

# The Hereford Brand

Vol. 10

HEREFORD, TEXAS, NOVEMBER 25, 1910

No. 42

## INSURANCE FIRM MAKES SHOWING

**Amarillo National Life Writes Almost One Million Dollars in Five Months.**

From Daily Panhandle.

C. P. Smith, vice-president and manager for the Amarillo National Life Insurance Company, is responsible for the statement that although operations have been on less than five months, that the concern has in force at present approximately one million dollars of insurance. It is doubtful if any company in the southwest could show a record equaling that of the Amarillo company.

This company has, after arming itself with a capital paid up of sufficient size, and an official head of a character to inspire confidence, when backed by the management and directorate secured, been most aggressive in its campaign for desirable business. This business was stimulated by a line of policies as low in price for the policy-holder as could possibly be carried by a consistent company. In addition, the working forces in the fields have been such as to inspire faith in the perfect ability of the company to carry out all its promises and to liquidate its every obligation.

### Handsome Offices Arranged.

D. L. McDonald has leased the first floor of the Britain-Dunlap building and has built in some elegant office divisions. These Mr. McDonald has fitted up in elegant style and will soon begin active work in advertising and selling the McDonald Irrigated Farms. These farms will consist of a unit of 80 acres and each one will be equipped with a pumping outfit that will afford 1000 gallons of water per minute. Mr. McDonald has demonstrated beyond a doubt the efficiency of the water and is backing his faith in the promotion of immigration.

### Courthouse Work Progressing.

The work on the new courthouse is progressing rapidly. A large force of men are on the job. The walls for the basement and first story are up and the building begins to look something like it will be when completed. When finished, it will be the handsomest court building in Texas.

### 40 Cars Shipped.

Bullock Bros. report that they have shipped over 40 cars of hay from this territory in the last two months. This hay goes to Waco and even to San Antonio. Most of this is millet hay, as the feeders down in the sticks don't know what maize and kaffir hay looks like and they won't buy it.

Geo. Hitz of Indianapolis, Ind. came in last week to look after his farm near Black City. Mr. Hitz is very much interested in irrigation and will put in a big plant on his farm.

Henry Shuette has rented the McDonald farm north of town. He and his family are recently from Illinois and first stopped at Canyon but after seeing Hereford they decided to come here. Mrs. Shuette was in very poor health when the family came to Texas and she died at Canyon only a few weeks ago, leaving a family of ten children.

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

## PUBLIC PROVISION FOR CONSUMPTIVES DOUBLED

**More Than \$600,000,000 Appropriated—Still Face Great Lack of Accommodations**

Sixteen state sanatoria, twenty-eight county hospitals, and twenty-one municipal hospitals for tuberculosis have been erected and provided for since January 1st, 1909, says a bulletin of the National Association for the Study and Prevention of Tuberculosis, issued today.

Within the last two years the number of state institutions for tuberculosis has doubled, and the number of county and municipal institutions has increased from about 30 to 80. The expenditures of public money for the treatment of tuberculosis has also more than doubled. Not less than \$3,000,000 of state money was appropriated for tuberculosis institutions in 1909, when 43 legislatures met, and over \$600,000 in 1910, when only eleven legislatures were in session. The appropriations of counties and cities for tuberculosis hospitals and sanatoria in the last two years will aggregate fully \$2,500,000, bringing the total of official appropriations for tuberculosis hospitals up to over \$6,000,000 in the past two years.

In spite, however, of this good showing, the National Association for the Study and Prevention of Tuberculosis states that not one-tenth of the public provision for tuberculosis that is needed has been made. More than 250,000 tuberculosis patients are constantly without proper institutional treatment.

S. J. Williams and family, and Henry Wilkinson and family left Tuesday for Long Beach, California to spend the winter. They may decide to locate in the coast state and if they do Hereford will lose two estimable families. Mr. Williams is a capitalist and may invest in some of the orange lands of that section. Mr. Wilkerson was for a longtime assistant cashier of the Western National Bank of this city in which place he made many friends. The Brand wishes the two families a good measure of pleasure and profits in their new quarters.

### Attention!

We now have a first class boot and shoe maker. We solicit a share of your business. Norton-Powelson Saddlery Company. 35tf

Now is the time to buy Berkshire pigs at R. H. Norton's. 41-4t

### Thanksgiving Service.

The Union service at the Methodist church yesterday was largely attended. The special music by the choir was much enjoyed, the Thanksgiving anthem being especially good. Rev. S. T. Shore delivered a most excellent address. All the pastors of the town were present and assisted with the program. Rev. Boyd of the Baptist church received the offering which amounted to \$110.05. The fund will be turned over to the United Charity Committee composed of members from the different churches.

At the close of the services three delegates to represent the Anti-Saloon League were chosen to attend the convention to be held in Fort Worth in December. L. Gough, G. A. F. Parker, and C. G. Witherspoon were chosen. The United Charities Committee is as follows:

Mesdames Warren, Black, Wheeler, J. A. Johnson, Rutherford, T. E. Shirley, Claude Witherspoon, W. E. Hicks, Richards and Messrs Irwin, H. B. Webb, Matt Gilliland, Stambaugh and Megert.

### Record Contest.

Miss Jessie Sisk has been nominated as one of the contestants in the Fort Worth Record Prize Contest. She asks that her friends save all the coupons and place them to her credit. Leave them with J. M. Boone. 36-9t

### The Dairy Cow.

The dairy cow does more than bring financial success to the dairy farmer. She makes him a better citizen than he would otherwise be. Her influence upon home conditions is a most pleasing contribution to those factors which are responsible for the changed conditions which prevail in the farm houses of today. Thousands of these homes are now characterized by comfort and happiness where formerly they were blighted by drudgery and unhappiness.

Better financial conditions have contributed to this change, and the dairy cow has been in no small measure responsible. She has contributed in still another way. The dairy cow teaches kindness. Her owner soon learns that only by treating her kindly can he secure the highest possible returns from her, and she responds quickly to kind words and proper care. Her disposition is one that the human family might well emulate. She is patient and long suffering, acquiescing mutely in the arrangements made by her owner for carrying on the dairy business, striving at all times to repay him for every effort made for her care and comfort.

The members of the family, as they come in contact with her and her kindly disposition, are influenced for good. As they appreciate the financial benefit to come from caring for her well they take a deeper interest in her. In doing so they unconsciously cultivate those qualities which make them better citizens.

The dairy cow—the prototype of man's best friend—is wielding a greater influence than she is generally credited with. She has always been found in the front ranks in the march of civilization and no agricultural country can long prosper without her. She is the potent factor in the upbuilding of such a country, financially, and socially, and a wise people will appreciate her and encourage the industry of which she is the foundation.

Rev. J. W. Story and family left Wednesday for Clarendon where he will become the presiding elder for the Clarendon district. Mr. and Mrs. Story have made many warm friends who regret to have them leave. A number of the members of the Methodist church were at the station to bid the family God-speed.

Lap Robes at prices that will please you. Warren Hardware Co. 40-tf

## HEREFORD DEFEATS NORTH WEST TEXAS NORMAL

**Game is Marked by Fast Playing on Both Sides**

The Hereford Collegians journeyed to Canyon City for their game Thanksgiving and there defeated the Normal College by the score of 10 to 6. The weather was really too warm for good football and the quarters were reduced to ten minutes each accordingly.

Canyon kicked off to Hereford and on straight football and a few fakes Hereford managed, after 8 minutes of play to push Albow across for the first touchdown. On the punt out the ball was dropped hence there was no try for goal. Hereford then kicked off to Canyon and on a criss cross pass a touchdown was made, the runner going around the whole Hereford team. Goal was kicked. Score 6 to 5 favor Canyon.

In the second quarter Hereford was held on her own five yard line when a forward pass was attempted. The ball was touched by a Canyon player and recovered by A. Carter, who ran seventy-five yards for a touchdown. No goal was kicked. Score Hereford 10, Canyon 6.

No scoring was done in third or fourth quarters and game ended 10 to 6 in favor of Hereford. A. Carter's run of seventy-five yards and Hord's run of eighty yards were the features of the game.

The teams were very evenly matched in weight and both teams played clean ball from start to finish. Thinking of Ball will make the game popular in this country. Keep it up.

Mr. and Mrs. A. P. Helphrey of Parrott have moved to Hereford to make their home. Mr. Helphrey is proprietor of the Texas Market and the move will bring him nearer to his business. Mr. Helphrey was postmaster at Parrott and the family will be greatly missed by their neighbors as they took a prominent part in all progressive moves in the community.

### Irrigation Subject.

Last week and continued this week The Brand has published a very important article on irrigation. Inasmuch as the subject has been discussed by the farmers the reading of these articles will give some valuable information. They were written by one who knows.

Harness to go at Cost at Hereford Hardware Company's. 34tf

## COURTED DEATH ONCE TOO OFTEN

**Holder of Altitude Record Killed in Long Dash to Earth. Was Making Spiral.**

Denver, Nov. 17.—With one wing tip of his machine crumpled like paper, Ralph Johnstone, holder of the world's record, dropped like a plummet from a height of 500 feet and was instantly killed this afternoon.

