

The Hereford Brand

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No. 48

RAIN AND CROPS OF THE COUNTRY

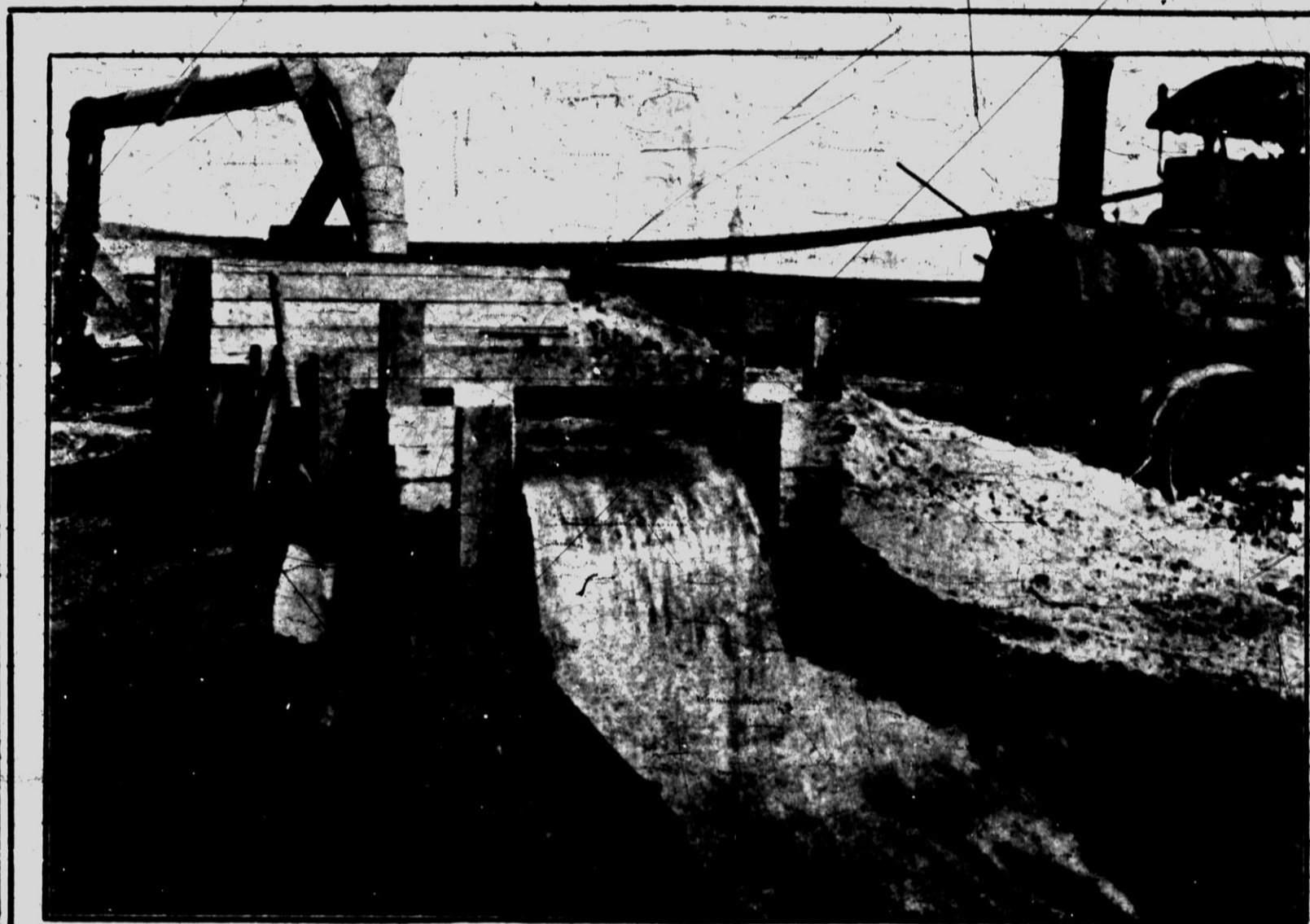
Records From All Over Uncle Sam's Domain Show Spotted Condition for 1910.

A most careful digest of the drought conditions of the United States for the past year has been presented by John W. Curtis in Leslie's Weekly and on account of its thoroughness, The Brand publishes the entire article. While there is little consolation that other parts of the country have suffered from drouth, there is, at least, this in our favor. While the scarcity of domestic water in other localities has added disease and fever to the calamity of a drouth, Hereford has been fortunate in having a bounteous and pure water supply, in so much that less fever and sickness prevailed in 1910 than in any former year. Mr. Curtis article follows:

"We reached at the beginning of the new year a critical stage in the most unusual and prolonged drought this country has ever known. Records of rainfall have been kept in the city of New for something like eighty-five years. The past season shows less precipitation than at any time during that long period. There was a lower amount of rain recorded in St. Paul, from January to November, than during the same time in seventy-five years. The dry spell was country-wide in its scope and most everywhere crops suffered as a consequence. The condition of winter wheat on December 1st was the lowest ever recorded on a similar date, except in that month five years ago. It was materially below the average in every section except the Pacific Northwest. The condition was such at the time of writing that the outcome of the crop was regarded with much concern. It was reported to be much more dependent than ordinarily upon future influences.

"Spring wheat was hit hard, especially in North Dakota, where the average yield was but five bushels per acre, as compared with an average there in the past ten years of almost three times that much. Reports of the Agricultural Department, just issued, show that 1909 cotton suffered severely from lack of rainfall. There was a total loss of almost 3,000 bales as the direct result of this. Oklahoma, Arkansas and Texas, which were the most arid States of that territory then, forgot for the time being the much-fought boll weevil. Every energy was bent upon securing water.

"The dryness was also prevalent throughout the eastern part of the Atlantic coast States and the Pacific Northwest. It was a forerunner to the present drought, for the 1910 cotton crop showed the shortest estimated yield per acre, except 1909,



IRRIGATION WELL NEAR HEREFORD

for ten years. The output is thought to be about 900,000 bales behind the crop average of the past five years.

"Along with the recent drought came an alarming number of typhoid fever cases. Surgeon-General Wyman, of the Bureau of Public Health and Marine Hospital Service, received reports of an epidemic in Oklahoma and other places. From the former State 551 cases were reported in September. A month later the dreaded disease had jumped to upward of 600. Oregon started with thirty-five in July. There was a steady increase, ninety being reported at the end of three months following. Indiana reported 800 typhoid cases from eighty-three counties in the month of September, Chicago, from August to October, inclusive, developed 1,082 cases as against 584 for the like period a year before.

"These localities are all in the dry belt. It led to a discussion as to how much a drought affected the spread of typhoid. A high medical authority gave it as his opinion that the present dry spell in many of the localities where fever is prevalent is responsible for apparant progress of the disease. He argued that a city getting its water supply from a river with other towns upstream is bound to suffer at such a time, because, while the amount of sewerage remains constant, the stage of the river is lower, causing a concentration of the pollution. Likewise, during a time of drought along the watersheds of rivers supplying city water, there is bound to be an accumulation of excrement. A subsequent rainfall washes this into the municipal water supply and it is thus carried almost directly to the unsuspecting consumers.

A prominent New York editor, in

seeking a cause for the drought, advanced the interesting theory that the great modern application of electricity had so drawn upon the reserve electrical supply in the earth as to affect the rainfall. He thought that possibly there had been an exhaustion of the thunder-shower energy reserve.

"A leading scientist at the capital replied that there never could be a material consumption of the world's supply of electricity by commercial use, because any process by which electricity is obtained produces as much positive electricity as negative. Therefore the two continually balance each other. While the Weather Bureau records show thunderstorms less frequent in this country during the past two years, the condition is comparatively local, so far as the world is concerned.

"Appeals began to come to Professor Willis L. Moore, chief of the Weather Bureau, as early as last March, from farmers desiring an explanation of the threatened drought. By the end of the crop season the bureau was flooded with requests for information. Weather Bureau reports showed an interesting state of affairs. Moorhead, Minn., in the center of the spring wheat region, revealed a total rainfall, in May, June and July, of only two and a half inches, as compared with a normal rainfall of nearly eleven inches. It was almost unheard of. Conditions were nearly as bad in Northern California and Oregon. Florida had a siege of it. Wyoming, ordinarily dry, the past season resembled the Desert of Sahara. Small reservoirs, used in the late-summer irrigation of alfalfa crops, this year were completely dried up and at several of he points not even the first cutting amounted to anything. The timothy product climbed to a fabulous price before the winter feeding time. Thousands of sheep were removed from their customary ranges to pasture in neighboring States, although even there drought conditions were nearly as bad.

