

Be Sensible
JOIN THE CHAM-
BER OF COMMERCE

The Hereford Brand

Be Thrifty
BUY WAR
CERTIFICATES

VOLUME 18

THE HEREFORD BRAND, JANUARY 31, 1918.

NUMBER 1

REDS AND BLUES TO RAISE MEMBERSHIP

The Red and the Blue—they're at it again! Remember the memorable days of 1909, when the Blues won a bitter battle, at the eleventh hour and fifty-ninth minute by taking out memberships in the Chamber of Commerce for their wives! Same old stunt being pulled off now. Perhaps the Reds will not have to resort to the old trick of the Blues, but who can tell before the whistle blows at 6 o'clock Saturday afternoon.

Henry Wilkinson started it last Monday at the weekly luncheon of the Directors and others who met with them. He challenged the world, or rather any two men, to compete with himself and John Sherman in securing members for the Chamber of Commerce for any given length of time. The challenge was taken up, and after discussion it was resolved to select two team Captains, who in turn should select five men on each side, and the twelve start off at 10 A. M. Tuesday and count noses at 6 P. M. Saturday night, the losing bunch to banquet the winning six after the returns were officially certified to. President McDonald appointed Henry Wilkinson and Carl Gilliland as the opposing Captains. Mr. Wilkinson announced the appointment of John Sherman, Bat Jowell, Mayor Knight, C. A. Skelton and O. M. Skofe, and Mr. Gilliland picked C. C. Chenoweth, D. L. McDonald, W. F. Dameron, J. H. Cardwell and A. M. Jones.

Both teams held preliminary conferences, outlined their strategy, and hit the trail at 10 o'clock sharp Tuesday morning. The towns was ablaze with Blue and Red ribbons. At nightfall the Blues claimed a lead, which the Reds grudgingly allowed, but at the same time warned of dire things in store for the Blues on Wednesday. At the time of going to press Thursday no results could be pried from either side, both chairmen remaining close-mouthed and suspiciously, and jealously guarding the secret of the number of cards obtained to date. Saturday, the last stretch, promises to see the fur fly.

Whoever wins, the result promises a large and enthusiastic membership for the local commercial organization, and one that is bound to get results.

At the Monday luncheon, which was attended by fifteen citizens, besides starting the membership campaign the discussions resulted in the appointment of three to assist County Chairman J. S. Jones in enlisting the aid of the citizens in the Food Conservation work. This committee consists of R. T. Evans, Henry Wilkinson and Mayor Knight. It was decided to hold the annual banquet of the club in the courthouse basement Friday night, February 8th, and the arrangements for same were turned over to the Entertainment committee, consisting of Judge Slaton, John McLain and Paul Young. An amendment to this motion provided that the banquet should be of the "Hoover" order, without meat or wheat. This was not to bar chicken or Jack rabbit, however. Those present then contributed liberally to the War Savings Stamp campaign, discussed the present city Hog Ordinance, congratulated the Trades Day committee on their excellent work, and adjourned until next Monday.

FROM MISSOURI

Parnell, Mo., Jan. 24, 1918.
Proprietor of Brand:
Dear Sir—Enclosed please find \$1.50 for which send me The Hereford Brand. We are lone-

some without your wide-awake paper and don't mean to do without it any longer. We are Missourians and have been showed that it is worth while. Resp'y.,
D. D. COFF

HEREFORD DAIRY ASS'N

Another small but earnest conference of members of the Hereford Dairy Association was held at the Courthouse last Saturday afternoon. President McDonald presided, and the question under discussion was the kind, character and cost of the Holstein bull to be purchased by the Association. Owing to the fact that the meeting had not been announced directly to members, except thru the columns of The Brand, it was decided to call a meeting of all members, and all others interested in dairy cows, at the Courthouse Saturday afternoon, February 9th.

It is hoped that the weather in the north and east will break sufficiently by the middle of February to enable the local Association to purchase the cows desired, and the meeting for the ninth of February to enable the local Association to purchase the cows desired, and the meeting for the ninth of February is designed to fall just prior to the departure of the delegates, so that final agreements may be made and details worked out.

The lists are not closed, by any manner of means. Many inquiries are being made concerning the terms of the purchase of these cows, who may participate, etc. For the information of all those interested it may be stated that the association is working hard to secure every cow possible before the middle of February, and any one wishing to join in the movement will be gladly welcomed.

Last Lyceum Number

Is Rozita Music

Makers Company

The last number of the local Lyceum course for this winter will be the ROZITA MUSIC MAKERS, who appear at the Central School building on the night of February 6th. The management announces:

"To satisfy an increasing demand for Variety of the highest class we have engaged the Rozita Music Makers, who, without doubt, are presenting the liveliest and most versatile programs that are being done by the various companies now appearing before the public.

These people have had years of the most exacting experience in opera, oratorio, church choirs, vaudeville, clubs and drawing rooms, and their entertainments

reflect discrimination and professional excellence.

A novel and interesting feature of their program is the work done on the piano-accordion, an instrument which is very popular in Italy, but which until recently has been little known in this country. It is a very large accordion with a piano keyboard, and in the hand of an expert and without accompaniment the most difficult operative overtures can be played with all the varied and beautiful effects of a large orchestra, while the great sacred oratorios and anthems are produced as if upon a magnificent pipe organ. It also lends itself admirably to the rendition of the sprightly songs of the day, and is heard to splendid advantage in the accompaniment of voice and violin.

While the piano-accordion is a most delightful novelty it is only a feature of a program that

(Continued on page four)

NOTICE

A MASS MEETING OF the citizens has been called at the Courthouse next Sunday night, 7:30 P. M., for which the churches will make way to consider the new Food Conservation orders issued by President Wilson. This call has been issued after conference between the County Food Administrator, President of the Chamber of Commerce, and Mayor of the City.

The new orders are stringent, only vaguely understood, and it is important that every housewife in town understand them. The first step was taken Thursday when the hotel and restaurant people of Hereford signed the following agreement:

"We, the undersigned, in obedience to PRESIDENT WILSON'S PROCLAMATION, in the matter of the conservation of FOOD, do hereby pledge ourselves to the following rules laid down in said PROCLAMATION, which shall govern in the handling of our respective places of business.