When the spectators reached his body lay beneath the engine with the white planes which had failed him in need, wrapped around him like a shroud.

He had gambled with death once too often, but played the game to the end, fighting to the last to regain control of his machine.

It was his second flight of the day. Johnstone had risen about 800 feet and flew over the foothills. As he swept back he began a spiral glide which has made the Wright aviator's famous. He made the first circle safely when the left wing tip crumpled. He was thrown from his seat but caught on a wire stay. He caught the frame of the upper plane with both hands and feet to wrap the planes so they would catch the air and break the decent. For a second it seemed he might be successful as the football helmet he wore blew off and fell faster than the machine, but a second later the machine turned a summersault and plunged to the earth with Johnstone in the midst of a mass of wires.

He was dead when reached, nearly every bone in his body being broken. He scarcely hit the ground when with the sensation of mad brutes the spectators swarmed over the wreckage for souvenirs. One man tore out a wooden splinter which was driven nearly through the body and ran off carrying the grisly trophy.

### Staying in at Recess Bad.

School Trustee McIntosh of Wright township Greene county, Ind. has secured an order which forbids teachers to keep children in at recess as a punishment. The state board of health has also endorsed this action.

Recess is provided in order to give the children needed recreation from the school work, and it is wrong to take from them this aid to health, say these authorities. Other punishments should be found.

### Some Potatoes.

J. D. Bourn has taken the blue ribbon on raising sweet potatoes. He had only two rows across his garden but the yield was large. Out of only 9 hills, he dug 40 pounds. At this rate an acre would have made 32,266 pounds, and as he sold the 40 pounds for 3 cents per pound, an acre would have brought him \$967.98. Some Potatoes.

YOU'LL LIKE HEREFORD!

**Grown in the Hereford Country;  
Buy It**

**Patronize the  
Home Farmer**



**WHY REFUSE MAIL ORDER ADS?**

In another article O. J. Zander, editor of the Brillien (Wis.) News, discusses the mail order advertisement. While the condition of a full paper may comfort his paper, a careful examination of the Texas exchanges that come to the Brand office, will convince the most optimistic that none of them get the number of ads that their loyalty to the town deserves. But why should the weekly newspapers refuse mail ads?

First.—Because it places the home merchant at a disadvantage with the foreign houses on account of the cheaper prices.

Second.—The home merchant never sends off for any of his printed stationery such as statements, loose-leaf ledger sheets, counter blanks, but gives all of his printing to the local job office.

Third.—Because the home merchants contribute their share to public enterprises, such as schools, churches and public charities.

Fourth.—Because the home merchant pays his share of the taxes.

Fifth.—Because the local town makes the land of the farmers bring a higher market value—you cannot have a town without merchants.

Sixth.—Because the town, if it is a good one, furnishes a market for the product of the farms.

Seventh.—Because it requires both the producer and consumer to make a prosperous community.

AND the mail order houses are diabolically opposed to the home merchant and all of his enterprises.

BUT even should all this good and sane reasons exclude the mail order ads from the local loyal paper? And some reasons why—

First.—All the daily papers, all the religious weeklies, all the monthly magazines, all the family papers, are jammed and crowded with nothing but mail order ads. The city gentlemen and the country cousin look over these ads every night while sitting around the family circle.

Second.—The names of every mail order house in the United States are familiar household words even to the children.

Third.—There is not a home in all the country but that contains from one to a half dozen mail order catalogues, and in many cases furnishes the only reading matter for

the school children outside of the school books.

Fourth.—People without regard to station, the rich and the poor, and often the merchants and their families, send to mail order houses for things they could buy at their home town.

Fifth.—The people are so familiar with the mail order houses that the exclusion of an ad from the local paper, would not deter but few from making orders when they wished.

AND the home merchant must compete with the foreign homes by employing the same methods, advertise, advertise, and then after every body in the trade territory knows where you are and who you are, advertise some more.

BUT the home merchant cannot compete with such business methods employed by their big competitors—Of course, they can—or at least they must. Then why flinch over the condition. Yell the battle cry and charge them.

Only last week a good farmer from the Spring Lake community received at the depot in Hereford a large shipment of groceries, and upon investigation he paid more for coffee, sugar, and other things than he could have bought them right here, and he paid the freight in addition.

Dear Mr. Home Merchant.

Let the people know what you have to sell and what it will cost them. It is your duty to let them know what quality of goods you have. The people are not all easily fooled. Invite your mail order friends to come to your store and compare prices and quality. Don't tell him to sell his oats and cabbage in Chicago, because you saw him with a catalogue under his arm. Don't expect the local newspapers to fight the mail order houses and then order most of your printed matter from mail order printing shops. Be fair with your customers and they will be fair with you.

Yours truly,  
JOHN MALE ORDER.

**School Reports.**

The Brand has printed a supply of quarterly reports for the pupils' grades, etc. These are suitable for any public school.

**THANKSGIVING SERVICES.**

B. Y. P. U. and Epworth League Program, Sunday Nov. 27.

Invocation.—Rev. Boyd.  
Opening Song.—"America."  
Scripture Lesson.—Leader.  
Song.—"Jesus is All the World to Me."

Origin of Thanksgiving.—Miss Ivey.

Piano Solo.—Calla Lambert.  
Talk.—Mr. Barcus.

Violin Solo.—Ruth Wilson.  
Quartette.

Song.—"Praise God from Whom All Blessings Flow."

Benediction.

Leade.—Jessie Sisk.

**YOU TAKE NO RISK.**

Our Reputation and Money Are Back of This Offer.

We pay for all the medicine used during the trial, if our remedy fails to completely relieve you of constipation. We take all the risk. You are not obligated to us in any way whatever, if you accept our offer. Could anything be more fair for you? Is there any reason why you should hesitate to put our claims to a practical test?

The most scientific, common sense treatment is Rexall Orderlies, which are eaten like candy. They are very pronounced, gentle and pleasant in action, and particularly agreeable in every way. They do not cause diarrhoea, nausea, flatulence, griping or any inconvenience whatever. Rexall Orderlies are particularly good for children, aged and delicate persons.

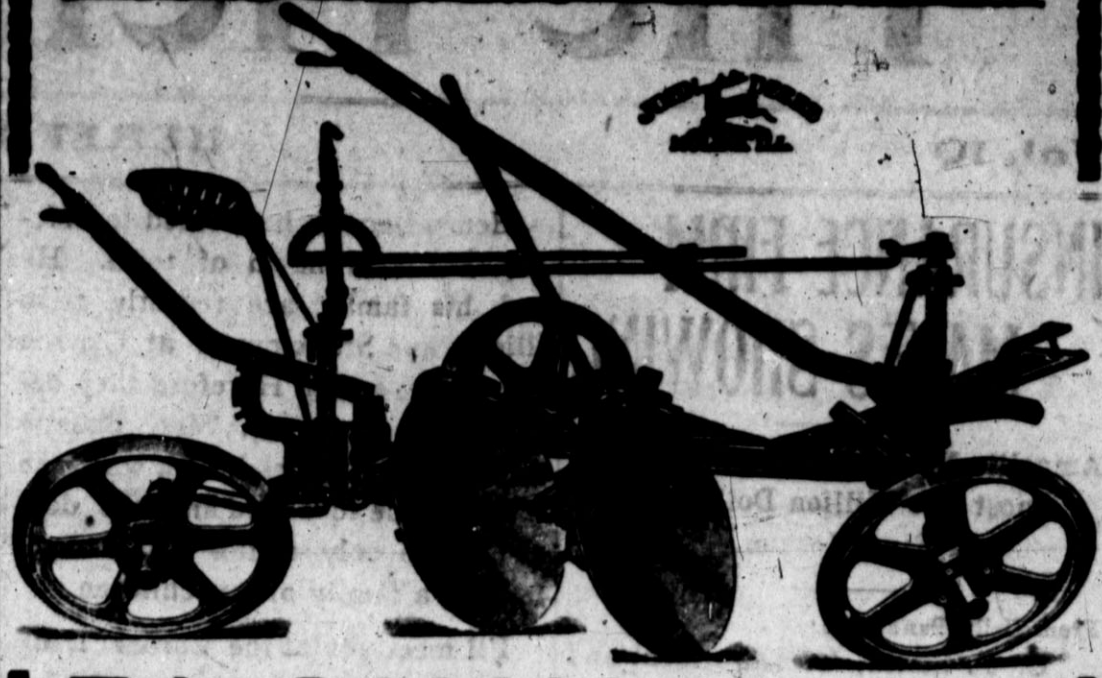
We urge you to try Rexall Orderlies at our risk. Two sizes, 10c. and 25c. Remember, you can get Rexall Remedies in this community only at our store—The Rexall Store. For Sale at Corner Drug store.

**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.

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

**THAT JOHN DEERE**



**PLOW** is the one your neighbors use and they're satisfied. Why not you? Has the lightest draft, cuts it all out and is made to stand the strain. See

**Garrison Brothers**

Make Our Store Your Headquarters



**'Shelf Goods'**

(but not including all those shown in the illustration) constitute a strong feature of our

**Grocery Store**

As we cater to the best trade, we buy only first-class goods where quality is always conspicuous. Our stock being large and varied, if you want the best you should trade here.