"There was shortage of reservoir water in Colorado by early summer and a resultant lively scramble among farmers to bring their crops to maturity with the small supply at hand. There was practically no rainfall during July and early August in Colorado. There was a big

movement to get live stock to Chicago and Kansas City markets from Western territory. Hay was selling as high as twenty dollars per ton in Colorado in October. For that matter, hay throughout the entire country was bringing twelve dollars and up the last month in the year, as against ten dollars and fifty cents twelve months before and nine dollars in 1908.

"The New England and the greater part of the Atlantic States came forward with an amazingly low report. Springs, wells, and brooks, before that considered inexhaustible, failed entirely. Rivers supplying water power fell so low that in some places mills were obliged to suspend operations or rely upon their auxiliary steam plants. In cities of such size as Salem, in Massachusetts, water boards have asked residents to use as little water as possible. In Athol every one was asked to cut down his daily consumption by one-half. This condition persisted in the South throughout the entire summer. In the greater part of Texas and Oklahoma it had not been relieved by December.

"The general drought was somewhat dispelled in the latter part of November and by the snowstorms in the early days of December. The latter were of the greatest benefit to the country, for they brought general rains and snows from the lower Missouri and middle Mississippi valleys eastward to the Atlantic coast. Nevertheless, the water supply was still alarmingly low toward the first of the year.

"Just what effect a continuation of this drought would have on next year's crops is a matter of serious conjecture. The soil conditions appear to be good. But it all hinges on the water supply of the country being brought to normal. It was

GOOD BEGINNING ON SPECIAL EDITION

Business Men Pledging Support Indicating Interest in Irrigation and Advertising the Country

The Special Irrigation Edition of the Hereford Brand to be issued on or about April 1st promises to be a success in the matter of broad circulation and general interest to our people. The business people so far approached have almost uniformly pledged their patronage in the way of advertising or circulation for the Edition and the management feels greatly encouraged.

The Brand proposes to issue not less than 10,000 copies of the Special Irrigation Edition. There will not be less than 32 pages of well illustrated matter and advertisements of Hereford and surrounding country. Especial attention will be given to the great shallow water supply for the irrigation of the rich lands of this locality.

The edition will be published in the spring when everything in the country will be looking its best, and it seems to be the general sentiment of our people that such a publication, judiciously circulated, will do a great deal of good in the way of attracting attention to our country and our town.

The matter of irrigating the rich lands of Texas from both shallow and deep wells is no longer an experiment. It has proven a success wherever tried and the most prosperous parts of the state are those sections where lands are now irrigated in this manner. Southwest Texas is raising millions of dollars worth of rice, onions and vegetables by irrigation from deep wells. Here we get a greater supply of water at a shallower depth—less expense—than is possible in any other part of the state. The Hereford country is going to be an irrigated country, and we are getting busy now.

We are asking our people to give our Special Irrigation Edition such support as they feel financially able to extend, and in return we promise them an edition that will make them feel proud of the land in which they live.

said at the Weather Bureau that there is no reason to anticipate other than the usual amount of rain will be received during the coming year and the drought relieved. In any case the dry spell of 1910 will go down as a record-breaker. It is doubtful if the country ever saw anything like such a deficient moisture period. If so the government records fail to show it.

N F Martin and family of Amarillo have been here since Saturday visiting in the home of Mr. and Mrs. C. E. Wheeler. Mr. Martin, however, returned Monday.

Patronize the
Home Farmer

Grown in the Hereford Country;
Buy It

MCDONALD IRRIGATED FARMS FOR SALE IN TRACTS OF 10 TO 40 ACRES

FULLY DEVELOPED, PRODUCING FARMS—CROPS INSURED BY
THIRTY-SIX INCHES OF WATER, 99 95-100
PER CENT PURE.

"Get Water—Irrigate." No better slogan could be adopted by the Hereford country. We've got it 99 95-100 per cent pure. We don't mean we've got it under the ground, but on top—right where it is needed. And we have water enough to grow five cuttings of alfalfa each year without a single drop of rain. Our pumping plants are designed to furnish three acre feet of water for every acre sold—and they do it—we guarantee this. We guarantee it because we have the water coming from the pumps in sufficient quantities to do just what we claim. You can measure the water—you can figure it out yourself—it will figure out right—it's a cinch guarantee for us.

No one doubts the fertility of our soil, the purity of our sunshine, the healthfulness of our climate, the magnificent roads, or the excellent shipping facilities offered by the Santa Fe main line. We have added the one thing lacking—water, water 99 95-100 per cent pure. We lay particular stress on purity because it's the purest water in Texas. The analysis from the Houston Laboratories, of Houston, Texas, shows 339.6 parts of soluble salts in one million parts of water—26.5 grains of combined solids per U. S. gallon. It's soft and nearly as pure as rain water; so why shouldn't we brag on it? Experts say water containing as much as 3000 parts of solu-

ble salts per million, may be used successfully for irrigation. Hereford water is almost ten times this pure—it is more than twenty times as pure as some irrigating water.

We have not only quality but quantity in our water supply. It has been developed at a time when conditions could not be more unfavorable. With other sections of the southwest hauling water for domestic uses, with no rain of any consequence within 150 miles of these wells for two years, with all local conditions "dry as powder," we have developed water in irrigating quantities. We pump water enough from one well to cover 160 acres of land—three feet deep, and do it during the growing season. This means crops every year, a living every year, a bank account every year. Few countries possess such a wealth of soil, water and sunshine, or more favorable conditions under which to use them. But they must be combined—must be developed—and when this is done there is one inevitable result, SUCCESS.

McDonald Irrigated Farms are a combination of the great natural resources of the Hereford country—fully developed producing farms. Ditches all made, water all ready, every acre under a high state of cultivation. They are the cheapest lands ever sold in the Texas Panhandle. Easy cash payments and

good terms on balance at 6 per cent interest. Write us for more information and a beautifully illustrated booklet fully describing these farms.
D. L. McDONALD & CO.
Hereford, Texas.

SPECIAL NOTICE.
Notice is hereby given that all City water rentals are due January 1, 1911, for the first quarter of 1911.

Please call at the office of the City Collector, one door west of the Post office and pay same.

It takes funds to maintain the water and sewerage system and we hope that you will be prompt in this matter.

Done by order of the City Council.

Witness my hand this 28th day of December, A. D. 1910. 47-2t

J. H. HEAD, Mayor.
Attest—A. M. JONES,
(SEAL) Secretary.

Texas Commercial Ass'n Pointers
A good farm without a railroad or a public highway is almost as unprofitable as without water and the necessity for good roads is as old as farming itself. Build roads and get in touch with the markets.

Texas is growing. Everywhere there is evidence of industrial activity; buildings are springing up; factories are being built and the year 1911 promises an era of unprecedented prosperity. Move to Texas and grow with the state.

Improved machinery reduces the cost of farming, manufacturing, mining and transportation service without reducing the profits of the pro-

ducer, but when we reduce prices by glutting the market then we take money from the producer. To develop our land we must first develop our men, and Texas presents glorious opportunities for bright young men who think as they work.

Among other accomplishments which Texas justly claims there are 325,000 unmarried women between the ages of sixteen and twenty-five years in the state and any one desiring a wife should not fail to investigate our opportunities and advantages along matrimonial lines.

Every dollar of new money coming into Texas gives added value to investments already made. The money which is flowing into our state will triple and quadruple the price of land and the investor is sure of a comfortable fortune through the natural increase of land and without effort on his part.

To be prosperous, we must create property, increase the value of property or transfer property into the state from outside its borders.

Some people are born wealthy, some acquire it and others have it thrust upon them. The Texas property owners are now having wealth thrust upon them, as real estate values are increasing at the rate of a million dollars per day.

To the frozen region of the North where the soil lies dormant half the year and the merciless winds drive the stock to shelter and the farmer to the fireside, Texas offers a perpetual harvest and a land of sunshine and flowers.

The state is blossoming with the hope that the Governor's message will widen our industrial horizon and give the state a back bone instead of a wish bone and that the 32nd legislature will do its best to make Texas the front door step of all mankind.