EFFECTIVE, MONDAY, FEBRUARY 4th, 1918
MONDAY AND WEDNESDAY—Shall be designated WHEATLESS days.

TUESDAY OF EACH WEEK—Shall be meatless days.
TUESDAYS AND SATURDAYS—Shall be Porkless days.

In designating Meatless days it shall be understood that the meaning is, to refrain from serving BEEF, PORK or MUTTON.

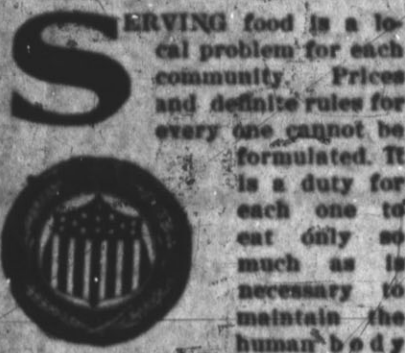
On meatless days there can be served, Chicken, Turkey, game in season, Fish, Oysters and Eggs.

WHEATLESS DAYS shall be understood to mean that nothing shall be served into which wheat flour shall be an ingredient.

WE ALSO PLEDGE OUR BEST EFFORTS IN THE CONSERVATION OF SUGAR.

Signed,
American Hotel—by Lester Weaver
White House Cafe—by W. D. Vaughn
Cordova Hotel—by L. S. Lahm
Stockmen's Cafe
C. F. Marchman
C and L Cafe
Commercial Hotel—By C. E. Briggs.

This Is Our Winter of Test



SERVING food is a local problem for each community. Prices and definite rules for every one cannot be formulated. It is a duty for each one to eat only as much as is necessary to maintain the human body healthy and strong. This winter of 1918 is the period when it is to be tested here in America whether our people are capable of voluntary individual sacrifice to save the world. That is the purpose of the organization of the United States Food Administration—by voluntary effort to provide the food that the world needs.

U. S. FOOD ADMINISTRATION

COUNTY WILL REACH ITS JANUARY QUOTA



The close of the January campaign for the War Savings Stamps shows Deaf Smith county just about up to her quota, and the Committee feels confident that the county will turn in the amount allotted us, provided that those, provided that the to subscribe, but have not yet paid in, will do so promptly.

The year's allotment to Deaf Smith county is \$124,000, which is approximately \$10,300 monthly. Chairman Evans called attention to the fact Thursday that while the county would probably reach this allotment in January, it had been done only through the sacrifices of some of our people who had oversubscribed the amount they should have given in January in order to make up for those who did not subscribe enough, or those who have not yet started.

The committee earnestly requests every citizen to read the statement below by Secretary McAdoo regarding these stamps, and prepare to do his or her full duty in the month of February, if the county expects to raise the February quota. The committee also requests all those who subscribed in January to notify headquarters at Potts & Jones' office, the amounts, so that they may get full credit for same.

WAR-SAVINGS STAMPS

IN OFFERING "War-Savings Stamps" to the public the United States Government has made immediately available for every man, woman, and child in the Country a profitable, simple, and secure investment.

WHAT THEY ARE

War-Savings Stamps are the answer of a great democracy to the demand for a democratic form of government security. They are "little baby bonds." Like Liberty Bonds, they have behind them the entire resources of the Government and people of the United States. They have the additional advantage that they steadily increase in value from the date of purchase until the date of maturity, and this increase is guaranteed by the Government. These stamps are issued in two denominations, the 25-cent stamps and the \$5 stamp.

For the convenience of investors a "Thrifty Card" is furnished to all purchasers of 25-cent stamps. This card has spaces for 10 stamps. When all the spaces have been filled the Thrifty Card may be exchanged for a \$5 stamp at post offices, banks, or other authorized agencies by adding 12 cents in cash prior to February 1, 1918, and 1 cent additional each month thereafter.

Those who prefer may buy a \$5 stamp outright. These were put on sale Dec. 3, 1917 and could be bought for \$4.12 until January 31, 1918. They automatically increase in value a cent a month every month thereafter until January 1, 1923, when the United States will pay \$5 at any postoffice or at the Treasury in Washington for each stamp affixed to a War-Savings Certificate.

When you purchase a \$5 stamp, you must attach it to an engraved folder known as a "War-Savings Certificate," which bears the name of the purchaser and can be cashed by the person whose name appears upon the certificate, except in case of death or disability. This certificate contains 20 spaces. If these are all filled with War-Savings Stamps between December 3, 1917, and January 31, 1918, the cost to the purchaser will be \$82.40, and on January 1, 1923, the Government will pay the owner of the certificate \$100—a net profit to the holder of \$17.60. This is based on an interest rate of 4 per cent compounded quarterly from January 2, 1918. The amount of War-Savings Stamps sold to any one person at any one time shall not exceed \$100 (maturity value), and no person may hold such stamps or War-Savings Certificates to an aggregate amount exceeding \$1,000 (maturity value).

If the holder of a War-Savings Certificate finds it necessary to realize cash on it before maturity he may at any time after January 2, 1918, upon giving 10 days' written notice to any money-order post office receive for each stamp affixed to his certificate the amount paid therefor plus 1 cent for each calendar month after the month of purchase of each stamp. A registered certificate may be redeemed, however, only at the post office where registered.

In other words, the plan is simple, straightforward, and certain. The holder of the certificates can not lose and is certain to gain. He is buying the safest security in the world in the most convenient form in which the security of a great Government has ever been offered to its people.

WHY YOU SHOULD BUY THEM

The main reason for the purchase of War-Savings Stamps is because your country is at War. Your Country needs every penny which every man, woman, and child can save and lend in order to feed, clothe, arm, and equip the soldiers and sailors of America and to win this righteous war in defense of American honor and the cause of democracy throughout the world.

If we are to win the war, we must win it as a united people. The saving of every man, woman, and child are necessary if we are to hasten the victorious ending of the war. War Savers are Life Savers.

A single strand in the cables which uphold the great Brooklyn Suspension Bridge is not very strong, but thousands of these strands bound together uphold one of the great thoroughfares of the world.

When our fathers and sons and brothers were called by our Country to take up arms in her defense, you did not hear an individual soldier refuse to serve because his service alone would not win the war. Each man was ready to do his part. The great army thus formed is going forward to face the fire of battle and to risk everything for the safety and security of our homes and our families, and for the very existence of our Country.

