

The Hereford Brand

Vol. 12

HEREFORD, TEXAS, MARCH 22, 1912

No. 7

Truckgrower's Meeting.

Hereford farmers are "squarely up against" a proposition which calls for immediate action for the expenditure of a little "elbow grease" to take the place of the "hot air" which has been in circulation for years past.

Time was when a Hereford farmer could plant a hill of beans, or sweet potatoes hoe it once or twice, forget to turn his mill off and irrigate it by mistake and make a record yield on his little hill. He could then dig up or pull up his precious hill, count up or weigh out his yield and was then ready to throw out his chest and tell how much money he made per acre and how much he would have made out of his acres if he had had that much planted. You could not "call his bluff," (whatever that means) by asking him why he didn't plant ten acres for he could always say with reason, "What's the use? I couldn't sell it."

We are now offered a market for our produce. The letter which follows was received by the Secretary of the Fruit and Truck Growers Association and read at the meeting last Saturday. The Secretary was instructed to communicate with this company and arrange for a meeting with one of their representatives. Here's the letter.

Chicago, March 13th, 1912.

Mr. Harvey G. Hays, Secty.,

Hereford Fruit & Truck Growers' Assoc., Hereford, Texas.

Dear Sir:

We are in receipt of your favor of the 11th inst. and have read same with interest. We would strongly advise you to refrain from planting any cantaloupes as there will be a heavy acreage planted to this commodity all over the country and we are of the opinion that ruinous prices will prevail. We have received inquiries from several shippers in the Southwest requesting our advice on this same subject and in each case we have advised them as we are doing you. We were one of the heaviest operators in cantaloupes in the country last year and are giving you this information derived from the date we have secured on the acreages to be planted in the states of California, Arizona, New Mexico, Colorado, Texas and the East and South.

We think that it would be more profitable to your growers to plant heavily to potatoes, provided same grow well there. Also would suggest planting about 200 acres each of cucumbers and tomatoes as these would undoubtedly bring good prices at the time they would come in from your section.

We will this summer handle several good potato organizations' accounts in Oklahoma, and from the information we have at hand now the prices we look to be about the same as they were last year, when the growers at Ft. Gibson, Okla., and several other points where we operated received more money than they ever had before. The Ft. Gibson, Okla., organization we netted FOB per bushel an average of \$1.58, selling from \$1.15 FOB to \$2.10 per bushel.

Regarding the planting of potatoes. Irish Potatoes should be dug, or plowed out, and never left in the sunshine. Some experienced potato growers whom we are doing business with are so particular about this that they will only dig in the evening so as to avoid the sunshine as much as possible. Irish potatoes should be

cleaned thoroughly from all dirt, and carefully assorted as to size and put in new bags. Special machines are on the market for picking and no potatoes less than two inches in diameter should even be packed in any potato car. The little potatoes only add to the freight bill and distract from the price of the marketable potatoes, and this way act detrimentally in several ways. A difference of from 10c to 20c per bushel in a car cuts into the net proceeds, and the small potatoes are responsible for the cut. On the other hand the little potatoes are worth nearly as much as the big ones to the farmer; they are good for home use, for stock and for seed for fall planting, as they keep much better than the big ones, and usually a grower can get \$1.00 a bushel for the small potatoes for seed, in the fall.

Regarding cucumbers the best size to ship is from 5 to 8 inches in length; the cucumbers must still be green and quite developed, the least sign of yellow or approaching ripeness makes the cucumbers unfit to ship as they will turn yellow fast and become unsalable. We would suggest packing in bushel boxes.

The most important question about the planting and selling of tomatoes is first the selection and grading, and then the packing. Only pack in four basket crates, and do not put in any culls or ripe stock as it does not pay to ship.

We would make the same proposition to your organization as we do to the Ft. Gibson, Okla., Wenatchee Valley Fruit Growers' Assoc., Wenatchee, Wash., Pleasant Valley Onion Growers' Assoc., Pleasant Valley, Iowa, and many others, and if we are given your contract for the sale of your crop we will open a thoroughly equipped office on your ground in charge of an experienced salesman and assistants who will sell the crop to cash buyers, by wire FOB en transit and delivered, all sales and remittances would be rendered from that office, in short all records would be kept there and you would have access at any time to any and all records. Confidence begets success and we are quite confident that we can give you the results that you would expect as we are doing the above organizations.

The writer would be glad to call on you if you are ready to take up the matter of contracting and explain what we are doing for the other associations and shippers and can doubtless do for you.

Trusting that we may have the pleasure of hearing further from you, and if there is any other information you desire and we are able to give it, kindly call upon us.

Yours truly,

GIBSON FRUIT COMPANY.

By CHAS. R. DORLAND, Sales Mgr.

Now, Bill, it's up to you. The Secretary wrote to the Gibson Fruit Company stating that there were from 300 to 500 acres under irrigation in the Hereford territory which could be planted to truck and asking what this concern would do toward furnishing a market for the product.

The above letter was received in reply. There goes your last excuse for not getting busy. Your bluff has been called. Your crew has been pricked and we'll now find whether that inflated appearance represents sand or simply wind.

The Secretary has written the above named company stating that in his opinion there will be acreage enough planted in truck here this year to justify the establishment of a local station as he suggests, and intimating that a visit by a member of his firm to look the ground over would be desirable, without in any way binding the farmers to make a definite contract. This letter was written under instructions of the Fruit and Truck Growers' Association. Your Secretary is trembling in his shoes. Feel fine won't he if a man comes all the way from Chicago to buy our truck and all the Secretary can do is to steer him up to some of these little old one hill truck growers to listen to his story of how much he could have raised if he only had.

A committee of three was appointed to assist the Secretary in getting pledges for acreage to be planted in truck this year. This committee consists of A. C. Elliott, G. C. Major and M. V. Robinson. The test was applied and sand found in the craws of the following named truck growers who were present at the meeting, they having pledged the acreage set opposite their names:

Locker	5 acres
Robinson	7 "
Ricketts	6 "
Elliott	1 "
Smith	15 to 25 "
Bell	1 "
Major	10 "
Weaver	7 "
Conklin	3 "
Wyche	4 "
Total	55 1/2 to 65 1/2 "

This acreage should be multiplied by ten during the next two weeks. If you have no means of irrigation, chance a few acres on melons, beans or something which doesn't need water and let the man who has the water raise the stuff which requires it. "Get busy" and do it now.

Caught Wrong Man.

Last Monday Sheriff Baird received word from the officers at Amarillo to look out for a man in light suit, white hat, and red pimples on forehead, wanted for obtaining money under false pretences. Baird, Hubbert and Sullivan were on the look out and all boarded the train, and Hubbert soon had the man spotted who fitted the description to a "T," in fact, he was the very man described by the Amarillo officer. The young man protested his innocence, but the officers took him off any way. Communication with Amarillo, however, revealed the error that the complainant had described the wrong man. So the young man was released with apologies.

More About Miss L. and Mr. S.

Miss L. and Mr. S. will be married one day next week. Watch the Recorder. 1t

Petty Thefts.

Hereford has been suffering during the winter with a long string of petty thieving. The "lifters" are no respecter of persons or things. Chickens, coal, milk, breakfast steaks, brass door knobs and faucets, auto fixtures, and at last a barrel of apples. The barrel containing the apples had been buried full depth in the ground, but the "lifters" condescended to dig up the barrel and left not even a note of thanks. A good woman in town a few weeks ago stood on her back porch and saw a man carry off a sack of coal. This business should be stopped.

Young Boy Killed.

One of the saddest accidents that has ever happened in this community occurred Monday afternoon at 5 o'clock when one of the twin boys, 7 years old, of Mr. and Mrs. E. F. Connell was shot and instantly killed by the accidental discharge of their father's gun. It is supposed the two boys were attempting to "work" the gun to throw in a shell. No one was at home except the children, the father being away on business and the mother out doing some Sunday school work. She had allowed the children to go to a near-by neighbor's to visit while she was away, but they returned before the hour for her return. The lifeless body of the boy was found by a little neighbor girl who ran back home and reported what she had seen. The alarm soon spread and many of the neighbors gathered in. The family was grief stricken. Arrangements were made to have the remains shipped to Bartlett, Texas, and O. E. Thomas, undertaker, prepared the body. Funeral services were conducted from the Baptist church Tuesday afternoon, Pastor Purcer officiating, the long procession of friends following to the station. Mr. Connell and his family accompanied the remains to Bartlett, Texas, where interment was made. The Brand joins with the many friends in extending sympathy to the bereaved family.

T. J. Davenport of Deerfield, Mich., who came down with some immigrant cars for Jno. J. Zinser, returned to home last Saturday. He was a caller at this office and took some literature back with him.