We have great opportunities how-

ing for great men and the whole world is watching the hour glass of the 32nd legislature as it measures out our prosperities and shapes our material destinies.

Our mineral kingdom has been lounging on the threshold of prosperity for the past quarter of a century and we have been waiting with a fatal patience for an earthquake to open up our mines.

Christian Science.
Rev. S. T. Shore, pastor of the First Christian Church, has announced that he will deliver a lecture on "Mrs. Eddy and Christian Science." He has set the time for Sunday, January 8th. Friends invited.

Buy Your Calendars
For 1912 from a home institution. The Brand can and will save you from 25 to 50 per cent on all orders. Traveling commission drummers will visit the merchants of Hereford within the next sixty days, but you do not have to buy until July if you place your orders with The Brand. Wait until you see our 500 samples from which to select; then buy from a home institution. tf



We offer special inducements in quarter and half section tracts close in to actual settlers. We have some on easy payments. Hereford is in the shallow water belt. Write us for particulars. Address
BASKIN LAND COMPANY
HEREFORD, TEXAS

MONEY TO LOAN

\$

\$

In the last ninety days we have closed up loans in the Hereford Country amounting to close on to \$100,000, and we are still loaning money.

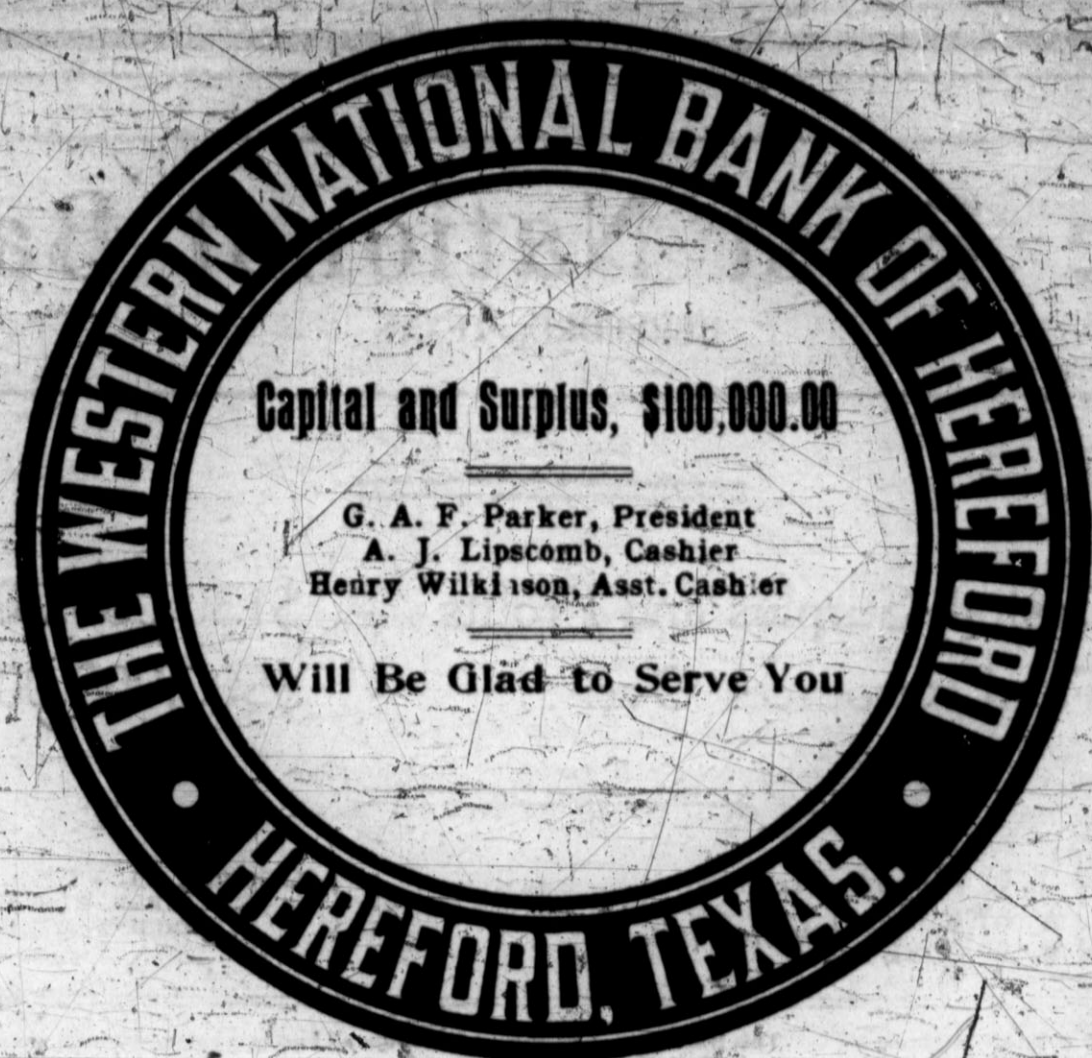
We want to loan \$200,000 this month on lands anywhere in the Panhandle. If you are in the market you will do well to see us at once.

\$

\$

PARK @ NESBITT

OVER FIRST NATIONAL BANK, HEREFORD, TEXAS



NEIGHBORHOOD NEWS

Letters Written by Staff Correspondents of THE BRAND

Echoes From Parrott.

The New Year starts in with cold weather and if it brings us the long deferred snow we will be glad.

Wednesday night Mr. and Mrs. John Hacker were at home to all their neighbors and friends. The young people were well represented and they had a fine time. The older people had a good neighborly visit and all were served with cake and coffee. Mr. and Mrs. Hacker are good entertainers and all who were not there missed a good time.

Miss Hazel Hacker spent New Year's night with Miss Mabel Hacker.

Rhoda Bess Fencher went home from the Xmas tree with Otis Edwards and stayed all night.

B. F. Neely, Ned, Charlton and Miss Bell took New Year's dinner at R. S. Neely's.

Mr. and Mrs. Gus Miller entertained Mr. and Mrs. Wagner and family New Year's day.

Mr. and Mrs. Wagner had their neighbors in to watch the old year out. In spite of the weather, a goodly number were present. A bountiful supper was served. Most of them spent the night as it was so dark and cold. It is needless to say that all had a happy time for we always do at Mr. Wagner's.

Jack & Gill.

Bethel News.

B. F. Hodges had an operation performed last week for appendicitis. He is getting along nicely and we hope for his speedy recovery.

J. L. Parks was the lucky one in a drawing at the Hereford Hardware last week, having received a large fine lamp.

We have had some weather this week resembling winter very much. A little snow flurry and the thermometer playing at 10 or 12 degrees below zero several mornings.

School begun again Monday after the Holiday vacation.

E. C. Bowman and family spent Saturday night and New Year's day with Mr. Diebels of South Hereford.

Mrs. B. F. Hodges returned Sunday from a visit to her parents at San Angelo, Texas. She was called home by the sudden illness of her husband.

Butchering has been all the go in this part of the country for several days past.

Summerfield Items

Mrs. B. C. Roberson and son returned to their home at Summerfield Friday after spending several days with relatives and friends in this city.

Mr. and Mrs. Jno. Crump left Sunday for Seal Garden, Calif., to make their future home. The good wishes of their many friends go with them to their new home.

Mrs. Boyd and children, who are soon to leave for Temple, Texas, are spending a few days with her sister, Mrs. Geo. Burns.

Mr. and Mrs. J. P. Roberson gave a New Year's dinner to a number of their friends last Sunday. Those present are indebted to Mr. and Mrs. Roberson for an exceedingly pleasant time.

Charlie O'Dell was on the sick list a few days this week, but glad to say he is better.

Miss Alta Cooklin who is attending school here spent the holiday vacation with her parents near Dimmitt.

Herman Roberson and Miss Claudie Sain were visitors in Hereford Saturday.

W. J. McMinn came home from Arney Saturday.

Mrs. H. C. Bergman received a message last week from Missouri stating that her father, John Crew, was dead. Mr. Crew was a veteran of both the Mexican and Civil wars.

Mr. and Mrs. Frank Bradley were business visitors in Hereford Saturday.

Notice to Patrons of Postoffice at Hereford

Postmaster Clarence Smith announces that he is a candidate for re-appointment and authorizes The Brand to print the following:

I understand there are some applicants out for the appointment of postmaster of the Hereford office, and in behalf of my friends will state that my time expires the 16th of December 1911, and about the last of September next I will be out with a petition asking your support for one more term for which I promise you if appointed to serve you better than in the past.