Stock is fresh daily and price always close to cost

**Cardwell Brothers**

**IF IT'S LUMBER,**

YOU WANT TO SEE

**The T. M. Palmer Lumber Co.**

We can make it to your interest to buy your lumber from us. Let us give you our figures—they are a convincing argument.

MODERN PLANING MILL IN CONNECTION

**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.

**Worn Axles will make Wheels Loose**

**Texaco Axle Grease**

will prevent your axles from wearing and your wheels from getting loose. Try it and be convinced for yourself.

FOR SALE BY ALL DEALERS.

MADE ONLY BY

**THE TEXAS COMPANY**

GENERAL OFFICES, HOUSTON, TEXAS

**YOUR PERSONALITY and Your Corset**



Character is expressed by the figure as well as the face. Shapeliness signifies feminine daintiness.

The highest degree of personality is given by the best corset.

Therefore, to make your personality as distinctive and decided as possible, wear a HENDERSON CORSET. These models are designed to shape the figure to the most fashionable, graceful lines.

We carry a large assortment of HENDERSON CORSETS and can fit women of almost every size in an individually designed model that can be worn with comfort and ease.

HENDERSON CORSETS are reinforced and strengthened to withstand the hardest usage. We ask the opportunity of explaining the merits and superior points of HENDERSON CORSETS.



HENDERSON Fashion Form Corsets

HENDERSON Fashion Form Corsets

MAIL ORDERS FILLED PROMPTLY

**Geo. A. Stambaugh**

"Cash Store"



**SMALL GRAINS UNDER IRRIGATION—W. H. OLIN**

(CONTINUED FROM LAST WEEK)

**WASTE WATER DITCHES**

It is exceedingly important that, on the lower side of the field a waste water ditch be provided to take care of the surplus or waste water.

Thousands of otherwise fertile acres of land have been seeped or waterlogged through carelessness in this regard.

In every irrigated region evidence of waste water "running to waste" is visible. One of the very finest irrigation regions of the west opened prosperously and all went well until farmers on the higher levels began irrigating their fields and permitting their waste water to "run wild" and course down on the lower levels. In a few years this rendered all the colony lands on the flood plains of the river non-productive and forced these colonists to drain every acre at an expense of from \$20 to \$25 per acre, up.

Waste water is also valuable as it

can be used over and over again, doing duty on many farms.

Therefore, each farmer should see to it that the waste water ditch at the lower edge of each field irrigated returns this water to the supply ditch, saving his own and his neighbors' field from danger of seepage and saving and increasing the duty of water.

**THE USE OF CANVASS DAMS**

The irrigator supplies himself with rubber boots, a good irrigating shovel—never attempt using a hoe—and as many canvass dams as he deems necessary. These are made by tacking duck cloth six to eight feet wide and six to ten feet long on a pole of sufficient length to span the widest supply ditch from which water may be taken, or the largest field ditch made for distribution of water in the field. These can be placed with the canvass up stream and weighted down with a few shovelfuls of earth to temporarily check the water in the field ditch, making a head for the irrigator to use in the distribution of water over a given area. A good irrigator can tend to two or three field ditches at the same time, using from one to three second feet of water as a head. He should have all the water he can well handle for successful irrigation of grain depends largely upon a good head and quick, effective and uniform distribution of that water. Employ no novice to irrigate your grain for the first irrigation. It is then, if ever you need thorough, careful, efficient work. A good irrigator, with a good head of water on a well prepared field will irrigate from eight to twenty or even twenty-five acres in twenty-four hours. Unless a good supply reservoir is provided for the farm, it were better to have continuous irrigation from start to finish of the grain. Night irrigation can seldom be as efficient as day irrigation but when one has water he feels he cannot afford to lose the night's run and unless he has a storage for same, will continue to distribute same over the grain twenty-four hours out of twenty-four until his grain is all irrigated.

**TIME OF FIRST IRRIGATION IMPORTANT**

One needs to study the time of first irrigation most carefully for if delayed too long, it tends to produce a second growth and this is nearly always fatal to a good yield.

On the other hand the less water used in growing the grain the better will be the quality of the grain, the higher the gluten percentage and hence, the food value, provided the growing of the grain be not checked nor the vitality impaired.

Where it is possible for the grain to be carried six to eight inches high or to early boot—first indication of heading—the less amount of water can be given the first irrigation, the danger from sun scald is eliminated and there is but little danger from crusting of the surface soil following the irrigation by flooding.

**VARY THE IRRIGATION WITH THE GROWING HABIT OF THE GRAIN**

Stunted grain, like a stunted pig never recovers itself and will not, therefore, produce either the yield or quality grain which is obtained when normal growth is maintained from germination to maturity.

Therefore, our methods of cultivation and irrigation must or should maintain maximum growth for best results from seeding time to harvest. It is well, however, to observe the growing habit of the grain. Our experiment stations have determined that the grain plant produces from the soil the larger portion of its total weight during its early growth.

In its later growth the seed is being formed largely from material stored in the stalk. Between the early and the later growth, the plant is in an intermediate growth during

which time it is elaborating the material for building up or developing the seed.

This explains why more moisture is required in the early and later periods of growth than in the intermediate period. Because upon the early growth depends the future of the plant we must not permit a lack of moisture to occur. But in the later period of growth, moisture must be present in a sufficient amount, in fact in abundance for it is essential that it flush the elaborated material for the grain from the stalk into the panicle or head. Lack of moisture in this period of growth means undeveloped seed or grain, hence, shrunken grain is the result.

If the first irrigation was given at stooling time, the second will probably be required when the grain is in the boot. If the first irrigation be given when the grain is in the boot, the second will come when the head is fully out or perhaps when the grain is in flower.

If the soil retains water well this will carry the plant thru to maturity unless excessive hot, dry weather ensues. In that case, if another irrigation is deemed necessary, be sure to give it before the grain goes out of the milk stage, as the heads weigh down heavily and a strong wind is very likely to lodge the grain.

Water will soften the soil and the stalk at or near the surface, as well and just a moderate wind is liable to bend the grain over, which at this stage is top heavy.

This is especially true of barley which invariably has too weak a stalk for its weight of grain. The same is true of many of the spring wheats and a few of the heavy yielding oats.

The cooler the climate the less the evaporation and hence the fewer irrigations required. The hotter and drier the climate, the greater the number and the more frequent the applications of water required.

Two irrigations in the northwest may make a grain crop, where the same grain may require from six to ten irrigations in the more torrid southwest.

**THE QUANTITY OF WATER REQUIRED.**

The heaviest irrigation should be given when the grain is developing. The elaborating of the seed draws heavily on plant food and there must be ample moisture to convey nourishment to the growing seed.

The early irrigation usually calls for six to ten inches of water and an average of two inches less for each, after irrigation. The first irrigation will usually soak up the ground pretty thoroughly and, if new ground, it requires much more water.

This is very clearly shown in Mr. W. W. McLaughlin's observations in Bear River Valley, Utah, reported in Farmers' Bulletin No. 559. He found that for the first few years of irrigation, a second foot of water was used on sixty to eighty acres. After this same land had been irrigated for a term of seventeen to twenty years a second foot of water averaged for all crops 116 acres and for grain crops 163 acres.

The duty of water for an average grain crop varies from a second foot for fifty acres to a second foot for 160 acres. This variation is so great because of difference in soil and climatic conditions and also tillage methods of the grain farmer.

A better tilth of soil increases the duty of water every time. It also results in better quality grain. Thorough tillage pays in grain farming under the ditch, fully as well as in grain farming above the ditch.

As we apply the principles of thorough tillage to grain farming we shall approximate the maximum

**COLD DAYS**

**Hot Drinks**

THAT SOUNDS NICE, BUT THE REALIZATION IS NICER

APPETIZING, STRENGTHENING, SATISFYING

Chocolate,

Tomato Nectar, Beef Tea, Celery Bullion,

Tomato Bullion,

Clam Bullion, Vigoral,

Malted Milk Drinks

**E. T. WOODBURN & SON**

"THE NYAL'S STORE"

**3 25**  
By Mail Only  
**1 Year**  
(No part year.)

AGENTS Wanted EVERYWHERE

During **BARGAIN DAYS**

**December 1-15**  
(This Period Only)

You can subscribe, renew or extend your subscription to

**FORT WORTH STAR-TELEGRAM**

and get this big modern Daily and Sunday newspaper, using ASSOCIATED PRESS, TEXAS NEWS SERVICE, NATIONAL NEWS ASSOCIATION, giving complete Markets with ALL the news EVERY DAY from EVERYWHERE—over our own "Lead wire" 12 to 24 hours ahead of any other newspaper.

**\$3.25**

A Year—DAILY and SUNDAY—By Mail  
(No part year.) (Only.)

Send in your subscription before DEC. 15. After this date the regular price—50 cents per month—will strictly prevail.

AGENTS Wanted EVERYWHERE

**A. O. THOMPSON LUMBER CO.**

Wants to sell you that bill of lumber.

Their prices are the best. . . . .