Mesdames Kerr, Rowan and McLean, Miss Bettie Rose Kerr and Master Bryan McDonald came up Saturday morning from Dimmitt in Judge Kerr's auto, he himself doing the steering. They spent the day shopping.

Earl Wilson returned Saturday night from down in the state where he visited with friends and worked up to make a "try out" for one of the Texas base ball leagues, but his arm "struck" on him and even the Mineral Wells water would not loosen it up. O. J. Beene will make his "try out" this week.

J. E. Smith of Castro county was here Tuesday to see his mother-in-law, Mrs. Edwards, off to Missouri. She has been here for some weeks visiting her daughter.

Mrs. Moreman's Birthday.

During the past two years there has been a custom among some of the ladies of Hereford to honor the birthday of friends whose age is a matter of no embarrassment, and whose qualities have endeared them to their associates. These gatherings have always been thoroughly enjoyed by those participating. One of the most pleasant occasions of this sort was the dinner given in honor of Mrs. C. R. Moreman at her home on last Saturday. It was planned to be a surprise and proved to be a genuine one. When the hostess answered her door bell about 11:30 she found neighbors and friends about twenty strong assembled on her front porch laden with curious looking packages in baskets, towels, paper, etc. Mrs. Moreman was overwhelmed with surprise, but when the leader expressed her good wishes for the day and that many might follow, she grasped the situation and welcomed each one with a cordiality that was a blending of smiles and tears. She was requested to give herself no concern about serving—to avoid Martha's example—take a comfortable seat and let others attend to these matters. At 12:30 Mrs. Moreman, the members of her family who were present, and guests were invited to the dining room to partake of a liberal feast. One guest asked, "Isn't there a single poor cook in Hereford?" After the dinner was concluded and order restored a letter was read from Mrs. C. G. Witherspoon, in which she expressed good wishes not only for the recipient of the day's honors, but for the friends who should be present. Mrs. Moreman also received by mail many loving messages from her absent children, and a number of tokens of their affection. The afternoon was spent in pleasant conversation, and bringing all into closer bonds of friendship. When the time of leaving came guests and hostess alike expressed their genuine enjoyment of the day. Those present were, Mesdames Black, Mercer, Head, Ross, Davidson, Webb, Tommy-michael, Fuqua, Wilson, Simpson, Murphy, Norton, Rutherford, Ferguson, Britain, Cogdell, Myrick and Leslie Moreman.

Panhandle Magazine.

The Panhandle Magazine has suspended publication until arrangements can be made for a new manager and editor, Mr. Gunn having resigned. It is hoped that the committee will push the work along and keep the magazine going, as it was advertising the Panhandle as no other method could possibly do. The Syndicate, the Santa Fe and the people of the Panhandle should give the magazine the backing it needs.

Fifth Sunday Meeting.

On the program of the 5th Sunday meeting of the Baptist Tierra Blanco Association will meet with the Canyon church March 28. Pastor R. H. Purcer, Rev. G. T. Bailey, Rev. R. T. Edwards, Rev. M. T. Johnson and J. L. Fuqua of Hereford are on the program. A good delegation will go from Hereford.

L. L. Johnson, assistant demonstrator for the Santa Fe, and H. E. Singleton, lecturer on swine breeder, was in Dimmitt Wednesday where they lectured to a farmers' meeting, giving something of the same instructions as they did at the train in Hereford Monday. They left Thursday morning for Hurley, Tex., where another farmers' meeting is being held.

Mr. Merchant!

In our next week's issue, Friday, March 29th we have a little spiel of our own to place before the public. This particular issue will reach over TWO HUNDRED more addresses than usual, giving the advertiser in that issue TRIPLE the circulation that he could reach thru any other medium in the county. Merchants who care to accompany us on this publicity expedition should have their "copy" prepared by Tuesday evening, March 26th. The cost will be the same as any regular issue. BRAND PUBLISHING COMPANY, TELEPHONE NUMBER THIRTY

Some Alfalfa Musts and Donts.

By W. H. Olin in Scientific Farmer.

A. The successful alfalfa grower has come to believe the following rules must be observed:

1. Use only clean, vital, well acclimated seed.
2. Use for alfalfa land which has previously been well cultivated and which has good under-drainage. Thorough drainage is chief among the requirements for this plant.
3. Preparation of seed must be thorough and should be on ground plowed in the fall for spring seeding and on spring plowed ground for fall seeding. No field crop pays richer revenues for thorough preparation than alfalfa.
4. Have your seed bed first well pulverized, then firm, next moist sur-

face soil, devoid of hard lumps and well planked or leveled.

5. Sow on irrigated land with a drill, evenly and, at that rate of seeding which will give you a good stand, provided seed and bed are what they should be. Follow drill with a smoothing harrow as soon as possible, cross harrowing the field.
6. Prevent crusting of surface soil at period of germination and early stage of growth.
7. Use common sense and good judgment at all times.
8. An alfalfa renovator is an indispensable tool for cultivating alfalfa in the field.

B. The following "Donts" were brought out by R. E. Smith, the "Alfalfa King" of Texas:

1. Don't sow any nurse crop.
 2. Don't sow on freshly plowed land, no matter how carefully prepared.
 3. Don't let weeds or grass grow over six inches high without clipping.
 4. Don't clip or mow when wet with rain or dew.
 5. Don't let alfalfa stand if turning yellow; cut it.
 6. Don't sow old seed (writer would add, unless it shows strong vitality by germination test.)
 7. Don't sow seed all one way; sow one-half each way.
 8. Don't sow on land that will not raise 250 bushels of potatoes (1,500 pounds) per acre.
 9. Don't sow twenty-five acres at first; sow five.
 10. Don't pasture it. (If grown for your meadow purposes.)
 11. Don't put any of your rotten manure anywhere but on your alfalfa plot.
 12. Don't depend on "culture cakes," nor soil from some distant field.
 13. Don't let water stand on it.
 14. Don't let it go, if a thin stand, but disk it. Don't be afraid you will kill it.
 15. Don't wait for it to stool; it never does.
 16. Don't try to cut for hay until the alfalfa takes the field.
 17. Don't sow on any land not well underdrained.
 18. Don't leave your land rough; use a roller or a blank float to level and smooth it.
 19. Don't give up.
 20. The writer would add: "Don't fail to study haymaking until you can cure hay even in a rainstorm. Coburn's "Epitome of the Quartette of Alfalfa Vexations."
1. Securing a good stand.
 2. Dying out the second year.
 3. Failure through harvesting and stacking.
 4. Injury from insects or disease attacks.

**Elgin Shirts**

CUTTER & CROSSETTE, Makers

You may have noticed that we guarantee every *Elgin* shirt that we sell to be perfectly cut and made to fit, and to be of as good or better material than is used in any other shirt sold in the United States at same price.

Come in and examine our line of these wonderful garments.

We are here to back up our guarantee.

"The Fair"**LADIES'****MISSES and CHILD-
RENS HATS**

Every woman wants a hat. It must be stylish and becoming and different from her neighbors.

**Today and Tomorrow
Opening Days**

Mrs. T. N. Heifner will have

**Ladies', Misses' and Children's
Hats on Display**

that will fill every requirement of the most fastidious and discriminating buyer.

You are extended a most sincere invitation to be present.

Mrs. T. N. Heifner

Corner Fourth and Main Street

CAN YOU ASK MORE?

Your Money Is For No Asking.
You Promise Nothing.

We are so confident that we can furnish relief for indigestion and dyspepsia that we promise to supply the medicine free of all cost to every one who uses it according to directions who is not perfectly satisfied with the results. We exact no promises and put no one under any obligation whatever. Surely nothing could be fairer. We are located right here where you live, and our reputation should be sufficient assurance of the genuineness of our offer.

We want every one who is troubled with indigestion or dyspepsia in any form to come to our store and buy a box of Rexall Dyspepsia Tablets. Take them home, and give them a reasonable trial, according to directions. If they don't please you, tell us and we will quickly return your money. They have a very mild but positive action upon the organs with which they come in contact, apparently acting as a regulative tonic upon the relaxed muscular coat of the bowel, thus overcoming weakness, and aiding to restore the bowels to more vigorous and healthy activity. Three sizes, 25c., 50c., and \$1.00. Remember, you can obtain Rexall Remedies only at our store—The Rexall Store.

Corner Drug Store.

Responsible For Crime.