Thanking you for all the past favors and anything you may do for me in the future, I remain

Yours truly,
Clarence Smith

If you have anything that you wish to dispose of advertise it in the Brand Liners and sell it.

THERE'S NO RISK.

If This Medicine Does Not Benefit You Pay Nothing.

A physician who made a specialty of stomach troubles, particularly dyspepsia, after years of study perfected the formula from which Rexall Dyspepsia Tablets are made.

Our experience with Rexall Dyspepsia Tablets leads us to believe them to be the greatest remedy known for the relief of acute indigestion and chronic dyspepsia. Their ingredients are soothing and healing to the inflamed membranes of the stomach. They are rich in pepsin, one of the greatest digestive aids known to medicine. The relief they afford is almost immediate. Their use with persistency and regularity for a short time brings about a cessation of the pains caused by stomach disorders.

Rexall Dyspepsia Tablets will insure healthy appetite, aid digestion and promote nutrition. As evidence of our sincere faith in Rexall Dyspepsia Tablets, we ask you to try them at our risk. If they do not give you entire satisfaction, we will return you the money you paid us for them, without question or formality. They come in three sizes, prices 25 cents, 50 cents and \$1.00. Remember, you can obtain them only at The Rexall Store. For Sale at Cotner Drug store.

Resolutions

Resolved: 1st, That we, the teachers of Deaf Smith County, in Institute assembled, do most sincerely indorse "The Conference for Education" in Texas, and promise our co-operation in all of its educational effort.

2nd, That we thank Supt. Cousins and faculty of N. W. T. S. N. for their co-operation and sympathy in our meeting. We especially thank Profs. F. P. Guenther and Ellsworth Lowery, for the inspiration of their presence, and valuable assistance in directing the work of the Institute.

3rd, We believe that the Institute could best serve its purpose by having a centralized meeting at Canyon City the first week in September of each year. To this end we request our State Superintendent for permission so to do.

4th, We unanimously indorse any SANE LAW of compulsory school attendance.

5th, We wish to thank Miss Pitts of Amarillo for her Music Instruction during the meeting.

C. D. WRIGHT, Chairman

New Engines

The Santa Fe has one brand new passenger engine on this division. Two other new and modern engines were tracked here for one day on their way to Albuquerque where they will be tried out. The engines were being freighted; that is, they were not steamed up. An engineer was with the new machines. He had a state apartment fixed in the tender and cab, including a stove, bed and other necessary traveling equipment. He spent one day at Hereford.

Fortieth Anniversary.

Mr. and Mrs. J. C. Womble's 40th Wedding Anniversary was celebrated by 38 of their children and grandchildren. On Wednesday morning as Grandfather and Grandmother Womble, of near Wildorado, were preparing to go about their daily duties on the farm they noticed wagons, buggies, surries and automobiles going in all directions but they all seemed billed for the same destination which was the home of G. H. Womble, their son who lives one mile west of them and when all the vehicles assembled one led out by another and another until it was ready a credit to a consolidated parade of Barnum & Bailey and Sells Bros. Grandpa and grandma soon discovered that this strange procession was wending its way towards their home at a rapid pace and as they drew nearer and nearer they were dumfounded with amazement as to what such a procession could mean coming to their house. But they were not to be kept in suspense long, for as it dashed up there could be heard amid the roar of wheels, the clatter of hoofs and honk of automobiles, cheers of the children shouting "Merry Christmas, grandpa and grandma!" and the coarser voices chimed in "A Happy New Year, long live the old folks, etc." Grandpa and grandma were so bewildered that they could recognize no one or understand the situation until amid other cheers of greeting someone cried out "Hurrah for the 29th of December," and then came a revelation to grandma and turning to grandpa says, "John, we were married on the 29th of December, and this is our 40th Anniversary." Then it was all plain why things were thus that their children with their families had come to celebrate their 40th wedding anniversary.

All went in and one part of the fun was to watch grandpa get busy making a fire in the cook stove and grandma began putting on dinner, meat, cabbage, prunes, etc. One asked what she was doing, and she replied: "I am going to cook you all some dinner." Another put in and said, "This is not good enough we want a good dinner." Grandma stopped to wonder what she could cook that would be better and was told to put out the fire. Each had brought a huge amount of good things to eat for dinner and it was spread picnic style and all did eat and make merry.

When it was growing late in the afternoon and all having had a jolly good time playing games, pranks, jokes and conversation, all took their leave wishing grandpa and grandma as many more wedding anniversaries as they had had and that they may live to let us celebrate another 40th anniversary.

Mr. and Mrs. Womble have been married 40 years and just half of their married life they have spent in Deaf Smith County, and they say they are willing to risk the other half here. It is remarkable that of this Womble family, there is eleven families (48 people) and until a short time ago all resided in Deaf Smith county.

Those present at this celebration were: W. B. Philipps and family, L. R. Bradley and family, Troy Womble and family, M. E. Meeks and family, G. B. Combs and family, W. T. Womble and family, G. H. Womble and family, M. D. Womble and Miss Jewell McAteer, making a total of 40 persons—a celebrator for each year.

W. I. Smith and family, Gay Smith and wife and L. H. Shore and wife were the absent ones.

The quicker a cold is gotten rid of the less the danger from pneumonia and other serious diseases. Mr. B. W. L. Hall, 61 Waverly, Va., says: "I firmly believe Chamberlain's Cough Remedy to be absolutely the best preparation on the market for colds. I have recommended it to my friends and they all agree with me." For sale by all dealers.

MAIL ORDER PRICE LIST!

You save the freight when you buy from us.

- A. & H. Soda 4 lbs for 24c
- Good clean Rice, per lb 34c
- Good Roasted Coffee per lb 18c
- Dry Salt Meat, per lb 16c
- Smoked Meat, per lb 17c
- 10 lbs. Pure Hog Lard \$1.60
- 25 lbs. Pure Cane Sugar, (not beet sugar) only \$1.50
- 25c Can K. C. Baking Powder, only 19c
- 2 lb extra good crushed Oats, only 9c
- Fresh Barrel Kraut, per gallon 40c
- 25 lbs Salt, only 20c
- 7 5c sacks Table Salt for 25c
- 20 lbs extra good bulk Crackers, only \$1.50
- 7 Bars good laundry Soap only 25c
- 1 gallon of Fancy Table Syrup, only 45c
- Home Ground Wheat for Hot Cakes, Whole Wheat Bread or Breakfast Food, per lb 5c
- 3 cans good Corn for 25c
- Evaporated Peaches, good and fresh, per lb 9c
- 50 lbs of above Peaches for only \$3.95
- Search Light Matches, per box 4c
- Extra good Colorado Potatoes, per lb 2c
- Flour Star Special, 48 lbs, only \$1.35
- Royal XXX Flour 48 lbs, only \$1.40
- Amarillo's Best Flour, 48 lbs, only \$1.40
- Panhandle Flour, 48 lbs, only \$1.55
- Meal, 17 1/2 lbs., only 40c

The above is only to give you an idea of the extremely low prices we are making on 1st quality Groceries. Take them and compare them with any Mail Order House's price list. We guarantee to save you money.

Come to our store and examine the quality of our goods—they are sure to please you.

"WE SELL IT FOR LESS"

THE SPOT CASH GROCERY

JARROTT & WILKINSON
PHONE 81. HEREFORD, TEXAS

The Hereford Brand

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strictly in Advance

Any erroneous statement affecting the
character or reputation of any individual or
firm which may appear in The Brand, will
be gladly corrected upon being brought to
the attention of the publishers.

DID YOU RESOLUTE?

Many people take the turn of the Old Year into the New as a propitious time to make resolutions. While January 1 of each year is not the turning point for the earth in its orbicular movement, that date is just as good for clearing out the rubbish from the closet of your habits and patching up some resolutions which have been smashed in former years. And New Year is a good time to check up your business, pay off your old accounts, and get square with the "world and the devil;" in fact, it's a splendid time to take an inventory of yourself, charge off some of your peculiar ways, and reduce your useless propensities to the pessimism innoitesimum.