These are the men for whom you are asked to save and lend your dollars.

A Country worth fighting for is a Country worth saving for. To save money is to save life.

Buy War-Savings Stamps at post offices, banks, trust companies, or other authorized agencies, and strike a blow for our Country.
W. G. McADOO,
Secretary of the Treasury.

THE BRAND APOLOGIZES

The Brand secured what it considered a good story last week in the news of the forthcoming erection of the \$50,000 bank building by the First State Bank & Trust Company, and then spoiled it all by inadvertently calling the structure a "hotel" in the

head to the article. Sleepiness is probably at the bottom of the whole thing, as The Brand's crew worked early and late to get the paper out, and everybody's eyes were glued together about eleven o'clock at night, when the head was set. We apologize to the interpreting officials of the First State Bank & Trust Company.

FACE the FACTS

LET us face the facts. The war situation is critical. Unless the Allies fight as they never yet have fought, defeat threatens. Hungry men cannot fight at their best; nor hungry nations. France, England, and Italy are going hungry unless we feed them.

Wheat Savings—They must have wheat. It is the best food to fight on. It is the easiest to ship. We alone can spare it to them. By saving just a little—less than a quarter of what we ate last year—we can support those who are fighting our battles. And we can do it without stinting ourselves. We have only to substitute another food just as good.

The Corn of Plenty—Corn is that food. There's a surplus of it. Providence has been generous in the hour of our need. It has given us corn in such bounty as was never known before. Tons of corn. Trainloads of corn. Five hundred million bushels over and above our regular needs. All we have to do is to learn to appreciate it. Was ever patriotic duty made so easy? And so clear?

America's Own Food—Corn! It is the true American food. The Indians, hardest of races, lived on it. Our forefathers adopted the diet and conquered a continent. For a great section of our country it has long been the staff of life. How well the South fought on it, history tells. Now it can help America win a world war.

Learn Something—Corn! It isn't one food. It's a dozen. It's a cereal. It's a vegetable. It's a bread. It's a dessert. It's nutritious; more food value in it, dollar for dollar, than meat or eggs or most other vegetables. It's good to eat; how good you don't know until you've had corn-bread properly cooked. Best of all, it's plentiful and it's patriotic.

Corn's Infinite Variety—How much do you know about corn? About how good it is? About the many delicious ways of cooking it? And what you miss by not knowing more about it? Here are a few of its uses:

There are at least fifty ways to use corn meal to make good dishes for dinner, supper, lunch or breakfast. Here are some suggestions:

- | | |
|-------------------------------|--------------------------|
| HOT BREADS | DESSERTS |
| Boston brown bread. | Corn-meal molasses cake. |
| Hoeecake. | Apple corn bread. |
| Muffins. | Dumplings. |
| Biscuits. | Gingerbread. |
| Griddle cakes. | Fruit gems. |
| Waffles. | |
| HEARTY DISHES | |
| Corn-meal croquettes. | Corn-meal fish balls. |
| Meat and corn-meal dumplings. | |
| Italian polenta. | Tamales. |
- The recipes are in Farmers' Bulletin 565, "Corn Meal as a Food and Ways of Using It," free from the Department of Agriculture.

64 Holstein Dairy Cows Ordered for This Community

This Is the First Step in the Right Direction Now for the Second Step in the Right Direction:

Get A Sharpless Separator

WHY the SHARPLESS?
BECAUSE it skims clean at any speed.
BECAUSE it saves up to \$100 more yearly than any other separator.
BECAUSE no discs to clean.
BECAUSE ball bearing makes easy turning

A FAMOUS dairy expert asserts that installing a good centrifugal cream separator in a four-cow dairy is the full equivalent of adding another cow, because the separator gets more cream from four cows than can otherwise be gotten from five. In other words, five cows without a separator will not produce as

WHY A SEPARATOR AT ALL?
 much butter as four cows with one, and in the former case you have to feed and take care of one more cow. By selling one cow and using the money to purchase a separator, you can make more profit from your dairy. Sharpless Separators are sold on an absolute guarantee to accomplish these results over the best gravity methods in existence.

GARRISON BROTHERS

The Hereford Brand

SETH B. HOLMAN

Editor and Publisher

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 Hereford Reporter, first number of the Brand issued March 21, 1902. Subscription Price \$1.50 a Year, Strictly in Advance

The question of the prosperity of any given community is often largely affected by the organization and determination of the citizenship of that community. Adverse conditions, or unused opportunities, may be largely offset by foresight and vision, backed up by active, intelligent action.

Whatever may be in store for Deaf Smith county during 1915, in the matter of moisture, grass, crops, war strain—the citizens of the county are preparing to make the most of such opportunities as appear, and to offset as far as possible the drawbacks that may arise.

The Chamber of Commerce is rapidly assuming concrete, business-like proportions. An intelligent plan of work is being mapped out. Agriculture and live stock development is to be encouraged and aided by every possible means. The advantages of the county as a desirable and lucrative place of residence are to be presented to the people of the country in convincing, tangible form; advantage is to be taken of every loophole that offers to advance the agricultural, commercial and industrial welfare of the county.

The Chamber of Commerce is not for the people of Hereford alone; its membership is open to any desirable citizen who will contribute \$1.00 per month to its expenses and will lend it his moral and financial support. There are always people in every community who never identify themselves with the public welfare of their community; but the "coons are not all up one tree" in any neighborhood. There are several thousand enterprising citizens of Deaf Smith county who WILL join in aiding the advancement of their community.

Incidentally, there are several LADY members of the Chamber of Commerce who are enthusiastic "boosters." The ladies are well known by the Club; there are no more effective workers and town and country builders in the world. It is to be hoped that many more of the ladies of Deaf Smith county will identify themselves with the Chamber of Commerce.

The outlook is good for 1915—the Chamber of Commerce is steadily growing in popular favor and prestige—it is YOUR commercial organization—the Directors are YOUR servants, elected to carry out YOUR will. Think it over, Mr. Property Owner—can you afford to hang back for the paltry sum of \$12.00 per year, and allow your neighbors to carry ALL the burden? "DO YOUR BIT."

