

The Hereford Brand

Vol. 11

HEREFORD, TEXAS, DECEMBER 15, 1911

No. 45

ENTERTAINMENT AT HIGH SCHOOL

Art Exhibit For the Week—Special Program For Different Nights. Begins Monday.

Beginning next Monday, December 18, and for the entire week, the Traveling Art Exhibit will be open to the public from 4 to 7 p. m. The pictures that will be on display are works of the best artist of the world and are worth going many miles to see. A small admission charge will be made, 10 and 20 cents, which will be used to purchase good pictures for the different rooms. Besides the exhibit the four classes of the High School will each give a special program in the auditorium. The public and school patrons are invited to attend and thus help a worthy cause. The classes will render the following programs in their order from 7 to 9:30 p. m.:

MONDAY NIGHT, FRESHMAN CLASS.
Piano Solo.....Jesse Mountz
Reading.....Lora Moore
Violin Solo.....Ralph Smith
Reading.....Lota Fuqua
Solo.....Olive Buster
Reading.....Grace Wilson
Piano Solo.....Elzina Mountz

TUESDAY EVENING, SOPHOMORES.
Quartet.....Gladys Ivey, Edith Rayzor, Madelaine Barnett, Mary Bourn
Reading.....Bessie Snyder
Duet.....Mae Murchison, Oma Landrum

Reading.....Louise Oberthier
Piano Solo.....Madelaine Barnett
THURSDAY EVENING, JUNIOR CLASS
Piano Solo.....Clara Lambert
Reading.....Besse Nance
Quartet.....Lois Garrison, Mabel Gass, Jane Gregg, Cotta Sisk
Duet.....Ward Zimmerman, Nellie Wilson

Reading.....Lois Garrison
Lecture on Art.
Pianist.....Jewell Buster.

FRIDAY EVENING, SENIOR CLASS.
Solo.....Calla Lambert
Piano Solo.....Percy Gallaher
Reading.....Hazel Wilson
Duet.....Mary and Inez Dunlap
Reading.....Floy Jenkins
Piano Solo.....Ethel Fuqua

W. E. Elbert and family of Kirksville, Missouri, will move to Hereford in a few weeks to make the Panhandle their home. They have bought a fine quarter section of land a few miles out and will engage in farming and stock raising.

Max Roberts is reported to have done so well under the skillful care of Dr. W. A. Price that he is rapidly recovering from his recent injuries, and the services of a physician are no longer needed. Mr. Roberts had the misfortune to get his leg broken, several ribs smashed in, two or three bad cuts on the head and otherwise bruised up by his well drilling machine which he had in operation near Hurley, Texas.

Mrs. Emmett Cardwell returned Monday on the 10 o'clock train from ~~where she had spent two months on a visit to homefolks and long time friends.~~ Mr. Cardwell has showed a decided change for the better in his feelings since the return of Mrs. Cardwell.

Receives 2200 Head of Sheep.
Kelley Gray came in Wednesday night with a shipment of nearly 2200 head of sheep from New Mexico for the Joss ranch northwest of town.

Boys Paroled.
"The quality of mercy is not strained. It droppeth, as a gentle rain from heaven upon the place beneath, it is twice blessed; it blesseth him that gives, and him that takes."

One of the last acts of Judge D. B. Hill in this term of court at Hereford was to extend the privileges of the Texas parole law to two young men who had been convicted of felony and sentenced to two years in penitentiary. The young men were Floyd Elliston and Charlie Hubbert.

In the parole law the state, through the discretion of the judge, tempers justice with mercy. These two cases are the first to come up for action under the law in Judge Hill's jurisdiction. When the boys were called in for a final hearing on their application for parole, a large number of friends were assembled in the district court room. The two sat just inside the rail, Floyd with his father and brother, and Charlie with his brother. When the judge took his seat, all were quiet waiting to hear what he would say. He read the charge and by turns asked the boys to stand up to receive their sentences. The court said that under the law and the verdict of the jury, he must pass sentence in due form. This being done, he then discussed at some length the new parole law, going somewhat into details. He said that the people of the state by its legislature had seen fit to pass such a law and it was his duty to give effect to this law as well as all others. Then after announcing that he had granted their application for parole, Judge Hill gave them a fatherly talk, filled with good advice which every young man, even the older men, would do well to follow. "I place all the responsibility

of my act upon your good behavior and it is left to you to justify me in granting the paroles," he said. "If I make a mistake in this, I will be sorry and your friends and families will be grieved." "You will be free to go wherever you please and if I should meet you, I want to be able to take you by the hand and say that I am proud of this day's work," he added.