While the Mercury was dodging the bottom to keep from falling thru in the Panhandle last Monday and night, the denizens throughout the North and Northwest had to put extensions on all their thermometers to take care of the drop. From 30 to 50 below in many places looks pretty cold alongside of 4 and 12 below in the Panhandle. In fact, only the side swipe of the blizzard that struck the Dakotas and Nebraska hit the Panhandle. Sunday morning a light snow flurry introduced the change with a brisk wind from the Northeast. Monday morning the mercury stood 4 below zero. Tuesday it stood 12 below but during both days it warmed up. On Wednesday morning the Mercury stood at 1 above, and the end of a Texas norther came.

Few realize that we are sleeping over a veritable gold mine. The shallow and unlimited water supply under sixty thousand acres of extremely fertile land around Hereford, is destined to make this one of the most favored spots in the Southwest. No other section on this line of the Santa Fe Ry. from Kansas to New Mexico, has shallow water sufficient to irrigate. The next few months will demonstrate that we have just what thousands of investors are looking for. Keep your eye on the "Hereford Country", the time is not far distant when you will see more activity here than we have ever had in the past. So sure as night follows day, Prosperity follows irrigation.

43tf L. BASKIN.

Notice

All parties indebted to the J. D. Curtsinger Grocery Company will please see J. D. Curtsinger and settle at once. All accounts not paid in 30 days will be placed in the hands of an attorney. Respt.,
48-4t J. D. Curtsinger

**SPECIAL EDITION
DRAWS ATTENTION**

Surrounding Towns Make Inquiry
—Local Business Men Give
Encouragement

As quickly as the announcement that The Brand would issue a Special Edition was read by the business men of Hereford and surrounding towns, inquiries began to come in as to the scope and purpose of such an edition. In answer to these, it is the purpose to cover in a fair and impartial manner all the territory within a radius of 40 miles of Hereford. A Special section will be given to Castro County in which Dimmitt, Nazareth, Spring Lake, Parrott and Summerfield will have a splendid write-up. Parmer County with its several growing cities will also be allotted a section. Friona, Black City, Bovina, Rhea, Farwell, will each be given space. While The Brand does not wish to encroach on Randall County, a few near towns in that county will be given impartial space. Umbarger, the growing village of German Catholics has already made inquiry.

Aside from giving Hereford and all of her neighbors a complete write-up, and thus advertise the whole section of the country, than which there is none better in the Panhandle, The Brand hopes to secure as regular subscribers every adult person within the radius named. As a newspaper The Brand has long enjoyed the distinction of being fair and impartial in its newsmatter. It has never been accused of being dilatory in the matter of upholding the Panhandle and especially for the territory surrounding Hereford. Nay, rather, it has been reprimanded for being too optimistic and too hopeful.

Therefore, The Brand shall hopefully expect each community to respond readily and assist in making this Special Edition a deserving and popular one, not only by furnishing news and items of interest but in placing your names permanently on the subscription list.

Mrs. G. A. F. Parker's Father Dead
The word came by wire early Tuesday that Capt. W. L. Wilson, father of Mrs. G. A. F. Parker, died at his home in Belton, Texas, Monday night, January 2, after a long illness.

Capt. Wilson leaves a wife and four children: Mrs. W. E. Willis of Temple, Mrs. C. D. Rice of Austin, Mrs. G. A. F. Parker of Hereford, and Frank W. Wilson of El Centro, California.

On Christmas day Mrs. Parker received a telegram that her father was thought to be dying, and was calling for her. She left at once, and joined her mother and two sisters at their father's bed side.

Capt. Wilson was an ex-Confederate soldier, and had lost a limb in the service. He came to Texas from Alabama some 25 years ago. He was a highly educated, polished gentleman; a member of the Methodist Church and died as a Christian soldier dies with all faculties retained, blessing his children and happy in the hope of a better world. He was well and favorably known throughout the state and his influence was always for the right and for the welfare of his country. The Brand extends its sympathy to the bereaved family in this their great loss.

When you have a cold get a bottle of Chamberlain's Cough Remedy. It will soon fix you up all right and will ward off any tendency toward pneumonia. This remedy contains no opium or other narcotic and may be given as confidently to a baby as to an adult. Sold by all dealers.

\$1 The Hereford Brand \$1
\$1.00 a Year.

The First National Bank

HEREFORD, TEXAS

Capital, Surplus and Profits - \$130,000.00
Total Resources Over - \$500,000.00

OFFICERS: { J. L. FUQUA, President
A. HERUST } Asst. Cash.
E. B. POSEY }

DIRECTORS: { L. GOUGH, J. L. FUQUA,
R. J. KIBBE, W. H. FUQUA, W. S. HIGGINS, J. T. JOWELL }

SAFETY DEPOSIT BOXES FOR RENT.

This Bank is well equipped to handle all business entrusted to its care and respectfully solicits your account.

TELL ME If You have Bargains to Offer in City or Country Property.

I have frequent inquiries for both. I make a specialty of exchanges.

Insurance of all kinds sold in strong reliable companies whose Financial Strength and past Record is their best advertisement. Any work entrusted to us will receive careful attention. Satisfied customers is our constant effort.

YOUR NOTARY WORK SOLICITED

Office in Dunlap and Britain Building, Rooms 2

C. O. LEE

Hereford, Texas
Phone 310

THE FIRST STATE BANK

S. B. EDWARDS, President
H. B. WEBB
1st Vice Pres.

J. THOS. WEBB, Cashier
W. S. HIGGINS,
2nd Vice Pres.



CAPITAL STOCK - \$100,000.00
Shareholder's Liability - \$100,000.00

**STRONG
AND
RELIABLE**

AND TRUST COMPANY HEREFORD TEXAS

SAMPLE FREE

Are Your Hens Laying?
CONKEY'S LAYING TONIC

Will make them lay without injuring the birds. A Liberal Sample and Valuable Book on Poultry to all who bring this ad to.

Stocking & McLean

Want Ads 5c Per Line—Try One

Local and Personal

I'll meet you at the Corner Drug Store. 38tf

Mrs. Vern Witherspoon is visiting relatives at Farwell this week.

Mules and Horses. See A. O. Thompson Lumber Co. 43-tf

Jack Cardwell is spending a few weeks at Cleburne, his former home

I'll meet you at the Corner Drug Store. 38tf

FOR SALE—Four mare mules. See J. H. Pitman. 47-2t

J. R. Mosely is in Mineral Wells this week on business.

See A. O. Thompson Lumber Co. for Mules and Horses. 43-tf

Miss Zollie Garrison, student in the Normal, returned to Canyon Monday to resume her studies.

I'll meet you at the Corner Drug Store. 38tf

Miss Daisy Watson of Wichita, Kansas, was here to spend a few days with Miss Eva Hicks this week

"Mound City Paints may cost a trifle more, but—! Hereford Lbr Co"

Mrs. C. W. Warren is spending this week at Mineral Wells, where Mr. Warren is for his health.

Mr. and Mrs. Esca Harrison returned recently from Seymour where they had been visiting relatives.

Wanted—Your land and town property to list for sale or exchange. O. B. Pirkey, office with Park & Nesbitt, over First National Bank. 45t3

Wanted—Your land and town property to list for sale or exchange. O. B. Pirkey, office with Park & Nesbitt, over First National Bank. 45t3

I'll meet you at the Corner Drug Store. 38tf

Hon. W. M. Knight returned last Friday from Fort Worth where he has been for a month.

See Troy Womble for Windmill work, either new or repair. Experienced in the business. No jobs too large or too small to receive my attention. 44-tf

J. Ray of Vernon, editor of the Record, spent several days of this and last week in Hereford on business.

Miss Sudie Sasser, daughter of S. C. T. Sasser, left Monday for Lindale, Texas, where she will visit her sister, Mrs. M. E. Ferrell.

LAND FOR RENT—Smooth half section 6 miles east. Well improved. 250 acres in cultivation. See J. H. Pitman. 47-2t

Prof. O. S. Thomas returned Sunday from Greenville where he visited with homefolks during the holidays.

FOR SALE—A few choice full blood Rhode Island Reds and Barred Plymouth Rock cockerels for sale cheap. See Arthur Lay, West Hereford. 1tp

Rev. L. J. Werner, Lutheran minister from Dalhart, called with Rev. A. M. Lohman, local pastor, at the Brand office Tuesday. They left on the 4 p. m. train for other appointments.