THE EXTENSION SERVICE OF THE A & M COLLEGE

WHAT IS IT? It is the Agency through which the teachings of the College, and the results of the tests at the Experiment Stations are given to the people of the State, who cannot attend the College. Honorable Clarence Ousley, Director of the work, calls the Service "The Legs of the College."

For the information of those not familiar with the College, it may be said that the great plant is divided into three distinct branches: (1) the teaching force for the students; (2) the Experiment Stations, where actual experiments in agriculture and live stock development are carried on; (3) the Extension Service, which carries the results of these experiments to the farmers of the state, and the farmers give.

HOW IS THE WORK OF THE EXTENSION SERVICE CARRIED ON? Through county Agents, stationed in counties where the citizens co-operate with the college; through a staff of Specialists, each man or woman confined to a certain definite line of work; and through correspondence. Of course there are side lines which branch off from these three main sources of instruction, but for clearness these three lines of work will convey the idea.

HOW IS THE EXTENSION SERVICE FINANCED? Under an Act of Congress which took effect in July, 1914, the Federal Government appropriated the sum of \$10,000 annually to each state in the Union, for the carrying of agricultural information to the farmers, through the Land Grant College in each State; in addition, they offered to the States a certain sum of money each year for the same purpose, the amounts in each state based on the agricultural population, provided that the states would duplicate the Federal appropriation dollar for dollar. In Texas this amount began with a Federal appropriation of approximately \$35,000, and increases annually in the sum of approximately \$30,000 until the maximum of about a half million annually is reached, when this maximum will be allowed each year as long as the State matches this sum.

The Federal Act provides that the joint appropriations from the Federal and State treasuries shall be put together and spent under the direction of the Texas A & M College, in cooperation with the United States Department of Agriculture at Washington. The Act also provides that the Board of Directors of the A & M College shall appoint a Director of Extension work, approved at Washington, who shall have direct charge of the Extension work. In Texas, this official is Clarence Ousley. When the war broke out Secretary Hous-

ton drafted Mr. Ousley as Assistant at Washington. Mr. Ousley retains his title as Director in Texas, and still directs the work at long range, while his Assistant Director, T. O. Walton, has immediate direction of the work at College. Mr. Ousley expects to return to his station at College about next July.

Next week the detailed work of the Extension Service in aiding the farmers and the farm wives of the State will be taken up.

DEVIL WANTS TO RESIGN

The devil sat by a lake of fire on a pile of sulphur kegs, his head was bowed upon his breast, his tail between his legs; a look of shame was on his face, the sparks dripped from his eyes—he had sent up his resignation to the throne up in the skies. "I'm down and out," the devil said—he said it with a sob—"there are others that out class me and I want to quit the job. Hell isn't in it with the land that lies along the Rhine; I'm a has-been and a piker and therefore I resign; one ammunition maker with his bloody shot and shell, knows more about damnation than all the imps of hell. Give my job to Kaiser William, the author of this war; he understands it better a million times by far. I hate to leave the old home, the spot I love so well, but I feel that I'm not up to date in the art of running hell."—Ex.

The extent and the variety of the advice and assistance the southern county agent is called upon to give is indicated by the following information taken from the county agents' reports: Through the influence of the agents' farmers were induced to remove stumps on 379,382 acres to better prepare the land for the use of improved implements; 218,989 acres were drained by tile and ditch and 463,856 acres were terraced; home gardens were established or improved on 26,754 farms; the number of pieces of improved farm machinery and implements purchased through the influence of county agents was 83,389; and orchard work of many kinds was done, including spraying, pruning, and other necessary treatment, the demonstrations in this work involving 544,658 trees.

Considerable attention was given by county agents in the South to promoting livestock production, 4,367 new silos having been constructed to aid in this work, and 2,829 dipping vats erected for the control of livestock pests. Farmers instructed concerning the proper care of farm manure numbered 45,154, and the estimated saving during the season approximated 10,000,000 tons. It being necessary to supplement the use of farm manure and the green crops for soil-improvement purposes with commercial fertilizers, 127,131 farmers were instructed in the mixing and use of the commercial product and 1,117 communities were aided by agents in purchasing commercial fertilizers on a cooperative basis, resulting in an estimated saving of \$290,766.

In addition to the greatly increased yields obtained on demonstration areas, many thousands of farmers were shown conclusively how to increase their producing power and place their farms on a better business basis. As a result, plans of operation are better balanced than before, according to Department of Agriculture officials; more farmers understand the necessity for rotations, the maintenance of soil fertility, and what an important part live stock plays in their plans; and they have had demonstrated to

Forty-five ambulance companies, a total of 5,580 men, have been raised by Red Cross chapters and mustered into the Army Medical Service.

The gray clad army nurse is the best symbol of the work of the Red Cross. But the society has shown people other ways of doing their bit besides nursing.

FOR SALE

Well improved section, 3 miles east of Dumas, \$20 per acre, and 8 leased sections at \$100 per section, well watered and fenced in three pastures.

I Will Appreciate your business.

E. F. CONNELL Hereford, Texas

This war is a test of nations even more than of their material resources and strength. The issue of it depends on the relative intelligence, moral qualities and attitude of the people engaged.—Secretary Houston.

The utilization of potatoes for dry-matured pullets rather than hens.

A THRIFT THOUGHT

Figure up your grocery needs for a week, or a month ahead and BUY IN BULK. This will mean very little time and effort to you, and it will be cheaper. : : : Nowadays thrift means patriotism.



W. L. SULLIVAN GROCERY

But the Navy has done more in the past year than merely to expand. It has been engaged day after day for months in the actual business of naval warfare. It has sunk submarines—how many, the Department is not telling.

In the past year the Navy has expanded from 68,000 enlisted men to more than 260,000, including marines, reserves and others in service. In January, 1917, there were 4,500 officers. Now there are more than 15,000.