Call at Corner of 6th and Main

**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

TRY A "BRAND WANT AD"—THEY'RE WINNERS

**Facts**

YOU LOSE MONEY

when you allow any of your stock or poultry to remain sick a day.

They give you less results in beef, pork, work, or eggs, when they are not in perfect health. Take a little interest in your own pocket book and doctor them up with

**Black-Draught Stock and Poultry Medicine**

It will pay you to do this. It has paid thousands of other successful farmers and stock and poultry raisers.

This famous remedy is not a food, but a genuine, scientific medicine prepared from medicinal herbs and roots, acting on the liver, kidneys, bowels and digestive organs. Sold by all druggists, price 25 cents, 50 cents and \$1. per can.

Write for valuable book: "Success with Stock and Poultry." Sent free for a postal address. Black-Draught Stock Medicine Co., Chattanooga, Tenn.



**Throw Away**

that wash tub of yours for all work such as we do at this laundry. Our prices are so low for family washings that you can't afford to be harassed and worried by home laundry work when we do it so reasonably and far better.

**THIS LAUNDRY** solicits patronage of families as well as individuals. Superior work, low price and prompt delivery is guaranteed our patrons. Give us a trial.

**ROUGH DRY**  
6 Cents Per Pound

**Hereford Steam Laundry**

Telephone - 246



**Hereford Brand**  
 Published by  
**The Brand Publishing Co.**  
 A. C. Elliott, Manager

Entered April 27, 1904, as second-class mail matter, post office at Hereford, Texas, out of Congress of March 3, 1879.

Subscription Price \$1.00 Per Year, Strictly in Advance

Any erroneous statement, tending to 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.

**MAIL ORDER ADVERTISING.**

Apropos of mail order advertising the Publishers' Auxiliary says:

"The publisher who stands by his home merchants and refuses the advertising, usually at good rates, of foreign mail order houses, seldom gets credit for his stand. As a rule these merchants give little thought to the fact that the advertising columns are the publisher's chief stock in trade, but let him open his columns to mail order houses and the censure is swift and sure. Otto J. Zander, editor of the Brillion, Wis., News, and one of the Badger state's progressive publishers, refuses foreign mail order advertising of all kinds because Brillion merchants take all the space he cares to devote to advertising. In a recent editorial on the subject, Editor Zander says:

"Chicago mail order houses are again making determined efforts to secure the vacant places in country newspapers that ought to be occupied by the ads of home merchants. As though the advertising secured from the local merchants by many country editors is not enough to pay even for the setting up of the said editor's occasional tirades against mail order houses, these said editors will, with ox-like stupidity, or magnificent patriotism, refuse to sell their space to these houses, even at higher rates than their own merchants pay. There was a time when the News belonged to this most unfortunate group of papers. That time is now happily passed. Our merchants now occupy all the space we can spare, and often clamor for more. While the rates we charge make it impossible ever for us to get rich from this income, we have the consolation at least of knowing that we are not impoverishing our merchants. We are earning a decent living and helping our neighbors. But we have been there ourselves, and when we get those tempting, purse-filing contracts from mail order houses, knowing that many of our brethren with less enterprising merchants back of them are also receiving the same, our heart goes out in pity to them, knowing that though their need be great these newspaper boys are going to stand by their home merchants, even though she home merchants may not stand by them. And they don't brag about it either, until the baby goes shirtless and must take in washing and their cup of bitterness actually fills to overflowing."

**Notice.**

By request of the Board of School Trustees and the President and members of the Anti-Cigarette League, all parties, whether members of the Anti-Cigarette League or not, are asked to not use the outdoor Gymnasium on the public school grounds at all unless some teacher is present.

No one is allowed on the School grounds on Saturdays and Sundays, or holidays.

C. L. SULLIVAN,  
 City Marshall.

41-2t

**Notice of Intention to apply for Special Law.**

Notice of intention to apply to the Legislature of Texas, which convenes in January, 1911, for the passage of an act authorizing the Gulf, Colorado and Santa Fe Railway Company to lease that portion of the railroad of The Pecos and Northern Railway Company extending from Coleman, Texas, to Sweetwater, Texas, & to authorize The Pecos and Northern Texas Railway Company to contract with the Gulf, Colorado and Santa Fe Railway Company for the operation, by the officers of the Gulf, Colorado and Santa Fe Railway Company of said Railroad from Coleman to Sweetwater.

The undersigned will apply to the Legislature of Texas, which convenes in January, 1911, for the passage of an act authorizing the Gulf, Colorado and Santa Fe Railway Company to lease the railroad of The Pecos and Northern Texas Railway Company extending from Coleman, Texas, to Sweetwater, Texas, or in the alternative to authorize The Pecos and Northern Texas Railway Company to contract with the Gulf, Colorado and Santa Fe Railway Company for the operation by the officers of the Gulf, Colorado and Santa Fe Railway Company of said railroad, for account of The Pecos and Northern Texas Railway Company.

GULF, COLORADO AND SANTA FE RAILWAY COMPANY,  
 By E. P. RIPLEY, President.  
 THE PECOS AND NORTHERN TEXAS RAILWAY COMPANY,  
 4215 By E. P. RIPLEY, President.

**A Compliment**

The friends of Elmer Dameron paid him quite a compliment at the recent election. As is well known he has been attending the law department at the State University, and was away again finishing his course. His friends on the morning of election day began to tell that they were voting for the absent law student for County Attorney though he was not a nominee and that he was going to be elected. So, sure enough, when the votes were counted, young Dameron was shown to be elected with practically no opposition. He arrived from Austin last Monday and has taken up his duties as County Attorney. Elmer is just past his majority and is the son of Mr. and Mrs. W. B. Dameron of this city.

**Notice Stockmen.**

From now on I will make head quarters at Stanek & Sherk's livery, feed and sale stable. Phone 249. I use a motor-cycle for country calls. Dental work at any feed barn or yard in town. 30-tf

DR. F. E. BOWE, D. V. S.

**Trade or Sell.**

100 acres of land 2 miles east of Hereford with six roomed house well and windmill, with other out buildings; all in cultivation. 30 acres of good Alfalfa land, within 6 or 8 feet of water. Price \$50 per acre. Box 602, Hereford, Texas. 34-tf

LOST—Nose glasses Tuesday, November 15. Finder please return to Brand office and receive reward.

**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. 1161 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 First National Bank**

HEREFORD, TEXAS

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

OFFICERS: { J. L. FUQUA, President  
 A. HERBST } 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.

**ASK ME** If you want to sell your Business or Real Estate **FOR CASH**

No matter where located, if you want to Buy, Sell or Exchange any kind of Business or Real Estate.

Insurance placed in best companies and policies looked after.

Office in Dunlap and Britain Building. Rooms 2 and 4  
**C. O. LEE** Hereford, Texas

**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

**Want Ads 5c Per Line—Try One**



# OPERA HOUSE

## Sat. Nov. 26th

**MAUDENAS MUSICAL COMEDY CO.**

**A SHOW WITH A HUNDRED LAUGHS**

Presenting That Roaring Comedy

# "BIBBS & BIBBS"

Admission 25 and 35 Cents

### Local and Personal

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

Everything in the Harness line at the Hereford Hdw. Co. at cost. 34tf

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

Lap Robes at prices that will please you. Warren Hardware Co. 40-tf

Mr and Mrs. I. W. Evans left recently to make their home in New Ark, Missouri.

When your pipes freeze think of Zero Packing. Non-freezable. 41tf Warren Hardware Co.

Visit the Ladies' Furnishing Store this week. Large price reduction. 1t

James Eagle Henderson, expert pressman for the Brand, is visiting homefolks at Portales this week.

Big assortment Lowney's Candies just received at Betts & Clark. 42t2

It's a Cole Hot Blast Heater you want this winter. Hereford Hardware Company. 34tf

Dick Walsh a long time friend of E. T. Woodburn was here Tuesday on business.

Zero Pipe Packing the kind that will not Freeze. Warren Hardware Company. 41tf

The Big Reduction Sale still continues at the Ladies' Furnishing Store.

Come to see us in Hereford Grain Co's. old stand. Witherspoon & Harrison. 42-4t

Mrs. A. M. Jones has recently enjoyed a visit from her friend Mrs. Thomas Turner of Kansas. She returned home Monday.

Warren Hardware Company will be glad to show you some Lap Robes at a price that will interest you. 40

I have two Buick autos to trade for teams. Mules preferred. A. O. Thompson. 30-tf

W. O. Budd, real estate dealer of Chicago, was here this week looking over the Hereford country with a few doing some business.

Palmer's exquisite perfume and Toilet waters at Betts & Clark. 42t2

You must not fail to take advantage of the big price reduction at the Ladies' Furnishing Store. 1t

Come in and let Warren Hardware Company sell you a Lap Robe at cost. 40-tf

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

Rev. Lohman, German Lutheran minister has moved to Hereford. The family are occupying the B. H. Smith residence.

Come and see our large stock of Grain and Hay just south of Passenger Depot. Witherspoon & Harrison. 42-t2

Warren Hardware Company will be glad to show you some Lap Robes at a price that will interest you. 40

Week's Break-up-a-cold Tablets, 25 cents per box at Betts & Clark.

