

THE HEREFORD BRAND

Vol. 17

Hereford, Texas, Thursday, December 20, 1917

SANTA CLAUS TO ALL THE WORLD



Edwin King

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Western Newspaper Union



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for
new
and
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y nation
We can

Practical Christmas Gifts

Bring Your Entire Gift List
to the Store of High Quality
and Low Prices

Fancy Box Gifts | Ribbons | Knit Goods | Ladies' Waists
Handkerchiefs, Men's | Large Assortment Fancy | Caps, Scarfs, Gloves, | Georgettes and Crepe
Suspenders, Men's Hose, | and Plain | Sweaters, | de Chines in all new
Men's Ties, Etc. | Ribbons | Underwear | shades.
Sweaters | Handkerchiefs | Linens | Hosiery

Lovely Lingerie of Every Description

BATHROBES—SLIPPERS

It would take a volume to tell the entire story. Come and see for yourself.

Santa Claus'
Warehouse

THE FOX MERCANTILE CO.

FOR MANY YEARS

We have been blessed with the good will and business of a large proportion of the people of this section.

We are very grateful for this confidence, and will try earnestly during the new year to maintain the service which has made this confidence possible.



We wish you and yours a merry Christmas and prosperous New Year!

WILSON LUMBER CO.

of Yellow Pine, Shingles,
Roofing Material, Etc.

CHRISTMAS CLERKS

By KIN HUBBARD



"There's Too Many Haughty Princesses an' Serious-Faced Grouches Behind th' Counter These Days—Girls Who Expect t' Marry an' Young Men Who Hope t' Drop in t' Somethin' Better. As a Result, It's Gettin' t' Be an Ordeal Instead of a Pleasure t' Shop."

NOW that th' Christmas shopping season has begun in earnest th' most attractive holiday display, a retail merchant kin make is a full line of attentive, pleasant faced clerks. In these days o' tight money, high prices an' sharp competition it is up to th' merchant t' see t' it that his clerks show th' prospective customer ever' courtesy an' attention if he expects t' git an' hold his patronage. There's too many haughty princesses an' serious faced grouches behind th' counter these days who consider their jobs as bein' only temporary—girls who expect t' marry an' young men who hope t' drop in t' somethin' better. As a result it's gettin' t' be an ordeal instead of a pleasure t' shop. A clerk who feels above his position will not warm up at th' sock counter, an' th' powdered doll who is countin' th' days till June is rarely interested in her customers. A feller feels like he waz buttin' in when he approaches a counter. Sometimes he has t' interrupt a conversation like this: "Honesty, kid, he's only twenty-one an' towers way above me," or "You wait on that ole hen, Mame, she makes me sick." Lots o' folks don't like t' go in a store for fear they'll disturb th' clerks, or buy somethin' they don't want jest t' keep from gettin' th'er ill will. It takes an iron constitution t' withstand th' witherin' look a clerk gives you when you say, "I believe I will look around a little more an' see if I can't find somethin' that suits me better." How often we stammer an' pull ourselves together an' say, "Just lay it aside till I come in agin." We wish t' buy but

we're lyin' t' git away from a stupid an' indifferent clerk. If there's anything worse than a lazy preoccupied clerk it's th' frosh persistent clerk who knows your wants better than yourself—th' positive, overzealous clerk who destroys whatever inclination t' buy we may have had when he started t' wait on us.

People are all alike when it comes t' payin' out money. They like t' feel that their patronage is appreciated an' that some effort has been made t' please them. Poor people, who make up th' great army o' cash customers an' without whose trade it would be impossible t' conduct any kind o' business, are especially responsive t' kindness an' consideration when they dole out their scanty earnings, and they're entitled t' all th' smiles an' accommodations that are so cheerfully extended t' th' impatient an' critical customer who happens t' have a charge account.

We don't mean by all o' this that a clerk should gush an' fall all over us—that he or she should show us what they wear an' ask after th' children an' tell us how swell we look in anything an' do ever-thing but give us a little kiss when we buy somethin'. All that any one kin reasonably ask of a clerk is that they have some knowledge o' their business an' a willingness t' wait on us, interspersed with a dash o' good nature an' politeness.

Outside of a few public service monopolies an' th' postoffice th' day o' th' cold blooded business transaction is passed. T'day th' smilin' bird gits th' worm.
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IT'S ASTONISHING

How the Christmas Gift Spirit is running to

Furniture, Rugs
Linoleum, Cedar
Chests, Etc.

and the like this year! We are up to our ears in business, but we want to stop long enough right here to thank the good people of Hereford and vicinity for their generous patronage of the past few months, and to wish them

A HAPPY CHRISTMAS AND
A PROSPEROUS NEW YEAR

Don't forget — that this Christmas Gift Furniture Sale will run right up to CHRISTMAS EVE!

EARLE WILSON FURNITURE CO.

Save \$1.00
Save a Red Cross
Dollar for the
Sammy

The Hereford Brand

Make This A
Red Cross
Christmas

VOLUME 17 HEREFORD, TEXAS, THURSDAY, DECEMBER 28, 1917. NUMBER 47

RED CROSS DRIVE FOR MEMBERS COM- MENCED DEC'R 17

"Make it a Red Cross Christmas"
This is the slogan of the Southwest-
ern division of the great American
Red Cross, which will begin a drive
Monday, Dec. 17, to obtain 2,000,000
new members in the states of Mis-
souri, Kansas, Arkansas, Oklahoma
and Texas.

A similar drive is to be made at the
same time in the other 12 divisions of
the Red Cross throughout the United
States. The Red Cross has 5,000,000
members at the present time. Fifteen
million members by Christmas
Eve is the goal of this wonderful or-
ganization.

Outside of the army and the navy,
the Red Cross is the most important
instrument for winning the war. Facts
and figures dictate this statement and
not sentiment.

Much has been said and written
regarding the sentimental side of the
Red Cross and too little has been said
and written of the actual work which
the Red Cross does. As a matter of
fact, the Red Cross is nothing more
than God's own instrument for mak-
ing the world safe for democracy. All
of the armies and all of the navies of
all the allied countries would be im-
potent unless back of them there was
a Big Something making for the
morale which is the backbone of every
fighting machine.

Morale Makes an Army.

Every soldier and every sailor must
know that his country is backing him
up with something more than munitions
and a uniform; he must know that
the spirit of the country is behind him,
that its humanity is reaching out to his
and reaching out to his, that the All-
Seeing, All-Powerful One, the Big Director
of Humanity, is going to take care of him
and take care of his family while he is
fighting.

Morale and munitions win wars.
The Red Cross is morale with a big M,
and without the Red Cross there could
be no such thing as morale.

A few facts covering a few of the
activities of the Red Cross since the
United States went into the big war
is sufficient proof of all these state-
ments. No man with red blood in his
veins can read these facts and then
refuse to become a member of the Red
Cross, unless he is a member.
Because of the humanity of the task
and because of the fact the United
States was unprepared for war, the
War Department has been slow in get-
ting supplies to cantonments, and in
many instances soldiers would have
suffered had it not been for the quick-
ness of the Red Cross in coming to their
relief. Some red tape of course, at-
taches to the Red Cross. At a South-
ern cantonment 2,000 of the men were
without shirts; the War Department
was not able to furnish the immediate-
ly. The Red Cross stepped in and
within 24 hours every man was properly
outfitted.

Blankets Are Supplied.

At another cantonment the men had
an insufficient supply of blankets and
the government could not put through
a requisition in time to alleviate the
suffering which followed. Again the
Red Cross went to the rescue of the
government, again it proved it was
the government's right-hand ally.

At still another cantonment sweat-
ers were furnished for more than 2,000
soldiers who were without overcoats.
One of the biggest things the Red
Cross is doing in America and
throughout the countries of the Allies
is civilian relief. Here are some cases
in point which alone are sufficient to
make membership in the Red Cross
synonymous with citizenship in the
United States.

CASE ONE.—Mother with daughter
twenty-five, son twenty-two and daughter
thirteen. Son is drafted. Mother
taken dangerously ill, without hope of
recovery. Oldest daughter must resign
her position, paying \$15 per month, to
nurse mother. The soldier's allotment
of \$20 only income.

Home Service Section investigated,
found an excellent family never in
want before, now in dire straits, and
needing great assistance. Chapter
made a grant of \$10 a week to provide
finances for living expenses, medi-
cines, doctor bills, etc., and are mak-
ing encouraging calls to the family
and assisting the daughter in nursing
her mother. Financial relief alone
would not have been enough in this
case.

Splendid Home Service.

CASE TWO.—Man enlisted in army and
married in June, 1917, asked for discharge
in October on the grounds of a depend-
ent wife who was an expectant mother.
Army officials refused discharge because
marriage took place after declaration of
war. Woman has no relatives and sol-
dier's relatives, who live in another part
of the United States, are unable to assist.
Home Service Section found facts
as stated correct, made arrangements
for the wife's confinement, assigned a
big hearted motherly woman as coun-
selor.

SOME FORM OF RED CROSS IS CERTAIN; HOW ABOUT YOURS?

What kind will you have? If you
refuse to buy one at the dollar price,
which is made red with printers' ink,
then, if you are any part human, the
Cross will be on your heart and mind
and made red by the blood of our
neighbor boys when the reports begin
to come in that they are dying or ex-
cessively suffering from the
lack of medicines, bandages and nurs-
es. That very condition prevails now
and the American Red Cross has not
sufficient money or material or help
to supply the demands. And we all
know that conditions are growing
worse and the demands upon the Red
Cross greater. The allies can not
handle the work and are not attempt-
ing it. It's up to you to volunteer to
send your dollars while you stay at
home.

It makes no difference if you did
take a membership in the Red Cross
prior to November 1st. This is a new
call because of the new day and is a
Christmas gift to a suffering, wound-
ed, sick soldier. Not a fancy
article to please the eye, not a
sweet to tickle the palate, or a book
to while away the time, but an agree-
ment to beautify the person. It is a
call for money to buy medicines and
bandages to save the lives of sick and
suffering men and boys.

Would you quit your work and ride
across this country to aid your friend
if you knew he was alone and sick
and suffering in some camp? Of course
you would, and spend your money for
him too. That is exactly the condi-
tion which prevails and the reason we
ask for each member of your family
to give this dollar to buy medicines
for your sick friends who are sitting
and suffering their business and
health and lives for you. And the
man or woman or boy or girl or child
who will give this a moment's thought
will realize the truth. And that per-
son who realizes such truth and then
falls to quit business and make a trip
in order to pay the dollar before
Christmas day is an ingrate and un-
worthy the respect of their fellow crea-
tures. Sacrifice, if necessary, to pay
the dollar. You would do it if the boy
lay before your door, even though he
was a stranger, an outcast, a beggar,
a wretch, a thief. Well, can't you
see these boys scattered over the
battle fields where they are fighting
for you, for your family, for your home,
for your country, for your all?

In the name of God and humanity,
come at once and take a Red Cross
Christmas Membership for each mem-
ber of your family and wear the badge
of honor, the emblem of the cross of
Christ made red by His blood.

FRENCH CHILDREN SAVED BY RED CROSS IN FRANCE

How the Red Cross carrying on its
humanitarian work in France is illu-
strated by a cabinier received a mes-
sage from that country.

At Evian the Red Cross opera-
tions in the children's hospital in the
old hotel. It is known as the Amer-
ican Children's Hospital. For days
before a general hospital was opened
at Evian with 70 beds. It is already
overcrowded with cases of diphtheria,
measles, scarlet fever and whooping
cough. American doctors twice daily
examine an average of 250 children
arriving from behind the German lines
and send contagious cases to the
American hospitals.

Every contagious case thus stopped
may mean that an epidemic will have
been prevented somewhere in France.
An American dentist opened a den-
tal dispensary in an old hotel at Evian
using a chair improvised from wine
barrels. His first patient was an un-
derfed boy from Lens. The boy's
family of seven had been living two
years and a half in the cellar of their
home, which had been wrecked by
the Germans.

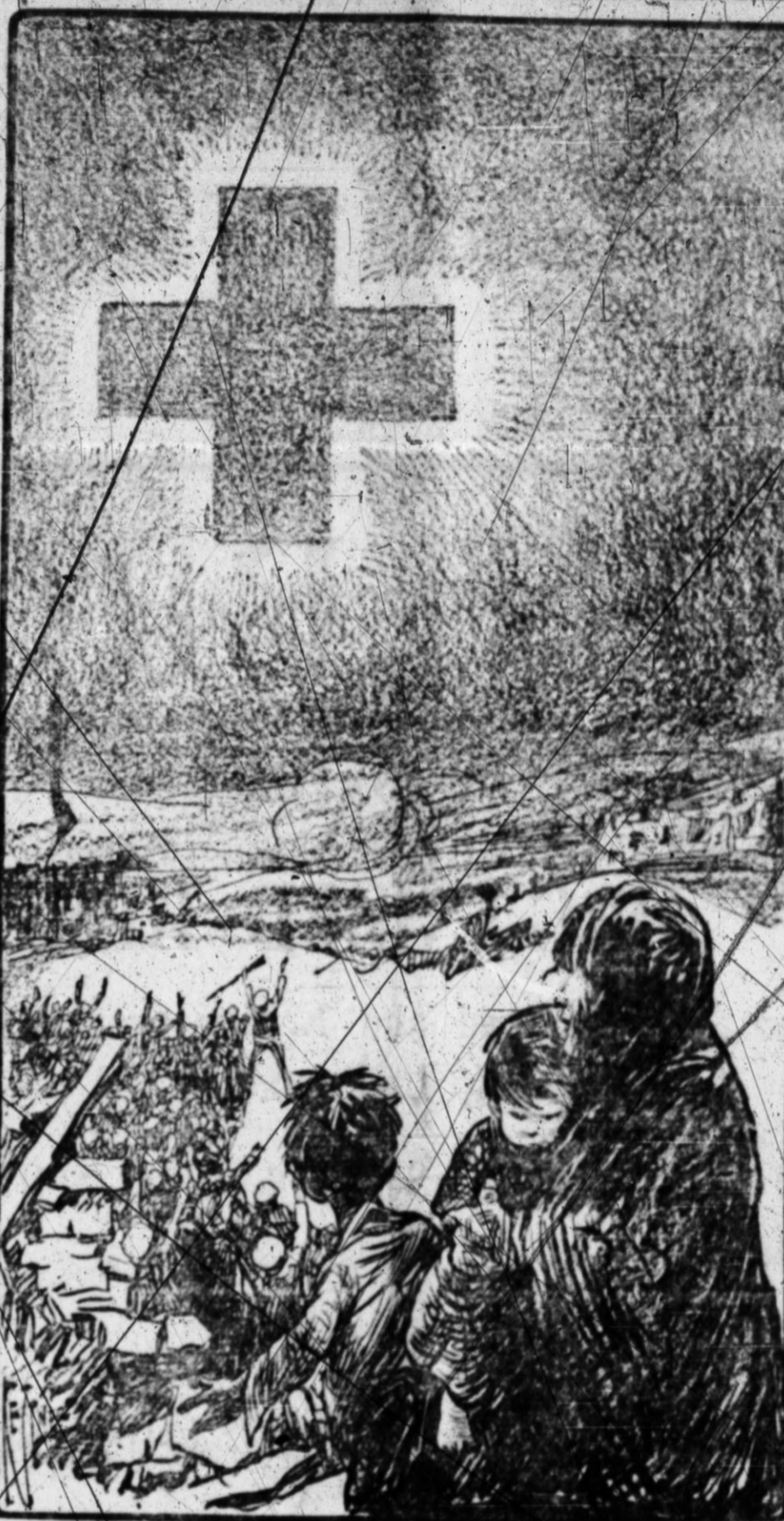
Children as Red Cross Workers.

Children in the public schools
throughout the country are to help the
cause of the Red Cross. Many of the
simple articles and supplies needed in
the hospitals will be made in the ordi-
nary course of their school work, and
this material contribution to the com-
fort of our soldiers will be of great im-
portance.

Right now—today—is the time to
help. Have YOU joined the Red
Cross?

Shall we be more tender with our
dollars than our sons? JOIN THE
RED CROSS!

The Sign of the Red Cross



Millions and millions of stricken people in devastated Europe
must depend on the activity of the Red Cross alone for the most
meager necessities of life—just enough to keep body and soul to-
gether. The Red Cross organization is the universal helping hand.
But in order to extend this hand to the sorrowing and afflicted,
it must have your support. In fact, if you would do your part to
relieve the suffering in the world, you can do it most directly and
efficiently through the Red Cross. Become a member today.