Two years before his term expires it will be the pleasure of Texas decapitate the Honorable W. L. Davidson, chief justice of the court of criminal appeals. That dignitary has gradually become so overbearing and out of line with the people on matters of enforcement of law that his day of usefulness has passed. He is largely responsible for the deplorable condition now existing in Texas with reference to the taking of human life. The turning loose of criminals on all sorts of technicalities is no doubt the greatest influence that has brought this about. Any man knows before the act that he may with good lawyers bring about enough technicalities to cause Judge Davidson to turn him loose. The fact is the old judge should be allowed to return to his home in Georgia town and raise turnips. A strong, clean man like Judge Brooks of Dallas or Judge C. K. Bell of Fort Worth should be placed in that position, and will at

the election in 1914.—Memphis Herald.

The Herald is edited by Senator Johnson of Memphis, one of the "hooky" Senators of the last legislature. He lays a grave charge at the feet of Judge Davidson.

HOW CHRONIC COUGHS

Are Being Cured by Vinol
New Haven, Conn.—"I was troubled with a most persistent chronic cough for a long time and had tried so many remedies and prescriptions without benefit that I was discouraged. I was persuaded by my friend to try Vinol. After taking the second bottle, my cough left me, and I must say I never felt better in my life. I can also recommend Vinol to any one in a run-down condition as the best possible remedy."

It is the combined action of the medicinal elements of the cod's livers, aided by the blood-making and strength-creating properties of tonic iron which makes Vinol so efficient in curing chronic coughs, colds and bronchitis—at the same time building up the weakened, run-down system. Try a bottle of Vinol with the understanding that your money will be returned if it does not help you.
Corner Drug Store.

**MEN'S SUITS**

Easter is only a short time away. You'll want to be correctly dressed. "Superb" Suits are guaranteed to fit and give satisfaction, and to be all wool. They are correct in every particular. We are showing some beautiful patterns in Tan and Brown Stripes, Serge, Gray, Black, Etc. The price ranges from

\$15.00 TO \$25.00

Come in and let us show you through this line.

We also ask that you see our line of Korrek Shape Shoes for men. They come in Tan, Patent and Gun Metal and are guaranteed. For Misses, Children and Boys we have just received a full line of the famous Buster Brown Shoes in tan, patent and gun metal.

See Our Show Window

HUBBARD DRY GOODS & GROCERY COMPANY
"EVERYTHING TO EAT AND WEAR"

NUTRIO!

A mixed feed of 83 per cent Cotton Seed Hulls and and 17 per cent Meal for dairy cows. It is the best and most economical cow feed. A trial will convince you. Our stock of corn, corn chops, maize chops, Kaffir, wheat, millet seed, cake, meal, bran, shorts, rock salt, No. 1 salt, alfalfa, millet, creek hay, ice and coal is complete. Don't ask who has it, just call TELEPHONE 76.

E. W. Harrison

BIG CRASH IN PRICES

Owing to the late spring and very dull trade up to date, we have decided to offer the public the greatest opportunity to buy goods Cheap that has ever been offered in Hereford. The people in this community have learned that when we give a Special Sale, **PRICES GO DOWN** and you get your money's worth. We are making this Great Sacrifice Sale in the very face of advances being made by the Factories in most all lines of merchandise.

Ginghams

We are loaded on the prettiest line of Ginghams that can be bought from the factory and now offer the entire lot at a wonderful sacrifice.

All the 15c Ginghams go at	11c
All 12 1/2c Ginghams go at	8 1/2c
All 10c Ginghams go at	7 1/2c
No shoddy goods to offer	

Calico! Calico!

Big lot of the very best 7c Calico at less than wholesale price in New York.

All go at, per yard	4 3/4c
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Domestic

of all kinds. Cheaper than for 10 years past. This will be your best chance for 1912.

Very best 15c Bleached Domestic, now	11c
Very best 12 1/2c Bleached Domestic, now	8 1/2c
Very best 10c Bleached Domestic, now	7 1/2c
Finest Ladies Cambrics, worth 17 1/2c, now	12 1/2c
Finest Ladies Cambrics, worth 15c, now	10c

Bed Sheetings

Nothing but good Goods.

Very finest and widest bleached Sheet- ing, old price 37 1/2c, new price	26 1/2c
Very finest 9-4 Bleached Sheet- ing, worth 35c, now	24 1/2c
Very finest Unbleached Sheet- ing, worth 30c, now	22 1/2c

Percales & Suitings

Cheaper than you have ever seen these goods anywhere.

Best 15c Percales, now	10c
Best 12 1/2c Percales, now	8 1/2c
Beautiful Spring Suitings, worth 30c, now	18c
Covert Spring Suitings, worth 12 1/2c, now	7 1/2c

Fine Zephyr Tissue Ginghams

We have some nice things in these goods. These prices never before heard of.

35c per yard grade, now	22 1/2c
Silk Tissue Gingham worth 40c, now	27c

India Linons and Flaxons

This is to be a great White Goods season—you will want lots of these goods at these prices.

25c per yard India Linon, cut to	17 1/2c
20c per yard India Linon, cut to	12 1/2c
15c per yard India Linon, cut to	11c
12 1/2c per yard India Linons, cut to	9c
Flaxons, worth 25c per yard, now	18c
Flaxons, worth 35c per yard, now	23c

LACES AND EMBROIDERIES 40 PER CENT DISCOUNT

We have purchased some EXTRAORDINARY BARGAINS in these goods and will give the trade full benefit of the Lowest Prices you have yet seen in Hereford. Think of FORTY per cent off. Sixty Cents buys One Dollar's worth.

75c per yard Embroidery	45c	15c per yard Embroidery	9c
50c per yard Embroidery	30c	10c per yard Embroidery	6c
35c per yard Embroidery	21c	8 1-3c per yard Embroidery	5c
20c per yard Embroidery	12c	6c per yard Embroidery	3 1-2c

SHOES! SHOES! SHOES!

Men, Women and Children's Shoes---Slippers

We have a very large stock of these goods. Up-to-date in style and finish. Stock must be reduced on account of hard times and dull trade. The entire stock goes at a sacrifice. 25 per cent off.

\$4.00 Shoes and Slippers	\$2.95	\$2.25 Shoes and Slippers	\$1.69
\$3.50 Shoes and Slippers	\$2.65	\$2.00 Shoes and Slippers	\$1.45
\$3.00 Shoes and Slippers	\$2.25	\$1.50 Shoes and Slippers	\$1.15

Same proportion off in Children's

Table Damask

We have a nice line. Reds, Blues, Buffs and Bleached. The prices are far below competition.

Finest Satin Damask, worth \$1.50 a yard, now	92 1/2c
Finest Satin Mercerized, worth \$1.00 per yard now	65c
Fine Mercerized Damask, worth 75c per yard now	48c
Beautiful Colored Damask, worth 75c per yard now	48c
Bleached Dice Pattern, worth 35c per yard now	23c

Silks and Foulards

Black Taffeta Silk, worth \$1.50 per yrd, cut to	98c
Black Taffeta Silk, worth \$1.25 per yard, cut to	85c
Wash Silks, worth 75c per yard now	45c
Foulard patterns, worth 50c per yard, now	35c
Foulard patterns, worth 90c per yard, now	69c
Few patterns left in fine Messa- line, worth \$1.25 per yd, now	75c

White Goods and Wide Linen Sheetings

We have some wonderful Bargains in these goods. You cannot afford to miss this Sale. You must see Fancy White Goods to appreciate them.

This sale will save you from 15c to 50c on every Dollar that you spend at this store during the remainder of this month. Up to Saturday night, March 30th.

BRING THE CASH AND COME EARLY

J. G. CALLENS

Hereford,

Texas

SPECIAL NOTICE!

MEN'S WEAR OF ALL KINDS

Shirts, Pants, Hats, Sox and Underwear

We will make it very interesting to any man or boy that needs these goods. Good common sense will tell you NOW is the time to buy.

Shirts

Fine Dress Shirts, worth \$1.50, cut to	98c
Dress Shirts and Soft Collar Shirts worth \$1.00, now	65c
Dress Shirts and Soft Collar Shirts worth 75c, cut to	45c
This includes soft collar goods.	

Hats! Hats!

Finest \$6.50 John B. Stetson cut to	\$4.90
Finest \$6.00 John B. Stetson cut to	\$4.50
Best \$3.50 Hat cut to	\$2.65
Best \$2.00 Hat cut to	\$1.40
Boy's Hats worth \$1.50 cut to	98c

Men & Boy's Pants

We have a big lot, new stuff, just arrived. These prices will start the ball to rolling.