Clarence Spittler and family of Dayton, Ohio, has moved into the W. P. Smith place northeast of town. His father and mother came in last Saturday and are with the family.

The prices on suits, skirts, hats, underwear, novelties, hair goods, etc at the Ladies' Furnishing Store is selling the goods. Don't fail to call. 1t

One half pound, two, three and five pound boxes Lowney's candy, just received. Betts & Clark. 42t2

The Brand is under obligations to Mrs. J. H. Pitman for a handsome bouquet of chrysanthemums. Flowers always make the most acceptable gifts of friendship.

When your pipes Freeze think of Zero Packing. Non-freezable. 41tf Warren Hardware Co.

See those \$1.50 copyright books displayed in our window at 50 cents each. E. T. Woodburn & Son. 41-2

Misses Roxye Ivey and Fannie Turrentine left Wednesday afternoon for Canyon City to visit Mrs. E. H. Wray. They will spend Friday and Saturday at Canadian attending the Teacher's Institute.

We are not night-hawks and neither does our wagon leave the store after 6 p. m. Place your orders accordingly. Witherspoon and Harrison. 42-t2

The best of all heaters—Cole's Hot Blast at Hereford Hardware Company's. 34tf

For 30 days only, latest fiction will be sold at 50c a copy at E. T. Woodburn & Son's. 41-2t

Mrs. Thos. Curry of Amarillo visited her sisters, Mesdames Wheeler and Garrison this week. She came down by private auto. Mrs. Wheeler returned with her for a week's visit.

Meet me at the Opera House Saturday night.

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

Come in and let Warren Hardware Company sell you a Lap Robe at cost. 40-tf

Prof. E. M. Halle who is attending Chicago University was here from Friday till Wednesday. He was called to the bed side of his father in Kansas and came on to Hereford to look after some business matters.

Place orders for grain and hay early with us. Witherspoon & Harrison. 42-t2

Laugh! Laugh!! Laugh!!! Opera House Saturday night, Nov. 26.

When your pipes freeze think of Zero Packing. Non-freezable. 41tf Warren Hardware Co.

W. L. Hammack and Geo. Brown both of Gatesville, and friends of J. P. Wood and W. W. Bennett, were here this week prospecting.

See Maudenas Musical Comedy Company, at Opera House Saturday night.

Mrs. J. M. Sybert was called this week to Anson on account of the sickness of some of her grand children.

Cole's Hot Blast Heaters at the Hereford Hdw. Co's. 34tf

At Woodburn's Dragstore you can buy \$1.50 copyright books for 50c for 30 days. 41-2t

Zero Pipe Packing the kind that will not Freeze. Warren Hardware Company. 41tf

F. F. Hill state representative from Denton was here today to meet his brother-in-law, H. C. Jackson of Dismitt.

The great Maudenas popular priced Musical Comedy Company Opera House Saturday night, Nov. 26.

Work and buggy harness at cost at Hereford Hdw. Co. 34tf

The friends of Mr. Lester Guinn and Miss Mattie Bea Murphy were both surprised and pleased when the report was current that Rev. W. M. Baker had "said the word" that bound the two in the sacred bonds of matrimony. This event occurred at 4 o'clock Thanksgiving day at the manse where an auto party composed of the bride and groom, Misses Dimple Gass and Lora Guinn, and Mr Early Bennett, called upon the pator. After the ceremony the party took a "joy ride." The new couple will occupy the residence recently furnished by the groom.

If you are in the market for Berkshire pigs. See R. H. Norton. 41-2

**Cocanougher.**  
Died at his home Tuesday, November 22, 1910 at 12:15 a. m., William M. Cocanougher, after a brief illness. He was in his 44th year and leaves a wife and children to mourn his death. The funeral services were conducted at the Baptist church at 3:30, Tuesday, Rev. J. C. Boyd officiating. The remains were entered in the City Cemetery.

**Prospectors Here.**  
A number of prospectors were here this week and a number of real estate deals will be made as a result.

**Cash for Quarter Section.**  
I have a cash buyer for an unimproved quarter section of land. Must be located within 10 miles of Hereford and all good smooth land. If your price is right come in. A. C. Elliott. 41-2t

**Land Wanted.**  
Have a cash buyer for land within 10 miles of Hereford. Must be a bargain. Don't tell me about it unless the price is attractive. See me at once. 40-2t  
A. C. ELLIOTT.

**YOU'LL LIKE HEREFORD!**  
FOR SALE—A few tons of choice Maize heads. Address C. H. Yost, Summerfield, Texas. 40t3

# Our New Home

is in the Hereford Grain Co's. old stand, south of the Passenger Depot and east of the Hereford Lumber Co's.

We invite all who want high quality products at reasonable prices to pay us a visit. We are aware of your needs and have set our prices accordingly. Take notice of some of our prices:

Corn, bulk	\$1.20 cwt	Cotton Seed Cake, per ton	\$29.00
Corn, sacked	\$1.35 "	Cotton Seed Meal, per cwt.	\$1.70
Corn, chops	\$1.50 "	Oats, per bushel	47 1-2c
Bran	\$1.25 "	Millet Hay, per bale	40c
Bran, mill run	\$1.50 "	Prairie Hay, per bale	50c
Shorts	\$1.65 "	Alfalfa Hay, per bale	60c

We are strictly bidding for cash and prompt "30 day trade" and will make it to your interest to stay with us. If you think we are discouraged or have any idea of leaving just come and look at our immense stock. By the way Bill, we have been out of coal but have some on the road, and it is good, too. It is the best Colorado Coal. Don't buy any other. Our coal gives satisfaction. We handle Rock Salt and International Stock Food.

Remember the place and that we want your trade and will save you money if you will only stay with us. We carry the most complete stock in Hereford. Phone same as before, 76.

Yours to serve,

# Witherspoon & Harrison



**SMALL GRAIN UNDER IRRIGATION.—W. H. OLIN.**

(CONTINUED FROM PAGE THREE)

duty of water on grain—one second foot for every 160 acres grown.

**COST OF GROWING IRRIGATED GRAIN.**

The following tabulated statement is from a report of W. W. McLaughlin, Irrigation Engineer, Office of U. S. Irrigation Investigations, given in Farmers' Bulletin No. 399. It is based upon a yield of forty bushels per acre, a price of 75.1c per bushel—an average for ten years ending with 1907, and a valuation of \$100 per acre for land and water right.

**COST OF GROWING GRAIN PER ACRE.**

**CULTURE—**

Plowing .....	\$ 2.00
Harrowing and leveling ..	.90
Seed .....	1.10
Seeding .....	.50
Ditching .....	.15
Irrigating .....	1.25

**HARVESTING—**

Cutting with binder .....	\$ 1.00
Twine for binding .....	.50
Shocking .....	.40
Hauling .....	1.25
Threshing .....	2.50
Marketing .....	.75

Total .....

**GROSS RETURNS—**

40-bushels wheat at 75.1c .....	\$30.40
Less .....	13.30

Net Gain .....

This then means small expenditure of money, growing a crop without mortgaging it, hence, requirement of but little capital.

This is a crop for a farmer on new lands, on a general farm, but is not a crop for revenue on small farms, nor a crop for intensive farming.

It will not yield the desired revenue on high-priced land. Grain in the irrigated west fits into the alfalfa, field pea or other legume rotation, but many crops in succession will reduce the yield as well as impair the quality of the grain grown. The highest yields of wheat in America are reported from irrigated regions of the west where in every instance careful farming and logical systematic crop rotation methods are followed—sixty to eighty bushels per acre.

The latter was obtained when through irrigation supplemented irrigation and few applications of water was used. Alfalfa, canning peas, potatoes, and grain was this farmer's rotation.

The third crop of alfalfa was plowed under for a green manure. A crop of canning peas followed this plowing and this was succeeded by the wheat crop. It was grown in the Longmont District, Colorado.

By careful farming on a measured acre at 8,000 feet elevation, a fifteen year old girl farmer produced 4,500 pounds of oats weighing 49.47 pounds per bushel, or over 140 bushels of fine quality white oats per acre at standard weight—32 pounds. She

used but two irrigations for her grain.

As we study the duty of water in grain culture, the structural growth of the grain plant, and apply the principles of thorough tillage to irrigated grain farming, we shall be able to produce more and better grain with less water and thereby increase the acreage which can be sown with a given amount of water to irrigate it and thus come nearer supplying present demand of grain for western consumption.

This is the true conservation of water that brings dollars to the farmers and wealth to the land.

The writer firmly believes that the duty of water in irrigated grain farming can be increased fifty if not one hundred per cent to the advantage of the grain, and with no detriment to the land.

**A LIBERAL OFFER.**

**We Guarantee to Cure Dyspepsia—If We Fail the Medicine Costs Nothing.**

To unquestionably prove to the people that indigestion and dyspepsia can be permanently relieved and that Rexall Dyspepsia Tablets will bring about this result, we will furnish the medicine absolutely free if it fails to give satisfaction to any one using it.

The remarkable success of Rexall Dyspepsia Tablets is due to the high degree of scientific skill used in devising their formula as well as to the care exercised in their manufacture, whereby the well known properties of Bismuth-Subnitrate and Pepsin have been combined with Carminatives and other agents.