OUR LOCAL WAR SAVINGS COMMITTEE has issued the following statement:

"It is wonderful the way good people respond to the call of their Government on the 'New Bonds—the War-Savings Stamps. But SOME have not yet STARTED. It is so hard to get EVERYBODY to start, when it is so EASY, so 'NECESSARY and SO GOOD for us. And such a help to our Government in protecting us and our lives and property. 'THE EYES OF THE GOVERNMENT—THE EYES OF

'THE PEOPLE—are on us. Let's have a good name. Let's do 'our part.' And be prompt about it. And all help to get others to 'do their part.' AND DO IT NOW. 'Just SAVE money. Make a SAFE INVESTMENT. Get 'interest on your investment. If necessary, get the money back, 'with interest, any time in TEN days. Unless we do our part

'we may have to go to the firing line, or it may come to us. 'Help get every man, woman, and child to START with 'a 25c or \$5.00 stamp, or more if they can; and REPEAT as often 'as they can this year. Get the Stamps at the Postoffice, Banks, 'and Stores. 'Do your part—let us raise our quota this month. 'WE STILL LACK \$4,500 AT THIS WRITING'

This Bank Has A Supply of War Saving Stamps—Come and Get Yours!

First State Bank & Trust Company

BLANK WHICH WILL BE USED IN TEXAS TO MAKE INCOME TAX PROBLEM SIMPLE

(For convenience of Taxpayer in listing accurately INCOME FROM ALL SOURCES, and Expenses or Deductions claimed.)
READ CAREFULLY, and when filled out submit this memorandum to the Income Tax Officer before filling out RETURN.

GROSS INCOME—
 Salary
 Commissions
 Fees
 Total

Rents Received
 Interest Received—Notes
 Bonds
 Liberty Bonds—3 1-2 per cent
 Liberty Bonds—4 per cent
 Mortgages

Dividends (Stock or Cash) from Corporations
 Dividends from Other Sources
 Partnership Profits
 Royalties
 Income from Estates or Trusts
 Profits on Trades and Deals of all description
 Amount of Endowment Policies received
 Accident Insurance Received
 Value of Produce, Stock or Crops sold and exchanged
 Other Income—(List separately)

Husband's or Wife's Income
 Children's Income (If under 18 years of age)
 Number of Children under 18 years of age—(.....)
TOTAL INCOME FROM ALL SOURCES

DEDUCTIONS—
 Salaries or Wages Paid
 Rents Paid (Not including residence)
 Interest Paid
 Taxes Paid (State, county and city)
 Other Taxes
 Repairs to Property (Not including residence)
 Depreciation
 (On back state on what property and rate used.)
 Insurance Premiums Paid
 (Not including Life, Accident or Insurance on Home)
 Losses by Fire, Theft or Casualty (Not covered by insurance)
 Seed, Etc., Purchased
 (Not including seed for garden truck for personal use.)
 Other Expenses—(List separately)
 (Not including personal or household expenses.)

TOTAL DEDUCTIONS

REAL ESTATE TRANSFERS

(Furnished by Potts & Jones)

Chas. Havenhill and wife to Susan E. Miller, 100x140 ft. out of sec. corner blk. 48; \$1.00.

J. W. Crudington to Arch Collins, sec. No. 74, E. 1-2 sec. 87, blk. K-7; \$9818.00.

Clarence Polk and wife to O. Sears, lots 17 and 18, blk. Hough's Subdivision, Evans, addition; \$900.00.

John W. Veal to A. A. Lumpkin, n. 1-2 sec. 22, blk. K-8; \$3,680.00.

T. J. Graves to T. E. Shirley, a part of sec. No. 62, blk. K-3; \$898.

M. J. Bisco and wife to J. H. Cardwell, a part sec. No. 62, blk. K-3; \$350.00.

J. H. Cardwell to C. C. Ferguson and Sam Morris, a part of sec. 62, blk. K-3; \$350.00.

John J. Zinzer and wife to W. S. Higgins, a part of blk. No. 66.

Ada Young and husband to J. A. Fry, lots 7, 8, 9, 10, 11, 12, blk. A, Sisk Sub. Div., blk. 1, Mabry addition; \$2000.00.

Jho. N. Jacobensen and wife to W. M. Auston, lots 1, 2, 3, and 4, blk. No. 38; \$2000.00.

William J. Miller and wife to

C. E. Lester, part blk. 14, Evans addition; \$1200.00.

Chris Renfro and wife to J. S. Marshall, all lots 5 and 6, blk. 15, Whitehead addition; \$1900.00.

W. O. Chumney and wife Mary L. Waller Rea and husband, sec. 26, blk. No. 3; \$20,000.00.

David F. Coursey to Ernest Houlette, sw. 1-4 sec. 14, se. 1-4 sec. 15, twp. No. 2 north of range 1, east of the Capitol Syndicate; \$2240.00.

Frank Ivy to W. R. Stubbs, w. 1-2 survey 31, twp. 3, n. of r.; \$10.00.

David F. Ashbrook and wife to F. A. Bone, all lot 1, and n. 1 of lot 2, blk. 14; \$1700.00.

Robert Humphrey and wife to Chas. W. Hawley, n. 1-2 sec. No. 53, blk. K-8; \$4500.00.

A. M. Jones and wife to E. B. Black, all lots 11, 12, 13, and 14, Barend and Bullock's sub div. of n. 1-2 blk. 5, of Wemble addition; \$300.00.

W. W. Edwards and wife to W. Ewing, all lots 33, 34, 35, 37, 38, 39, and 40 of sub. div. b; 39, Evans addition; \$250.00.

Francis C. Farwell, Hobart C. Chatfield and Geo. Findley to the City of Chicago, sec. 4, twp. No. 2, n. r. 4, e. of Capital Syndicate

PARMER COUNTY NEWS

BOVINA
 Rev. S. E. Dickinson, Correspondent

Miss Donna Gardner has returned from a business visit to Tucuman, N.M.

C. F. Hastings was a business visitor to Farwell last Wednesday for a short time.

Mrs. H. J. Wright and children of Tulsa, were here last week, visitors at the home of her brother, J. P. McDonald and family. They returned home Saturday.

J. W. Lovelady, one of the operators for the P. & S. F. Ry., at this place, left Monday of this week for Panhandle, to be examined for Uncle Sam's service. He was accompanied by Mrs. Lovelady.

About an inch and a half of snow fell in Bovina Saturday night, the second within the past few days, and will be very beneficial towards putting a season in the ground for the wheat and other crops to be planted later on. Here's hoping that we have more.

There has been a great deal of la grippe in Bovina here of late, but the conditions have improved materially.

The box super in Bovina last Friday night was well patronized. About \$55 was realized as profits. The committee and others interested wish to express their appreciation to all who helped to make this occasion a success.