25 per cent Discount	
\$5.00 Pants now	\$3.75
\$4.00 Pants now	\$3.00
\$3.00 Pants now	\$2.25
Boy's \$1.50 Pants now	\$1.15
Boy's \$1.35 Pants now	\$1.00
Boy's \$1.00 Pants now	69c

Socks and Underwear

Best 35c Sox, 2 pair for	45c
Best 20c Sox, 15c or 2 pair for	25c
Best 15c Sox, 3 pair for	25c
Best 65c Garment, Shirt or Drawers	45c

Overalls and Work-shirts

\$1.00 Overalls now	85c
60c to 65c Boy's Overalls	45c
Men's Best 65c Work Shirts now	45c

Dress Linens

These goods are always in style. We have a large variety and prices go at the very bottom.

Pure Linen, worth 40c per yd, now	27 1/2c
Pure Linen, worth 30c per yd, now	22c
Pure Linen, worth 20c per yd, now	13 1/2c
Fancy colors in Silk Linen, worth 50c to 60c per yard, cut to	35c

Shirtings and Chevoits

Here is the best values you have ever seen in all your life.

15c goods, solid colors and stripes, now	10c
12 1/2c goods, solid colors and stripes, now	9c
20c grade, stripes and checks, now	13 1/2c

The Hereford Brand
 Published by
The Brand Publishing Co.
 A. C. Elliott, Editor
 W. T. Stanberry, Business Manager

Address all communications to
THE HEREFORD BRAND

Entered April 17, 1901, as second-class
 mail matter, post office at Hereford, Texas,
 act of Congress of March 3, 1879.

Subscription Price \$1.00 Per Year,
 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.

ANNOUNCEMENTS.

City Offices

For Marshal and Collector:
 H. O. HUBBERT,
 R. P. (Bob) BRAZIL.

Deaf Smith County Offices:

The Brand is authorized by those
 whose names appear below to announce
 their names for the respective
 offices subject to the action of the
 Democratic Primary to be held on
 July 27th, 1912.

For Sheriff and Tax Collector:
 R. W. (Bob) BAIRD

For Tax Assessor:
 C. P. (Phil) ARTHUR

For Treasurer:
 ROSCOE DAVIDSON

Castro County Offices:

For Sheriff and Tax Collector:
 GEO. T. LYNCH

TURN your hand to a common
 cause by joining the Truck Growers'
 Association. Unless all who will
 grow truck join it will be improbable
 that the Association can make a
 suitable contract!

A newspaper or periodical has but
 one thing to sell, outside of its ad-
 vertising pages—truth. A subscrib-
 er has as much right to guaranty of
 truth from the publication to which
 he pays his money as he has to a
 guaranty of true weight from the
 grocer who sells him his sugar. It
 is a simple proposition and involves
 only common honesty.—Ex.

Better Farming Special.

The Santa Fe Better Farming
 Special was at Hereford Monday
 from 11 a. m. to 1 p. m., and a num-
 ber of good lectures were made.

Mr. H. M. Bainer, agricultural
 demonstrator for the Santa Fe Pan-
 handle, was in charge. He was as-
 sisted by L. L. Johnson, poultry ex-
 pert, and H. E. Singleton, hog
 breeder. Each of these gentlemen
 gave some valuable instructions in
 their different lines. The two coach-
 es in which the lectures were given
 were packed to their capacity. The
 trend of all the talks was for better
 cultivation methods, and better sur-
 roundings on the farm. In addition,
 the combination of stock and poultry
 raising with farming was strongly
 advocated. Dairying as a by-pro-
 duct, hogs as a by-product, eggs as
 a by-product, were each given en-
 dorsement. One of the features of
 Special was the talk on silage and
 silo construction. Mr. Bainer illus-
 trated his talk with a model silo,
 and told how to build them of differ-
 ent material. This train has made
 a tour of all the towns of the Pan-
 handle and South Plains on the Santa
 Fe System and will, no doubt, result
 in much good.

Laundry Work.

I will run a laundry wagon for the
 Amarillo Steam Laundry and will call
 for and deliver packages, but all
 work must be paid for on delivery.
 T. M. Coulson. 6-2t

Will have a car of good seed oats
 next week. E. W. Harrison. 1t

State of Ohio, city of Toledo,
 Lucas County,
 Frank J. Cheney makes oath that he is
 senior partner of the firm of F. J. Cheney
 & Co., doing business in the City of To-
 ledo, County and State aforesaid, and
 that said firm will pay the sum of ONE
 HUNDRED DOLLARS for each and ev-
 ery case of Catarrh that cannot be cured
 by the use of HALL'S CATARRH CURE.
 FRANK J. CHENEY
 Sworn to before me and subscribed in
 my presence, this 8th day of December,
 A. D. 1888.
 A. W. GLEASON,
 Notary Public.
 Hall's Catarrh Cure is taken internally
 and acts directly upon the blood and mu-
 cous surfaces of the system. Send for
 testimonials, free.
 F. J. CHENEY & CO., Toledo, O.
 Sold by all Druggists, 75c.
 Take Hall's Family Pills for constipation.

Very Quiet.

There is no noise being made
 about either the special commission
 election nor the regular city election.
 The first will happen on Tuesday,
 March 26, and the regular election
 on Tuesday, April 2. There are no
 "avowed" candidates for the mayor's
 place or for commissioners in either
 election. Only the marshal's office
 is being sought, and the two candi-
 dates, Henry Hubbert and Bob
 Brazil, are each making a still hunt
 for votes. No one knows how many
 eyes they have "shined," but both
 are counting on their friends to help
 them in the final round up.

The Last Day.

Not the judgment day, but the day
 when all the old open vault closets
 in the business district must be de-
 populated and moved off the lots.
 Tuesday, March 26, is the day.

Program.

The Woman's Monday Club will
 meet with Mrs. Slaton March 25th.
 Leader—Mrs. Parker.
 Roll Call—Current Events.
 A Comparison, "The Pathos of
 the Recital of Tyrrel in Richard III,
 The Scene of Lamentation Over
 Arthur in King John"—Mrs. Price.
 The Lord Mayor's Position in
 England—Mrs. Gallaher.
 Lesson—Act IV: 1-2-3.
 Questions.

C. E. Thomas, inspector for the
 Southwestern Telegraph and Tele-
 phone Co., was here this week mak-
 ing an inspection, found every thing
 in ship-shape, complimented Mr.
 Lovelace, the local manager, for his
 good management and immediately
 entrained for other points.

See those classy samples for suits
 at Walter Orr's Tailor Shop. His
 prices will do the rest. 1t

Election Notice.

STATE OF TEXAS,
 County of Deaf Smith

Notice is hereby given that an
 election will be held in the City of
 Hereford, Texas, on the first Tues-
 day in April, A. D. 1912, which is
 the second day of said month for the
 purpose of electing a Mayor and
 three Alderman, a City Marshal, a
 City Secretary and a City Attorney
 to serve as officers for said City for
 a term of two years from date of
 election.

J. M. Boone and E. B. Orr are
 hereby appointed judges of said elec-
 tion. J. M. Boone to be the presid-
 ing judge thereof.

A. L. Gibson and J. H. Pitman
 are hereby appointed clerks of said
 election.

All voters who are qualified to
 vote in a general election shall be
 qualified to vote in this election.

The election shall be held under
 the general election laws of this state
 and the returns thereof shall be made
 to me as Mayor within two days
 after said election.

The place for holding said elec-
 tion shall be at the County Court
 House in said City.

Done by virtue of authority vested
 in me as Mayor of said City, this
 29th day of February, A. D. 1912.

J. H. HEAD, Mayor,
 City of Hereford.
 Attest: A. M. JONES,
 Secretary.

[SEAL]

ONION SETS—SEED POTATOES
 (IRISH AND SWEET)

Our stock is in—can fill your orders
 promptly. Ask about Swift's Fertilizer.
 ROSWELL SEED CO., ROSWELL, N. M.

THE WESTERN NATIONAL BANK OF HEREFORD
 Capital and Surplus, \$100,000.00
 G. A. F. Parker, President
 A. J. Lipscomb, Cashier
 Will Be Glad to Serve You
 Only Roll of Honor Bank
 in Hereford
 OVERDRAFTS NOT ALLOWED
HEREFORD, TEXAS.

Fire Companies:
 North British & Mercantile of
 London and Edinburg, Eng.
 Insurance Co. of North America,
 Philadelphia, Pa.
 German-American of New York.
 Connecticut, of Hartford Conn.
 Hanover, of New York.
 Peoples' National, of Philadel-
 phia, Pa.
 Accident and Health, Liability,
 Burglary, and Plate Glass:
 the old Fidelity and Casualty
 of New York.