E. F. Connell of Glenrio Townsite Company has his office at Hereford and says that his company has made a contract for a well 2000 feet deep, work to begin at once. Oil

prospects are good. He has recently sold several tracts and is receiving inquiries daily. On Tuesday he had a long distance call asking about Glenrio oil lands. Ask him about it? 48tf

Now ready—1911 Catalog of seeds, 1911 catalog of bee-keepers' supplies, 1911 catalog of poultry supplies, 1911 catalog of Planet, Jr. garden tools, 1911 catalog of fruit trees. ROSWELL SEED CO., Roswell, N. M.

H. H. Carpenter, of Rockford, Ill., stopped off here a few days this week to look after some business affairs preparatory to making a trip to California where he will spend the winter. Mr. Carpenter spoke favorably of Hereford and was very optimistic as to her future. Mr. Carpenter is an old reader of The Brand and said that he couldn't afford to pass thru without calling on The Brand.

Spelling Bee

Can you spell "de-lapidated?" Some folks cannot. This is what happened at the spelling bee last Friday when the ladies of the Women's Clubs spelled against the men. Mrs. Jno. E. Ferguson and Jeremiah Ray of Vernon "stood up" till the last, when both went down on the word "dilapidated."

After the "spell" the debate was pulled off between Mesdames Witherspoon, McNerney and Cox, and Messrs. Short, D. A. Shirley and Bill Ray. The men lost of course.

A number by the West Male Quartette was much enjoyed as was also readings by Mrs. Thomas and Miss Carter.

Prof. Ben Short, superintendent of the public school, "gave out" from the Blue Back Speller.

Every family has need of a good, reliable liniment. For sprains, bruises, soreness of the muscles and rheumatic pains there is none better than Chamberlain's. Sold by all dealers.

A Good Year for 1911

The Brand believes that the year 1911 will be filled with a degree of prosperity not before enjoyed by Hereford and vicinity. While the year 1910 did not bring the crop and business returns hoped for, yet in a comparative degree this section of the state finds itself in fair condition. While many sections all over the United States suffered from drouth cutting short the crops and even the water for domestic use was scarce, Hereford has not suffered in the least from the last. An abundance of pure water has ever been at hand. And while our abundance has been cut down, our actual necessities have still been supplied. The people of this community are not disposed to curse the elements because it fails to rain sometimes, but rather are willing to accept the dispensations of Nature's laws in a philosophical way. That the lack of an abundance in extravagances will be a blessing is not to be doubted. The year 1910 will teach all of us valuable lessons of economy. It will also turn our thoughts to the natural resources Nature has so abundantly placed at our feet. Our water supply lying idle may be converted into a source of wealth. Then let all who feel disposed to blame Nature for her peculiar climatic conditions take advantage of other of Nature's presented opportunities and help make the year 1911 a good one for Hereford.

Jack Frost Grips Country

Washington, Jan. 5.—Cold and storm thruout most of the country prevailed during the past week, according to the United States weather bureau. From Florida to Maine along the Atlantic coast storm warnings are snapping in the rising gale and the winter's icy grip is tightening in the Northwest, where the

mercury is standing at 20 degrees below zero in Duluth, Minn., and Devil's Lake, N. D.

These conditions, the weather bureau declares, are directly traceable to the passage northward of the storm that has been centered in the South in the territory from the Appalachian range to the Rocky mountains. The mercury is falling steadily and the conditions are aggravated by another storm that is brewing in the extreme Northwest.

In Winnipeg the mercury stands at 42 degrees below zero.

All Day Meeting

The members of the First Christian church enjoyed an All Day meeting on the New Year Sunday. The morning service consisted of a program by the laymen of the church. At the noon hour a splendid dinner was served a la manu in the dining room. In the afternoon a short program by the Junior Endeavors was given under the direction of Miss Glennis Coulson. The entire day was pleasantly spent. Many friends of the church were present. On account of the inclement weather no night service was held.

The Rev. Irl R. Hicks 1911 Almanac

The Rev. Irl R. Hicks Almanac for 1911, that guardian Angel in a hundred thousand homes, is now ready. Not many are now willing to be without it and the Rev. Irl R. Hicks Magazine, Word and Works. The two are only \$1.00 a year. The Almanac is 35 cents prepaid. No home or office should fail to send for them, to Word and Works Publishing Company, St. Louis, Mo., or drop a \$1.50 on the desk of The Brand and get The Magazine, the Almanac and The Brand for one year.

THE HEREFORD BRAND ONLY \$1.00 A YEAR

OUR STOCK-TAKING SALE

Commences Saturday, Jan. 7, Closes Saturday, Jan. 21

At the close of each year we prefer to sacrifice all heavy Clothing, Shoes, etc., to invoicing and carrying over another year. We are making prices on good merchandise that will take them out. It is not a question of profit at all. These are articles of apparel and footwear that you need and now is the time to buy. Most everything quoted is actually less than cost to us.

CLOTHING

A few Suits in the well known Melton Goods. Nothing wears better or is warmer. We have only a few suits.

Regular Price - \$12.00
Stock-taking Price - \$7.50

This is less than we pay for these suits and if you need a good warm suit you cant afford to miss this.

Boys' Clothing

Here is where the knife goes deep. Anything we have in short pants or the long pants either go at

1-2 Regular Price

32 to 35 Coats in Youths' \$9.00 to \$15.00,

Stock-taking Price
\$4.50 to \$7.50

You can buy now at less than wholesale cost. Ask to see some of these bargains.

Boy's Underwear

75c Union Suits go during sale for 60c

50c Union Suits go during sale for 40c

We have a fair run of sizes in the above.

All grades of Men's Underwear go at a discount of 10 Per Cent

Shirts

\$1.00 Ferguson-McKinney Shirts 80c

75c Ferguson-McKinney Shirts go at 55c

One lot of our Silver Brand Shirts, Regular price \$1.25

Bargain Counter at your choice for 85c

Corduroy Clothing

Regular \$12.50 Suits go for \$10.00

\$4.00 Pants during Sale for 3.50

\$3.00 Pants during Sale for 2.50

These are the best make and you are guaranteed to save money in this dept.

Hats

\$4.00 Beaver Hats during sale \$3.00

\$3.50 Beaver Hats during sale 2.50

\$3.00 Beaver Hats during sale 2.25

Odd lots of these Hats go at \$1.00 EACH

SHOES

All we have in the Peters Shoes in Patent Leather and Vici go at ONE-HALF the regular price.

\$5.00 Shoes \$2.50
4.00 " 2.00

Anything in the above is a bargain at the price. Investigate these shoes.

Overshoes

You will need these inside of a week. Rather than carry them over another year we will let them at the following prices:

4 Buckle Arctic, regular \$3.50, Stock-Taking price \$1.75

2 Buckle Arctic, regular price \$2.00, Stock-Taking price \$1.50

1 Buckle, regular price \$1.50, Stock-Taking price \$1.00

All of the above prices are less than cost. Take advantage of these and supply your needs while they last.

GENTS' FURNISHINGS

H. C. MYRICK

HEREFORD, TEXAS

A GREAT DISCOVERY

IF California and Colorado or South Texas had the pure water supply and in such quantities that Hereford has **THE WORLD WOULD KNOW** all about it in a short time. The people of Hereford have not yet realized what source of wealth they have lying dormant under their feet, but a few are beginning to get awake.

For this reason, The Brand will issue on or about April 1st a Special Irrigation Number of not less than 10,000 copies, in order to let a part of the world know what we have discovered.

We shall hopefully expect every subscriber and friend of The Brand to use from 5 to 1000 copies each. You will find an order blank below, which when properly filled out, will place your name on the Special Edition List and insure that you will receive the number of copies desired. And remember that it is important that you send the order at once.

SPECIAL EDITION ORDER

THE BRAND: Find enclosed \$ _____ cents for which send me _____ copies (at the rate of ten cents each) of the Special Edition of the Brand to the following names and address. (Write names and addresses on separate sheet and pin to order)

Name _____

Date _____ Address _____

This edition will offer advertising advantages of unexcelled value considering the low rate we are asking for space. Write for information or let us send a man around to explain the proposition.

Your assistance will be needed. Give us your support and we will do the rest.

THE HEREFORD BRAND

Have You Tried It?

There is a bottle of Cardui waiting for you at the drug store. Have you tried it? If not, we urge you to do so, before your troubles have obtained such a hold on you, that nothing will drive them out. Even now, it may be nearly too late. But try it anyhow. If anything can help you, Cardui will. It has helped in thousands of cases, where other medicines had been tried in vain. Why should it not do the same for you?