The church services here were well attended Sunday despite the inclement weather. The Sabbath schools were held at both the churches, as well as preaching at both morning and night at the Baptist church, by the pastor, Rev. Potts.

If every farm home would keep a supply of pop corn and a pepper convenient, fewer nickles would be spent for less wholesome knickknacks and more enjoyable evenings would be spent around the family hearth.

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. Hall's Catarrh Cure is taken internally, and acts directly upon the blood and mucous surface. Hall's Catarrh Cure is not a quick medicine. It was prescribed by one of the best physicians in this country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifiers, acting directly on the mucous surfaces. The perfect combination of the two ingredients is what produces such wonderful results in curing catarrh. Send for testimonials, free.

F. J. CHENEY & CO., Props., Toledo, O. Sold by Druggists; price 50c. Take Hall's Family Pills for constipation.

IF YOU WANT A HOME INVESTIGATE THESE

Dandy 40 acre block, all in cultivation and lays fine to irrigate and well located. Price \$4000; will give good terms if desired.

160 acres near Hereford, partly fenced, raw land, small lake, water about 90 feet; near school. Price \$15 bonus. Terms if desired.

160 acres all good smooth raw land, 8 1-2 miles west of Dimmitt, Castro County, Texas. Price \$15 bonus, 97 1-2c acre state. TERMS: \$1410 cash; balance 1 to 5 years, 6 percent 640 acres, 8 miles west of Dimmitt, Castro County, raw land, partly fenced, has about 20 acres lake in Southeast corner of section. Price \$16 per acre. TERMS: \$3040 cash; balance 1 to 10 years at 6 per cent.

If interested see or write me at once.

J. B. ELLISTON

Card of Thanks

Through the columns of The Brand we wish to thank the good people of Hereford who so kindly assisted the family during the illness and death of our loved ones, Grandma Crumley, Mrs. George Millard and little Howard.

George Millard
 Mrs. S. E. Millard
 Mr. and Mrs. C. B. Tipps
 Mr. and Mrs. R. S. Millard
 Mr. and Mrs. J. W. A. Jackson
 Mr. and Mrs. J. J. Wilder
 Mr. and Mrs. E. S. Humphrey
 Jesse Tipps

Additional Clerks Required to Distribute Checks to Dependents

Distribution of allowance and allotment checks to dependents of enlisted men of the United States has required an extra night shift of clerks and typists in the Bureau of War Risk Insurance. The first checks represent allotments made by enlisted men from their November pay, together with stipulated Government allowances.

Every enlisted man in the military and naval forces of the United States who has a wife and children dependent on him is required to allot for their support at least \$15 a month but not more than half his pay. To this the government adds monthly allowances. Commissioned officers are not required to make allotments, and the Government does not provide allowances for their dependents.

The first American forces to land in France for service against the Germans were units of the naval aeronautic corps. They were landed at a French port early in June.

Whenever You Need a General Tonic Take Grove's

The Old Standard Grove's Tasteless Chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

JOEL JOTTING
 Our school is just getting over a siege of the dutch measles. None of the children were seriously ill, but very well aware of the fact that they were entertaining the measles.

At prayer meeting on Friday evening the 18th, a lap robe which was thrown over the engine and radiator of Mr. Hershey's car to keep it from freezing, caught fire and burned, disabling the car. The family were taken home by neighbors.

Election of officers for the Ashren Sunday School being the order of the day on the 20th, Mr. Ray Hershey was elected Supt., Mr. Dan Shaffer, Ass't Supt., Miss Margaret Hershey, Sec'y, Treas. We look for progressive work from this team this year.

Rev. Houghton who had an appointment to preach for us last Sunday night failed to come on account of bad weather, so we were disappointed.

Mr. Ray Hershey is starting this week to make a visit to his old home at Pipuay, Ohio. He expects to be gone about three weeks.

Cattle Shipments

A. E. Edwards shipped one immigrant car and one stock car from Lockney, Texas, to Hereford. J. E. Nash shipped one immigrant car from McLean, Texas to Hereford.

YOU'LL LIKE HEREFORD

LODGE DIRECTORY



Hereford Lodge No. 540, A. F. & A. M. meets Saturday night on or before full moon in each month. Visiting brethren cordially invited.

GEO. BEAMS W. M.; J. S. Jones Sec.

WOODMEN OF WORLD Meets every Second and Fourth Saturday nights in the I. O. O. F. hall. Visiting Brothers always welcome. Troy Wemble, Consul Commander; W. W. Bennett, Clerk.

Professional and Business Cards

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

Nursery Stock
FRUIT—SHADE—ORNAMENTAL
 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.
 Ask for catalog. Salesmen wanted.
HEREFORD NURSERY CO.
 "27 Years of Knowing How"
 Hereford Texas

Ford
FORD
 THE UNIVERSAL CAR

The ever-popular Ford family: Runabout \$345; Touring Car, \$360; Coupe, \$360; Sedan, \$695; represents but one chassis—the world-famous Ford Model T—that wonder of simplicity and Vanadium steel. Then there is the new addition of the Model T One-Ton Truck Chassis for \$600 f. o. b. Detroit. This truck has the regular Ford motor but has worm drive. It has been thoroughly tested for more than two years, and will surely meet your wants and expectations. There's never a doubt as to Ford cars serving satisfactorily and economically. Give us your order without delay. Conditions are uncertain.

FORD GARAGE
 Ford Agents Hereford, Texas
 Phone 177

Loans

Made on Farm or Ranch Loans, or Improved Business Property—Low Rate, low rate. T. K. WILSON.

THE HEREFORD BRAND

PUBLISHED AT HEREFORD, DEAF SMITH COUNTY, TEXAS

Insurance

Phone 100
All kinds, Strongest Companies
Edward H. Hines; Home Office.
T. K. WILSON

Hereford Produce Co.

- Libby's 30c grade Salmon, per can 22-2c
- Sweet Corn, 20c grade, per can 16-1-4c
- Solid pack 25c Tomatoes, per can 20
- Libby's solid pack gal. can pumpkin 70
- Royal Ann Cherries, gal. can 93
- Solid pack peaches, gal. can 35
- Wichita Best Corn Meal, 17 1-2 lb. sack \$1.15
- Solid pack apricots, gal. can 90
- Dried peaches, 25lb box, per lb.15
- Raisins, per lb. 3
- Swift Jewel Compound, per bucket \$2.49
- Swift White Laundry Soap, 100 bars to box \$4.90
- Breakfast Bacon, per lb. 45

We have plenty of Perfecto flour, Bran and Shorts in hand.