Bismuth-Subnitrate and Pepsin are constantly employed and recognized by the entire medical profession as invaluable in the treatment of indigestion and dyspepsia.

The Pepsin used in Rexall Dyspepsia Tablets is prepared by a process which develops its greatest efficiency. Pepsin supplies to the digestive apparatus one of the most important elements of the digestive fluid, and without it the digestion and assimilation of food are impossible.

The carminatives possess properties which aid in relieving the disturbances and pain caused by undigested food. This perfect combination of these ingredients makes a remedy invaluable for the complete relief of indigestion and dyspepsia.

We are so certain of this that we urge you to try Rexall Dyspepsia Tablets on our own personal guarantee. Three sizes, 25 cents, 50 cents and \$1.00. Remember you can obtain Rexall Remedies only at—The Rexall Store, Corner Drug Store.

**Auto Livery**

Service, good; charges, reasonable; Phone 135. S. B. Moore. 42-4p

**Bethel News.**

Little Lois Parks has been on the sick list the past week but is much improved at this writing.

P. W. Smith and wife left last week for their new home at Valley Center, Kans.

Clarence Spittler and family arrived from Ohio last week to occupy his farm which he purchased from P. W. Smith.

Mr. Diebel of Hereford is helping Chas. Bowman haul feed this week.

Henry Dailey and wife made a call at B. F. Hodges Sunday afternoon.

A. M. Burns and J. W. Miller took dinner at E. E. Brubaker's Sunday.

W. C. Russell and family visited with Sherman Williams Sunday.

Mr. Spratt of Hereford ate fried chicken and cake with T. B. Ridgeway Sunday.

Rev. S. T. Shore of Hereford will preach for us next Sunday at 3:30 p. m. Sunday School at 2 p. m. Everybody invited to attend these services.

**Ship Cream.**

The following brought in cream this week for shipment to the Roswell Creamery.

Mrs. B. F. Fulkerson, 31 pounds; W. S. Williams, 10½ pounds; J. R. Higgins, 20½ pounds. The price obtained is 25 cents per pound for the butterfat in the cream.

**CASH GROCERY SALE**

CONTINUED AT

**Hubbard Grocery Company's**

**O**ur Cash Grocery Sale which we started some weeks ago has met with a success far beyond our expectations. The people have demonstrated that they appreciate the Extremely Low Prices at which we have been selling them groceries for CASH.

The above taken into consideration we have decided to continue the Sale and give them a further opportunity. We quote no prices here, but on many goods we will make prices **EVEN LOWER** than quoted heretofore.

The times being hard, and considering the amount a **LITTLE CASH** can buy in the Sale, this is an opportunity you cannot afford to miss. Call in and let us prove to you the genuineness of our statements.

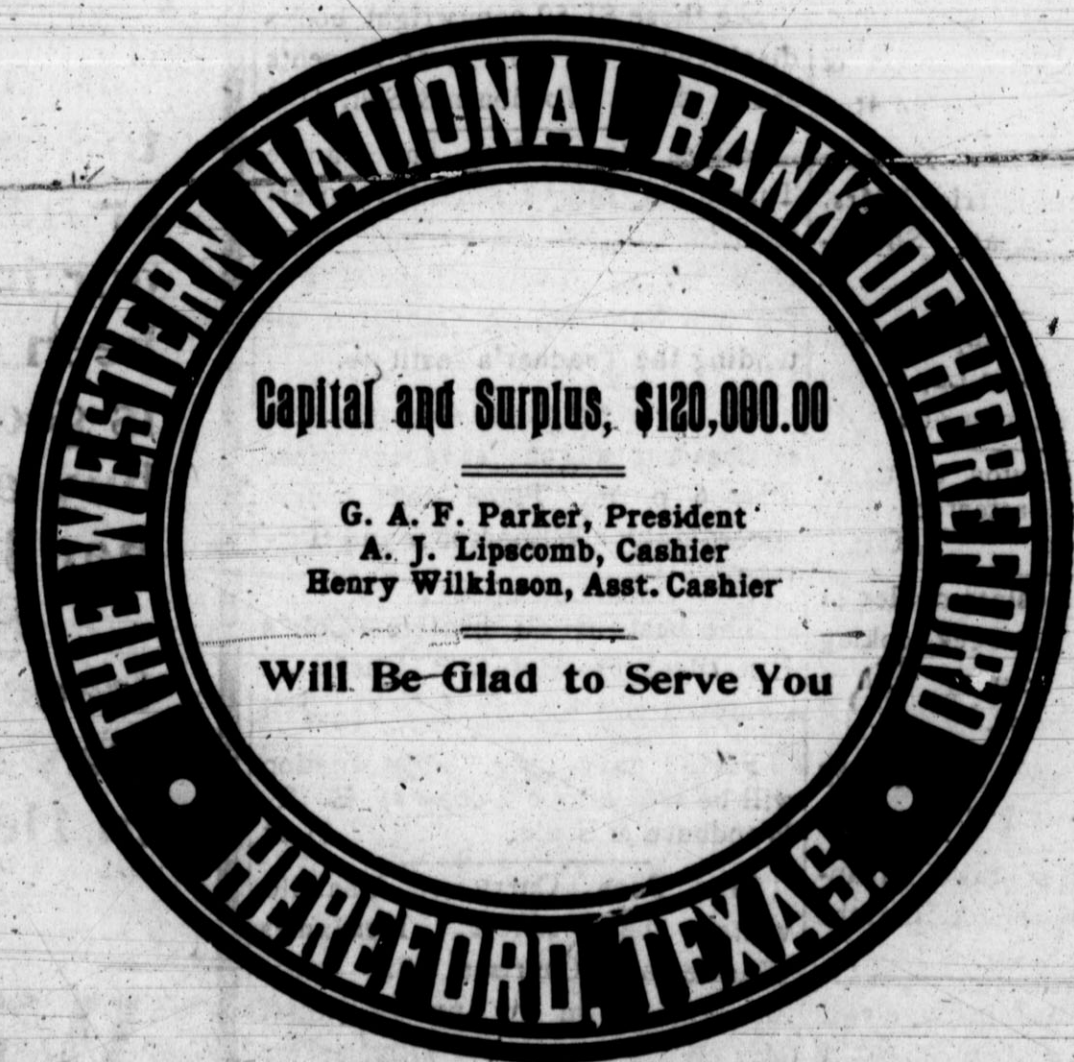
**LET US FIGURE YOUR GROCERY BILL—WE WILL PLEASE YOU**

**HUBBARD GROCERY CO.**

TELEPHONE NO. 25



We offer special inducements in quarter and half section tracks 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



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



**50 Per Cent Better**

"I have used less than one bottle of Cardui," writes Mrs. Gertrude Ward, of Rushville, Neb., "and am feeling fifty per cent better than when I began taking it."

"Before taking Cardui, I had suffered with female trouble, for eight years. My greatest trouble was irregularity. I also suffered with severe pains, every month, but now I am greatly improved and will recommend Cardui to all my suffering friends."

**Take CARDUI**

**The Woman's Tonic**

The rare medicinal herbs of Cardui are imported by the manufacturers direct from Europe and are not to be found in any other medicine.

These ingredients are what give Cardui its superiority, as a female medicine and tonic, over any other medicine.

For over 50 years Cardui has been the favorite woman's medicine. The ladies like it, because it is so easy to take, so gentle, so safe, so reliable in its results, and they have faith in its curative tonic powers, because of the thousands of other ladies it has helped. Try it today.

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...

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

**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

**Peters' "Diamond Special"**

A Shoe all your friends will admire.



There's a swagger, snappy, different look about a Peters "Diamond Special" Shoe that places it in a class by itself. From heel to tip its a shoe you can be proud of. It will fit perfectly, hold its shape and wear like iron.

When you want a shoe for dress, work or play you'll find just what you want in a Peters "Diamond Brand" Shoe.

Ask your dealer to show you a pair. If he don't have them—write us.

**Peters Shoe Co.**  
ST. LOUIS.

**Praise and Thanksgiving Service  
PRESBYTERIAN CHURCH**

NOVEMBER 24, 1910

**PROGRAMME**

Song	By Choir
Scripture Reading	Mrs. Boardman
Prayer	Mrs. Fox
Solo	Mrs. Ezra Norton
Paper	Mrs. Barnes
Song	Stand Up for Jesus
Reading	Mrs. Potter
	Ladies' Quartette
Paper	Mrs. Warren
Anthem	Choir
Duet	Mesdames Potter and C. C. Ferguson
Ten Virgins	Wise and Foolish
Reading	Louise Irwin
Offeratory	Miss Guinn
Prayer	Rev. W. M. Baker

**Collectors:**

Mesdames T. M. Palmer, Geo. W. Irwin, C. W. Warren, Dalton Johnson, C. G. Witherspoon, Chas. Ferguson and J. A. Fox.