Take CARDUI

The Woman's Tonic

"My daughter, Octava, would have been in her grave today, had it not been for that fine medicine, Cardui," writes Mrs. Laura Lawrence, of Drennon Springs, Ky. "Nothing I tried helped my daughter, until she had taken Cardui. I had sent for the doctor, when I thought of your medicine and got a \$1 bottle. When she had taken four doses she became all right. I often recommend Cardui to my friends."

Your druggist sells Cardui with full instructions for use on the bottle.

Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn., for Special Instructions, and 64-page book, "Home Treatment for Women," sent free.

Tierra Blanco Herefords

L. R. BRADLEY, Owner W. T. WOMBLE, Manager
...BREEDERS OF...

Registered Hereford Cattle

Herd Headed by Strike Six, No. 156847

Assisted by Texas Tom, No. 204446

Will sell a quantity of young stock either singly or in car load lots

Write owner or call at my ranch, situated five miles east of Hereford, on the Tierra Blanco river.

UP-TO-DATE LIVERY and SALE BARN

When you want a good drive or an up-to-date rig call at our Barn. We have spent a great deal of time and money lately improving and enlarging our premises. We have one of the best barns in West Texas and can give you the best accommodations in any line of livery service. We guarantee courteous and fair treatment to all. Phone 249.

A. L. SHERK HEREFORD, TEXAS

P. R. Purcell & Sons

Livery, Feed and Sale Stables

GOOD SADDLERS GENTLE DRIVERS

Special Conveniences for Drummers

HEREFORD TEXAS

The Patronage of the General Public is Cordially Solicited.

Familylite Oil

Will keep your home cheerful on the stormiest night—best oil for lamps

FOR SALE BY ALL DEALERS.

MADE ONLY BY

THE TEXAS COMPANY

GENERAL OFFICES, HOUSTON, TEXAS

The Brand \$1 Per Year

Comforting Words

Many a Hereford Household Will Find Them So.

To have the pains and aches of a bad back removed; to be entirely free from annoying, dangerous urinary disorders is enough to make any kidney sufferer grateful. To tell how this great change can be brought about will prove comforting words to hundreds of Hereford readers.

Henry Frederick, of Lubbock, Texas, says: "For several years I was subject to attacks of backache and I was rarely free from a dull, racking pain in my loins. When at work, I was in misery, especially if I had to stoop. I tried several remedies, but found very little relief until I began taking Doan's Kidney Pills. They proved especially adapted to my case and in a few days my back was entirely free from pain. I have had occasion to take Doan's Kidney Pills since then, when slight returns of attacks of my trouble have reappeared and they have never failed to give me relief. I would not be without this remedy in the house. I know of many other people who have taken Doan's Kidney Pills with satisfactory results."

For Sale by all dealers. Price 50c. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan—and take no other.

Inoculation Conquers Typhoid
Washington.—Remarkably successful results obtained by the experimental inoculation of troops with typhoid fever virus are reported from Fort Oglethorpe, Ga. There is now ground for the hope that by the general adoption of this system of inoculation troops in the field may be absolutely safeguarded hereafter against the disease, according to reports given out today.

Last September Col. Parker, commanding at Fort Oglethorpe, ordered that all soldiers under 50 years of age be inoculated against typhoid fever, medical officers having reported there was danger of an epidemic of the fever at that post.

The colonel reports to the war department that the Eleventh cavalry at that post, having been inoculated, made a practice march of 21 days, extending from Fort Oglethorpe to Knoxville and return a distance of 300 miles.

"During this period, by authority of the department commander, no attempt was made to boil water," said Col. Parker.

"On Oct. 17, the date of return to this post, the sick report of the command in the field numbered none. No cases of typhoid have since developed."

Lutheran Service

Evangelical Lutheran service will be held at Hereford College Chapel next Sunday morning at 11 o'clock; Sunday School at 10 o'clock. All members urged to attend; friends invited.

Asthma - Catarrh CURED

Expert Medical Scientists announce startling results obtained by Sempine.

New York—Thousands are taking advantage of the generous offer made by The Woodworth Co. Dept. O. 1.61 Broadway, New York City, requesting an experimental package of Sempine, the great discovery for asthma, Hay Fever, Bronchitis and Catarrh which is mailed free of charge to all who write for it. It is curing thousands of the most stubborn cases. It makes no difference how long you have been suffering or how severe the climatic conditions are where you live, Sempine will cure you.

If you have experimented with other treatments and have failed to find a cure do not be discouraged but send for a trial of this wonderful truly meritorious remedy which is a scientific compound discovered by a professor of Vienna University, and is being recommended by thousands.

THE BRAND LINERS 15 CENTS

A good place to advertise anything you want to sell or rent. When you want to buy something, a Limer will bring you an offer quick. Customers not carrying regular ads will please pay cash. Count one cent for each word including initials, numbers and address. Stamps from out-of-town customers will be accepted. PHONE NO. THIRTY

MISCELLANEOUS WANTS

LOST—A slide rule in Hereford last week. Please return to F. H. Obertheir. 48-2t

LOST—Black, leather covered, bug-cushion. Reward for return to Mrs. P. W. Price. 1t

FOUND—A Ladie's good black shawl near the Wycbe school house. Owner can have same by calling at the Brand. 1t

HOUSE WANTED—To rent modern bungalow, four or five rooms and bath, rent must be reasonable. Inquire at Brand Office.

WANTED—Your shoe repairing at Norton-Powelson Saddle Co. 35tf

FIRE INSURANCE is so cheap now that it is in the reach of everyone. Better let me insure your home. R. E. Cook 10tf

SHOATS FOR SALE—About 30 choice shoats from 20 to 75 pounds at bargains. Phone or write A. G. Bell. 44-1f

WANTED—Direct from owners, lands in and around the Hereford country that are for sale. Address Mason & McElhenie, La Salle, Ill. 1-tf

ENGRAVED Calling Cards at the Brand Office. Ask to see beautiful line of samples

FOR SALE—Buffet, dresser, bookcase, stove and good buggy. Want to trade residence for mules. J. M. Cochran 2tp

628 ACRES—well improved farm 3 1/2 miles southwest of Hereford and 1 1/2 miles east of Summerfield. Will sell or trade. See F. C. Bradley, Summerfield, Texas. 41-tf

FOR SALE—Two span of A-1 mules five and six years old at the H.D. Rucker Ranch 15 miles northwest of Hereford, telephone 214 party line 3 short rings. Also 1 registered Hereford Bull, 5 years old, and some good hogs. 47-4t

Keep Your Profits

Save these missing, profit-making birds by placing in the drinking water

Conkey's ROUP CURE

It kills the germ. Prices 50c and \$1. CONKEY'S BOOK ON POULTRY free if you call or send to postage. For sale by

Stocking & McLean

EXCURSIONS!

To LOS ANGELES or SAN DIEGO, CAL., and return, \$75.40; Final limit, 6 months from date of sale.

To SAN FRANCISCO and return, \$84.00. Final Limit nine month from date of sale.

To MINERAL WELLS and return \$17.65; Final limit sixty days from date of sale.

For further particulars apply to R. E. BRYANT, Agent



Shipping C. O. D. by Carload
HEREFORD NURSERY
L. P. LANDRUM, PROPRIETOR

Professional and Business Cards

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Attorney at Law
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ALL KINDS OF INSURANCE
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SUGGS & JONES
ABSTRACTERS
Complete Abstract of Title to Deaf Smith County Lands.
HEREFORD, TEXAS

YOU'LL LIKE HEREFORD!

S. D. BETTES, M. D.
EYE, EAR, NOSE AND THROAT
HOURS, 9 TO 12 NOON. 2 TO 5 P. M.
CORRESPONDENCE SOLICITED
NEW DIVINS BLDG. AMARILLO, TEXAS

Society

A DINING

Quite a pleasant little affair was the dining given by Mr. and Mrs. Warner on New Year's Day. The table appointments were elegant and the decorations suggestive of the season. Mr. and Mrs. J. F. Barker and Mr. and Mrs. W. F. West were the guests on this occasion.

BAY VIEW CLUB

The work of the Bay View Club promises to be even more interesting for the coming months than it was before the holidays. Having finished the English history study, English literature, in connection with the Bay View reading, is now to be taken up. The meeting Thursday afternoon was with Mrs. W. A. Price.