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 Build-
 ing Rooms 2
C. O. LEE Hereford, Texas
 Phone 310

THE FIRST STATE BANK
 S. B. EDWARDS, President
 H. B. WEBB
 1st Vice Pres.
 A. P. MURCHISON, Cashier
 WALTER L. PALMER, Asst. Cashier
 I. M. PALMER,
 2nd Vice Pres.

THE STATE BANK
 CAPITAL STOCK \$100,000.00
 Shareholder's Liability \$100,000.00
GUARANTY FUND BANK
 OVERDRAFTS NOT ALLOWED

AND TRUST COMPANY HEREFORD TEXAS

Want Ads 5c Per Line—Try One

Local and Personal

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

Figure with Walter Orr for that new suit. 1t

Eli Dunlap has taken his son, Walter, to Temple for treatment.

Plenty cotton seed cake and meal. E. W. Harrison. 6tf

Homemade Candies at the Hereford Bakery & Confectionery. 6-2t

Sam Bratton of Farwell was in Hereford Saturday on business.

"Sure's yo born" Topsy Turvy Star Theatre, March 29. 1t

Henry Hubbert went up to Amarillo Tuesday on official business.

Car Bran and shorts. E. W. Harrison. 6tf

R. W. Lovelace was at Bovina Tuesday on business.

See Miss Topsy Turvy at the Star Theatre, March 29. 1t

W. J. French of Iowa was here this week with some prospectors.

Rock Salt and No. 1 Salt at Harrison's. 6tf

Miss Topsy—"I's a gone coon I is." Star Theatre, March 29. 1t

Will have a car of good seed oats next week. E. W. Harrison. 1t

F. H. Oberthier left for Sedalia, Mo., Wednesday morning to close out his farming stock and tools having sold his farm near that place.

Harvey Cash of Dimmitt was in Hereford Wednesday on business.

We have plenty Ice. Hereford Ice Co. 6tf

Will have a car of good seed oats next week. E. W. Harrison 1t

Atty. Carl Gilliland was in Amarillo Monday and Tuesday, returning the second day.

Stop in at the Hereford Bakery & Confectionery and get your morning and after supper cigar. 6-2t

Rev. M. L. Fuller, Baptist minister from Llano, Texas, was here this week as a guest of Rev. Bailey.

What's to happen on April 1? Wait and you'll see. Nothing as big ever in Hereford before.

We have in transit a car of genuine Rugby Niggerhead Coal. E. W. Harrison. 1t

W. J. Kirkpatrick and son, Walter, of New Mexico are here this week.

We have in transit a car of genuine Rugby Niggerhead Coal. E. W. Harrison. 1t

"Golly, where ebber dat skal-e-wag ob a gal is, ebber ting just don get topsy turby." Star Theatre, March 29. 1t

You will look a good while before you find a better medicine for coughs and colds than Chamberlain's Cough Remedy. It not only gives relief—it cures. Try it when you have a cough or cold, and you are certain to be pleased with the prompt cure which it will effect. For sale by all dealers.

Jno. W. Dale and C. R. Smith were at the Warren and Son's ranch this week looking after the dipping of a bunch of cattle.

We have in transit a car of genuine Rugby Niggerhead Coal. E. W. Harrison. 1t

Messrs. Hawkins and Lewis went up to Amarillo Wednesday morning on business.

Miss Topsy—"What's the difference between a Newfoundland pup on a wagon and a dog's tail?" Star Theatre, March 29. 1t

Miss T. Lisle, who had been on a short visit to friends in Amarillo, returned Saturday afternoon to Hereford.

Sub-irrigation tile at Johnson's factory can be had at 1 1/2c per foot and up. Tile your garden and save half the labor and water required by the old method. 6tf

Mrs. W. B. Robinson was called to Amarillo Sunday on account of the serious illness of her daughter, Mrs. Smith McLeroy.

You get a suit that will suit you if Walter Orr takes your measure. 1t

Albert Johnson and Ira Johnson went over the line into New Mexico Sunday, Albert returning Tuesday.

G. T. and J. F. Kellog of Deming, N. M., were here Tuesday making an investigation of the irrigation plants around Hereford, and, like every one who sees, they too are pleased.

A. B. Crump of Colorado Springs, Colo., arrived yesterday and will open the millinery shop for his wife, her sister, Mrs. Meeks, having charge. They will occupy the parlors at the Stambaugh Dry Goods Store, and will be open for business Saturday, March 23.

L. A. Hough, the smallest booster for the Panhandle, after spending a short visit in Florida, was back at Hereford this week. He left Wednesday morning to return with his wife in a few days.

The Ice Phone is 76. E. W. Harrison. 6tf

Berry Henderson from Boonville, Ark., stopped off Tuesday at Hereford on his return from a visit to his homefolks at Portales to see his little brother, J. Eagle Henderson.

Nutrio 90c to nesters. E. W. Harrison. 6tf

Rev. A. M. Lohman who preaches for the Lutheran church at Happy, Texas, will confirm nine children Sunday, March 31, six in English service and three in the German service.

E. E. Warren of Plaview representative of a traction engine firm was here on business this week.

City Marshal C. L. Sullivan visited this office Wednesday and watched our new gasoline work.

Mr. R. H. Rowan, editor of the Dimmitt Plainsman, was a Hereford visitor Saturday.

G. A. Lewis made a business trip to Amarillo Saturday evening.

Emmett Cardwell left for Dallas Friday afternoon to be gone some time. He interested in the Cardwell Bros. grocery firm of that place and reports that their increasing business demands his being there.

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

Stop That Kidney Trouble NOW

The kidneys, when healthy, perform one of the most important functions required from any organ of the body. The elimination of waste products from the blood is a necessity and the greater portion of this work is performed by the kidneys alone.

Do you realize just what this means when the kidneys become so weakened that they cannot throw off this waste material?

It means that the system becomes saturated with poisons—they cannot free themselves from the blood and gradually block up and slow down the circulation.

Never allow this condition to exist—you cannot afford to do so because it means the running down of your health in general. When you notice such symptoms as backache, puffiness under the eyes, or that languid feeling, that's when to take

NYAL'S KIDNEY PILLS

We know of nothing better to put you on your feet in a hurry—cleanse the blood of all poisonous matter and prevent further infection.

Do not ignore the slightest indication of kidney trouble—be prompt in your treatment—remember the name—Nyal's Kidney Pills and come to us—we recommend them. Fifty Cents the Box.

E. T. WOODBURN & SON
"The Nyal Drugstore"

D. A. Repass, a traveling man from Colorado, was here Wednesday and says he knows of nothing better anywhere than the big pumping plants around Hereford. "I never dreamed the Plains had such a thing," he said.

J. I. Walker of the firm of Walker-Perkins Irrigation Company, has returned from a trip East where he purchased machinery for a number of wells on the Gregg county school land of 4,400 acres which they will put under irrigation. Work was begun this week.

Farmers Buying New Machinery.

This week has seen a number of new farm implements taken out by the farmers around Hereford. The list includes single and two-row listers and planters, cultivators, harrows and discs. When a farmer comes to town these days he is strictly on business, having no time to waste on politics.

Ferdinand Schliensker and family of Inglefield, Ind., have come to Hereford this week to make their home. Mr. Schliensker is a prominent and well-to-do citizen in his Indiana home and he will be a substantial gain to Hereford.

F. L. Fisher, with the Fairsbank-Morse Concern, was here this week on business. While here he, with Mr. McDonald, made a 6-hour test run on the north well which was entirely satisfactory, the engine running the time without any attention, in fact, the engine house was locked up and no one around for most of the time.

Nuts, Fruits and Candies at Hereford Bakery & Confectionery. 6-2t

Why scowl when you can smile after taking Dr. Miles' Laxative Tablets?



Stylish Stationery

always makes a favorable impression.

Letters written on good stationery make a better impression than one written on any old kind of paper and envelopes.

Your letter represents you where you cannot personally go, and perhaps judged by the style of stationery used.

It is a pleasure to use stationery that is correct as to form and novel and attractive in texture.

EATON, CRANE & PIKES latest styles



WE HANDLE A COMPLETE LINE OF

SHELF HARDWARE

Piping, Casing, Eclipse Windmills, Cylinders, Silverware Cutlery. One Minute Washers, Majestic Ranges, Coles Hot Blast Heaters and Cook Stoves.

A COMPLETE LINE OF FARM IMPLEMENTS

We want you to visit our store and inspect our goods.

WARREN HARDWARE CO.

OLD THINGS MADE NEW

As the Spring Season brings forth the rich coloring of nature

JAP-A-LAC

will transform your furniture giving it a beautiful lustrous finish. Don't let your furniture look dingy when you can make it look new with a little work and a trifling cost. Sizes from 15c to \$2.50 in all colors.