THE YOUNGEST RECRUIT; HOW PERCENTAGE COUNTS

An heir was born to Sheriff Purcell
last week, and within two hours after
his arrival it was a member of the Red
Cross. It fit the right trail quickly
after arrival. Yes, pretty fast work,
but it can be beat. Any parent in
this county having an heir apparent or
an heir expectant, may take out a
Christmas Red Cross membership for
such. Who will be first? Come early
and avoid the rush. And you may
be blessed with twins, take two.

THE RICH MAN, POOR LAZ- ARUS AND THE DOGS

There were many men who were not
subject to draft in the army and they
remained at home and were clothed
in purple and fine linen, and feasted
sumptuously every day and made money
out of the war.

And there was a certain neighbor-
ly boy who was in the trenches fighting
for those who were at home eating
sumptuously. And this soldier boy
was wounded and was filled with
sores, fever and pain because of the
lack of medicines and bandages and
nurses. And the soldier boy begged
for even the crumbs of nickels and
dimes which fell from the hands of the
children of the man at home that he
might have a little medicine. And
he have one kindly touch from the hand
of a Red Cross nurse. But this man
at home refused to join the Red Cross
and kept his dollar for his own greater
comfort.

A brave and true and friendly coun-
ter dog passing this poor wounded and
suffering soldier boy as he lay in the
edge of a ragged shell made crater.

EVERY CENT GIVEN RED CROSS SPENT FOR RELIEF WORK

WHAT THE SIGN OF THE CROSS IS TO CHILDREN

The following is an extract from a
statement made by a Red Cross work-
er in France. One tiny detail in the
great panorama of human agony and
suffering which a cruel Autocracy
has painted across Europe in blood
and tears.

There arrived last week at Evian,
Belgium, a parcel of children from Fran-
ce, a train loaded with Belgian children.
There were 600 of them, thin, sickly,
from four to twelve years of age.
The Germanians and of mothers who
let their children go rather than let
them starve. They poured off the
train, little ones clinging to the older
ones, all crying, boys trying to
sneak away. On the platform were the
Red Cross workers to meet them.
Those children who could walk at all
marched along crying "What, what, what
are you going to have me do? What are
you going to do with me?" They were
a few weeks of proper feeding and
they will pull up. Thirty per cent of
the older ones are dying. The children
and must be saved.

Small wonder that cablegrams from
the American Red Cross Commission
to France ended with the words: "If
the American people can get a picture
of the misery among those daily driven
out of their homes and dumped in pov-
erty among the other parts of the
country, often times terribly sick or
mutilated, they will gladly do all in
their power to help."

SERVING OUR BOYS

But, do not suppose men and women
of America, that your American Red
Cross in the effort to supply the needs
of the civilian populations in France,
Belgium, Russia, Poland, Serbia is for
one instant neglecting its primary duty
to serve "our boys." Your sons, your
brothers, your husbands, who have
gone into the Army and Navy to fight
for you in this war against War, are
first in our thoughts as in yours, and
we are everywhere co-operating with
the War Department to work for their
comfort and safety at home and
over there. The most urgent outline
of this work would fill pages, and give
you but its dry bones. Better a single
picture of your Red Cross "on the job"
in a single emergency.

Is it possible that there is a huma-
nity, woman, or child in Dear Smith
County, Texas, with a soul so small
and unkind, a conscience so weak
and dead, a heart so cold and un-
feeling as to refuse to pay one dollar for
a Red Cross Christmas Membership.
We hope that such object in human
form is in Dear Smith County.

RED CROSS NURSES SENT TO ARMY CANTONMENTS

Fifty public health nurses have
been assigned by the American Red
Cross to the zones surrounding the
national army cantonments, camps
and navy bases.

The nurses will work under Red
Cross sanitary direction in co-opera-
tion with local officials and public
health authorities.

Nurses have already taken up their
work in the zones of cantonments
at Hildesheim, Metz, Paderborn, Kays-
erlautern, Leiningen, Lutzerath, Kyllburg,
Ludwigshafen, Alsenz, Mosel, Chies-
el, and Pflanzberg, etc.

Another lie is that American sailors
are sending word to friends that they
are receiving so many sweaters and
other knitted garments that they are
using them for maps aboard ship.

The Red Cross, through George W.
Simmons of St. Louis, general man-
ager of the Southwest District, recent-
ly appealed for all-knitted garments it
can possibly get. There is a pitiful
shortage and winter is coming on. No
matter how many knitted articles
went aboard a ship, none of them
would be used as maps.

Still another lie is to the effect that
Mrs. Frank V. Hammer, chairman of
the St. Louis Red Cross Chapter, re-
cently received a letter from her ser-
vice, and that George W. Simmons, chair-
man of the Southwest District, re-
ceived \$10,000.

Both Mrs. Hammer and Simmons de-
bate their service and pay their own
traveling expenses. In addition, Sim-
mons and Mrs. Hammer have each
made large personal subscriptions to
the Red Cross fund.

Yards for Sweaters is Free.
And how needless. Germany's lie to
the effect that the Red Cross is sell-
ing yards to women who are knitting
sweaters and mittens for the soldiers.
The basis for this lie is a rule en-
forced by the Red Cross which re-
quires a small deposit when yarn is
turned over to applicants. The deposit
is refunded when the knitted gar-
ments and leftover yarn are returned.

Headings of the unrepentable Kaiser
have circulated more lies with refer-
ence to the American Red Cross than
any other American organization. One
of these lies was to the effect that a
big percentage of the millions of dol-
lars subscribed for Red Cross work
went to officials of the organization.
This statement has no basis in fact
whatever.

One hundred and twenty million
dollars was subscribed for the Red
Cross by Americans last June, and
not one penny of this money has been
spent for administrative work. When
a membership in the Red Cross is is-
sued, say for \$1.50 cents of this money
is sent to headquarters at Wash-
ington for the administrative fund
and the remaining 50 cents is
kept by the chapter which issued the
membership.

Where the Money Goes

Not all of the \$120,000,000 sub-
scribed in June has been collected.
Collections on Nov. 1 totaled \$79,856,
325.68. Of this amount \$9,129,389.21
is being returned to Red Cross chap-
ters for local relief work and the pur-
chase of raw materials to be made
into hospital garments and supplies.
In addition to this total, appropri-
ations from the war fund up to Nov. 1
amounted to \$40,851,259.20, of which
\$26,944,418.50 was for foreign relief.
These foreign relief appropriations
were apportioned as follows: France,
\$19,581,540.47; Belgium, \$7,207,001;
Russia, \$1,428,040.87; Serbia, \$493,203.76;
Roumania, \$1,518,398.76; Italy, \$214,
000; Great Britain, \$1,000,520; miscel-
laneous foreign, \$112,012; Armenian
and Syrian relief, \$1,800,000.

There has been apportioned for sup-
plies, etc., for United States forces in
this country \$2,488,729; for hospital
work, \$279,500; for sanitary service
at cantonments, camps, \$193,500;
for miscellaneous needs in United
States \$109,487.60, a total for the
United States army of \$1,120,216.60.
Other appropriations advanced for
hospital funds amounted to \$220,000.
The sum of \$1,659,000 has been ex-
pended in the purchase of raw ma-
terials to be worked into hospital gar-
ments, bandages, surgical dressings,
etc., by various lay workers through-
out the country. As local chapters
purchased this material at cost from
the national organization, this sum
will eventually be returned to the
war fund.

Other German Lies.

Another lie is that American sailors
are sending word to friends that they
are receiving so many sweaters and
other knitted garments that they are
using them for maps aboard ship.

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ments and leftover yarn are returned.

That a sweater knit in St. Louis for
the soldiers in France was sold by Red
Cross workers and identified by the
woman who knit it by a piece of cur-
rency sewed into the fabric is another
German lie.

Head of the Red Cross Society in
St. Louis branded this as a bald fabri-
cation. Nothing handled by the Red
Cross Society is sold.

In Arcola, Ill., fond parents are
buying Red Cross memberships for
children of all ages, including new-
born babies.

Everyone cannot "go across" and
fight, but everyone can "come across"
with a membership in the Red Cross,
and thus help those who do fight.

Suffering humanity in many nations
is calling to us for help. We can
help through the Red Cross.

THIS PAGE PAID FOR AND DONATED BY
The Western National Bank The First State Bank & Trust Co. The First National Bank

GIFT GIVING

Useful, Appropriate, Serviceable Gifts for All the Family

For "Her"

SILVERWARE—Rogers, Community, Keen Kutter.

ALUMINUM WARE — Universal Percolators, Bird and Turkey Carvers.

For the Kids

Ice and Roller Skates, Bicycles, Velocipedes and Tricycles, the best line in Hereford. Air Guns, \$1.25 to \$3.25. Targets, Rifles, all makes, \$5 to \$18.

For "Him"

Safety Razors and Shaving Sets. Save 20c per shave and donate it to the Red Cross. Rifles, Shotguns, Shells.



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 Standard Reporter, first number of the Brand issued March 21, 1902.

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"FALL IN"—that's the Red Cross slogan until Christmas, sounded by Henry P. Davidson, Chairman of the War Work Council of the National Red Cross. On the eve of the great Xmas drive Chairman Davidson issued the following statement:

"To the five million members working loyally with us today: Stand by the colors. To the ten or fifteen million members who will join us before Christmas Eve: Fall in."

Mr. Davidson told in his statement something of what he had learned about the organization and of its wonderful expansion to meet war conditions. "Today the American Red Cross is one of the modern miracles," he said. "It has accomplished the impossible in its national organization with volunteer workers; in the Junior Red Cross for children; in its chapter administration covering the whole United States map. It has mobilized America for action in the world emergency; it stands behind the American Army and Navy with supplies and with personnel for every call which they may make upon it. It works with President Wilson's approval in the task of preparing our people for mutual service to those among us who may suffer because of changes which the war has brought. In Belgium, France, Italy, Russia, Romania, Armenia and Serbia, the American flag of the Red Cross is the symbol of its kindly hand.

"The Red Cross has given me a new conception of America and the American spirit. It is with the zeal of a convert that I invite the American people to come in with me under President Wilson and make it the national organization that is demanded by these times. We need your loyal and your efficient membership in order that our organization may be truly representative."

"If the Red Cross is not as democratic as you would like to make it, that is probably because you are on the outside looking in. My experience is that no one has the right to criticize who is not in the work up to his neck. I believe we shall obtain a membership of twenty millions, in which all social lines are flung to the winds and an organization representative of the entire people will be created."

NATIONAL PROHIBITION!—It's coming as sure as death and taxes. The national indicator, after remaining stationary for all these years suddenly quivered, then sprang forward around the dial when the national House of Representatives voted to submit the question to the States by an overwhelming majority. "Fall In", for a sinner, sober, decent citizenship.

BY RETAINING the Conservative party in power under the leadership of Prime Minister Borden, the Canadians have declared for conscription and given a mandate for the enactment of such a law. That fact is interesting as a commentary of a people who have had experience of the volunteer principle on the comparative merits of that and the conscriptive principle. It expresses their judgment that a use of conscription is necessary to bring into operation the whole of the country's military power, and as a means of equalizing the burden and human cost of the war. Canada has raised large and, as statistics from the battle front have shown, highly efficient armies. But statistics have shown that some sections of Canada have contributed heavily and others scarcely at all to the human material of this army. Remarkable as the fact is, the French Canadians have been slackers to a degree that has brought down upon them the charge of disloyalty, and their recalcitrance was the occasion and one of the chief causes of the demand for conscription. It was in part to redress these inequalities; to catch slackers, as the phrase had it, but chiefly to enable Canada to send a larger military force to France, that conscription was proposed.

War's Demand for Men With Scientific Training Will Steadily Increase

Secretary of War Newton D. Baker urges men in scientific institutions to continue their training.

"The Government service will demand more and more scientifically trained men," said he, "and I hope those who are in charge of scientific institutions will impress upon the young men the importance of continuing their studies, except to the extent that they are necessarily interrupted by a mandatory call under the provision of the selective service law."

Every effort will be made to use each student's special training in connection with specialized occupations

Some Answers By Draft Registrants Not Open to Public

Answers of registrants on the selective draft questionnaires relating to health and answers under the head "dependency," with the exception of the names and addresses of persons claimed to be dependent, will not be open to inspection by the public without the consent of the registrants.

Imprisonment for not to exceed one year will be the penalty imposed on anyone connected with the administration of the selective draft law who shall make this information public.

DAIRY ASS'N ORGANIZED HERE

Santa Fe Railroad and Nissley Creamery Men Help In Promotion

53 HOLSTEIN COWS PLEDGED ON SPOT

D. L. McDonald Elected President and Jno. W. Sherman Secretary. Campaign After Xmas

A meeting of a small number of seriously interested citizens of this and surrounding counties in the County Court room Wednesday afternoon has all the earmarks of being the first step in a movement of tremendous importance for the welfare of this section.

L. L. Johnson of the Santa Fe Agricultural Department, and Mr. McPheters of the Nissley Creamery held a conference with some twenty-five or thirty business men and farmers from Deaf Smith, Castro and Farmer counties in the interest of dairy work. In this section, and the net result of the meeting was the organization of a Dairy Association, with D. L. McDonald, President, and John Sherman as Secretary. In addition applications were filed for fifty three Holstein milk cows, as follows: D. L. McDonald, 10; C. P. Galley, 8; E. R. Geist of Spring Lake, 5; Leo Wolf, 5; J. S. Wyehe, 5; J. W. Dugan, 5; E. E. Ireland, 4; J. H. Smith, 3; S. J. Rice, 3; and Dr. Stanley of Dimmitt, J. A. Stesall, T. McDermott, W. L. Pickett and Judge Kerr of Dimmitt one each.

These men constitute the charter members of the Association. President McDonald was authorized to run up the list of cows wanted, and announced that he would appoint a man from each one of the three banks in Hereford, and Judge Kerr and Dr. Stanley of Dimmitt to represent Castro county on the committee.

It is the purpose of the Association to begin active work immediately after the Holidays, increase the membership wanting cows, then to send a local man, or several of them, with Mr. Johnson, and perhaps with some other good judges of dairy cows, to Wisconsin and purchase several carloads of tested Holstein cows for use in this section.

W. B. Burford of Lubbock, representing the Dairy Association at that point, attended the meeting and gave an interesting and valuable talk on the work of the Lubbock Association and the benefits the people of this section were receiving from the venture. L. L. Johnson presided prior to the election of the officers, and gave the history of the dairy industry in the United States. He pledged the cooperation and help of the Santa Fe in the movement. Mr. McPheters supplemented Mr. Johnson's talk with facts and data regarding the dairy industry, stated that his Company were investing \$83,000 in plant and equipment at Amarillo to serve this territory, and urged the members to learn how to test out their own cows and milk, and stated that his Company would maintain shipping stations for cream all over this section and pay the highest market prices for the dairy men's products.

Other short talks were made by D. L. McDonald and Messrs. G. A. E. Parker, John Sherman and W. S. Higgins, representing the three banks. All three bankers pledged their institutions to lend money to farmers and stockmen who were known men of character, to the extent of their ability to take care of the investment.

It is the purpose of the Association to put on a week's campaign in this immediate section after the Holidays, to inform the people of the object of the Association. Nothing that has been started in Hereford in years, The Brand believes, is capable of such final beneficial results to the general welfare of the country, and from the earnestness and cordial cooperation manifested by those in attendance it appears certain that the venture will be carried through to a successful conclusion.

Rules for Illumination of Electric Signs Apply Throughout Nation

Orders governing the use of electric signs, made by the Fuel Administration to assist in conserving fuel, apply to the entire country—villages and small cities as well as the larger centers. Among these instructions are: Directional signs on rental stores may be illuminated from one-half hour

after sunset until closing time, but not later than 11 p. m.; such signs on theatres may be illuminated from one-half hour after time or commencement of State fuel administrators.

Enforcement of the orders is in the ment of last performance. Display advertising on theatres and retail stores may only operate between 7:45 and 11 p. m.

According to Secretary Daniels, there was turkey for the Thanksgiving dinner of every man in the Navy. A naval supply ship arrived in European waters in time to furnish the men on the submarine-hunting destroyers with the traditional Thanksgiving fare.

The organization of a Cuban aviation unit to be offered France with complete equipment has been announced in Havana. Probably the Escadrille Cubaine, as the flying unit is called, will be the first body of fighting men from Cuba to serve on French soil.

Me and My Two Thin Blankets.
I'm there with two thin blankets,
As thin as a slice of ham;
A German spy was likely the guy
Who made them for Uncle Sam.
How did I sleep? Don't kid me!
My bedtick is filled with straw,
And lumps, and lumps, and big fat
bumps
That punched 'til I'm raw.