**Ushers:**

Messrs. Johnson, Evans, Ferguson and Irwin

**Notice of Trustee's Sale.**

THE STATE OF TEXAS }  
County of Deaf Smith }

Whereas, by virtue of authority vested in me, as trustee by a certain deed of trust, recorded in Volume 12 on page 629, of Trust Deeds Records of Deaf Smith County, Texas, executed and delivered on the 4th day of January A. D. 1908, by C. Schrimsher, for better securing the payment of one certain promissory note for \$2542.25, dated January 1st 1908, due 90 days after date, payable to The Western National Bank of Hereford, bearing interest at the rate of 10 per cent per annum after maturity and providing for the payment of 10 per cent additional as attorney's fees if placed in the hands of an attorney for collection, or in case of legal proceedings thereon, and also one note dated January 1st, 1908, due 30 days after date for \$376.75:

And, whereas, it is provided in said deed of trust, that, if default be made in the payment of said note or any of them, or of the interest thereon, when due and payable, then the trustee or his successor in trust, shall, when requested by the holder of said note, sell the property therein described according to law, and also that the said trustee shall have 10 per cent of the amount realized by said sale as his fee.

And, whereas, the time for the payment of the first of said notes herein described, has been extended from time to time, and the final date of maturity of said note was July 1st 1910, and whereas, default has been made in the payment of said note; when due, the second above described note having been paid and a payment of \$392.25 and interest to July 1st 1910 having been paid on the said first described note leaving a balance of \$2410.98, being principal, interest and attorney's fees now past due and unpaid, on which default has been made, and which said default continues and has continued for more than 30 days prior to the dating hereof; and whereas, F. W. Wilson, trustee, named in the said trust deed, has removed from Deaf Smith County, Texas, and whereas it has provided in said trust deed that in such case the legal holder of said note may appoint a substitute trustee, and, whereas, The Western National Bank of Hereford is the legal holder of said note, and by virtue of said trust deed, the said The Western National Bank of Hereford has appointed, in writing, A. J. Lipscomb, substitute trustee, as is provided for in said trust deed;

And whereas, after the default in the payment of said note, I have been requested by The Western National Bank of Hereford, the legal holder of said note, to enforce said trust, I will, by virtue of the powers vested in me by said trust deed, offer for sale, at public vendue, to the highest bidder for cash, between the hours of 10 o'clock a. m. and 4 o'clock p. m., to-wit, at 11 o'clock a. m. on the first Tuesday in December A. D. 1910, (the same being the 6th day of said month), at the Court House door in the City of Hereford, in Deaf Smith County, Texas, the following described property situated in Deaf Smith County, Texas, to-wit, all of Lots Nos. 20 and 21, in Block No. 19, in the Town of Hereford, Texas, as shown by the plat of said Town duly filed and of record in the Deed Records of Deaf Smith County, Texas, being a part survey 61, abstract 358, certificate 1833, Block K 3 and containing about 1 1/2 acre, with all the rights, members and appurtenances thereto belonging, said property being known as the Schrimsher property and used as a restaurant, land office and lodging house.

Witness my hand this 3rd day of November A. D. 1910:

A. J. LIPSCOMB,

Substitute Trustee.

F. T. Roloson, Attorney.

**THE BRAND LINERS 15 WORDS 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**

**FOR RENT**—good 5-room house with well, sheds, corrals, garden orchard and 5 acres of land. A. H. Elliston. 31-1f

**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

**HALF FOR RENT**—Upper Story of my two-story brick, 25x80 ft. with two nice rooms in front, 45 ft. in back with double floor, to rent at reasonable price. J. M. Bogard. 39tf

**FOR TRADE**—Splendid Amarillo property, will trade for good mules horse or cattle. M. G. Darter, Claude, Texas. 40-3p

**MAIZE**—35 acres of maize in shock and about 15 tons in stack for sale. Also about 4 tons of June corn fodder, and the same amount of millet hay. F. C. Bradley. 41-2c

**628 ACRES**—well improved farm 5 1/2 miles southwest of Hereford and 1 1/2 miles east of Summerfield. Will sell or trade. See F. C. Bradley, Summerfield, Texas. 41-1f

**WANTED TO BUY**—A few young mules and mares. See Vern Witherspoon, Hereford, Tex. 42-3p

**FOR RENT**—Two nicely furnished, 5 and 6 room houses, close in, good side walk. A. H. Elliston & Son. 41tf

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**WANTED**—Direct from owners, lands in and around the Hereford country that are for sale. Address Mason & McElhenie, La Salle, Ill. 11f

**FOR RENT**—A well improved 10 acres of ground, good house, big mill, 1000 gallons per hour, will irrigate several acres, one acre bearing vineyard. Acre in orchard. D. W. Hawkins. 41-3t

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## Society

(As an accommodation will you not report the society events of your friends? Visitors to and from our town should receive courteous mention. Club items of interest are always desired. Kindly phone 30 or 351.)

MESDAMES J. W. HICKS AND A. C. ELLIOTT ENTERTAIN.

A beautifully appointed reception with Mesdames J. W. Hicks and A. C. Elliott as hostess was given at the Elliott home on 25-Mile Avenue on Tuesday afternoon from 3 to 6 p. m.

The receiving rooms were graced with many beautiful chrysanthemums and about one hundred ladies enjoyed the privilege of attending what the hostess terms her annual "flower show." The chrysanthemums, which were indeed a rare collection, were so arranged that guests might feast upon their beauty.

Mesdames Parker and Bullock rendered several pleasing piano selections in the parlor while a dainty luncheon of chicken sandwiches, pickles and coffee was served in the dining room.

Mrs. D. W. Hawkins, who is soon to leave for her new home at Ochel-tree, Texas, was the guest of honor.

In the house party were:

Mesdames G. A. F. Parker, Emmett Cardwell, Geo. W. Barcus, B. S. Arnold, L. A. Hough, C. C. Ferguson and S. B. Edwards and Misses Vaughan, Barnard, Jowell and Lacy. Beautiful white chrys-

anthemums were given them as

The guests who enjoyed the delightful hospitality of Mesdames Hicks and Elliott will long remember the happy event.

A GUEST.

MISS MARY WILLIAMS ENTERTAINS.

Miss Mary Williams planned a delightful surprise last Thursday in honor of Misses Ruth Story and Irene Williams by entertaining the Senior Class of the Hereford High School. The entertainment was kept a secret from Misses Story and

Williams until nightfall. The decorations were of blue and gold, and the class met with their teachers in a farewell to Miss Story who was to leave for Clarendon, her future home.

The popular game of "42" and enchanting music were the amusements until refreshments of punch and cake were announced. The punch bowl was presided over by Misses Mattie Woodburn and Mary Williams, all partook with much merriment and the amusements were continued until a late hour when all departed to their homes with pleasant thoughts for the evening but with aching hearts for Ruth's departure. She has been an especial favorite among our people and all regret to see her leave us and hope to see her on many visits to us all.

A FRIEND.

WITH MR. AND MRS. GEO. W. BARCUS.

On Thursday evening, Nov. 17, Mr. and Mrs. Geo. W. Barcus very pleasantly entertained a few friends and at the same time, placed the eighth mile stone in the period of their wedded life. Conversation, forty-two, and music made the evening one of unusual pleasure.

The rooms were very tastily decorated with pot plants and chrysanthemums. There were about twenty guests to congratulate Mr. and Mrs. Barcus on this occasion. Dainty refreshments were served.

WEEK END PARTY.

Miss Parr, Mr. Parr and Miss Bates came over on Saturday, November 19, for a week-end visit in the Turrentine home.

Complimentary to their guests quite a number of games of "42" were played and enjoyed as only "42" can be enjoyed. To the delight of all present Miss Rhone gave several selections.

Fruit, custard and cake were daintily served.

To be a guest in this home is a pleasure to be remembered.

The delightful little dinner party at the home of Mr. and Mrs. Robert Elliott, Thursday was somewhat a reunion of school-mates and old friends. Mr. and Mrs. Alex Harwood of Amarillo, Misses Hunter, Carter and Cope having all been schoolmates of Mr. Odell Elliott and Miss Willia while at T. C. U. Other guests were Mr. Mars, Mr. and Mrs. A. C. Elliott.

Pink and white carnations and chrysanthemums tastily arranged on a center of ferns made the dining table beautiful. The dinner was served in courses and was greatly enjoyed by all.

Card of Thanks.

In our feeble way in these few lines we want to extend our many thanks; 1st, to the three skilled and ever watchful physicians, Drs. Hicks, Price and LeGrande for their successful operation and close attention. Also to the trained nurse, Mrs. Lawhon for her very watchful care in such a pleasant and lady like manner, and then for one moment we would not forget our faithful and good neighbors who troubled themselves no little bit for our pleasure and our many many friends for so many kindnesses rendered during the undergoing of the operation and the caring for of our son, Floyd.

May such kind deeds help to instill in our hearts the ever remembered golden rule and may we be ever ready to return and to extend to others this same token of affection in "friendship, love and truth. We beg to be and remain your friends,

A. H. Elliston & Family.

Zero Pipe Packing the kind that will not Freeze. Warren Hardware Company.

# SHEEP RANCH

This ranch, consisting of 2,332 acres of mixed land with 900 acres of alfalfa valley land, is the cheapest proposition in the Panhandle. Living springs, running water, good grass and timber for fuel and posts. All fenced. Good ranch house. Ready to occupy with sheep.