BETTS-CLARK, Druggists

O. E. THOMAS
EMBALMER AND FUNERAL DIRECTOR
Night Phone 299

E. B. Black Co.
FURNITURE AND UNDERTAKING—HEREFORD, TEXAS

HEREFORD, TEXAS

DAY PHONE
Number fourteen

"Miss Topsy Turvy"

OR

"The Courtship of the Deacon"

A COMEDY IN THREE ACTS

CAST OF CHARACTERS:

Topsy Turvy	Nellie Clarendon	Mrs. Leslie Moreman
May Golden	Topsy's cousin	Miss Percy Gallaher
Mrs. Clarendon	Topsy's mother	Miss Belle Woodburn
Miss Spriggs	Topsy's governess	Miss Maude McLean
Lord Clarence	A rich Englishman	Mr. Davidson
Frank Golden	Mary's brother	Elmer Dameron
Deacon Jones	Pillar of the church	C. D. Wright
Ned	A servant	John McLean

Under Auspices of Eastern Star

Friday Night, March 29, at Star Theatre

ADMISSION, : : 25c and 35c

NO BETTER WINDMILLS ARE MADE THAN THE STAR AND LEADER MILLS

All wood parts of these mills are covered with two coats of white lead and oil, hand brushed. WE SELL THEM.

VAN BRUNT Grain Drills sow anything from millet and alfalfa to oats and cow-peas. WE SELL THEM.



JOHN DEERE Listers, Harrows, Planters and Breaking Plows are the world's standard in farming implements. WE SELL THEM.

And this is not all. We carry a complete line of HARDWARE AND IMPLEMENTS

MAKE OUR STORE HEADQUARTERS
GARRISON BROS.

CANADIAN VALLEY LAND CO.

We own and control large tracts of land. We can fit you up and on easy terms if you want a home.

If you have land or property to exchange see us.

If you want to buy a ranch from 1,000 acres up to 30,000 acres, located handy to railroad and well improved as a ranch, on easy terms and at a price that will surprise you, see us.

If you have land or other property to sell, see us.

Courteous treatment and fair dealings is our motto. All communications gladly answered.

GEO. F. CAYLOR

GENERAL MANAGER

Hereford, Texas

There is no company better known or better advertised throughout the North and East.

CHILDREN INJURED.

Ordinary Cathartics and Pills and Harsh Physic Cause Distressing Complaints.

You cannot be over-careful in the selection of medicine for children. Only the very gentlest bowel medicine should ever be given, except in emergency cases. Ordinary pills, cathartics and purgatives are apt to do more harm than good. They may cause griping, nausea and other distressing after-effects that are frequently health-destroying.

We personally recommend and guarantee **Rexall Orderlies** as the safest and most dependable remedy, which we know, for constipation and associated bowel disorders. We have such absolute faith in the virtues of this remedy that we sell it on our guarantee of money back in every instance where it fails to give entire satisfaction, and we urge all in need of such medicine to try it at our risk.

Rexall Orderlies are eaten just like candy, are particularly prompt and agreeable in action, may be taken at any time, day or night; do not cause diarrhoea, nausea, griping, excessive looseness, or other undesirable effects. They have a very mild but positive action upon the organs with which they come in contact, apparently acting as a regulative tonic upon the relaxed muscular coat of the bowel, thus overcoming weakness, and aiding to restore the bowels to more vigorous and healthy activity.

Rexall Orderlies commonly completely relieve constipation, except of course when of a surgical character. They also tend to overcome the necessity of constantly taking laxatives to keep the bowels in normal condition. Three sizes of packages, 10 cents, 25 cents, and 50 cents. Remember, you can obtain Rexall Remedies only at our store—The Rexall Store, Corner Drug Store.

Castro County Clippings.

From The Dimmitt Plainsman of Friday, March 15.

B. Rowan and son, K. B. Rowan, sold 100 head of sheep to Mr. Duff of Spring Lake the first of the week. Mr. Duff was in Dimmitt Tuesday to receive them. They sold to the same party 700 lambs which he will take to his ranch eighteen miles south of Dimmitt.

C. E. McLean made a trip to Hereford Tuesday.

J. L. Fuqua, a banker of Hereford, passed thru Dimmitt Tuesday en route to Plainview.

C. H. Fooshe is in Hereford this week.

Tom Tate was in Hereford one day last week.

B. Rowan, C. F. Kerr and J. H. Flanagan were in the eastern part of the county last Sunday on business.

J. W. Porter and son, Dewie, of the Oberthier ranch were attending to business in Dimmitt Tuesday.

J. W. Carter was in Hereford on business the first of the week.

H. C. Jackson was attending to business in Dimmitt Monday.

Commissioner Orr from Summerfield attended commissioners' court in Dimmitt this week.

Will Hamm was in Hereford last Friday and Saturday on business.

J. W. and Fred Hamm of Cleo passed thru Dimmitt Thursday en route to Hereford with four loads of feed for the Hereford.

F. R. Metcalf, commissioner from Parrott, attended commissioners' court in Dimmitt this week.

Cold in Chest and Throat.

I use Hunt's Lightning Oil for colds, rubbing it on my chest, and throat as a counter irritant, and am so enthusiastic concerning its virtue. I always keep a bottle of it in my house. Mrs. Ida B. Judd, W. 87th St. New York, N. Y.

All druggists sell and recommend Hunt's Lightning Oil. 25c and 50c bottles. 4-5t

Irrigation Increases 800 per cent. Washington, D. C., March—A bulletin has recently been issued by the Bureau of Census, stating that in 1899 there were 1,325 irrigated farms in Texas and in 1909 4,907, showing a gain of 3,582 farms, or 808.3 per cent. The total acreage irrigated in 1909 was 450,971,

while in 1910 there were 693,496 acres, or a gain of 242,525 acres in one year. This indicates in a general way that irrigation cal almost be trebled within the next few years further shows that the irrigated system of farming is rapidly becoming popular in Texas.

Texas Industrial Notes.

It is reported that Fort Worth has been chosen the eastern terminus of the Stamford and Eastern Railway.

The state railway commissioner has been advised that the Gulf, Colorado and Santa Fe has appropriated \$1,125,000 for improvement of its lines in Texas.

The Coleman Commercial Club will raise \$500 to be given to the winners in the Boys Corn Contest.

The Pioneer Gas Company has completed laying its pipe line from the Moran Natural Gas fields to Albany, a distance of 17 miles.

Arrangements are being made by the Brady Commercial Club and the Santa Fe Railway Company for a beautiful park along the track of the Santa Fe in north Brady.

It is reported that an immense irrigation scheme will soon be launched near Kingsville, capable of watering 50,000 acres of land.

Four train loads of homeseekers arrived in Houston last week from various sections of the Middle West. They will go to all parts of South and Southwest Texas.

Johnson County Farmers have agreed to plant 4,350 acres of peanuts in order to secure the installation of a peanut oil mill.

It is reported that a farmer of Ohio has purchased 200 acres of land in Hale county and plans to irrigate and sow the entire tract in alfalfa. (And that is true—The Brand.)

As a result of the straightening of the Texas-New Mexico boundary line, 10,000 acres of land will be added to Texas. Deaf Smith county will get a large slice of it.

Mesdames David Park and Harry Howell came up from Canyon Monday to visit with Mrs. H. H. Hawkins. Mrs. Park returned in the afternoon, but Mrs. Howell remained most of the week visiting with kinsmen, Mesdames Hawkins and Stansberry.

Why Take Calomel?

When Simmons' Liver Purifier is so easy and pleasant, yet acts just as thoroughly as those harsh purgatives. (In yellow tin box only.) Price 25c. Tried once, used always. 4-5t

Dr. and Mrs. Boulard of Independence, Kansas, came in last Saturday and will make their home in Hereford for a few months.

The best sound Kansas corn is to be found only at the Nester Store. E. W. Harrison. 6tf

FOLEY'S HONEY AND TAR COMPOUND

FOR ALL COUGHS AND COLDS

For bronchitis, hoarseness and tickling in the throat. Especially recommended for children and delicate persons. No opiates. A medicine, not a narcotic. The Bee Hive on the carton is the mark of the genuine. Refuse substitutes.

Mrs. T. J. Adams, 522 Nor. Kansas Ave., Columbus, Kas., writes: "For a number of years my children have been subject to coughs and colds. I used Foley's Honey and Tar Compound and found that it cured these coughs and colds, so I keep it in the house all the time." Refuse substitutes.

BETTS-CLARK, Druggists

Name Your Farms.