Me, and my two thin blankets.
As thin as the last thin dime—
As thin, I guess, as a chorus girl's
dress—
Well, I had one hell of a time:
I'd pull 'em up from the bottom—
(My nightie's my E. V. D.'s)
A couple o' yanks to cover my shanks,
And then my feet would freeze.

You could use 'em for porus plasters,
Or maybe to strain the soup.
(My pillows are shoes when I try to
shooze
And I've chilblains, rough & croup)
Me, and my two thin blankets,
Buddled up under my chin—
Yes, a German spy was likely the guy,
And, zosh! but he made 'em thin.

—By Corp. G. C. Clarke, 7th Co., C.
A. C. M. Screven, Ga.

ONLY A VOLUNTEER
Why didn't I wait to be drafted,
And be led to the train by a band,
And put in "claim" for exemption,
Oh, why did I hold up my hand?
Why didn't I wait for the banquet?
Why didn't I wait to be cheered?
For the drafted men got the credit,
While I merely volunteered.
And nobody gave me a banquet,
And nobody said a kind word;
The grind of the wheels of the engine
Was all the good-bye that I heard.
Then off to the camp I was hustled,
To be trained for the next half year,
And then in the shuffle forgotten—
I was only a volunteer.
When my little boy sits on my knee
And asks what I did in the conflict,
And his little eyes look up at me,
I will have to look back as I'm blushing
To the eyes that so trustingly peer,
And tell him I missed being drafted—
I was only a VOLUNTEER.

—George Dougherty.

Feed the cull potatoes to hogs. Cook the potatoes thoroughly and mix with corn meal, shorts, or bran. Skin milk is a good addition.



Christmas Groceries

You generally think of the Christmas shopper as one who is hunting gifts and yet probably there is as much shopping just before Christmas in a well stocked grocery store as in any other store. For what would Christmas be without the table delicacies?

We have a full assortment of staple and fancy groceries. Then there is CANDY and the FRUITS for the Kiddies and the Grown-Up's, and FRESH VEGETABLES to vary the menus and make the Christmas cooking a pleasure. If it's to eat come here for it. We always strive not to disappoint.



We appreciate our customers and their patronage. We want to contribute to the pleasures of their holiday season.

W. L. Sullivan Grocery

The Greatest Gift in the World

There will be many breaking hearts on Christmas day. Do your part to keep American hearts from breaking at home—to save American lives from being lost abroad. Do what you can to save a life for Christmas. Never again can you so greatly aid your country in so simple a way.

Instead of giving gold pieces for Christmas, this year, give United States War Savings Certificates. They are the safest and best investment in the world—better than gold. They cost \$4.12 in December, bear a 4 per cent COMPOUND interest, and become worth \$5.00, just by keeping them. Every one you give will help your Government safe-guard our boys abroad. LET US SUPPLY YOU.

The First State Bank & Trust Company

Christmas 1917



Reviving Old Time Yule Customs

SPECIAL efforts are being made by women in many communities to spread a revival of the old customs regarding Christmas. Some years ago a Boston woman with a touch of antiquarian spirit managed to stimulate Boston to revive a pretty Yuletide custom by celebrating its coronation by singing carols in the streets and by illuminating the houses through the placing of candles in the windows. Other cities emulated Boston in this matter. In Carlisle, Pa., a community Christmas tree was lighted in the public square, and its glowing joy was continued all along the streets by lighted candles placed in the windows, many of which showed in the middle of the rooms so lighted up, displayed to the passerby in the night, private Christmas trees, the glitter and beauty of which thus were shared with all.

An objection to this attempt at gladness—at least so far as concerns the use of candles—has been the risk of fire. But these days of electricity or even of gas seem to minimize the idea of danger, and there are different devices that may be applied to do away with all risk in the carrying out of the friendly suggestion. It is advised therefore that the gladness and brightness of the home on Christmas eve be not kept behind closed blinds, and to that end it is suggested that the light from every window, whatever its nature, be permitted to shine into the streets until midnight. The idea of light is associated with all that is good in life. The glow of the crackling Yule log betokened the hospitality ready to greet the stranger at that time, but there was more to it than that. Light in days gone by was supposed to keep off evil spirits.—Sally Wistar in Philadelphia Public Ledger.

The Christmas Bird

ROASTED swan was the Christmas piece de resistance in Chaucer's day, but this dish gave place to the peacock, and the peacock in its turn was conquered by the turkey, when Capt. John Smith, fresh from his Virginian wars, came home to tell the amazed English folk of the bird that he saw parading the new world forests, "exactly like a proud Turk showing off before his harem."

When the peacock was in its glory at Christmastide its plumage was generally restored to the roasted bird and its beak gilded. Sometimes the whole bird was covered with gold leaf and a strip of cotton, saturated with spirit, set alight in its beak—a relic possibly, with the English snardragon and blazing pudding, of the fire worship of pagan days. A lady of noble birth and great beauty was always chosen to bear the bird into the banqueting hall. In the days of tournaments it was over the peacock that the knights, with uplifted swords, swore their oaths of chivalry and valor. The last record of such fare seems to have been not upon a Christmas, but at the banquet given by the duke of Granada to the duke of Clarence, afterward William IV of England.

It must be admitted that golden peacocks and bears' heads have most alluring sounds to one with a good appetite, and the England of old, with its roistering and sinners, seems a most attractive land to have lived in. But the Englishman of today is more than well content to have his carols sung by a little cockney lad, to laugh at the pantomimes in his magnificent comfortable theaters and to feast at home on turkey, mince pie and the blazing pudding.

The Mother's Christmas Gift To Our Friends

It never comes to Christmas but I think about the times
We used to save our pennies and our nickels and our dimes,
And we bunched them all together,
Even little baby brother
Put up something for the present that we always gave to mother.

We began to talk about it very early in December,
'Twas a very serious matter to us children, I remember,
And we used to whisper nightly our suggestions to each other,
For by nothing cheap and tawdry could we show our love for mother.

Hers must be a gift of beauty, fit to symbolize her ways;
It must represent the sweetness and the love that marked her days.
It must be the best our money, all combined, had power to buy,
And be something that she longed for; nothing else would satisfy.

Then it mattered not the token, once the purchase had been made,
It was smuggled home and hidden and with other treasures laid,
And we placed our present proudly in her lap on Christmas day,
And we smothered her with kisses and we fastened her tears away.

Here's a Merry Christmas Game

THE old English game of tip requires the use of enough assorted Christmas candies, nuts, raisins and other dainties to make a small pile upon a table, also a pair of sugar tongs. One of the party is chosen who must retire to seclusion, while the remaining players decide upon one of the dainties in the pile to be known as "tip." The chosen person is then recalled and with the tongs removes pieces from the pile, trying to avoid the piece named tip, of which, however, he does not know the location. All pieces removed belong to him unless he moves "tip," when all must be returned to the pile and the turn passes to the next player, who retires to the other room while another "tip" is named. A player may pass his turn when, after drawing several pieces, he wants to avoid the possibility of losing them through drawing "tip." The game continues until the pile disappears.

With the close of the year's business, and as this is the last month in the current year, we wish to take this opportunity to express to you our sincere appreciation for the courtesies and favors you have shown us in the past. We hope we may merit your future consideration in the future and that it will be a pleasure to serve you freely in whatever way we may be able to help you.

We want you to know, and to feel, that your patronage of us is the value above every thing else that we can give you.

The season's greetings are from
Sincerely,
E. B. Black Co.

E. B. Black Co.

Here's Wishing
You A Merry
Christmas
And A Happy
New Year

1918

It's Christmas Time Again

There's a fire in the grate and a light in the hall,
For it's Christmas time again,
And the sleighbells ring and the children call,
For it's Christmas time again.
It's time for a Christian land to raise
Her loudest psalms of love and praise
For the Holy Babe of the Bethlehem days,
For it's Christmas time again.

There's a wreath of green at the windowpane,
For it's Christmas time again,
And the church bells echo the glad refrain,
For it's Christmas time again.
Oh, it's time to turn with the golden rule
To the friend we doubted and scorned awhile,
To rid our hearts of their greed and guile!
For it's Christmas time again.

—Lalla Mitchell in Ladies' Home Journal.

Raising Christmas Eve Outdoors

W HEN the Christmas eve of 1870 rolled up in a storm from the Gulf of Mexico, Astoria, Ore., was a city of 100 souls. The people who had not slept as the French usually do, in a hotel, were all crowded into the homes of the few families who had the means to do so. The night was cold and silent, except for the distant howl of belated and the occasional howl of an owl. About 11 o'clock the life of day began to die and the sun gradually turned the motion and sinuous trees to a golden green and bathed us in the glow of day. The houses of the so-called "old timers" were lit from a bush close by, and two or three parakeets flew over our heads.

Then one little sleeper after another rubbed his eyes and crept to the foot of the bed to follow the treasures of the Christmas stocking. As the sun rose the tongues were loosened and the "cracks" and trumpets, six of them, were heard in the morning in the manner of the air.

The town worried no one. But when we had had enough we dispersed to seek happiness some of us even went to the beach to have a round of golf before breakfast.—The Heart of the World by Madeline Alston.





Gift Hints

When Santa Says to the Kiddies, the Half-Growns, and the Grown-Ups "There you Are" He Undoubtedly Refers to Our Big Stock of Xmas Gifts----

And Santa sure knows what he is talking about for we have the stock to delight many a heart this Christmas.

For the Little Fellows—

VELOCIPEDES, TRICYCLES, BICYCLES, AUTO and HAND CARS, EX PRESS WAGONS, AIR RIFLES, ICE and ROLLER SKATES, FOOT-BALLS, BASE-BALLS, CHILDREN'S DISHES.

For Mother and Sister or "The" Girl---

Fellows, old and young, you haven't the time for shopping that the ladies have, but you have the same interest in presenting appropriate gifts as have the ladies. Don't worry this year. We have the solution here.

Wouldn't Mother, Sister, or "The" Girl glory in a convenient Electric PERCULATOR, GRILL, TOASTER or TEA URN? We have the goods.

Then you can save somebody a mighty lot of work by buying and presenting a good Electric Iron.

We hardly know who would use the Electric Flashlights and Batteries, most—the boys, the girls, Mother or Dad. Anyhow they are mighty thoughtful gifts.

For "Dad"—

The man, who generally takes the leavings we suggest a few things for his delight. Among them are the Rifles and Shot Guns and the Ammunition to afford him a little outing. Then there are Carving Sets, Flash Lights, Shaving Sets, Lap Robes and Safety Razors.

Or What About—

Roger 1847 and Community Table Silver in Patriotic, Cromwell, and Colonial Designs, Etched Glassware, Perculators and Chafing Dishes, Casseroles, Aluminum Ware, Cut Glass, Roasters?

Young and old are cordially invited to visit this store without the slightest obligation to purchase. Our constructive assistance in selection is cheerfully furnished interested gift seekers. Any gift selected will be reserved until delivery is requested.

Following the Xmas rush it is our hope that the friends of this store may enjoy the full spirit of Christmas and the accompanying joy and happiness the holidays bring.

DUNLAP HARDWARE CO.

The Meeting

by Harry Irving Greene
Copyright
Western Newspaper Union



THE bosom of Sergeant Lyndham was filled to the brim with disgust and loathing. Nor was this disgust and loathing entirely without reason. Months of wallowing like a pig in the mud of trenches does not sweeten the soul, and when it is combined with endless duties in the cold fall-rains of a shell-swept region that is akin to the borders of inferno, the nerves become frayed. Hence had come about the curling of the milk of human kindness which had previously existed within him.

Nor had a few little, midnight surprise parties over the top in which the bayonet had been the principal piece de resistance tended to decrease these sensations. Even being bowled 20 feet by the concussion of a shell had not cheered him. But it had remained for a whiff of poison gas and a squirt of liquid fire to set and solidify his mind to its present condition. Alive, dead, or as yet unborn, Sergeant Lyndham was of the fixed opinion that he did not like the Boches.

And the last 24 hours had been particularly obnoxious from the fact that they had been entirely sleepless. The horizon was still lurid with cannon flashes and the uproar remained mendish despite the fact that it was hours after midnight, but he was accustomed to such things, and knew that once asleep, they would not trouble him. Also, for all he knew, he might dream of something pleasant. He was free now for a few hours with his blankets and was in the act of removing his boots when his captain thrust his head within and motioned for him to come forth. Knowing that something both new and disagreeable confronted him, he arose and stepped out as commanded.

For a quarter of a mile they silently wound their way along a muddy road until the dim lights of a partially shell-ridden house appeared before them. Into this they entered, and the sergeant, casting his eyes about, saw the colonel of his regiment sitting at a table. Saluting he stood at attention.

"Sergeant Lyndham," said the colonel thoughtfully. "A few months ago when you accompanied one of our air-ben over the line and destroyed a plant of the enemy, you did a very brave and skillful thing. For that act you were made a sergeant. To-night we must have another duty performed, and I have selected you because of my confidence in your courage and ability. It is very likely that you will not return, yet war demands its sacrifices. Without knowing more of this new duty do you volunteer to try and accomplish it?" It was plain enough now that there would be no rest or sleep for him again this night, and the sergeant's disgust and loathing mounted accordingly. Yet he managed to swallow them.

"Yes, sir," he grunted. The colonel nodded.

"You are a brave and willing soldier, sergeant. Were it not for the fact that the regiment contains so many men like you I would, sometimes become filled with fear and sadness. Now for the reason I sent for you. You will remember the trenches which run through Thier's woods, do you not?"

"Slightly, colonel. I helped capture them from the Boches at the point of the bayonet."

"And in turn were driven from them by the same amiable gentlemen," Lyndham made a wry face.

"Yes, colonel. But they surprised us most unfairly. It was all very disgusting and made me loathe them."

"I have no doubt. But now listen. We have reason to believe that they have evacuated the position, while it has become important that we regain it. You will follow my reasoning. If the enemy has deserted the ditch we wish to know it, while if he has not, it is equally important that we should know, since we must be advised beforehand what we may expect when we make our advance—whether resistance or unopposed occupancy. Therefore, we are compelled to send someone as a scout to ascertain the conditions."

"And because of the darkness and treetops the airmen are useless?"

"Exactly. Therefore, you will crawl upon your stomach to the wood, going along the better to escape observation. By working your way flat upon the ground and instantly becoming still should their lights fall upon you, you may be mistaken by them for what you are likely to become—one of the dead men of which you will pass many, if you are lucky. Should you return with this information, well and good; if not, we will be compelled to adopt other means to secure our information. You had best plan to arrive there by the first light of day that you may be able to observe conditions. If you find the trenches empty, you will have to run for it coming back. We will be watching and if we see you returning, even though you may not succeed in reaching our lines, we will understand that

you found no one over there. Otherwise, of course, they would not let you come back. You see it is all very simple, sergeant."

"As simple as suicide, colonel."

"I can do no more than wish you good luck. However, you will start at once." With another salute Lyndham turned upon his heel and walked away.

Well upon his way, he lay in the darkness of the field between the opposing battle lines. Over his head shells were hurtling, shrieking of into the distance with the wail of banshees. The glare of search bombs threw their ghostly light upon a field still more chastly. Occasional flings of machine gun bullets swept over him like gusts of cyclone driven hail. He came to a shell crater the size of a cellar, and crept into it. It was half full of mire and the sudden blaze of a rocket revealed horribly torn and bleeding things half-submerged in the drainage water of the hole. Filled with unutterable repugnance he abided his time, and in a moment of pitch-darkness clambered over the edge and resumed his snake-like crawl through the mire.

He reached the wood, found the maze of entanglements and making a breach with his wire-cutter, crawled to the edge of the excavation, peered and listened. No sound came from the blackness below, and he slid over the top. Slightly he sat until the first faint light of morning came peering down through the foliage, then cautiously he began his advance. Around the ferns he zigzagged his way in the gathering light, revolver in hand, seeing nothing but the greasy evidence of the strife that had raged about him. Then he made another sharp turn; he stopped suddenly. Before him, sitting with his back against the wall, was a German, who held a revolver leveled at his breast. Swiftly Lyndham's glance swept the other.

Above the unshaven beard of the one who confronted him the cheeks were the sickly color of death, yellow with the unwholesome color of a mushroom. Mud coated him as an envelope from head to toe, and down his breast a small red trickle was creeping. Slowly the bearded lips parted as words bitter with hate fell from them.