WE PAY CASH FOR Cream, Eggs and Chickens

Cream, per lb. 45

LOCAL AND PERSONAL

MISS WEBB LAMB, Local Reporter.—Phone 20.

Let The Brand print YOUR Individual Valentine Cards, in Colors, illustrated. Something Brand new!

Good, Clean Bags wanted, at The Brand Office.

Frank Jacobs and mother left Thursday for Camp Travis where they will visit their son and brother, Sergt. R. H. Jacobs. They made the trip by auto.

Jack Buster of Dimmitt, was a Hereford visitor Tuesday.

Roy Gilliam returned Saturday from a visit with friends at Pampa.

Our Tailoring Dep't. is at your service—Suits and Dresses \$1.00, Hats \$1.50.
BENE & BENNETT.

Mrs. Brack Williams returned the first of the week from a visit with friends in Amarillo.

Hereford Poultry, Cream, and Produce Company
We want your poultry, eggs, cream and produce. Come and get the cash.
I. H. SPRATT.

Mr. and Mrs. Jno. Sherman have moved into their home recently purchased from W. B. Arnold.

Raymond Hawkins left Saturday for Stillwater, Okla., where he will enter the Oklahoma A & M College.

H. L. Miller is spending a few days in Post this week.

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

Jeff Keller of Plateau, Okla., was a business visitor to this city the first of the week.

If you need a sewing machine, and every household does, I have the best on the market. See me before buying.
42-44. R. W. HANKINS.

Neil Morlan from near Dimmitt, was a Hereford visitor the first of the week.

Have music in the home; I have a proposition that's attractive.
42-44. R. W. HANKINS.

Miss Morlan from near Dimmitt, was a Hereford visitor the first of the week.

Will sell or trade for cattle, 6 good work horses and mules, one Grant Six car and one two-row lister. Phone 69.
37-47.

Miss Maggie Boyd of Dimmitt, was in Hereford the early part of the week.

To economize space in the poultry house the nests may be placed under the dropping boards. It is best to have them darkened, as the hens prefer a secluded place in which to lay.

Buy Your Tickets Early to see "The Church and It's People" at the STAR THEATRE, Monday, January 28th.

If you have Real Estate for sale we would be pleased to have it listed with us. If you wish to buy, see Us. 50-51. ASHBROOK & SUGGS.

French Thurman of Friona, was a business visitor in Hereford the first of the week.

You should see Shelby's Shoes at GASS & SON'S. They are the latest creations. It

U. Keen of Farwell, was a business visitor to Hereford this week.

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".
41-47. GULF FILLING STATION.

H. J. Houser and R. L. Allen, of Amarillo, were Hereford visitors this week.

Members of the Civic League for the year 1917 are asked to meet in a call session Saturday afternoon, Jan. 26th, at 3 p. m. in the Red Cross headquarters.

Notice

My next visit to Hereford will be the first Tuesday, March 5th. 51-71. DR. J. J. CRUME.

Miss Helen Jenkins returned home last week after a most enjoyable two-months' visit with her brother and other relatives at Waco, Texas. She prolonged her stay in order to hear the famous Scotch singer, Harry Lauder, who sang in Waco, Jan. 11th.

"The Church and It's People" will be the play at The STAR THEATRE, Monday, January 28. Proceeds to go to The Mothers' Club. Admission 25 and 35 cents.

Dock Ratliff who has been employed at the Stockmen's Cafe for the past three months, left with his wife the latter part of the week to make their home on his mother's farm near Sweetwater.

Just received a new line of Ladies' Shoes.
It. D. R. GASS & SON.

Don't forget "The Church and It's People" at the Star Theatre, January 28th.

Bene & Bennett's Tailor Shop. Phone 160. 49-47

McDONALD SAYS IT'S COLD UP THERE

D. L. McDonald returned Wednesday from a trip of several days to Memphis, Tenn., on private business. He reports ice and snow all over the country, delayed trains, and a tie-up of business generally.

While in Memphis Mr. McDonald attended a mass meeting of the Chamber of Commerce to consider the coal order just issued by Fuel Administrator Garfield. There seemed to be a general lack of understanding of the order, or what steps to take; however, the order was obeyed and a determination manifested to make the best of such an unusual condition.

21 BELOW ZERO AT KANSAS CITY

George Garrison returned on Monday from a ten days' visit to Kansas City, where he attended the sessions of the hardware men assembled from all over the country to take advantage of the Annual Convention Week.

The great Convention Hall was crammed with hardware exhibits of everything under the shining sun. Practically every great hardware house in the country had vast exhibits on display, with expert factory mechanics on hand to show the salesmen and hardware dealers assembled just how every piece of machinery works, why it works, etc. Mr. Garrison stated that it was a liberal education to attend these lectures and demonstrations, and gave the dealers present a "selling talk" that they could procure no where else.

One feature of the trip was a drop in the mercury to 21 degrees below zero at one time during the stay in Kansas City.

For Indigestion, Constipation or Bloating
Just try one 50-cent bottle of LAX-FOG WITH PEPSIN. A Liquid Digestive Laxative pleasant to take. Made and recommended to the public by Paris Medicine Co., manufacturers of Laxative Bromo Quinine and Cowie's Tasteless Chili Tonic.

POTTS EXPLAINS LAND BANK ACT

J. Frank Potts, Secy-Treas. of the Local Farm Loan Bank, has the following to say about the Federal Bank at Houston:

"The terse telegraphic message received at the Federal Land Bank at Houston, 'proceed as usual' announced the passage of the amendment by both houses, that the restriction as to the closing loans was off and the business of the Bank may go forward as usual.

The amendment referred to authorize the Secretary of the Treasury during the next two years to purchase Two Hundred Million Dollars of the Bonds of the Federal Land Banks, and passed both house of Congress yesterday.