Many of the farm papers are advocating the idea of naming the farms. As it is the farms are usually called after the owner or some local surroundings, and often are referred to as the "Jones Place," the old "Gough Farm," the old "McKinley Place," etc., etc. The Brand believes it would be much better to put some name to each farm. A few have secured their names naturally. There is the Sulphur Park Farm, owned by Irwin and Collins; the Sunny Brook Farm, owned by Jno. P. Slaton; the Hillcrest Farm, by L. Gough; the Hereford View Stock Farm, by R. H. Norton, and several others. The following list of names is good: Locust Dale, Winniwood, Hollywood, Watervale, Cap Rock, White Face, Sky Line, Prairie Schooner, Hollyoke, and so on.

This Is So.

We wish to state in as plain and vigorous way as word can express it, that Hunt's Cure will positively, quickly and permanently cure any form of Itching Skin disease known. One box is guaranteed to cure. One application affords relief. All druggists stand behind the guarantee. Ask Yours. 4-5t

Jno. J. Zinser, who has recently moved here from Michigan, trading for the 800-acre Raulie place, was a caller at The Brand office Saturday. He is enthusiastic about the country and will try to get some of his home friends to come down and join him in the Panhandle.

Capt. and Mrs. McMinn of Summerfield were in Hereford Saturday Pump Engines.

1 1/2, 4, 6 H. P. and up for \$40 and up. Uses gasoline, distillate or fuel oil. J. L. Johnson at Block and Sub-Irrigation Tile Factory, Hereford, Texas. 3tf

B. L. Lay of Hereford was in the city last week and we were informed that he has accepted a position with the C B Live Stock Company whereby he will have charge of the 320 acre orchard. He is well qualified to look after an orchard, as we are told that he has had years of experience in the growing of trees.—Crosbyton Review.

THE HEREFORD BRAND AND THE DIMMITT PLAINSMAN BOTH ONE YEAR FOR

\$1.50

These two papers fully cover all the important Local and Development News of Deaf Smith and Castro Counties.

ADDRESS
BRAND PUBLISHING CO.,
HEREFORD, TEXAS

YOU'LL LIKE HEREFORD!

L. R. Cox

Real Estate and Pumping Machinery

Associated with the G. E. Green Machinery Company, Plainview, Texas.

Irrigation Machinery. Estimates furnished on complete installation of Pumping Plants. Machinery handled in car lots convenient to repairs. Results guaranteed.

Hurley, Texas

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.

Bad Spells

"I suffered, during girlhood, from womanly weakness," writes Mrs. Mollie Navy, of Walnut, N. C. "At last, I was almost bed-ridden, and had to give up. We had three doctors. All the time, I was getting worse. I had bad spells, that lasted from 7 to 28 days. In one week, after I gave Cardui a trial, I could eat, sleep, and joke, as well as anybody. In 8 weeks, I was well. I had been an invalid for 5 weary years! Cardui relieved me, when everything else failed."

TAKE CARDUI The Woman's Tonic

If you are weak and ailing, think what it would mean, to you, to recover as quickly as Mrs. Navy did. For more than 50 years, this purely vegetable, tonic remedy, for women, has been used by thousands of weak and ailing sufferers. They found it of real value in relieving their aches and pains. Why suffer longer? A remedy that has relieved and helped so many, is ready, at the nearest drug store, for use, at once, by you. Try it, today.

Write for Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn., for Special Instructions, and 64-page book, "Home Treatment for Women," sent free. 157

WATCH

FOR

APRIL FIRST

WATCH

FLORIDA

If you are tired of blizzards and frosts, of heat and drought, or small and uncertain profits, you should purchase farm lands in the agricultural section of Florida. Here investments carefully placed will double each year. We know values, properties and bargains. We will purchase for you, and protect you against swindle in value or title. If you are interested write to

THE UNION INVESTMENT CO.,
LIVE OAK, FLA.

Weather Forecast.

Colder with rains causing rheumatic pains. Hunt's Lightning Oil stops all aches and pains whether from Rheumatism, Pneumonia, Cuts, Burns or Bruises. The Quickest Liniment known. 25c and 50c bottles. All Druggists. 4-5t

Before going to bed take a Dr. Miles' Laxative Tablet.

NATURE TELLS YOU

As Many a Hereford Reader Knows Too Well.

When the kidneys are sick. Nature tell you all about it. The urine is nature's index. Infrequent or too frequent passage. Any urinary trouble tells of kidney ills.

Doan's Kidney Pills are for kidney ills.

People in this vicinity testify. George Reynolds, grocer, Canyon, Texas, says: "I can recommend Doan's Kidney Pills to anyone bothered by kidney complaint. I had suffered from this trouble for a long time. I had pains in my back and sides and my kidneys became weak. I got Doan's Kidney Pills and was soon cured. Another member of my family had still worse trouble and Doan's Kidney Pills quickly cured that case. I consider this preparation the best one for kidney complaint on the market."

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

Remember the name—Doan's—and take no other.

C. D. Miller of Mobeetie, Texas, and manager of the Mobeetie Mercantile Company, was a guest of J. A. Wear this week.

That cough of yours is caused by obnoxious secretions lodged in the throat—mucous deposits that are a source of further infection. Nyal's Cherry Cough-Syrup will clear the throat in a hurry—we personally recommend its use. E. T. Woodburn & Son, the Nyal Drugstore.

A Transplanted Bud.

A bud the Gardner gave me, a fair and lovely child. He gave it to my keeping to cherish and beguile. He lay upon my bosom, he was my hope, my pride, Perhaps he was an Idol, which I must be denied.

For just as it was opening, in glory to the day. Came down the Heavenly Gardener, and took my bud away. "Feat not," me thought He whispered, "thy bud shall be restored, I take it but to plant it, in the garden of the Lord."

In memory of little Bill Connell,
BY A FRIEND.

DODSON'S LIVER-TONE INSTEAD OF CALOMEL

Just as Sure—Always Safe—No Bad Effects Ever Follow This Pleasant Tasting Liquid.

As a remedy for a torpid liver calomel has more than met its match in Dodson's Liver-Tone. It does not lash the liver on to perform its work at the cost of its strength.

Calomel depends for its power upon exciting the liver to do more work, and often the liver is too weak to stand such treatment, and you are worse off than before.

Dodson's Liver-Tone cannot cause any of the dangerous effects that often follow the use of calomel. It is entirely vegetable and pleasant to the taste, and is suitable for children and grown people.

Get a 50c bottle at Betts Clark Drugstore under the guarantee that if it doesn't satisfy you that it is a perfect substitute for calomel, you get your money back.

WANT ADS

MISCELLANEOUS WANTS

LOST—Bunch of keys fastened on a button hook. Please return to this office. 1t

FOR SALE—1,000 cows, 400 yearlings, 1,100 calves. Address J. W. Dale, Hereford, Texas. 6t

FOR SALE—Stencil Oil Board, sheet 20x24, 15c per sheet. Call at the Brand office. 6-2t

FOR SALE—Indian Runner Duck Eggs \$1.00 for 12. Brown Leghorn Eggs \$3.50 per 100, 75c for 15. W. C. Russell, R. F. D. No. 1. 6-2t

A Brand Liner will rent that room for you—5c a line.

FOR RENT—My place of twenty acres and five room cottage 1/2 mile from town. L. B. Lay, West-Hereford. 6-2tp

If you want to buy a good span of mules, mares or horses, or a fine Jack, call on or write, Geo. T. Higgins or G. M. Suggs, Hereford, Texas. 52tf

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

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

FOR SALE—A smooth quarter at \$12.50 per acre. Half cash, balance five years 6 per cent. J. H. Brooke, Iowa City, Iowa. 7-7tp

EGGS—White Orpington eggs \$1.00 for 15; guaranteed pure bred. Call at Harness Shop to see stock. Allen Powelson. 2-5t-E

FOR SALE OR TRADE—For Texas Land. One ten-room, modern residence furnished complete, hot and cold water in kitchen, bath. Good out buildings, consisting of two barns, sheds, feeding racks, coal house, wash house, smoke house, chicken house, good well house made of brick. Elevated tank, well with Eclipse windmill in yard, large yard with blue grass, shade trees and cement walks, four acres of land included in yard, lots and remainder in orchard, garden and alfalfa with well and mill for irrigating orchard and garden. Also 1/2 interest in 630 acres of land in Butler Co. Mo., near Popular Bluff. Good improvements. Will trade one or both. For further information see or write J. H. Bowers, Hereford, Texas. 6-2t

HEREFORD NURSERY

Choice Fruit, Shade and Ornamental Stock. Write for Catalogue today.

L. P. LANDRUM, Proprietor

Professional and Business Cards

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Hereford, Texas
Office in First State Bank building

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SUGGS & JONES
ABSTRACTERS
Complete Abstract of Title to Deaf Smith County Lands.
HEREFORD, TEXAS

Our Altitude.