"Ach! You have come again, have you, abominable Englishers! But you return to an empty victory, since we have withdrawn our force to a more desirable place. You may have this abandoned sty in welcome, but first you I shall kill."

Lyndham thought rapidly. Though he had a revolver in his hand, his hand hung at this side, while the muzzle of

the other man's weapon was full upon his breast. Into the eyes of his foe he saw leap the deadly glare of hatred as the grimy hands tightened about the butt as the finger prepared to press the trigger. Sergeant Lyndham had more than half expected to be killed before the war was over, but he never pictured his end as coming like this—at the hand of one who was already little better than a dead man. Yet what was to be would be, and in what he believed to be his last moment upon earth he thought flashed across his mind. For the first time throughout the black night he had just passed he remembered what day this was, and



"A Merry Christmas to You, Fritz," He Grinned.

the sardonic humor of the thing filled him. "Shoot. And a merry Christmas to you, Fritz," he grinned.

Slowly the fingers of the other relaxed. His eyes softened, and a deep sigh came from the heaving chest. The bloodless lips opened again.

"Nimuel! And so it is Christmas morning. I had forgotten." The hand snuck to the ground and the head fell forward. Very faintly the voice was arising.

"Peace on earth and good will to man! What good that I should shoot you, when many more are doubtless at your back—and none of mine? These trenches you have regained—for the time being. Five minutes more and I shall be dead. A die—it is the holiest hour of a man's life as this is the holiest day. Nein. I will kill no more." His face raised, and a faint smile lighted it. "Merry Christmas, Englisher."

Wear a Button

Put a Service Flag in Your Window—Light a Candle Behind it Christmas Eve

The button and the flag are symbols of open-handed patriotism. Between now and Christmas there will be a Red Cross Service Flag in the window of every patriot's home. At 7:30 Christmas Eve church bells will chime, a candle will be lighted behind each Red Cross Service Flag while carol singers go through the streets.

THE RED CROSS MEMBERSHIP FEE, ONE DOLLAR, is so low that every one can afford at least this much. The only man or woman who doesn't take a membership will be the one WHO DOESN'T WANT TO HELP HIS COUNTRY. Such is the judgment the loyal public will pass upon a darkened window this critical Christmas Eve. "I know mine and mine know me" is as true now as it was when first spoken.

Compliments of **RALPH BARNETT.**

"BOXING DAY"

AMERICANS go back to the "grind" on the day after Christmas, smoking the cigars that the wife chose because of the "pretty bands," but the Englishman observes boxing day that day. The name would lead one to suppose something in the nature of a fist encounter, but the supposition is wide of the mark. The "boxing" means simply boxes—the neat little packages presented to the housemaid, the cook, the postman, the policeman, the railway conductor, the dustman. The boxes are now generally quite round, about the size of a fifty cent piece in the great number of cases, and are as much silver as the government thinks best to put into a two shilling piece or a half crown.

CHRISTMAS REUNIONS

HOW many families whose members have been dispersed and scattered far and wide in the restless struggles of life are on this day reunited and meet once again in that happy state of companionship and mutual good will which is a source of such pure and unalloyed delight and one so incompatible with the cares and sorrows of the world that the religious belief of the most civilized nations and the rude traditions of the roughest savages alike number it among the first joys of a future condition of existence provided for the blest and happy! How many old recollections and how many dormant sympathies does Christmas time awaken!—Charles Dickens.

Castro County News

(E. B. McDonald, Dimmitt Correspondent; Fonc 47)

Camp Travis, Texas, Dec. 18-17.—Private Joe C. Greer of Castro County, was transferred from 48th Company, Depot Brigade, to which he has been assigned ever since his entry into the Military Service of his country, to Headquarters Troop, 90th Div. This Troop, called "The General's Own", consists of picked men from this Division, and is the escort of the General on all formal occasions.

The Red Cross Xmas drive is on in Dimmitt in earnest. Last Sunday afternoon a number of Dimmitt Workers went to three communities of the county for the purpose of organizing Auxiliaries and raising Castro's quota of 500 for the Red Cross. At Spring Lake 88 members were secured. Mrs. Millicent Griffith was the speaker of the occasion and her talk was the master-piece of the season. M. Cowart and E. S. Ireland went to Arroyo where they acquired 46 members. Rev. C. F. Kerr and Presiding Elder Moore composed the delegation to Parrott, where 28 joined. Reports from Mule Shoe are encouraging. On next Thursday night it is planned to organize at Big Square, and on Saturday night the Nazareth Colony will be canvassed. We are planning to make the number of members at this place twice the number asked for.

The Bazaar for the benefit of the Red Cross was a grand success, \$187 was secured, which will go into the general fund for the purpose of buying supplies at home. The workroom for the branch is on the second floor of the courthouse and all ladies are cordially and urgently invited to come and aid in the work.

An enthusiastic patriotic meeting was held at the courthouse Wednesday evening. Very interesting speeches were made by District Judge Joiner, District Attorney Hatchell, Attorney Houchen, of Ft. Worth. At the close of these talks Carl Gilliland of Hereford, "opened the doors of the church" and 46 people joined. Besides this about \$25 was added to the monthly subscription list.

E. B. McDonald and Clarence were visitors in Canyon Sunday.

The Dimmitt public schools are to disband Friday for the holidays.

Judge Crindling of Amarillo, was attending court in Dimmitt last week.

Mr. Bill Elliott left Thursday for his home at Arlington.

E. S. Ireland made a business trip to Floydada last week, going Thursday and returning Saturday. While away Mr. Ireland sold half interest in the Hardware business at that place.

Gerdes Brothers who recently bought the Garage here are making improvements on the building, installing a vulcanizing plant and other additions which will make the Dimmitt garage one of the best garages off the railroad in the Panhandle.

District Court is in session this week. There are four cases on docket. The case of Slade vs. Crum; Terrel vs. Perkins; S. J. Vaden vs. Mrs. S. J. Vaden; Smith vs. Rusling.

PARROTT ITEMS

Mr. and Mrs. Will Ewers and daughter and Mr. Lee Hammill left for Fort Worth Saturday where they will spend the Christmas holidays.

Mr. and Mrs. Faye Neely were visitors at the J. F. Hacker home Sunday evening.

Mrs. W. E. Hacker sent Saturday with Mrs. Milton Hardy.

Mr. and Mrs. John Hanlan, Misses Mabel and Florence Hacker and Messrs. Joe Byrd and John Stork were entertained at the Jacob Wagner home Sunday evening.

Mr. and Mrs. John Gilliam have moved from the Metcalf ranch and are living with Clem and Andrew Gilliam.

Mr. and Mrs. B. F. Neely have purchased a new Buick car recently.

Mrs. Clem Maples and daughter are visiting with her parents, Mr. and Mrs. C. Andrew, this week.

Misses Florence Hacken and Annie Wilkerson took dinner with Mrs. Clyde Burke one day recently.

A Red Cross meeting was held at the Parrott school house Sunday afternoon. Judge Kerr, Rev. Fee and Rev. Moore, the Presiding Elder for our district, gave some very interesting talks.

Charlton and Ben Neely have been in Kansas City on business the past few days.

Miss Zula Woods, Alta Renfro and Naomi Hunter and Messrs. Martin Simpson and Carrol Hunter were visitors in Canyon Sunday.

Mr. and Mrs. Elbert Wright and children were Dimmitt visitors Sunday evening.

Mrs. B. F. Neely and son Ned were in Hereford Sunday evening.

Mr. and Mrs. Ben Anderson are moving into the place formerly occupied by Jesse Hardy.

Mr. and Mrs. Leonard Goodloe and children and Mrs. J. Clifton and Mrs. B. Stone and daughter visited at the Emerson Hacker home Sunday afternoon.

Mrs. J. E. McCoy spent Sunday with her mother, Mrs. Wilson.

Churches and Church Societies

TO PRESBYTERIANS

We are anxious to have every member present next Sunday, Dec. 23, as we want to make the Red Cross Membership show 100 per cent of the membership of our church. Be sure and come with the Red Cross id-a and take membership in it, for every member of your family.

G. M. SUGGS.

Christian Church

Morning—"Soul Thirst After God." Evening—"Man's Duty to God and his Fellow-man."

R. W. STEVENS.

Methodist Church

Sunday School: 9:45. Preaching: 11 a. m. Junior League: 3 p. m. Epworth League: 4 p. m. Evening services: 7 p. m. Special music at both preaching services.

Special Notice

The Methodist Church will present "A Festival of the Nativity" on Christmas night, given in Five tableaux.

The church, desiring to help the young people and elevate worship, presents this beautiful pageant, "The Sacred Scenes of The Nativity."

This Cantata will be presented in five tableaux as follows:

1. Three Magi kings and attendants.
2. Shepherds.
3. Herod and attendants; Magi and attendants.
4. Manger scene.
5. Magi worship babe.

Presbyterian Church

(Program for December 23rd.) Sunday School 9:45 a. m. Christmas Sermon 11 a. m. Junior C. E. 3 p. m. Senior C. E. 6 p. m. Praise Service 7:15 p. m.

The Praise Service will be conducted by the Ladies' Missionary Society. In this service appropriate readings will be rendered and much good music will be prepared.

The services for last Sunday, were very good, and especially the Junior C. E. service in which the children had a scripture foot-ball service by repeating Bible verses. At the Senior C. E. meeting occurred a debate by four of the members, Messrs. Ruth Lee, Mary Bradley, Neila Carter and Mr. Glen Boardman, on the question "War is an unmitigated Evil." The affirmative won.

The addresses by Mrs. F. T. Robinson on Red Cross work, and by Mr. R. E. Evans on "The Government Charity Savings Stamp" were very interesting.

Notes from the Baptist Church

Last Sunday was a good day for us, and we feel that good was done. We were delighted with the Sunday School and the interest manifested, and we want to thank the congregation for the close attention they gave to our message. At the evening services a large crowd greeted us again, and the program rendered by the B. Y. P. U. was splendid, and the freewill offering was \$17.52.

The program for next Sunday is as follows:

Sunday School at 9:45 a. m.

Preaching at 11 a. m. and our subject will be "A man with a message."

At 3 p. m. the Junior Union meets, and I want to say this union is doing good work, and we thank Miss Painter for her devotion to this work.

At 6 p. m. the Senior B. Y. P. U. meets, and we want to see every member present. Some important business comes before the union.

At 7 p. m. preaching, and our subject will be "An unchangeable Savior." Again we want to thank all for their presence, and give a cordial welcome to every body.

Your Pastor,

J. E. MCCLURKIN.

Epworth League Program for Sunday, December 23rd, 1917.

Subject: "Christmas Giving." Song service. Prayer—Rev. Terry. Scripture Reading—Matt. 11:1-12. Piano Solo—Elizabeth Black. Talk on Subject—Philip Broadwell. Vocal Solo—Mamie Landrum. Special Talk—Judge Stifton. Scripture references. Business. Benediction. Leader—Miss Metcalf.

V. P. S. C. E. Program for Dec. 23rd.

Subject: "Christmas Giving." Scripture—Matt. 2:1-12. Song and Prayer service. Talk on Quiet Hour—Miss Duff. Information. Special Talk. Song. Prayer.

"What gifts were made to Christ during his ministry?" Harold Kearns. "What gifts are acceptable to Christ now?" Bro. Baker.

"How can we learn to give?" Arthur Rogers. Miss Tarver.

Drives Out Malaria, Builds Up System

The Old Standard general strengthening tonic, GROVES' FASTELESS CHILL TONIC, drives out Malaria, enriches the blood, and builds up the system. A true tonic. For adults and children. 50c.

Fred Hurt, Dorothy Boardman. Business.

The debate, "Resolved that War is an unmitigated evil", held last Sunday was well rendered by the debaters, and some Bible quotations were used in the discussion. We hope to have a similar one soon—this one proving so beneficial.

We have the sure promise of about three or four new members. Keep on coming young people; if ever we did need this Christian training it is now. Let us all help whip the Kaiser and there is only one way to do so, and that is through our Blessed Redeemer.

Hurrah for the boys! In our mid-week prayer meeting contest the boys led with 62.12 per cent of their members present and the girls lost with 52.16-17 per cent present. Two more Sundays yet until the final wind up. Better hurry up girls!

Some not familiar with our Y. P. C. E. may desire to know what work we are doing. Our principles of C. E. will explain it. There are eight chief principles:

1. Definite standards of service and definite commitment to those standards.
2. Open confession of Christ, and speaking for Him according to ability and opportunity.
3. The cultivation of the devotional life by regular prayer and Bible study. As to this third principle let us say that the Endeavor here and every where over America are making desperate efforts to secure members of the Quiet Hour. You will have a membership card for you to sign, which will be sent in to headquarters. You sign, pledging to devote at least fifteen minutes each day to prayer and Bible study.

4. Training in Christian service by a variety of committee work.

5. Loyalty to the church, and regular attendance upon the church services.

6. Generous giving to Christian work.

7. Christian citizenship.

8. International fellowship and the promotion of peace and good will among the nations of the world. These are the aims of C. E., but any young person can join, who is interested in doing Christ's will.

You are cordially invited to attend the Friday meeting of our society held at 6 p. m. in the Sunday School room. Come and enjoy the meeting with us. Entirely at liberty to participate there. Yours very truly, LOOKOUT COMMITTEE.

The Missionary Society of the Presbyterian Church met with Mrs. Stuber Monday afternoon. The regular lesson of Bible Study brought out many new and beautiful thoughts on this ever interesting study.

At the next meeting in the New Year a new line of work will be taken in connection with the old. Every lady is urged to be present at this final meeting of the New Year.

A WAR MEASURE

Never before has the citizenship of the individual been so closely questioned. Never before in our history has the question, How old are you, been asked so often. This question is of State and national importance and affects every man who enlists in the army now being organized. Common justice demands that the exact age of every man be stated and that no slacker be allowed to shirk military duty by misstating his age. If the sacrifices and hardships of this war are to be equally and fairly divided, the age of each man must be a public record else some will evade military service, while others who are not matured, and are under age, will enlist.

Frequent requests are received by the Bureau of Vital Statistics for certified copies of birth certificates for those born prior to 1903 in which the birth registration law was passed and the State has no record of any birth prior to that year.

In order to provide a permanent record of age, parentage, and citizenship of those born prior to 1903, the Bureau of Vital Statistics will accept any certificate where a birth has not been recorded and will preserve for future reference. In order to file such a certificate it must be written on the adopted form, must be complete, must bear the signature of the one attending the birth, or the affidavit of the parent. The certificate should be filed with the city health officer, the county clerk, or sent directly to this bureau. The family physician will be able to assist the parent in filling out the certificate. Every man enlisting in the army or navy should leave a permanent record, establishing his age, parentage, and citizenship and for this reason such certificates will be accepted.

Secretary of Agriculture to Issue Permits for Importation of Ticky Cattle

To increase the meat supply of the country has been lowered for the importation of cattle from the tick-infested Central and South American countries.

Such animals must be slaughtered immediately at ports of entry. For the protection of domestic cattle and to make sure that only wholesome meat shall be produced from this source, regulations governing the importations are very strict.

A permit from the Secretary of Agriculture is required for each consignment of cattle offered for importation.

A Merry, Merry Xmas

TO

Our Customers and Friends

And We Hope to be Instrumental In Making the
NEW YEAR Prosperous for You

"The First National Bank"

HEREFORD, TEXAS

STOP! LOOK! LISTEN!

Fireworks

Sparklers, Firecrackers, Torpedoes, Roman Candles, Sky Rockets, Shooting Matches, and other novelties too many to enumerate. We can tell you best by showing you.

Also featuring Hot Drinks and Lunches, Christmas Candies and Fruit.

THE SWEET SHOP

Phone 139 PAUL C. YOUNG, Prop

SOCIETY AND CLUBS

MRS. F. W. PRICE, Phone 28.

The Delphian Club met at the residence of Mrs. Ray Barber's Monday afternoon, with Mrs. Reid as leader. The lesson of thirty questions on Egypt was a most interesting one. The next regular meeting will be held at the home of Mrs. Conkright; a general review. Leader—Mrs. Ray Barber. The time of meeting will be earlier than usual: The lesson begins at 2:30 promptly as the Music Club has a meeting at 4 p. m. the same afternoon. We do not want the programs to conflict, so be prompt.