CARDWELL-ARNOLD

Among the last of the Yuletide festivities was a delightful "42" party given by Mesdames B. S. Arnold and Emmitt Cardwell at the Cardwell home, on Saturday afternoon, Dec. 31. The score cards were dainty, and had written on them greetings for the glad New Year. Delicious home-made candy was served at the different tables as the game was played. After a number of progressions a salad course with hot coffee was served. Favors of mistletoe tied with scarlet ribbon were given. About forty ladies are indebted to Mesdames Arnold and Cardwell for a most pleasant afternoon.

HUSBANDS ENTERTAINED

On the evening of Dec. 29, the members of the Bay View Club entertained for their husbands at the beautiful home of Mr. and Mrs. F. T. Roloson. This little affair was informal and decidedly pleasant, giving one the feeling that "it's just among ourselves." The score cards for "42" were quite unique, with a spray of mistletoe, and beneath the conventional lovers. Mrs. Hanson favored the guests by several piano selections. Delicious refreshments of cream, cake and coffee were served. The husbands are grateful for this courtesy and live in hope of it being repeated.

LADIES AID AND B. Y. P. U. RECEPTION

Among the numbers of social functions which last week brought,

none was more enjoyable than the reception and turkey dinner given on Friday, Dec. 30, by Mr. and Mrs. H. C. Bergman at their beautiful suburban home at Hereford, in honor of the Ladies Aid Society and B. Y. P. U. of Summerfield. As a pretty little courtesy the societies were pleased to have a number of guests from Hereford. The Christmas spirit together with the artistic touches of the hostess had made the receiving room beautiful and bright. At 1:30 when the dining room door was opened, it presented an attractive picture. After the guests were seated at the tables Rev. Bailey offered a beautiful and appropriate prayer for the societies and all the friends present, after which the feast began. The afternoon was pleasantly spent in conversation, music, etc. The gracious hospitality of this home is always dispensed in a manner to make each guest feel the real welcome. Many were the expressions of appreciation for a delightful time.

AT MR. AND MRS. T. E. SHIRLEY'S

Among the many small dinner parties had during the holidays none was more enjoyed than the one served at 3 o'clock last Friday afternoon in the Shirley home on 25-Mile Ave. Mrs. Shirley assisted by her daughter, Miss Harlette, served the four courses. The guests led by the host, Mr. Shirley, seasoned each course with spicy conversation. Those who partook of this kindly hospitality were: Rev. and Mrs. S. T. Shore; Mr. and Mrs. A. W. Gregg and daughter, Miss Ina; Mr. and Mrs. L. Gough and daughter, May; Mr. and Mrs. A. C. Elliott and son, Davis; Prof. and Mrs. D. A. Shirley; Misses Winona Arthur and Mate Hunt.

MR. AND MRS. C. C. FERGUSON ENTERTAIN

One of the most pleasant of the Yuletide parties was that given by Mr. and Mrs. C. C. Ferguson on the evening of Dec. 29, to a number of their friends among the young people. A color scheme of red and green, produced by an artistic arrangement of Christmas bells and holly wreaths, made the rooms beautiful and bright. Dainty little score cards in holly design were passed and the game of "42" announced. A number of progressions were made amid much merriment and good natured contention. Musical selections, both vocal and instrumental, by the guests and a reading by little Grace, added much to the pleasure of the evening. Delicious refreshments of fruit salad with whipped cream, chocolate and assorted cake were served. Mr. and Mrs. Ferguson dispense their hospitality so graciously that to be entertained in their home is a pleasant memory.

MISS BERTHA WITHERSPOON ENTERTAINS

One of the most cleverly planned parties of the season was that given by Miss Bertha Witherspoon on the evening of Dec. 31. The spacious rooms of the Witherspoon home presented quite a festive appearance. A color scheme of red and green was carried out by an artistic arrangement of Christmas decorations. The dining table was beautiful, having in the center a vase of daisies and ferns, California grown. Promptly at the hour quite a little host of guests arrived, all expectant for the fun they knew was in store for them. First a little game was played with beans, which was a device for getting acquainted. Next, various games and contests, at eight different tables, furnished amusement and marked progressions. Now, as the old year was departing these young people became thoughtful, and began to cast about them for some hold or hope for the future. A so-

lution to the problem came when they were given pencils and paper and asked to write New Year resolutions. After the reading of these, dainty refreshments were served, good nights lingeringly said, and the guests, accompanied by Miss Bertha, went from house to house and by glad and happy song announced the year 1911.

FOR ODELL ELLIOTT

On last Friday evening, December 30th, from 7:30 until 12 o'clock, Mrs. Robert Elliott and Miss Willia Elliott entertained with a farewell party for their son and brother, Mr. Odell Elliott. The evening was one of the most thoroughly pleasurable occasions of the Xmas week.

The earlier hours were spent in a happy round of conversation and good-natured banter. When the dainty double-score cards were distributed and the guests had assumed their respective places at the different tables, a goodly number of hard fought battles of "42" progressed, the laurels resting first with these and then with those. Little Misses Edna and Emma Bell Elliott served the tables with most acceptable homemade candies.

Near the midnight hour delicious refreshments of hot chocolate, cakes and nut salad was served by the Misses Elliott.

As a token of esteem from his young men and married friends present, Mr. Elliott was presented with a handsome, gold mounted brier pipe, to which Mr. Elliott responded in a few well chosen words of thanks and appreciation.

Mr. Elliott during the three years of his residence here has made a host of friends both in the social and business world. He has been also during this time one of the important all-round factors on the Brand force. He left Thursday for Amarillo to accept a position with the Amarillo Credit Men's Association, accompanied by the well wishes of his many friends. A GUEST.

Mrs. B. S. Arnold entertained at 12 o'clock dinner on Monday, Jan. 2, having as guests Mr. and Mrs. Warner, who are to leave soon for their new home in Arkansas.

Mr. and Mrs. L. P. Landrum entertained a few friends most royally last Friday at the noon hour. The special feature being a beautifully decorated dining table heaped with the best the Yuletide season suggests. The afternoon was spent in "joy riding."

The Presbyterian ladies of the study class met on Wednesday afternoon last at the home of Mrs. Cogdell. With the New Year they begin the study of The Life of Paul which promises to be both interesting and instructive.

"I had been troubled with constipation for two years and tried all of the best physicians in Bristol, Tenn., and they could do nothing for me," writes Thos. E. Williams, Middleboro, Ky. "Two packages of Chamberlain's Stomach and Liver Tablets cured me." For sale by all dealers.

W. B. Parmer who has been quite ill for some time is now recovering rapidly.

The 1911 World Almanac

is the archway to a storehouse of reliable information; full details of the 1910 census and of the most important and exciting Congressional Election in fifty years; 10,000 facts and figures about politics, labor, religion, sports, farm statistics, finance, trade, commerce, insurance, money and banking information about our own and all foreign countries, the armies and navies of the world, Panama Canal, arial navigation, growth of the United States, universities and colleges; postal information, naturalization laws and qualifications for voting; Constitution of United States; population of largest cities of the earth, of 100 largest cities in United States, of all United States cities of 5,000 or more; in fact the 1911 World Almanac will tell you something about everything and everything about a great many things. Price 25c. at bookstores (west of Buffalo and Pittsburg 30c.), by mail 35c. Address The New York World, New York.

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AVIATORS MEET SUDDEN DEATH

Two Men Fall with Their Machines and are Instantly Killed on New Year's Day

Los Angeles, Calif., Jan. 1, 1911. —John B. Moisant and Arch Hoxey, aviators were killed today. Both fell out of the treacherous air with their machines, neither from a vast height and Moisant's remaining minutes of life were so few as to count as naught. Hoxey was killed instantly.

Moisant met death at 9:55 a. m. attempting to light in a field a few miles from New Orleans, La. Hoxey who went into the air early at Los Angeles, lay at 2:12 p. m. a crushed lifeless man. Thus the last day of 1910 in

bringing a total number of deaths of those who sought to emulate to 35, capped the list with the most illustrious of these airmen who have been writing the history of aviation in the sky of two continents.

Both met death in the same manner. Each machine headed for the earth suddenly, seemed to stop and hover, then "turn over onto its nose and dive headlong to earth and to destruction."

When your feet are wet and cold, and your body chilled through and through from exposure, take a big dose of Chamberlain's Cough Remedy, bathe your feet in hot water before going to bed, and you are almost certain to ward off a severe cold. For sale by all dealers.

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Facts

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