Hereford	3810 feet
Amarillo	3663 feet
Wildorado	3887 feet
Vega	3986 feet
Alamoosa	4000 feet
Adrian	3998 feet
Cap Rock	4127 feet

The regular meeting of the Fruit and Truck Growers Association is held on first Saturday afternoon of each month at 2:30 o'clock. All invited. 30tf



Dr. Miles' Anti-Pain Pills

will help you, as they have helped others.

Good for all kinds of pain. Used to relieve Neuralgia, Headache, Nervousness, Rheumatism, Sciatica, Kidney Pains, Lumbago, Locomotor Ataxia, Backache, Stomachache, Croup, Irritability and for pain in any part of the body.

"I have always been subject to neuralgia and have suffered from it for years. While visiting my son and suffering from one of the old attacks, he brought me a box of Dr. Miles' Anti-Pain Pills. I used them as directed and after taking them it was the first time in years the neuralgia ceased from the use of medicine." MRS. E. C. HOWARD, 402 Greene St., Dowagiac, Mich. At all druggists. 25 doses 25c. MILES MEDICAL CO., Elkhart, Ind.



DALLAS and Return, March 24 and 25. Limit March 31. \$14.30

One Way to CALIFORNIA. \$25.00. March 1st to April 15.

E. R. READ, Agent

Building Material!

We handle ALL KINDS of Building Material usually carried in a first-class Lumber Yard. Planing Mill in connection. Let us figure on your next bill of lumber, etc. No matter how small or how large we will make it to your interest.

T. M. Palmer Lumber Co.

Big Stock Reduction Sale Continues

UNTIL SATURDAY NIGHT, MARCH 23rd, 1912

Many are buying their Winter as well as Spring Goods during this sale. Everything in the store at a reduction. But these prices will close Saturday night. Don't delay your buying until it is too late.

WE ARE SAVING OUR CUSTOMERS MONEY

Ladies Home Journal
PATTERNS

Geo. A. Stambaugh
HEREFORD, TEXAS
THE STORE FOR SAFE BUYING

MAIL ORDERS given prompt attention when accompanied by the CASH.

Society

THE BAY VIEW CLUB.

The Bay View study course on Our Own Country is proving most interesting. The first four months of the club year were devoted to the study of history in connection with the magazine. The meetings during February were suggestive of some of the special days coming in that month. Mrs. H. B. Stephens was hostess on Valentine Day and carried out the idea beautifully in both the program and in the dainty, two course luncheon served. Each member was presented with a cunningly devised valentine containing some literary gem. The 29th Leap Year Day the

club met with Mrs. Arnold. Responses to roll call were interesting facts about some of the noted people born in February. A contest in which memory played an important part was cleverly arranged by the hostess. With March began the history review and re-search work in connection with the suggested programs.

FORTY TWO.

Mr. and Mrs. Gallaher entertained quite informally on Tuesday evening with "forty-two." There were about six tables, and a number of progressions, all of which were attended by the usual interest and enthusiasm. Music at intervals during the evening gave an additional pleasure. Delicious refreshments were served.

COMPLIMENTARY PARTY.

One of the very pleasant social

events of the week was the party given on Tuesday afternoon by Mrs. C. C. Ferguson to a few of her friends, complimenting Mrs. Morris of Marshall, Mo. The guests were met by little Misses Grace Ferguson and Annie Wildy Lea, daughter and niece of the hostess. After the greetings and the little visits with friends, cards were passed containing questions and answers, the matching of which gave partners for a contest, "A Shirt-waist Romance." An appetizing, two course luncheon was very daintily served, the first course consisting of chicken salad on lettuce, bread and butter sandwiches, olives, cheese balls and coffee, and the second, pineapple mousse and angel food. Miss Percy Gallaher gave a number of piano selections which were enjoyed by all. Mrs. Ferguson was assisted by Mrs. Alice Lea and Mrs. J. E. Ferguson.

A GUEST.

A LUNCHEON.

Mrs. H. B. Stephens entertained on Thursday of last week with a six course, 1 o'clock luncheon, having as honor guest, Mrs. W. H. Morris. The table appointments were marked by simple elegance, a color scheme of white and yellow being artistically carried out in both decorations and the menu. The place cards were tied with yellow ribbon and had on them favorite quotations. The guests on this very pleasant occasion were Mesdames Morris, J. E. Ferguson, Arnold, Lea, C. C. Ferguson and Fox.

Commissioners' Court.

At the regular meeting of the commissioners' court last week a lot of business was transacted.

Dr. W. J. Rogers was appointed county health officer, Dr. H. H. Taylor resigning.

The rate for boarding prisoners was reduced from \$1.50 to \$1.25 per day.

The county attorney's salary was raised from \$300 to \$400 per year.

An order was made to enlarge the sewer connections, and County Judge C. D. Wright was empowered to have the work done.

Insurance on the court house was given to four insurance firms of the town, \$40,000 on the building and \$1,000 on the furniture, dividing the account equally between Ashbrook, Lee, Cook and Suggs & Jones.

The following election judges were appointed to serve for the next two years:

Precinct No. 1—J. S. Wyche and Lee Wolf, judges; H. B. Webb and C. H. Carl, assistants.

Precinct No. 2—T. M. Palmer and C. O. Lee, judges; J. M. Boone and E. B. Orr, assistants.

Precinct No. 3—I. N. Dillard and H. F. Shelton.

Precinct No. 4—J. M. Chapman and B. F. Fulkerson.

Precinct No. 5—J. C. Womble and Ira Allread.

Precinct No. 6—J. S. Whitsett

and G. M. Blayney.

The following road overseers were appointed to serve until 1913:

Jim Robinson—Hereford-Diamitt road.

W. L. Sain—Farmer road.

C. J. Paddock—Hereford-Arney.

Jess Roberson—Summerfield road.

Fred Curtis—Bridges road.

N. N. Boardman—Boardman road.

Frank Carlisle—Gregg road.

S. J. Rice—Hereford-Sulphur Park road.

H. B. Russell—Burvey road.

J. L. Parks—Parks road and strip to 25-Mile Ave.

L. A. Arnold—Hereford-Kelso road.

Lee Coconaugher—South half of 25-Mile Ave.

Chas. Dixon—North half of 25-Mile Ave.

W. E. Ebert—Higgins road.

E. J. Hudson—South county line road.

Grant Womble—Hereford-Wildorado road.

Notice.

The Methodist ladies will give an Easter Sale on Saturday before Easter at the Corner Drug Store. They will have for sale all sorts of good eatables, and in addition will offer bonnets, aprons, etc. 7-2t

For rheumatism you will find nothing better than Chamberlain's Liniment. Try it and see how quickly it gives relief. For sale by all dealers.

Millinery Opening.

Mrs. A. B. Crump, of Colorado Springs, Colo. who announced that she would open a millinery parlor in Hereford will have her goods ready for inspection Saturday, March 23, with Geo. A. Stambaugh. On account of sickness Mrs. Crump cannot be here herself; but the goods will be in charge of her sister, Mrs. Meeks and an experienced trimmer. Nothing but absolutely new goods will be shown, and no two patterns alike. The Ladies of Hereford and vicinity are extended a cordial invitation to call and inspect the goods on the above date.

"My little son had a very severe cold. I was recommended to try Chamberlain's Cough Remedy, and before a small bottle was finished he was as well as ever," writes Mrs. H. Silks, 29 Dowling Street, Sydney, Australia. This remedy is sold by all dealers.

Dr. W. J. Rogers and Justice R. E. Cook were called to near Summerfield last Friday to view the remains of Mrs. Pylant, who had died without the attendance of a regular physician, the woman having been treated by a "healer" whose address is Missouri. The husband was not satisfied to have her buried without an examination by a regular practicing physician. The body was brought to Hereford and interred in the city cemetery.

Don't waste time call 76. E. W. Harrison. 6tf

JUST ARRIVED

a car of that good old
ALBATROSS FLOUR

a car of Pure Cane
SUGAR AND SYRUP

a big shipment of
Chase & Sanborn's Teas and Coffees.

We want your business on
Price, Quality and Promptness.

HOMER WILKINSON
CLEAN GROCERY PHONE 81

CLIEFF'S PRICES

ON GROCERIES are always interesting. He is able to sell you same quality goods at a lower price than you buy elsewhere. He can especially make prices interesting for you when you buy in quantities. The secret of this is simple. He buys in larger lots and gets the very lowest wholesale prices. Spend your money where it will go the farthest. **CLIEFF'S GROCERY** is the place.

TELEPHONE NO. 50