The meeting of U. D. C. will be postponed from Friday, Dec. 27th to Friday, Jan. 4th, at residence of E. T. Woodbury. All members are urged to be present as important matters are to come before the organization. You are also promised a treat in the following program:

- Prayer—Mrs. Coulter.
- Song by Chapter—"America".
- Music—Miss Betts.
- "What is Meant by Reconstruction and when Began"—Mrs. J. F. Potts.
- Song—Miss Mamie Landrum.
- "What was the Klu-Klux-Klan and its Object"—Miss Clara Dunlap.
- Music—Miss Mary Dunlap.
- "Blue and Gray no More"—Mrs. Baynor.
- Song—Mrs. J. E. Crouch.
- "Some youthful Hero and Heroines of Confederacy"—Mrs. Tandy.

The hostesses for this meeting are Mesdames J. C. Wilson, C. L. Sullivan and the Misses Woodburns, at the Woodburn residence, Friday, Jan. 4th, 1918. Ladies, come if possible; if impossible, please phone your regrets to either of the hostesses, as it is important that they know how many guests to expect.

The ladies of the Summerfield Auxiliary of the Red Cross, met at the home of Mrs. Jake Roberson on Wednesday, Dec. 12th. The afternoon was spent in making hospital bed shirts.

On Wednesday, Dec. 19th, the ladies met at the home of Mrs. Joe Hucker when seven bed shirts were completed. Mrs. Kelley Gray was a visitor at this meeting. The next meeting will be held at the home of Mrs. Frank Gaspell on Wednesday, Jan. 2nd.

On last Wednesday Mrs. Claude Benton and Mrs. J. P. Robertson, as a surprise to Messrs. Benton and Robertson, in honor of their birthdays, entertained a number of their friends with a six o'clock dinner at the Benton ranch home.

Messrs. Robertson and Benton have recently moved here, and have their cattle located north of town, and during their short stay here have made many friends.

Dinner was served to the following guests: Messrs. Henry Wilkinson, Roy Bruner, Wink Valentine, Chas. Donald, Chas. Sullivan, Ed Johnson and Rat Jowell.

A GUEST.

Christmas Greetings To Our Friends:

You have made 1917 a good year for us and we thank you. May you enjoy the Christmas season immensely and help make our city a bigger, better one for 1918.

"GO AHEAD"

Hereford Light & Power Co.

"DO IT ELECTRICALLY."

Red Cross

(Continued from page one)

seller for her and assisted her with additional funds necessary over and above the soldier's allotment. This was splendid home service for it comforted an expectant mother and by the same effort relieved the worried mind of the soldier's father.

CASE THREE—An aged farmer and his wife had two sons, twenty-five and twenty-two years old, respectively. The older boy was drafted. Two weeks later the second boy was drafted. He died and died. The old folks were distracted not only because of the loss of both sons but because they had a growing crop, their only means of support, without any one to gather it.

Home Service Section marshaled the neighboring farmers, gathered the crop, helped to market it and gave kindly advice and assistance to the old people. That was all that was needed, but it was good home service.

CASE FOUR—Requested by Canadian Patriotic Fund. American citizen enlisted in Canadian forces, leaving a wife and four children in United States. Men formerly earned \$140 per month and \$6000 excellent care of his family. He made an assignment of \$20 of his pay. The Canadian government made an additional separation allowance of \$70, total of \$90 per month. Woman willing to resubmit her mode of living, but to drop from \$150 per month income to \$40 per month was impossible without great sacrifice to health and enjoyment of children.

Allowance Made for Wife.

Home Service Section investigated, found an excellent family and enthusiastically recommended grant of \$10 per month to be added to the \$40. This was enough to relieve this woman of the constant worry and fear which was rapidly driving her to a neurotic condition. There will be many cases like this for the Red Cross.

CASE FIVE—Requested by Commandant of Army Post. Soldier had deserted and when recaptured, gave as his excuse that the fear of his wife and three children starving in Chicago drove him to it.

Home Service Section investigation showed man well known to all charities of Chicago because of his absolute failure to support his family and his frequent desertion and long absence from them. Soldier compelled to make an allotment of \$20 per month for their support, and at wife's request (this being her first dependent income from him) man was kept in the army. Our Home Service report helped the commandant, too, for he no longer felt like a brute in handing this "poor man" and began at once to make a real man out of this soldier.

Hospital Units Replaced.

In the recent German offensive which resulted in the invasion of Italy, the Germans captured 86 hospital units attached to the Italian army. Thousands of Italians were wounded in the movement, requiring immediate medical assistance. The Italian army was unable to furnish them. A quick call was put in for the Red Cross and within a few hours Red Cross surgeons, Red Cross nurses and Red Cross supplies were being rushed to succor the thousands of wounded Italians.

Here, indeed, in all these cases, is proof of the necessity and the practical worth of the Red Cross; here, also, is infallible proof that every citizen of the United States should be a member of the Red Cross.

In the Christmas drive for members, which is to begin Dec. 11, membership will be issued upon the payment of \$1.

With each \$1 membership there will be given a Red Cross service flag which it is desired members will display in a front window Christmas Eve from 7 to 9 o'clock. The flag is transparent and with a lighted candle behind it will make a most impressive patriotic display.

Is the blood in your veins RED? If it is YOU will have a Red Cross service flag in YOUR window Christmas Eve, and when the news is flashed to the battlefields Christmas morning that 2,000,000 people in the Southwest have declared "We are behind the boys in the trenches" down in your heart you may be thankful that it has been your privilege to be one of those to send this inspiring message.

Mrs. J. M. Crow spent Wednesday in Amarillo.

Dr. Faris Has Not Forgotten Hereford During His Travels

The Brand is in receipt of an appreciated letter from the Rev. G. A. Faris, now located at Mission, Texas, in which he states that owing to the impossibility of writing all his friends in Hereford he has prepared a joint letter to them all. The letter follows:

Mission, Texas, Dec. 18th, 1917. To My Many Friends in Hereford:

I have just received the Brand and it is like getting a letter from home. To read Mr. Evans' appeal on the behalf of the Red Cross, and the Brand's report of the splendid record made by the local chapter, supplemented by the frequent admonitions to keep the record high is an inspiration and makes me wish I was there to join the forces in this holy cause. But as this can't be I beg to have fellowship, and that I may I am sending herewith the money for the renewal of membership for myself and wife, and ask that it be given to the proper authorities. I like the plan of listing the names of both the helpers and those who won't help. Any one who will not help in this divine cause is, whether consciously or unconsciously helping the Kaiser, for his sinking of hospital ships and shelling hospitals in which were sick and wounded, shows that he would like to see all America boycott the Red Cross.

That "Beautiful wedding" at the courthouse must have been rich. I would like to have seen that bridal party for I know they must have looked stunning, but when it comes to kissing the bride, well—I beg to be excused. Well, here we are down here in what these people love to call the "Magic Valley." The valley is here all right, but the magic seems innocuous. If it isn't magical or even wonderful it is strange as compared to the plains. Just think of it, here it is the 18th of December and green corn, tomatoes and radishes, besides the table every day. In the fields can be seen acres of growing cabbage in all stages from small plants just set out to heads ready for market. Green beans and many other succulents, peas and peas still green and flowers in full bloom. Have been here nearly four weeks and have had fire on three or four days.

There is no inconspicuous from coal, but one longs for the whiff of pure dry air and a slight of the sun. I haven't seen the sun in nearly two weeks and am wondering if it looks like it used to. I think of the old song, "The sun don't shine like it used to did. Things are about evenly balanced."

The citrus fruit proposition is very attractive. It is a pleasing sight to go into an orange or grape orchard and see the golden, juicy fruit. It is also a profitable crop when there are not too many contingencies. Disease attacks both tree and fruit and this has to be combated, then sometimes, as last year, a cold wave comes down from the north and cuts the crop short. There are many things I could say in favor of this country, but it isn't all golden. This country has its pests, its hindrances and its misfortunes the same as other countries. You can't get all the coons up one tree.

There are many dear friends in Hereford to whom I would like to write, but my faithful old Oliver, which has done yeoman service for fifteen years was never good in orthography and hasn't improved notably, standing the many soundings I have given it besides. Uncle Sam refuses to let his boys carry my letters unless I put another cent on the envelope. I hope some of them will take this as a personal message. Wife and I are both well.

G. A. FARIS.

J. P. Posey and J. G. Wadsworth, of Slaton, have leased a ranch west of town and have moved several hundred head of cattle there for the winter. Owing to the drought in their locality they were compelled to move to grass.

These gentlemen have traveled extensively over the southwest for the past ninety days, but when they reached Hereford they immediately decided to locate for the winter.

Both Messrs. Posey and Wadsworth are well pleased with our country and expect to locate here permanently with their families.

Mrs. J. M. Crow spent Wednesday in Amarillo.

Star Theatre

FRIDAY, DEC. 21

We present for your approval Little Miss Mary Miles Minter—Mischief Made Mary, in "ANNIE FOR SPITE". Miss Minter is one of the most loved little stars of to-day. If she does not please an audience they can not be pleased. We know you will be pleased with "Annie for Spite." A single reel Strand Comedy featuring BILLY RHODES whose irresistible charm has made her a genuine favorite among the ladies. Strand Comedy are not rough slap stick comedies, but good clean true to life comedy. A single reel Patriotic picture—"Who leads our National Army?" 10c and 25c

SATURDAY

We present for your approval a William Fox feature which we guarantee to please. We canceled Fox Features but reconsidered our cancellation and will still give you Fox for Saturday as we do not think there are better features made. We endeavor to get the very best pictures made at all times and know that the people appreciate good pictures. Matinee: 10c and 15c. Night: 10c and 25c

MONDAY MATINEE and NIGHT

We present for your approval a genuine War picture in Eight parts, every foot taken on the FRENCH FRONT, the title "HEROIC FRANCE". This picture was taken with the sanction and approval of the French Government. It shows the relief work of the base Hospitals; it illustrates the Aviation service; it shows the heavy artillery in action. It shows close-up views of the attacks on the enemy. Some of the views were made in the front line trenches. It will give you an idea what our boys are to contend with. Matinee: 10c and 25c. Night: 10c and 35c

TUESDAY

You saw Harold Lockwood in "UNDER HANDICAP" and "PARADISE GARDEN" now will you want to see him in the "SQUARE DECEIVER." It cannot be disputed but what HAROLD LOCKWOOD is one of the greatest actors today. In the "FRANCIS PERRY ELLIOTT" novel play the "SQUARE DECEIVER" is another LOCKWOOD triumph. Chapter two of "The Fighting Trail", the story of Y-Barra. "The Fighting Trail" is the greatest serial that has ever been produced. 10c and 25c

WEDNESDAY

Aircraft Picture Corporation presents for your approval "MARY PICKFORD" in "A POOR LITTLE RICH GIRL." A poor little rich girl should charm every one that sees it regardless of age, and teach a moral that is well worth learning. With the inimitable MARY PICKFORD in the stellar role and staged by a master, this subject will strike a chord of favor among the young and old alike for its power to entertain, educate, and surprise. Prices: 10c and 25c.

THURSDAY

Greater Vitagraph presents for your approval EDWARD EARL and BETTY HOWE in "FOR FRANCE". You will find in this picture some genuine thrills with an American hero and a French heroine. You will find this picture to be a standard Vitagraph picture. "FOR FRANCE" presents a War story that is most entertaining, not too heavy, but just right to please all classes of people. 10c and 25c.

Coming Wednesday, Jan. 2nd., William S. Hart in "THE NARROW TRAIL"

STAR THEATRE OFFERINGS

Harold Lockwood has been seen in romantic drama, melodrama and farce, and in "The Square Deceiver" his latest Metro wonderplay, which the management of THE STAR Theatre has booked for next Tuesday, CHRISTMAS DAY, we find him playing a comedy role.

True, there are impressive dramatic moments in which Mr. Lockwood figures in "The Square Deceiver," but for the most part his role of Billy Van Dyke is a comedy character—a broad kind but of the light and breezy variety.

"The Square Deceiver" is described by Francis Perry Elliott, the author of the novel, "Love My for Myself Alone" from which the photoplay was adapted, as a joyous comedy of youth and love. Billy Van Dyke, the principal character, is a multi-millionaire society man, who in order to learn if his "dream girl" loves him for himself alone, poses as a chauffeur. By his action he upsets the carefully laid plans of one particularly designing mother and thrusts himself into a whirl of surprising action.

On Wednesday, December 26th the STAR Theatre will present the world's most popular screen star, Mary Pickford, in her latest subject for Artcraft Pictures, "A Poor Little Rich Girl," adapted from the well-known Eleanor Gates' story and play of the same name.

A tale of particular heart appeal throughout, offering many smiles and situations of humane charm, "A Poor Little Rich Girl" affords the huculic opportunity for the popular Mary Pickford a screen play which allows the foremost motion picture favorite ample opportunity to portray touching situations as only she can.

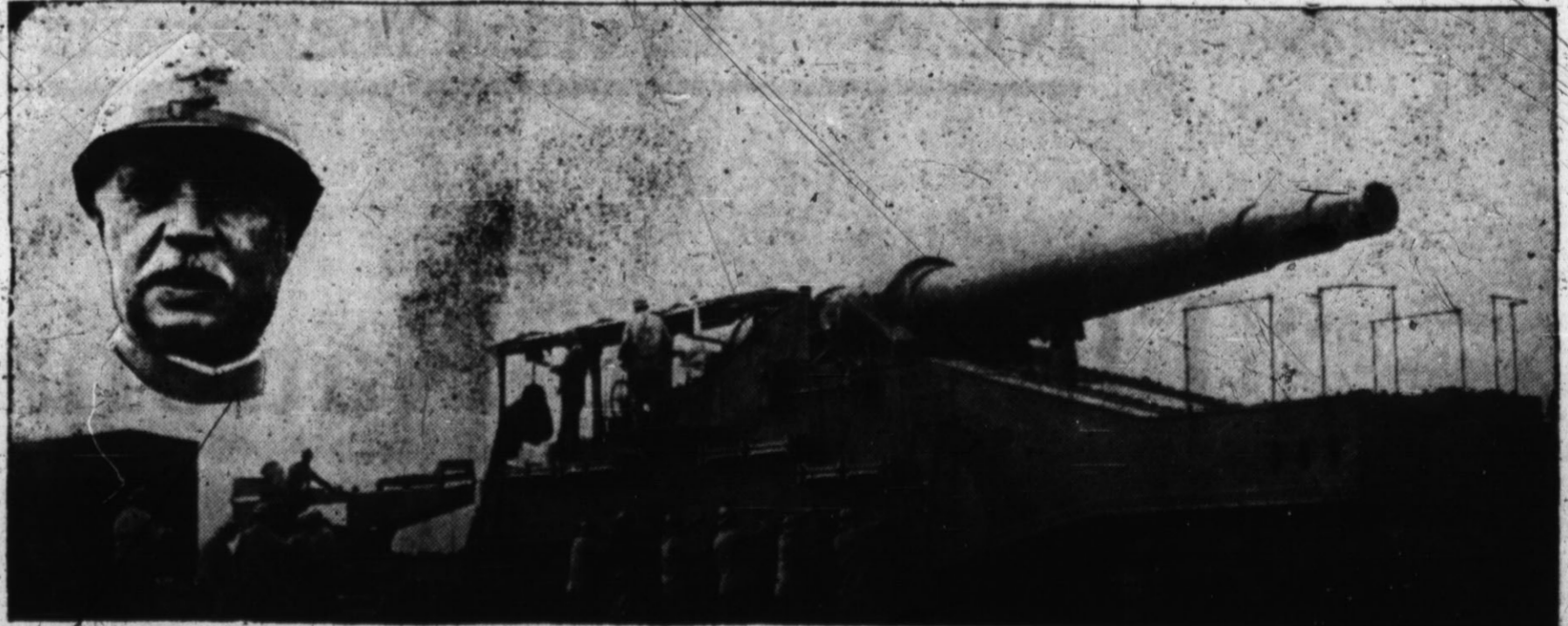
Notice to Our Customers

After January 1, 1918 we will discontinue giving trade certificates or coupons, but we will redeem all that is out just as we have in the past. GEORGE A. STAMBAUGH, Dry Goods Store.

APPLES!

I still have some of those fine Colorado apples on track—will all be gone by Saturday night. G. W. BRUMLEY.

Coming To Star Theatre Dec. 24 Matinee and Night



Elaborate and an relief of clearing house of Paris France; HEROIC FRANCE but Allies in action by Merol Lavey in Eight stupendous parts. This is a picture taken on the battle front in France—there are no fake or acted scenes; they are all real, just as it happened at the front. This is your chance to see what our boys are up against. All money paid on rental for these films go for relief work in France. Remember Eight reels of genuine war pictures Monday Dec. 24th. Matinee 3 p. m. Night 8 p. m.

ADMISSION: Matinee 10c and 25c; Night 10 and 35c.