Each of the Federal Land Banks had an initial Capital of \$750,000.00. As soon as any bank completes loans aggregating \$250,000.00, or one-third of its capital, the first mortgage notes taken covering such loans are transferred to the Registrar as collateral security for a bond—issue of a like sum. These bonds bear 4 1/2 per cent per annum, are not subject to any form of taxation, either Federal, State, or County, and the proceeds obtained from their sales are used to loan to farmers and this process takes place every time \$250,000.00 is loaned by any bank. As long thereafter as there is a market for Farm Loan Bonds, such banks are thus furnished with an unlimited supply of Capital.

Recently it became necessary for the United States to place billions of Dollars of Liberty Bonds upon the market. It was not deemed advisable to put on an active campaign to sell Loan Bonds as long as a necessity existed for marketing such a tremendous volume of Liberty Bonds, hence Congress was asked to pass a law authorizing the Secretary to invest ONE HUNDRED MILLION DOLLARS of funds out of the Treasury of the U. S. each year in Farm Loan Bonds for a period of two years, in order to tide over the Land Banks for the period of the war. If the demand for the Bank's bonds remains continuous and steady, its bonds will not be sold to the Secretary of the Treasury. But in the absence of such constant demand, the amendment has provided a dependable market for the bonds.

For the last two weeks the closing of loans by the Houston Bank, had, out of the abundance of caution, been held up pending action of Congress. Henceforth, the Houston Bank will "proceed as usual", not only to close loans as they come, but to catch up with closing those which have accumulated, during the few weeks of partial suspense."

The military service flag of the Lighthouse Service Department of Commerce, contains 1,206 stars one for each officer and employee of the Lighthouse Service now serving in the military forces of the United States.

Berkshire Winnings At the 1917 International—All Breeds, Grades and Crosses Competing

Grand Champion Barrow.
Grand Champion Pen.
Grand Champion Car Load.
A record never equaled by any other breed.

Also 1st, 2nd and 3rd in heavy class carcass contest.

A Pen of 3 barrows 18 months old weighed 1850 pounds.

A Pen of 3 barrows under one year old weighed 1435 pounds.

A Berkshire car load averaged 1331 pounds, heaviest load in the show, they sold for \$21.25 per hundred pounds, a record price for all times. This was \$3.25 above the market for that day and \$1.00 higher than any other load of show hogs of ANY BREED.

HATS OFF TO THE BERKSHIRE BREED!!!

Are they slow to mature?

Are they too little?

Are they too fine boned to carry extreme weights.

You will find the answer in the above weights and winnings at the great International.

You will always find a few of the breed at D. L. McDonald's

Smileage Books For Soldiers

A campaign is planned for the week beginning Monday, January

Wiring 1-3 Off

Desiring to give our men inside work during cold-weather of January and February, we have decided to put on a special wiring campaign, and hence will give you a bargain in wiring your house.

Phone 388

We are pushing Clarinda Washers, Hoover Cleaners, Hot Point Irons, and Heatlite Heaters, and Universal Perculators, Toasters, and Grills.

"DO IT ELECTRICALLY"

HEREFORD LIGHT & POWER CO.

28th, to sell Smilage Books for the soldiers.

A Smilage Book is a book containing coupons entitling the holder to admission and seat tickets at Liberty Theatres, Liberty Tents and auditoriums under the management of the commission on Training Camp Activities in National Army cantonments and National Guard camps.

They are issued by the Military Entertainment Council of the Commission on Training Camp Activities, Washington, D. C.

The books are of two kinds. The first costs \$1.00 and contains 20 coupons; the second costs \$5.00 and contains 100 coupons. Each coupon is good for any Liberty entertainment in all National Guard Camps.

Each National Army cantonment has a permanent theatre with a seating capacity of 3,000. At each National Guard camp there are two Chautauqua tents, each with seating capacity of 1,800.

The goal set by those in authority is 1,000,000 Smilage books. The authority for this campaign is that of the United States Government and the accounts are all audited from the War Department.

Now, we are sometimes inclin-

ed to think the calls on us are so many that we will have to quit but we can't do so.

Let me give you a Parable have just read:

"The soldier threaded his weary way back to the Colonel's dugout. He had been in half a dozen skirmishes with the enemy in as many weeks. He was still intact but scratched and wearied from crawling through barbed wire and in and out of shell craters. He entered the dugout and saluted with click of heels and hand to cap. "Colonel," said he, "I think I will have to quit. The battles are getting to be so many. It's rather too much of a good thing. I have given about all I can of time and strength and blood to this war. I AM GOING HOME."

No, the incident didn't happen, but why shouldn't it? There are lots of civilians here at home turning down such appeals as the Red Cross and the Liberty Loans because "the calls are so many."

If you have a boy, son, brother, sweetheart or husband of your own see that he gets one.

Any information regarding the Smilage Books will gladly be furnished by the undersigned.

J. S. JONES.

LIBERTY BONDS

We have sold all we were instructed to sell and have the other bonds purchased on hand, ready for delivery

WESTERN NATIONAL BANK

Come and Get Yours

WESTERN NATIONAL BANK

1901 1918

New Car of Furniture Just Unloaded

We have just unloaded a big car New Furniture, which gives us many good things we were short on. These goods were bought in advance of a big rise in price—hence they will go to you on the old scale of low prices.

SEE OUR BEAUTIFUL LINE OF BRASS BEDS

- They are certainly elegant.
- \$50.00 Satin Brass Bed, for \$37.50
- \$40.00 Satin Brass Bed, for \$29.75
- \$35.00 Satin Brass Bed, fr \$26.75
- \$25.00 Brass finish Bed, for \$19.75
- \$18.75 Brass finish Bed, for \$14.75

HOOISER KITCHEN CABINETS

Every lady wants a Hoosier Cabinet—Should you buy any other kind, you find out your mistake later and will always regret it—So buy the right kind first and we guarantee you will never regret it. We sell them on easy terms.

- \$55.00 White Beauty Hoosier, for \$45.00
- \$45.00 Swing Door Hoosier, for \$37.50
- \$40.00 Roll Door Hoosier, for \$33.75
- \$35.00 Roll Door Hoosier, for \$27.50

\$1.00 down and \$1.00 per week.

SINGER SEWING MACHINES

We handle all styles of Singer Machines. You can buy these machines on just the terms you want. We will take your old Machine in part pay. You pay \$1.00 down and \$1.00 each week if you like.

Buy Standard goods—it will cost a little more, but is cheaper in the end.



The Big Store With the Little Price

1901 1918