Kellough and Frances Ada Dodson, of Am-

arillo, arrived in Hereford Saturday

morning to visit the week end with

Brand Classified Ads get quick re-

Produce, I. H. Spratt.

will take care of themselves." Would

it not be still better to start saving the dollars? Rice can save you dollars on

Tenn., arrived in this city Monday and

I. H. Spratt, Mgr.

A penny saved is a penny earned. save you money. Hereford Produce, Why not make it dollars-See Rice's display ad.

Mr. and Mrs. R. H. Caler, of Bellview, N. Mex., arrived in Hereford last is visiting in the home of her son, W. Friday, Mrs. Caler left Monday for T. Smith. Washington, D. C., to visit a sister.

Our Christmas line is going to surprise you. It will be on display Saturday, Nov. 12th.

Mrs. Charles Lester went to Pecos Texas Tuesday morning to visit her niece, Miss Nancy Camp, who is quite

Try Del Sur Jelly, with your next or- tires this week. ler. None better. Hereford Produce, L. H. Spratt, Mgr

Glen Sullivan arrived Monday from Clovis, returning home Tuesday. Glenn states that they have sold their grocery

We have just unpacked a big shipment of "Royal Society" pieces. Skelton.

De Rutherford and family, of Midsults. It's cheap, sure and certain. land, Texas, arrived in this city the first of the week and will make their home with Mr. Rutherford's father,

Don't forget, we give 5 percent disount with our cash sales. This will

COUNTER REVOLUTIONS IN

THE FORM OF SQUARE

MEALS FROM AMERICA ARE REACHING RUSSIA

COPYRIGHT WEI PUB AUTOCASTER SERV. CO.

Dacle Johns Josh

Loose in your pockets May Get Lost.

BILL FOLDS, POCKET BOOKS, CARD CASES

25c up

Buy and Save Money

Corner Drug Store

Phone 105



"Small Things Make Perfection; But Perfection is No Small Thing"

A good meal spoiled is waste. Avoid it by buying your groceries at The G. & R., where only the best of everything may be had.

The G. & R. Grocery

the older class. From youth to manhood the dentist is trained to pull wooden pegs from a board and the training changes the aspect of the hand, giving him a finger grip equivalent to a lifting the death of a boy inmate of the sch power of three or four bundred who refused to drill and was given

Juvenile Training School at Gate Texas, was arrested Septer charge of murder in co third degree.'

One Lesson of Big Business

Big businesses were nearly all small businesses once and they know by experience what it is worth to be lined up with the right kind of bank. The small business that learns that lesson has taken a big step toward bigness.

Do your business with us and grow!

Western National Bank

Service is Our Motto

Pulling teeth with only the fingers is

he method used by Chinese dentists of

We give you Mechanical Work for \$1.00 per hour. We give you all night hervice in our Garage. We appreciate your business

Service Garage

McAteer & Braden, Props.

8

Thus the rug is alternately depressed and lifted -upon a cushion of air. The rapidity with which the soft hair bristles intermittently strike the uplifted rug, jars loose and shakes to the surface all nap-wearing, embedded destructive grit-actually beats it out!

Terms if Desired.

Hereford Light & Power Company

November Victor Records

PARTIAL LIST

I've Got the Joys When the Honeymoon Was I Wonder if You Still Care

for Me? Tuck Me to Sleep Some Blessed Day Humpty Dumpty (from

"Ziegfeld Follies, 1921") Saturday (In Fox Trot Badinage (Piccolo)

DANCE RECORDS Dangerous Blues -Fox Trot South Sea Isles-Medley Fox Trot I Ain't Nobody's Darling-

Medley Fox Trot It Must be Someone Like You-Fox Trot RED SEAL RECORDS Mother of My Heart Love's Messenger Waltz

To Spring (Grieg) Little Town in the Ould County Down

E.B. Black Co.

Sale For One Week

Beginning Wednesday Morning, Nov. 2, and Ending Tuesday Night, Nov. 8

We are going to put everything in our store on sale at a 10 percent discount. These are a few of the bargains:

Reg. Price Sale Price 1 Hot Spur (Hot blast) Heater, No. 16 _____\$15.00 \$13.50 Coles Hot Blast _____ 10.00 9.00 1 Snap Oak, open front heater 8.00 7.20 1 Bucks, open front heater __ 7.50 6.75 1 Ideal Security Cook Stove _ 20.00 18.00 Several good oil cook stoves and a few oil heaters No. 17 galvanized Coal Hods No. 16 galvanized Coal Hods .75 Stove Shovels Some good Dressers, Kitchen Cabinets, Tables. Chairs, etc.

We do all kinds of refinishing and repair work. Free delivery.

Daniel's New & 2nd Hand Store

Opposite Hereford Hotel Phone 394

What Will It Cost?

You needn't feel the least hesitancy in asking us about prices, or for any other information you may desire to have.

Part of our service is to see that everyone who uses building naterial of any kind gets full value and complete satisfaction-SO ASK US.

OUR AIM - TO HELP IMPROVE THE PANHANTLE