Family Dr. and Santa Claus are coming to our Drug Store for their Christmas Gifts.

IT WILL NOT COST YOU A "FORTUNE" TO COME TO OUR DRUG STORE AND BUY EXQUISITE PRESENTS FOR EVERY MEMBER OF YOUR FAMILY AND FOR YOUR FRIEND...

BETTS-CLARK, DRUGGISTS THE NYAL STORE

BUSINESS OPPORTUNITIES

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

FOR SALE—1 span of three-year-old mules, one large mare mule, two good horses, and a few good sows with pigs.

FOR SALE—About 30 good young cows and span of good mules.

FOR SALE—Good heating stove.

WANTED—To buy one section of land within 10 miles of Hereford, Owners only, considered.

FOR SALE—One or three fine sections raw land, well located.

BASKIN LAND COMPANY Hereford, Texas. Resources \$25,000.00. In Hereford since 1906.

FOR SALE—Ford, 1917 model, run about 1200 miles—in first-class condition.

STRAYED—To my place one mile east and five miles north of Hereford, cow branded I C left hip, and lamb H right hip.

LOST—A Suit Case and Duck Overcoat on road west from town.

WANTED—To buy about 20 sections and half sections of land in Deaf Smith, Castro, and Parker counties.

FOR SALE—One six room house, well and wind mill, and one-half interest in well on line 807-Miles Avenue.

WANT ADS—Will be run until ordered out unless special number of times is given.

FOR SALE—100 acres raw land, 10 miles from Hereford, one mile of school house.

FOR SALE—A resident, about seven rooms, good location.

FOR SALE—A resident, about seven rooms, good location.

STRAYED—Mottled-faced cow, brand red bar above S on right hip.

Notice to Our Customers—After January 1, 1918 we will discontinue giving trade certificates or coupons.

LOST—Small folding black purse, containing money and other articles.

FOR SALE—For a few days we offer a Beautiful, large, close in home at a bargain.

FOR SALE—160 acres; all smooth high grade land, can be irrigated.

FOR SALE—160 acres unimproved, 11 miles south.

LOST—Near high school, automobile crank.

FLOWERS—Place your Christmas order now.

NOTICE TO STOCKMEN—Those wanting to dip see us in regard to making arrangements.

FOR SALE—Two registered Bull calves.

QUARTER SECTION close to Hereford with up-to-date improvements to trade for land farther out.

LOST—White faced yearlings, brand red two bars eleven left hip.

STRAYED—Large, white faced cow from Elliston place east of stock yards.

FOR SALE—Bundle feed, four and six miles north of town.

FOR SALE—1-4 sec. of land in shallow water, adjoining three large irrigated farms.

LOST—Soldier's Kit, Saturday, 4th, between the stores of D. R. Guss and Geo. A. Stambaugh.

LOST—Air Eastern Star pin, Saturday, Kinder please return to the Brand Office.

LOST—Crank to Hudson car, about two weeks ago.

FOR SALE—A dandy 160 acres raw land, 3-2 cash, balance one to four years, 6 per cent.

WAR RECIPES (By Leibel Gordon Carpenter) Indian Griddle Cakes

FOR SALE—A resident, about seven rooms, good location.

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School Kiddies Give Impromptu Parade For the Red Cross

In an outburst of patriotic fervor, the school children of Hereford hastily organized an impromptu parade Friday afternoon.

The long line of kiddies was dressed out in variegated costumes, running principally to red, white and blue, and was interspersed at intervals with banners urging membership in the Red Cross.

The parade had not been advertised and few of the citizens were privileged to witness the spectacle.

EXCAVATION BEGINS ON LAMBERT AND WILSON BUILDINGS

Excavation work for the new modern building to be erected by Frank Lambert on the lot adjoining the D. F. Ashbrook residence was begun last week.

Messrs. Paul and Flockner also have the contract for the erection of the Earl H. Wilson brick furniture building next door to the Ford Garage.

The ordinances of the City of Hereford forbid the discharging of fireworks, roman candles, rockets and other fire-works on or across any public street, or alley or any other public place within the city.

The State Fire Marshal has made an urgent appeal this year to all municipal authorities to take every precaution possible to prevent fires from the discharging of fire-works.

The fire loss in Texas from fire-works every Christmas has been enormous.

I request the cooperation of all the people of Hereford and especially of the parents in helping to enforce the City ordinance on the subject so as to prevent an accidental fire.

FOR SALE—A resident, about seven rooms, good location.

FOR SALE—A resident, about seven rooms, good location.

FOR SALE—A resident, about seven rooms, good location.

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FOR SALE—A resident, about seven rooms, good location.

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Charles Dickens said:

"May YOU Have a Good Time This Christmas"

I have always thought of Christmas apart from the veneration due to its sacred name and origin.

ORR'S TAILOR SHOP

Miss Zola Williams who is attending St. Mary's school in Dallas, will arrive in Hereford Saturday to spend the holidays with her parents.

John Estes returned today from an extended visit with friends in Illinois.

Mr. and Mrs. J. M. Suggs and son George went to Amarillo Friday to accompany Miss Susie, their daughter.

Small or dirty eggs should not be placed on the market.

Mr. and Mrs. W. L. Sullivan spent Friday in Amarillo.

Born to Mr. and Mrs. Roy Botzford at the home of the latter's parents southwest of town, on Dec. 12th, an 8 pound baby girl.

Mr. and Mrs. J. M. Suggs and son George went to Amarillo Friday to accompany Miss Susie, their daughter.

Mr. Chas. Fertsch of Hallettsville, Texas, visited his brother, Mr. L. M. Fertsch, between trains Wednesday.

TWO SIXES now on display ONE FOUR at Ford Garage. TUDEBAKER AUTOMOBILES. See me. Luther Hough

CLOSING OUT XMAS SALE. Between now and January first I want to sell all the land I have listed. Come see me while this sale is on. I Will Appreciate your business. E. F. CONNELL Hereford, Texas

IF YOU WANT A HOME INVESTIGATE THESE. Good 6 room house, 4 closets, bath, small kitchen, house, porches, well, mill, 2 cellars, lots of trees, etc., 5 acres of ground well located. Price \$2900. TERMS \$500 cash balance 1-2-3 years, 8 per cent.

Santa Fe Christmas-New Year Holidays 1917-1918. There will be no reduced fares account Christmas or New Year Holiday Season 1917-1918, from Texas to interstate destinations, or between points within the State. L. I. GARTON Local Ticket Agent Santa Fe.

CHRISTMAS OFFER. 50c size Face Powder, 50c size Shampoo Powder, 25c size Tooth Paste, 25c size Cold Cream. \$1.50 Value Prepaid, 50c LABORATORY PRODUCTS CO. Box 244 Amarillo, Texas

Catarrh Cannot Be Cured with LOCAL APPLICATIONS. Catarrh is a blood or constitutional disease and in order to cure it you must take internal remedies. HALL'S CATARRH CURE taken internally, acts directly upon the blood and mucous surface.

FOR QUICK SALE. A pick-up in an Improved, four section Ranch, solid body, well located, 15 miles South of Hereford. Price \$15 per acre Bonus will carry \$25,000 one to ten years at 8 per cent. 47-2t ELLISTON REALTY CO.

LISTEN! Call at our place of business and look over our plan books. They will give you helpful suggestions about building. Phone us or drop us a line if you would like us to bring these plans to you. Rockwell Bros. Lumber Company

Ordinance No. 119.

An ordinance to be known as ordinance No. 119 establishing fire limits in the City of Hereford, and prescribing material to be used and manner of constructing all buildings within said fire limits.

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF HERFORD:

Sec. 1. The following described territory shall constitute the fire limits of the City of Hereford, and all property within said territory is within the fire limits of the City of Hereford. All of blocks 17-18-19-24-25-26 and the east half of 27 and the west half of 10-11 and 16 of the original town of Hereford.

Sec. 2. It shall be unlawful for any person, firm or association of persons to build or erect, or cause to be built or erected within the fire limits of the City of Hereford as constituted, established and designated by section one of this ordinance, any building or part of a building or any addition to a building unless the outside, and party walls thereof be made of stone, brick, tile or concrete, and unless the roof thereof be made of slate, tile, metal, composition or other non-combustible material.

Sec. 3. It shall be unlawful for any person, firm or association of persons to build or erect over any sidewalk within the fire limits any awning, shed or gallery be covered and ceiled with metal, asbestos or other non-combustible material.

Sec. 4. Every building hereafter erected within the fire limits of City of Hereford, shall have a parapet wall extending all around and at least three feet above the roof, and whenever any roof or upper story of any building within the fire limits is supported by pillars, such pillars shall be made of brick, stone, concrete or iron.

Sec. 5. It shall be unlawful for any person, firm or association of persons to enlarge, or build an addition of any size or kind whatsoever, to any building within the fire limits of the city of Hereford, the outer walls of which addition are in whole, or in part built of any material other than brick, stone, tile or concrete.

Sec. 6. It shall be unlawful for any person, firm or association of persons to repair any building within the fire limits of the City of Hereford, the outer walls of which are constructed of wood or other combustible material where said repairs exceed 10 per cent of the value of such building.

Sec. 7. It shall be unlawful for any person, firm or association of persons to keep for sale within the fire limits any hay, straw, fodder, shucks, shavings, or other combustible material, in any lot or place, or in any wooden structure of any kind; provided that hay in bales may be kept for sale in stone, brick, tile or concrete buildings with metal, tile, slate or composition roof.

Sec. 8. That the accumulation of boxes, barrels, or other combustible material within the fire limits of this city, in yards without roof or protection is hereby prohibited.

Sec. 9. It shall be the duty of any person, firm or association of persons erecting any building hereafter within the fire limits of this city, of more than one story in height, to have a scuttle or scuttles made in the roof of the same, with a ladder leading thereto, and the City Commission may at any time order the owner or person in control of any building in the City to have scuttles made in the roof, or adopt such other measures or regulations as they deem necessary for protection against fire.

Sec. 10. It shall be unlawful for any person, firm or association of persons to remove any frame building or any other building the outer walls of which are constructed in whole, or in part of wood, from any place outside of the fire limits to any place within the fire limits within the City of Hereford.

Sec. 11. It shall be unlawful for any person, firm or association of persons, to remove any frame building or any other building the outside walls of which are constructed in whole or in part of wood, from any place within the fire limits of the City of Hereford to another place within such fire limits, unless it shall be moved on the east 1-2 of Block 19 or onto the west 1-2 of Block 10, Block 24 or Block 25.

Sec. 12. It shall be unlawful for any person, firm or association of persons hereafter to open or establish within the fire limits, any lumber yard for the sale or storage of lumber, laths, shingles, sash, doors, or any wooden building material of any description.

Sec. 13. Any person violating any of the provisions of the ordinance shall be guilty of a misdemeanor and upon conviction thereof shall be fined in any sum not exceeding two hundred dollars.

All ordinances and parts of ordinances in conflict herewith are hereby repealed.

Adopted Oct. 30th, 1917. Attest: J. E. Crouch, City Clerk. Approved Oct. 30th, 1917. Wm. M. Knight, Mayor.

All Manufacturers, Dealers and Users of Explosives Required to Have Federal License

The 65th Congress passed an act to prohibit the manufacture, distribution, storage, use and possession in time of war of explosives, providing regulations for the safe manufacture, distribution, storage, use, and possession of the same, and for other purposes.

The law does not apply to explosives or ingredients while being transported upon vessels or railroad cars in conformity with statutory law or Interstate Commerce Commission rules; nor to small arms or shotgun cartridges.

Every person, firm or corporation that in any way handles explosives or ingredients are required to have license for the purpose and the local Licensor will furnish all information and blanks.

This law is now in effect and any violator is subject to a fine of not more than \$5,000 or by imprisonment not more than one year or by both such fine and imprisonment.

The following is a copy of the Certificate authorizing A. O. Thompson to issue licenses etc.:

Department of the Interior, Bureau of Mines

This is to certify that A. O. Thompson of Hereford, State of Texas, is hereby appointed EXPLOSIVES LICENSING AGENT in Hereford, County of Deaf Smith, State of Texas, and is duly authorized to execute and fulfill the duties of that office according to the Act approved October 6, 1917, (Public Law No. 68, 68th Congress).

W. M. MANNING, Director, Comptroller.

Dated December 12, 1917.

Y. M. C. A. Check From This County. Totaled \$1825.61

Deaf Smith County's check for \$1825.61, amount paid in on promised donations to the Y. M. C. A. fund, was gladly received by the State Comptroller's committee, as is attested by the following letter from Dallas headquarters:

"Dallas, Texas, Dec. 15, 1917. Mr. G. A. F. Parker, Hereford, Texas. Dear Mr. Parker:

I take pleasure in acknowledging receipt of your letter of the 13th enclosing check No. 8054 for \$1825.61, as a contribution to the War Work Fund of the Young Men's Christian Association, from the citizens of your city. On behalf of the Texas War Work Council of the Y. M. C. A., I desire to thank, through you, every one who has taken part in any way in this noble mission.

If you have not already done so, I hope you will get a list of the individual donors and send to this office for record.

Yours very truly, E. B. BROWN, Treasurer, R. L. BREWER, Office Secretary.

In this connection Treasurer Parker calls attention to the fact that several donations to this fund were made which were never paid. The county records on official file would look much better with no unpaid donations inscribed thereon, and Mr. Parker urges those still indebted to this fund to turn in the money as soon as convenient.

With 1,500,000 h.p. developed and 5,000,000 h.p. undeveloped, the water-powers of the South offer a splendid field for the erection of electrochemical and electrometallurgical plants.

Two Thirds School Children Enroll in Bible Study Class

Do the people of Hereford realize the fact that two thirds of the public school pupils are now voluntarily taking Bible lessons from a trained teacher as an independent adjunct to their regular studies? Fact. It was brought out during the most excellent little Musical Program rendered by the Grammar Grade pupils at the school auditorium Wednesday morning.

Each grade gave a selection from the Psalms from memory, and the entire Twenty-Third Psalm was given by one pupil.

The study of the Bible in the public schools was instituted this year, and is not connected with the school proper, owing to constitutional questions, but is supported by private donations of local citizens. The entire amount needed for the year has been raised and paid, and the results obtained, both in attendance at the voluntary classes, and in accomplishment have far exceeded the expectations of the promoters of the idea.

The Musical Program of the Grammar Grades Wednesday was a treat. The Third grade deserve special mention, while the Anvil Chorus, a rather difficult composition, as rendered by the Sixth Grade, made a tremendous hit with the audience. The singing of the children has advanced wonderfully under the tutelage of Miss Taylor, who should be complimented upon the efficiency of her methods.

The program rendered Wednesday follows:

- 1. Mrs. Fertch's room—"On Xmas Day in the Morning."
2. Mrs. Smith, Miss Wilson, Mrs. Watson—"Little Town of Bethlehem."
3. Bible Reading, 23rd. Psalm—W. L. Parker.
4. First and Second Grades—"A Letter to Santa Claus."
5. Christmas Song Mrs. Garrison, 6th room.
6. Bible Reading: Luke 2:8-14.
7. Special—Third Grade.
8. Anvil Chorus—6th Grade girls.
9. "Holy Night."

LEMON JUICE IS FRECKLE REMOVER

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

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

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

Eight years ago the bond represented by motors in the steel mills of this country called for a generator capacity of around 15 kw. Today the motor load 75,000 kw. During the past two years the increase in the use of electrical energy as measured by the increase in generator ratings is in the neighborhood of 200 per cent.

Small or dirty eggs should not be placed on the market. Use them at home.

Advertisement for a flashlight: FREE This \$1.00 FLASHLIGHT POST PAID. We want every taxpayer to have one of these wonderful brilliant ELECTRIC FRENCH FLASHLIGHTS... HIGHEST PRICES FOR FURS!

RED CROSS NOTES

News of the Local Work. Shipments of goods go out as fast as workers complete them. This week will be shipped a box of surgical dressings containing the following:

- 22 pkgs. (540) 9x9 Compresses.
28 pkgs. (560) 4x4 Compresses
5 pkgs. (200) Sponges
30 pkgs. (150) Gauze Rolls
19 pkgs. (380) Gauze Strips
37 pkgs. (740) Wipes
23 pkgs. (46) 12x18 Paperback pads

In a few days the Chapter expects to pack a regulative box to be sent direct to France. It is hoped all Societies working on the bed shirts will complete the unfinished garments and send them in by Saturday so the box can be shipped at a very early date.