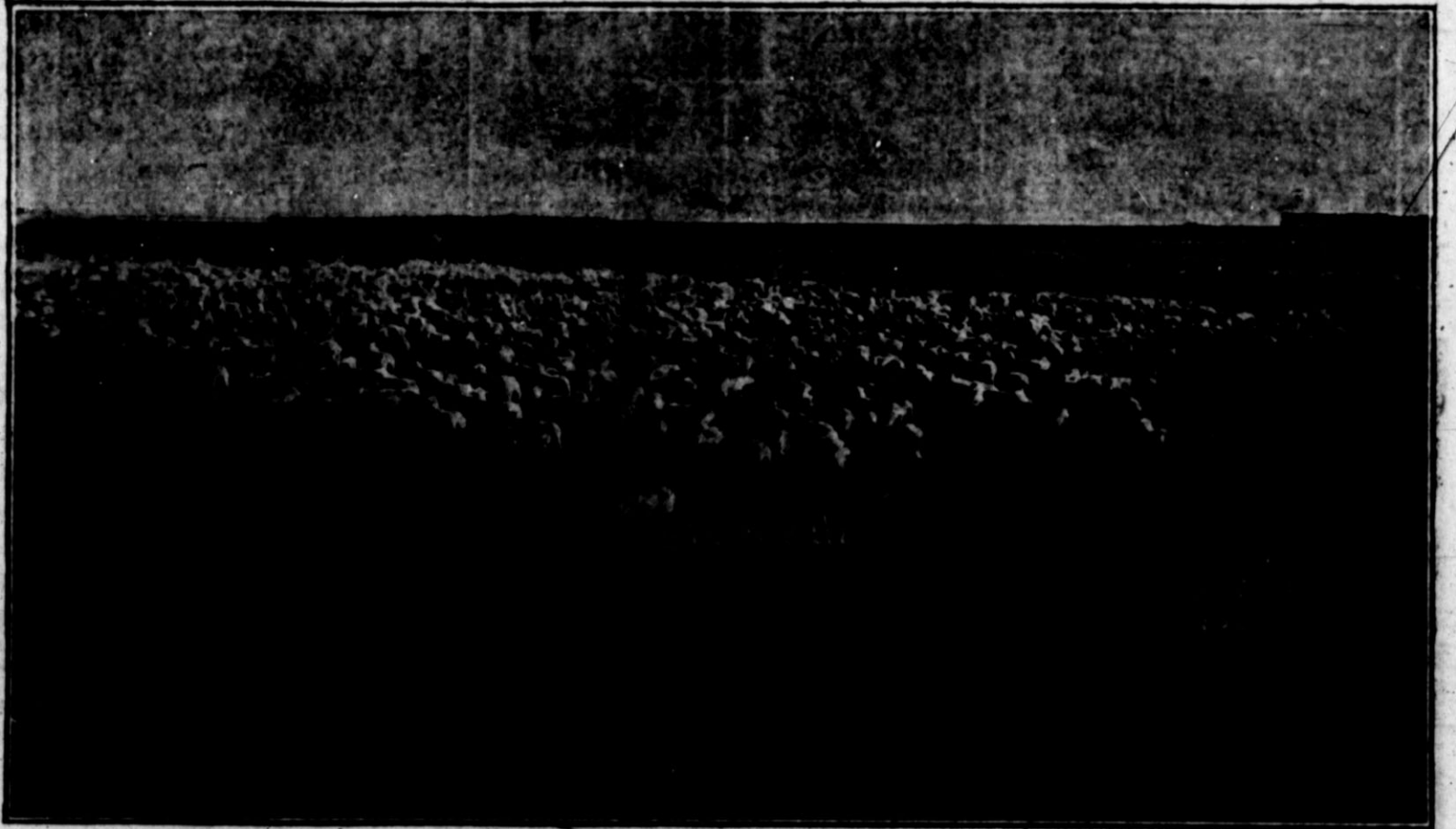
A creek runs through the two west sections and branches intersect sections 4 and 8, making a fine lot of valley land. The four or five springs alone are worth \$500 each.

### 50 Per Cent Profit

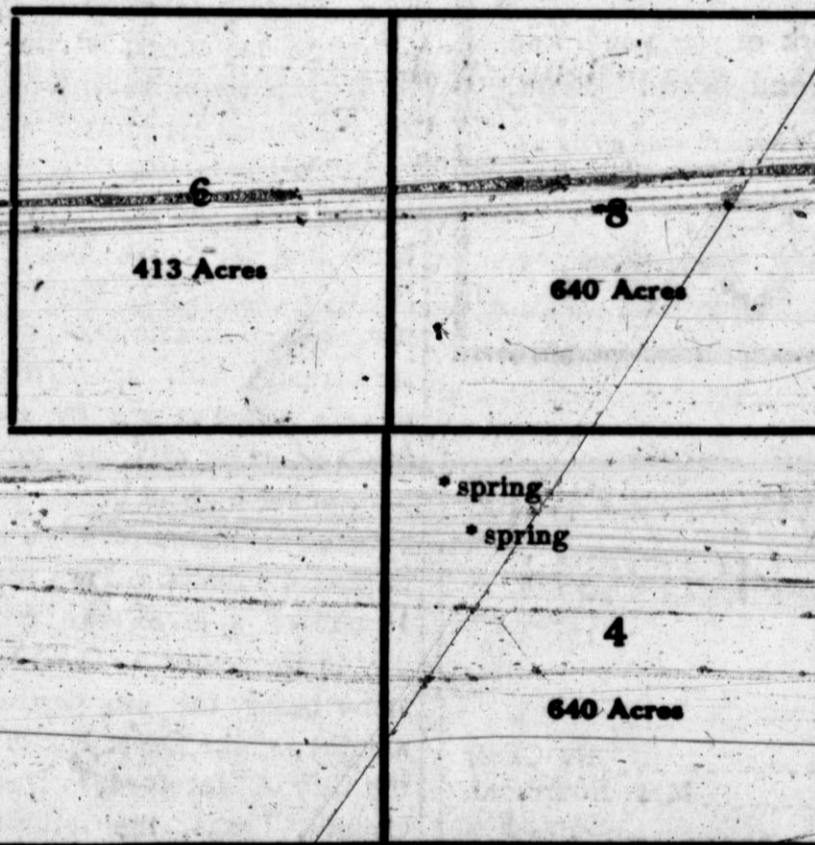
can be made each year in the sheep business in the Panhandle. Some ranchers make from 65 to 85 per cent. DON'T BELIEVE IT? Write for affidavit of the facts and be convinced.

### \$2.00 Per Acre

cash buys this ranch. Balance in from 1 to 40 years time at a low rate of interest. Would take some trade. The valley land alone is worth \$50 per acre.



This ranch is located 20 miles from good railroad town in the North Panhandle, and 10 miles from county seat.



## BUY SHEEP!

This ranch will support about 2000 head of sheep. They can be bought from the acclimated herds of Texas or may be brought from any

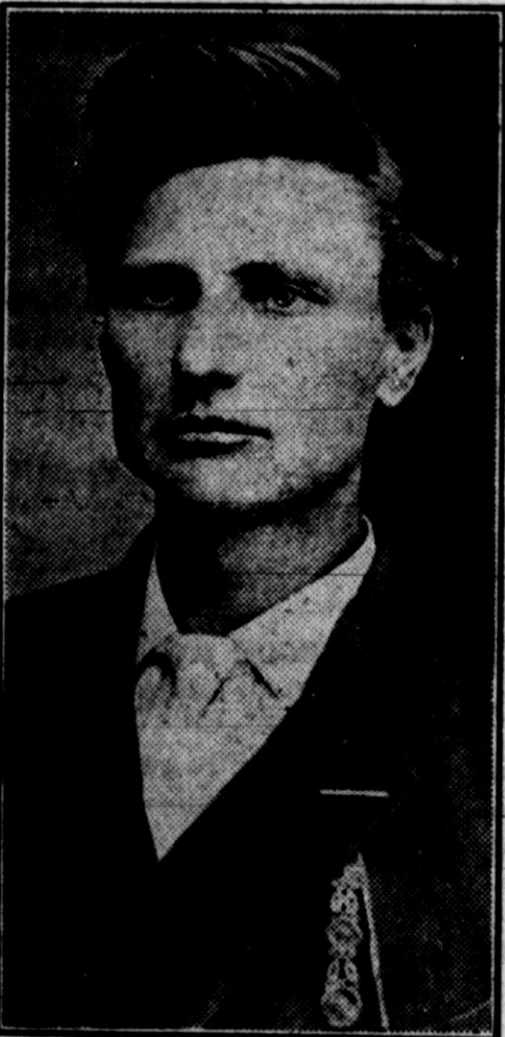
of the Northern States. Good high grade shearers can be bought at from \$4.00 to \$4.50 per head.

For further particulars, terms of sale of the land and sheep, address

**A. C. ELLIOTT**  
Hereford, Texas

## SUB-IRRIGATION WITH CONCRETE TILES

MANUFACTURED BY



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