Do you wish to remember both your friends and the suffering and needy at Christmas? If so get the Red Cross Christmas Remembrance Card. You can pay into the local treasury any amount from twenty-five cents up and mail to your friends. On this card are the words, "My Christmas Remembrance to you is a Red Cross contribution." The amount is not stated. The Secretary will sign it and place the amount in local chapter. Apply to E. T. Evans, F. T. Bolson; also Fox's store will take orders and place them with the Secretary.

The question is asked, are we expected to work during the holidays? Are the men in the trenches taking a holiday, are the nurses and doctors? Are suffering and starvation taking a holiday? Ask yourself the question. The work rooms will be open every day but Christmas day "As we have done it into the least of these, ye have done it unto me" are the words of Him in Whose honor we keep Christmas Day.

Automobile Dealer Wanted. CANNON BALL MOTOR COMPANY, TEXICO, NEW MEXICO. Wants to contract with reliable party to sell Automobiles, Ford Tractors and Trucks; no experience necessary. Strong new company with \$10,000,000 capital. Get in on the ground floor of this Giant Western Company and go the way to success. Apply to G. A. ROBERSON BROKERAGE COMPANY, Organizing Representative, Texico, New Mexico.

TAKE IT IN TIME. Just as Scores of Hereford People Have. Waiting doesn't pay. If you neglect kidney backache, other kidney troubles often follow. Doan's Kidney Pills are for kidney backache, and for other kidney ills. Hereford citizens endorse them. Mrs. G. W. Brumley, 25 Mile Ave., Hereford, says: "Whenever my back has been weak and has begun to ache, I have gotten a box of Doan's Kidney Pills at Betts-Clark's Drug Store. They have never failed to relieve me. I also recommend Doan's Kidney Pills for children, who suffer with weak kidneys." Price 60c at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the name that Mrs. Brumley had. Foster Milburn Co., Props., Buffalo, N. Y. Cereals and other food should be kept in glass jars or tin cans whenever possible. This will keep rats, vermine and mice away.

Merry Christmas. When we think of the Holidays we naturally think of the good things to eat—many special dishes out of the ordinary—those that make the real Christmas spirit. We want to be of service to you in making your holiday table a success. To insure this success we have prepared in stock most of the goodies that will enter your menus during the festal season. We have much of the staple foods that you will want and need. Then we will have a nice assortment of Christmas Nuts Candis and Fruit. To those who have helped us make this a successful year we extend our thanks and good wishes. May your holidays be bright and your 1918 full of health and happiness. Cardwell's Grocery.

Chevrolet Cars, Oakland Cars, Mitchell Cars, Smith Form-a-Truck, Chevrolet Parts, Oakland Parts. Witherspoon & Stubbs, Agents Hereford, Texas. SOME USED CARS ON HAND. CHEVROLET logo.

A Very Merry Christmas To All. That is our wish for every one of you, old and young, patrons and friends. We trust that by next Christmas America will have successfully ended the world's greatest war and that we will have very much indeed to be thankful for. WITH GOOD WISHES FOR ALL, and a hope for peace and prosperity for you and your during 1918 we go on record with our Christmas sentiment. E. W. Harrison, Phone 76.

Merry Christmas

The Birth of Christ

AND there were in the same country shepherds abiding in the field, keeping watch over their flock by night. And lo, the angel of the Lord came upon them, and the glory of the Lord shone about them; and they were sore afraid. And the angels said unto them: "Fear not, for behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David, the Savior, which is Christ, the Lord. And this shall be a sign unto you; ye shall find the babe wrapped in swaddling clothes, lying in a manger." And suddenly there was with the angel a multitude of the heavenly host praising God and saying: "Glory to God in the highest, and on earth peace, good will toward men."—St. Luke 2:8-14.

The Gift Divine

By WM. BRADFORD DICKSON

At this fair Christmastide, When joy bells ring out, The song of plenty and ring in The reign of peace throughout This wonderful land of ours— The while across the sea— Old Mother Earth is drenched with blood And hate and carnage rages supreme, While sucklings wait for milk And children faint for lack of food, While strong men fall beside the way And homeless women kneel in prayer— I do not ask for gifts Of frankincense and myrrh Or gold of Gaius or of silver joy, Or jewels rare or priceless merchandises, Of marble halls or vast estates, Nor even the costly homage of mankind; But this—

That I may give each day full-meed Unto the willing mind and heart Of light of Truth and warmth of Love, Of matchless skill in comfort's art— That magic all-transforming touch Which heals the leper's spots And turns to naught the wounds and scars Deep scored upon the heart of man On life's great battlefield. That I may bind earth's broken hearts, Lifting up the drooping heads Of the oppressed and burdened ones, That I may plant within young hearts A deeper longing for the Right— Of duty for the hapless weak, And those who suffer daily throes Of hunger, pain, disease, neglect; That I may know forgetfulness For daily sights and wrongs; That I may hourly grow In love of liberty, of friend and foe, And all the world; May grow in love—a fruitful love For all the beauty and true In nature, art, the heavenly realm And for the noble deeds of all mankind; That I may fill the widening hours of life With courage, cheerfulness, and hope; That I may help my fellow man Behold the dawn beyond the storm, The gentle calm beyond the storm, These are the gifts I crave Above the blink world's treasure trove Of gold and gins.

Who gives his better self the whole year through, Gives life's own priceless gift to all the world and you—the gift divine. —Chicago Evening Post.

AFFLUENCE



"Some people seem actually proud of a headache after a New Year celebration. It isn't the headache they are proud of, but the fact that they had enough money to acquire one."

SANTA CLAUS IS A FAITH

Take Kris Kringle Away From Children and You Rob Christmas of Half Its Joy.

Some very honest people are such sticklers for truth that they are concerned about our firm belief in Santa Claus. Well, it is a good thing to stand up for truth, if we really know the truth. But we know that a great many very learned people have been wrangling about what truth is for several thousand years, and yet it does not seem to be definitely settled. But for the most of us truth is what we truly believe. It is the faith that is in us, and Santa Claus is a faith, if not a fact, and so we say again that we do believe in Santa Claus, says an exchange.

Take Santa Claus away from the children and you rob Christmas of half its joy. Grownup though we may be we would rather hang up our stockings "the night before Christmas" and find it bulging full of gifts in the dim light Christmas morning, than to have a card come daily tied up and labeled and delivered by the mailman. Who wouldn't? There is a lure in the mystery of Santa Claus that has endeared him to every childish heart, and we don't take him away until you have something better to offer.

Only Once a Year, But how seldom Christmas comes—only once a year; and how soon it is over—a day and a night! If that is the whole of it, it seems not much more durable than the little toys one buys of a faker on the street corner. But surely that need not and ought not to be the whole of Christmas; only a single day of generosity, ransomed from the dull servitude of a selfish year. If every gift is a token of personal thought, a friendly feeling, and unselfish interest in the joy of others, then the thought, the feeling, the interest may remain after the gift is made. —Henry van Dyke.

His Fun.

"I don't believe in giving expensive Christmas gifts." "Neither do I, but it's a lot of fun expecting them."

It was eighteen hundred years and more after those blessed feet were nailed for our redemption to the cross before human slavery met its doom. It is nearly nineteen hundred years since that same great hour, and yet many of earth's brothers engaged in mortal combat. But because of that bitter combat and all it stands for war too small yet be numbered among the things that have passed away.

May the deepest happiness of this Christmas-tide come to each and every reader, and may it last all through the coming year.

Home Celebrations.

"I believe in Christmas Day home celebrations; their friendliness, their mystery, their joyous excitement; and in the feeling of security and peace a child has in the midst of them, writes a well-known authority. And I believe that the memory of child has of them fifty years later should still be strong and sweet."

Christmas Carols.

Then arose a joyous clamor, from the wild howl on the mere, and a voice within cried, "Listen! Christmas carols even here." —Charles Kingsley.

A Letter to Santa



I'm sending a letter to Santa Claus To tell him just what I need, It's printed all out in purple ink, But I wonder if he can read.

All that is just, humane, and beautiful in life seems all the more attractive today in contrast with the cruelties and wrongs which war is crowding before our eyes.

We shall be humaner by and by, when this era of barbarism and savagery is over. War has deepened humanity's hate for all things cruel and inhuman.

A Merry Xmas AND A Happy New Year

May persuade you to

JOIN OUR CHRISTMAS BANKING CLUB with RECEIVING TELLER

Increase your deposit \$5 each week. In 50 weeks you will have \$6375

Come In

BEES HAVE HONEY BECAUSE THEY ARE WISE AND SAVE. YOU CAN HAVE MONEY BY JOINING OUR CHRISTMAS BANKING CLUB. SO CAN YOUR CHILD. REN—10 CENTS, 5 CENTS, 2 CENTS, OR 1 CENT IS ALL YOU NEED TO START WITH. YOU INCREASE YOUR DEPOSIT THE SAME AMOUNT EACH WEEK. IN 50 WEEKS.

10 CENT CLUB PAYS	\$127.50
5 CENT CLUB PAYS	63.75
2 CENT CLUB PAYS	25.50
1 CENT CLUB PAYS	12.75

OR, YOU CAN MAKE THE LARGEST PAYMENT FIRST AND DECREASE YOUR PAYMENTS EACH WEEK. OR YOU CAN PAY IN 50 CENTS, \$1.00 OR \$5.00 OR MORE EACH WEEK AND IN 50 WEEKS HAVE \$25.00, \$50.00 OR \$250.00.

COME IN AND LET US TELL YOU ABOUT IT. WE ADD TWO AND ONE-HALF PER CENT INTEREST ON CHRISTMAS BANKING CLUB ACCOUNTS.

The First National Bank OF HEREFORD

Abstract Of Title

Should contain all available record information about the title. The law requires your banker to have resources to protect you against loss.

Your duty to yourself and your demands that you have your abstract made by skilled men from the date books connected along the most modern lines, with sufficient resources to protect you against any mistakes. This work is being constantly improved and is now unequalled in point of accuracy in the State of Texas and is the only complete plant in Deaf Smith County.

Insist that the Abstracts YOU get are made by POTT & JONES

A Merry Christmas and Happy New Year TO OUR CUSTOMERS AND FRIENDS

We greatly appreciate the business given us during the past year, and hope to merit a continuation of your patronage.

MAGNOLIA PETROLEUM CO. W. D. KELIEHOR, Agent

Yet how slight the sacrifices of those of us who stay at home compared with those who have offered life itself upon fields of battle where not only death may meet them but sufferings beside which speedy death would be a blessing!

The sacrifices made for this war, and the spirit with which we have entered it, will be our inheritance from much of the materialism that has justly been charged against us as a people.

YOU'LL LIKE HEREFORD

THE GOOD PROBLEM

We may not greet the Christmas of 1917 with the gladness of other years; but we can greet it with brave and hopeful hearts.

Dark as our Christmas may seem this year, December 25th would be an especially "brave" day but for what? Christmas, a time of hope and promise for the world.

That something happened long centuries ago in the stable of Bethlehem that has changed humanity's outlook for the future, in matter how full of gloom its present may seem, few men will deny.

The Quinine That Does Not Affect The Stomach Because of its tonic and laxative effect, K&B'S TIVR BROMO QUININE is better than ordinary Quinine and does not cause nervousness, ringing in head. Remember the full name and look for the signature of E. W. GIBBLE.

TWO SIXES now on display ONE FOUR at Ford Garage

STUDEBAKER AUTOMOBILES

Luther Hough

ABSTRACTS

For first class work, neatly and accurately done, see

Deaf Smith County Abstract Co.

E. T. MOSES, Proprietor

In the words of Henry P. Davidson, Red Cross War Council Chairman.

"FALL IN"

Take a Red Cross Membership Make this a Red Cross Christmas

E. F. CONNELL, The Land Man

Significance of Christmas

MAKE Christmas a jolly time.

The whole significance of Christmas is generosity, charity, good fellowship and consequent happiness, and we must stand in with this spirit of joyfulness or admit ourselves as by no means belonging to the highest types of humanity. If we adopt the Irishman's well-known and philosophical dictum, that "one man's good is another and some a deal sight better," then we want to be a "deal sight" in most everything, and good fellowship proclaims that loudest and longest.

So, go in for a good time in any old first-class, fine-edged way you can get it, at home or abroad, outdoors or in, upstairs or down, with or without the best means for enjoyment, for the means can be made; if you're determined to make it there is always a way. If you lack dollars, use pennies; if you lack pennies, use your wits. There are many other things that you have in abundance to spend, and you can spend them by transferring to others and the general atmosphere your optimistic, joyfulness over what you have, be it much or little.

Christmas and Old Loves

By LAURA JEAN LIBBEY

When I think on the happy days I spent with you, my little dear, Now what lands between us lie, How can I but be sicker?

A yuletide draws near, a man's mind is very apt to revert to happy Christmas times that have gone before. There is most always a woman connected with a man's happy times and pleasant day dreams. The man who left the farm to make his fortune in the great city and who has become rich, a bachelor boarding at a fashionable hotel or club, can usually recall some particularly happy Christmas in the long ago—a Christmas dinner in the old home, taking his first sweetheart Christmas eve to a ball in the town hall; the delight of taking her home—a mile through snowdrifts on a winter night. He had written to her a few times after leaving home, then the excitement of city life had crowded her out of his memory and his life. As Christmas draws high again, thoughts carry him back to the girl he loved when time was young with him. On the impulse of the moment, he flashes off a letter to her. He does not know whether she will receive it. She may be married or she may have moved away. The old folks at home had been careful never to mention her, even in answer to his inquiries.

How strange it is that the same thought can fill two different minds at the same time. The girl of long ago still single, knowing he has not wed, picks up courage to send a Christmas card to the boy, grown old now who took her to her first ball on Christmas eve. The letter and card—cross each other as each flies to its goal. The bachelor finds it in his Christmas mail. The lonely woman standing by a window in a far-off farmhouse has a letter handed to her by a neighboring farmer who kindly fetched it to her from the post office Christmas morning. Simultaneously there is a warm glow in two hearts widely separated. And yet there are people who wonder that there are romances which are revived at yuletide when men and women no longer yearn for love and home cheer, if they sit alone and lonely listening to the chiming of the Christmas bells.

Christmas day is the time to light the sacred fire upon the altar of old hopes and loves and make the longing and dreams realities. Sending a little Christmas card with a well-chosen kindly verse is sure to find an echo in a lonely man's heart at this time of all others. One should not check the kindly resolve to send one. It can do no harm and it may bring much happiness. To whom are you going to send your "Merry Christmas" card in this year of our Lord 1917? Perhaps I'll find one in my stockings. I'll hang it up and see. I take this occasion to send each and every one of my readers a Merry Christmas, together with the wish that the coming year may be the most successful one of their lives. (Copyright.)

A Christmas Acrostic

(Compiled from the Yuletide Wreaths of Great Minds by Harvey Pease in the Baltimore Sun.)

A LITTLE child, thou art our guest,
That weary ones in this may rest.
—Martin Luther.

MISTLETOE hung in the castle hall,
The holly bough that own on the wall.
—Thomas Haynes Bayly.

ENGLAND was Merrie England when
Old Christmas brought his spirit
again.
—Walter Scott.

RING out ye crystal spheres,
Once bless our human ears!
—John Milton.

RAINY clouds possessed the earth
And sadly fell our Christmas Eve.
—Alfred Tennyson.

YE who sang Creation's glory,
Now proclaim Messiah's birth.
—James Montgomery.

CHRISt is born, the great anointed,
Heaven and earth his praises sing!
—J. Gairdner.

HARK, the herald angels sing:
"Glorious the new-born King."
—Charles Wesley.

RING the bells and raise the strain,
And hang up garlands ever green.
—Susan Coolidge.

I HEAR along our streets pass the min-
strel throngs.
Hark! They play so sweet on their haw-
boys Christmas songs.—Longfellow.

SING the song of great joy that the
angels began,
Sing of glory to God, and of good will
to man.
—John G. Whittier.

THIS day hath God fulfilled his prom-
ised word.
This day is born a Savior, Christ the
—Lord.
—J. Byron.

MAY you have as many happy months
As you taste mine pies at Christmas.
—Old English Saying.

AT Christmas play, and make good
cheer,
For Christmas comes but once a year.
—Tusser.

SOMETIMES with oysters we combine
Sometimes assist the savory chine;
From the low peasant to the lord,
The turkey smokes on every board.
—Walter Gay.

MAY CHRISTMAS AND NEW YEAR

Bring You

Happiness, Contentment and Prosperity

SPECIAL: Our Xmas Dinner Will Be Only 35 Cents!

The Merchants Cafe

The Bread Question

Stripped of all details, and getting right down to cold facts, is simply this:

The restrictions placed on the Bakery business by the war, and the high cost of every material that enters into bread leaves us without a reasonable profit, considering the volume, on the ten cent loaf we offer the Hereford public at the present time.

WE DO NOT WANT TO RAISE THE PRICE OF BREAD if there is any way to avoid it.

THE REMEDY LIES WITH THE HOUSEWIVES OF HEREFORD

How?—Why simply by increasing the volume of bread purchased from us, which will enable us to buy in quantities and sell in quantities, thereby reducing the cost.

AUTHORITIES ALL OVER THE COUNTRY ARE RECOMMENDING THAT HOUSEWIVES BUY BAKERS' BREAD, in preference to baking it themselves, because Bakers can produce bread with less waste than the average woman in the kitchen. THIS IS URGED UPON THE WOMEN OF THE COUNTRY AS A PATRIOTIC FOOD CONSERVATIVE MEASURE.

If You Will Help Us Increase the Volume of Our Business, By Giving Us Your Business, We Will Help You by Keeping the Price Where It Is.

Yours for GOOD Bread, at Living Prices.

THE HEREFORD BAKERY

A full Standard.
One Pound Loaf
for 10 Cents

Peace to Men of Good Will

By CHARLES F. THWING

The angels' song, "On Earth Peace, Good Will Toward Men," can also be translated "peace to men of good will." This version is timely, as well as correct for the Greek. For peace can and shall come to men of good will, and it cannot come to men of bad will.

Who is the man of good will? It is he who has a choice of happiness, of righteousness, of goodness for all men. It is he who desires that men may be blessed, and who tries to make the desire effective. The man of good will does not hate. Neither does he incarnate hate in any weapon offensive or defensive. He is free from revenge, and is full of forgiveness for the peccator. He may not forget injuries, but what is more important, he is eager to make injury the occasion for helping the offender to overcome the evil within the heart or will out of which the injury sprang. He is capable of mighty benedictions, but he does not suffer himself to be conquered by them. Without being impassive, he is calm in the face of wrong, and he is very patient, being more willing to be the victim than the agent of evil. His hatred of all sin and his love for the man who, despite his manhood, is guilty of sin, are alike strong and lasting. He is free from suspicion, he thinketh no evil. He loves his neighbor, not only as himself, but even more, being more eager to do justice than to receive justice.

The qualities and elements which constitute the man of good will also constitute the commonwealth of good will.

Such a commonwealth is a commonwealth of peace. Willing good to others, others will good also to it. Arguments in such condition have no longer any function to play, and they meet away. The battleflags are faded. Wars cease and rumors of wars are not heard. Men become brothers in mutual service and happiness, as they are brothers in origin and destiny.

A Christmas Prayer

By Frederic T. Cardozo

Most gracious Lord, forbid the sword
And dull each gleaming blade,
To it thy will, tonight, to still
Each deadly cannonade.
The straggling sheep seek out and keep,
The blackest ones retrieve,
That he may kneel, for peace appeal,
Upon this Christmas Eve.

The winter frost, December's ghost,
Its spangled robe has spread
Across the mead, each shrub and weed
Now lies suppressed and dead.
From out the gloom a hollow boom
The season's message tells
From metal throats, where hatred glows
Instead of Christmas bells.

The sentry's boom, the full white moon,
Which clouds anon conceal,
Rebukes the blight, with silver light
Of each stern gun of steel.
It clothes the slain where lie the slain,
Confronted yet serene by lairs,
In garments rare that spirits wear,
Translucent sheets of sheen.

For deaf the ears of kings and peers
To sorrow and despair,
And men still pray in plea of clay,
Entrapped like beasts by lairs,
While over earth the Saviour's birth
Is heralded once more,
Each pluck'd sea to stormy sea,
From scared to sheltered shore.

Though peace on earth's assigned at his birth
In heaven's eddy whirl,
And the best will some of good will
From him regard all men,
Tonight the breath of hope and death
Is breathed from many a soul,
Each watchful group and soldier troop
Has slaughter for its goal.

With upraised arm, still each alarm
Which shall ascend above,
Bid thou the age of wars fall cease
Give way to brother's love,
And in thy might forbid the fight
That wages day by day
And lend each race with radiant face
And firm clasped hands, away.

The Christmas Spirit

(As the Bystander Finds It.)

"Gosh, this car is crowded. Wonder they wouldn't have a little heat!"

"And I want to arrange so that if he doesn't like it you'll exchange it after Christmas."

"No, we're not going to give a thing this year, except to people we positively are indebted to."

"Cash! It was a sweet dance, Mypie. And Mr. Fizzleface, he said to me—'Cash!'"

"Thank the Lord Christmas comes only once a year."—Exchange.

Deliberate Extravagance

"What are you going to give your husband this Christmas?"

"I haven't decided. I want to do something really fine for him, though, and if I find that I can't afford it I think I will give him eggs for breakfast."

Remember the Children

Make the children happy on Christmas and one's happiness will take care of itself.

Santa Claus and Others

There is nothing truer than a fairy tale. It is the quintessence of what Aristotle calls the probable impossibility. The best of the fairy tales are folklore, giving the boiled-down wisdom of centuries of experience, and the truths they teach are the old, old facts of human nature put into visible form for childish minds to grasp. These tales do not teach morals by precept, but truths by example, says Collier's. No amount of teaching about the brotherhood of man, and Christmas kindness, and the rewards of virtue, can have such an effect on the small, objective soul as is produced by the vision of Santa Claus with his white beard and twinkly eyes coming with toys for good little boys and switches for bad little boys, shedding jollity and benevolence all over the place. Long years from now, when every incident of these stories is lost to the memory, the knowledge of fundamental human values will remain. Teach the children fairy tales and you teach them the wisdom of the ages.

Santa Claus



He comes in the night! He comes in the night!
He softly, silently comes,
While the little brown heads on the pillows are white
Are dreaming of bingles and drums.
He cuts through the snow like a ship through the foam.
While the white flickers around him whirl.
Who tells him I know not, but he finds the home
Of each good little boy and girl.

Origin of Word Christmas

The word Christmas is of comparatively late origin. The word was first used in 1038, its form then being Crig—Messe, the mass of Christ. Crig, an early father of the church, said that in the Scriptures it was the sinners alone, not the saints, who celebrated their birthdays. Another early writer referred to the fact that the birthdays of the pagan gods were kept by the people. The very first evidence of a feast having been held in honor of the birth of Christ was in Egypt about the year 200. Clement of Alexandria said, "Certain Egyptian theologians over-curious, assign not the year alone, but the day of Christ's birth, placing it on May 25." Another date assigned to the event was March 28.—Exchange.

Keeping Christmas

Are you willing to remember the weakness and loneliness of people who are growing old; to stop asking how much your friends love you; and ask yourself whether you love them enough; to bear in mind the things that other people have to bear on their hearts; to try to understand the people who live in the same house with you? Then you can keep Christmas. —Henry van Dyke.

KILLING TWO BIRDS



"I was beginning to think there was no originality in New Year cards, but I was mistaken," remarked Joblots. "You received a novelty?"

"Yes. My tailor sent me a card bearing the usual greetings, but added this line: 'How about that little bird?'"

NOTE OF HOPE AND HAPPINESS

Celebration of Saviour's Birth Commands Attention of All Nations Regardless of Ravages of War.

On the great feast of the Nativity, Christmas, as it is popularly known, there is always a note of hope and cheer, even when many lands are drenched in blood. It was 1917 years ago that Christ was born, but the message he brought is as fresh and compelling as it was in the years long ago. Over the little town of Bethlehem the heavenly choir sang "Gloria in Excelsis Deo"—"Glory be to God on high, and on earth peace to men of good will," or, as some renderings of the Latin text have it, "and on earth peace and good will towards men." That blessed proclamation will go sounding down the centuries to come until time shall be no more.

Professing Christmas welcome today as one of peculiar joy and gladness, the liturgical churches, celebrate it with impressive services but all God-fearing people, whether they be connected with the Christian body or that, can but find a thrill and a lifting up of the soul in meditating upon the birth of Jesus and the mighty work the redeemer came to accomplish.

Christmas comes to us with its hallowed greeting and with an inspiration for higher purposes and true Christian charity. May this be truly a happy Christmas for one and all.

The Unbreakable Ornament. The millennium will be here when somebody invents an unbreakable ornament for Christmas trees.

Home-Like
Sanitary
Courteous Service

TO OUR FRIENDS AND PATRONS

We appreciate very much the generous patronage you have given us during 1917. We will strive earnestly to give you the same good service during the coming year that we have tried to give you in the past. May Old Santa give you a generous helping and 1918, bring you Peace, Prosperity, and Contentment.

THE STOCKMEN'S CAFE

A REAL
Xmas Dinner
for Only 50c

AUCTIONEERS NOW HAVE ORGANIZATION

The Northwest Texas Auctioneers' Ass'n. was formally organized at Tulla last Saturday...

REGISTERED AT HOTELS

J. P. Collier, Adrian, Texas; Mrs. Jno. Bates, Friona; J. V. Carver, Hereford; R. B. Thompson, Big Springs...

E. B. Chancellor, Amarillo; A. G. Monday, Knoxville, Tenn.; J. L. Hawkins, El Paso; Sam Goodman, Panhandle...

REAL ESTATE TRANSFERS

J. L. Fuqua and wife to Thos. J. Zook, all sw. 1st sec. No. 69, blk. No. 100, Ames and wife to Ada Young...

PARMER COUNTY NEWS

FRIONA NEWS The Friona land boom still continues unabated. Scarcely a day passes that does not bring one or more land buyers...

COMMUNITY CO-OPERATION

It may be a fact that your local stores are not as large, or as handsomely equipped as some of the big stores...

Unexpected Efficiency in Conservation of Food

In some Army and National Guard camps contractors who undertook to dispose of garbage at a price...

The Brand is requested to announce

that Mr. Wm. M. Knight, Mr. W. J. Russell, and Mr. Carl Gilliland have been appointed as the Advisory Board...

It would be advisable for every registrant

to submit his questionnaire and his proposed answers to some member of the Advisory Board...

WOODMEN OF WORLD Meets every

Second and Fourth Saturday night in the I. O. O. F. hall. Visiting Brothers always welcome...

LODGE DIRECTORY

Hereford Lodge No. 840, A. F. & A. M. meets Saturday night on or before full moon...

Professional and Business Cards

W. S. Williams LIVESTOCK and GENERAL AUCTIONEER General farm sales a specialty...

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

HEREFORD NURSERY CO.

"27 Years of Knowing How" Hereford Texas

For Weak Women In use for over 40 years! Thousands of voluntary letters from women, telling of the good Cardui has done them...

TAKE CARDUI The Woman's Tonic You can rely on Cardui. Surely it will do for you what it has done for so many thousands of other women!

SIX AND A HALF BILLION POUNDS OF MEAT FOOD

What City and Country can produce in the form of Poultry and Eggs? If poultry production is doubled next year...

THANKS TO ALL

The individual members of the entire Mothers' Club as a whole are very deeply grateful to the good people of the city...

FRIENDS SURPRISE MRS. REV. McCLURKIN

Mrs. J. E. McClurkin, wife of Rev. McClurkin of the Baptist church, was utterly surprised Tuesday when the ladies of the church appeared in large numbers...

FRAUD WARNING

This statement was made on November 19 by Herbert Hoover, United States Food Administrator. "We have reports from various parts of the country of crooks, thieves, and confidence operators...

NOTES ELECTRIC

There is one long telephone line in China, that from Peking to Tientsin. There is local service only in the four large cities, Peking, Tientsin, Shanghai, and Canton.

THE MOTHERS' CLUB

The Mothers' Club as a whole are very deeply grateful to the good people of the city who so unselfishly devoted their time and money towards making the recent Mock Wedding a success...

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Cattle Shipments

L. Gough, two cars hogs to North Ft. Worth. Mr. Metcalf, two cars cows to Kansas City. Metcalf & Neely, three cars cattle to Kansas City...

THE MIXING OF WARM, FRESH CREAM

with cold cream is never advisable, as the whole mass is warmed thereby, and souring will follow more quickly.

Pantry shelves should be washed

clean and then dried. The undue use of water should be avoided, as moisture encourages molding.

I have policies insuring the life of your registered Bull or Cow

T. K. WILSON During the year \$1,000,000 worth of electrical goods were shipped to South America.

Lax-Fos, A Mild, Effective Laxative & Liver Tonic

Does Not Grip or Disturb the Stomach. In addition to other properties, Lax-Fos contains Calcium in acceptable form, a stimulating Laxative and Tonic...

HIDES Highest Cash Price Paid at the PANHANDLE GRAIN & ELEVATOR CO.'Y J. A. MAYHALL

Ford THE UNIVERSAL CAR The Ford Coupelet gives its owner a large measure of modern luxury in equipment and attractive appearance for small purchase price...

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.



Practical Presents



APPROPRIATE GIFTS JEWELRY

The first Christmas night. Picture it! The Star of Bethlehem heralding to the world the birth of the Christ Child.

The wise men of the East hurrying to pay their respects and presenting to the new-born babe tokens of joy and well wishes.

It was the first Christmas, and "They gave unto Him gifts of gold." And every Christmas since "gifts of gold" have been the gifts par excellence.

And this Christmas of 1917, more than ever before, JEWELRY will be the paramount Christmas gift. It represents worth; it stands for value. Jewelry is not wasted in a day, is not worn out in a month or year. It's something that lasts—year in and year out—generation after generation. And each day it brings to the recipient thoughts of the well wishes of the giver.

Our store presents a fair representation of the jeweler's art. Our stock is clean, up-to-date, and our prices are reasonable. We bid you a hearty welcome.



W. H. RAY, THE JEWELER



USEFUL GIFTS

My Holiday Toast
to YOU

May all things that impart delight
Be richly spread upon your board.
And may you have an appetite
Demanding all you can afford.



BURNS

THE DRUGGIST

Luncheonette Specialist

4% Liberty Bonds

We have received all of the LAST ISSUE of 4 per cent Liberty Bonds subscribed for thru our Bank and they are now ready for delivery.

If you desire to sell your bonds, call and put your name on the selling list.

If you want to buy bonds let us sell them to you.

We have NOT yet received bonds of the first issue.

Our vaults are at your disposal. Leave your Bonds for safe keeping. Any service we can render will be without charge.

First State Bank & Trust Company

HEREFORD, TEXAS

HOLIDAY SUGGESTIONS

Christmas and Christmas Presents



Silk Hosiery, Ladies' Fine Shoes, Men's and Boys' Suits, Furs, Bath Robes, Wool Blankets, fine Georgette Crepe Waist, Silk Waistings, Shirting, Silk for men and boys, men's Ties, Gloves, Fur Caps, fine Shirts, Jewelry, Perfumery; a big line of ladies' and men's

Only a few more days for Christmas shopping. We still have a pretty large stock that you can select articles from, suitable for gifts, and the kind we have are articles that are valuable and useful. We are glad to help you in any way we can in selecting your presents, also in wrapping and packing articles that you want mailed. Below we mention a few articles that will help someone in making selections:

Silk and Crepe Handkerchiefs, a new lot of ladies' collars, fancy Ribbons, ladies' Suits and Coats, men's Belts, Silk Dress Goods, Sweaters and Stetson Hats. Come in, we want to sell you your Christmas goods.



Geo. A. Stambaugh

Dry Goods Store

Inspiration, Courage, Music, Laughter, Solace, Recreation

THE PERFECT CHRISTMAS GIFT

THE PLAYERPHONE

There is no more delightful and precious holiday gift than the Playerphone—the instrument that absolutely plays all makes of records perfectly without change of equipment, making it the peer of any talking machine made. The Playerphone gives you harmonies just as they were recorded without mechanical intrusion. It is host at the family gathering—leader at the dance; a trusted friend for any mood—any desire.

Superlative in tone. The superiority of the

PLAYERPHONE

lies in its fullness, purity and sweetness of tone.



Superlative in beauty. The distinctive quality of the

PLAYERPHONE

is evidenced in every model by the superior excellence of the cabinet work and finish, and the perfection and simplicity of the mechanism.

Remarkable for their reasonable price, comparing with instruments selling at from \$15 to \$100 more.

The Corner Drug Store
HEREFORD, TEXAS

Merry Christmas



and a Happy New Year

To the old friends we cherish, to the new ones we welcome and to all those whose friendship we wish to deserve, we tender this

Holiday Greeting

May the New Year bring you health and wealth and prosperity, and may we be of service to you in forwarding these ends.

The Western National Bank
Hereford, Texas