The Judge further stated that in granting this application for parole, he did not, in any way, set a precedent in future cases, but that each and every case would be considered upon its own merits.

At the close of his remarks the attorneys for the defense and the state prepared the parole bonds, which were readily signed, and at 4:30 o'clock the boys walked out with their freedom.

Star Theatre to Move.

C. M. McGhee is preparing to move the equipment of the Star Theatre from the Bogard building across the street to the Fuqua building next to the Brand office. A force of hands have been at work this week remodeling the interior and putting in the figures, stage and seats. It is likely the first show will be given in the new place to night, Friday.

Basketball Monday.

A game between Hereford and Canyon is scheduled for Monday on the local grounds. Considerable interest is being shown in this game, as the Hereford team won in the game played at Canyon on Thanksgiving night.

Miss Belle Woodburn was at Claude Sunday as a member of a wedding party.

Little Girl Hurt.

The ten year old daughter of Mr. and Mrs. Robert Brazill met with a serious accident last Friday when a torpedo exploded in her mouth. She did not know the contents of the little package and attempted to bite it, when the explosion occurred, breaking her chin bone, lacerating her tongue and burning her mouth in a frightful manner. Physicians were called in and her wounds dressed.

J. J. Gallaher Out.

After being confined to his room for ten days with appendicitis and a successful operation, J. J. Gallaher, cashier of the First National Bank, was on the streets for the first time Wednesday afternoon. His friends are pleased to see him up and out.

Mrs. John Mauk returned on the 3 o'clock train Sunday from Portales where she had been visiting her father and sister for the last three weeks. She went to the home of Mr. and Mrs. Sam Worley for the remainder of the day.

K. of P. Banquet.

The members of the K. of P. Lodge gave a banquet last Tuesday night at the Arcadian Cafe at which the wives of the members and a large number of friends were present. The banquet party met at the hall and marched at the appointed hour over to the cafe where a sumptuous supper was served. Speeches, toasts and oysters made the hours pass only too rapidly, and when the parting time came all were delighted with the pleasant occasion furnished by that lodge.

Mrs. D. R. Gass returned Tuesday morning on the 9:55 train from Canyon where she spent Sunday with friends.

BETTER THAN ARTESIA WELLS

E. B. Bullock Visits Hereford And Makes An Encouraging Comparison for Hereford.

E. B. Bullock, who some months moved from Hereford to Artesia, New Mexico, was back this week on visit and on business, and talking about the irrigation possibilities for Hereford said that as far as both the water and the soil are concerned, he felt sure that Hereford would compare most favorably with that section of New Mexico. Being well acquainted with conditions in both places, he speaks the truth when he says that the water at Hereford is better for irrigation, pure free from injurious salts and alkalis. The soil too is in far better condition for irrigation, it being also free from alkali or other things that are liable to be developed when subjected to irrigation. "All you people need," said Mr. Bullock, "is to get busy and put down the wells. The Pecos Valley people are going right ahead with their projects, not doubting the successful outcome, and the Hereford people should be at work on 50 new wells right now."

All W. O. W. members will please take notice that my office is now in the court house where I can be found at all times, especially on the last day of each month, the last day to pay dues for current month.

Fraternally,
C. L. SULLIVAN,
Clerk of W. O. W.

Chas. Woodburn will return to Hereford tomorrow from Waco where he has been as a delegate to the Masonic Grand Lodge. He will visit his sister, Miss Meda, on his return, who is attending school at Waxahachie.

Owen Sandifer Shot.
Owen Sandifer was shot at Amarillo Wednesday night and is in a critical condition. Sam Cook was being searched for by the officers as having done the shooting. Two bullets took effect.

Jno. C. Kramer of the Kelso community was buying supplies in Hereford this week. He owns a ranch in that section and raised a good crop of feed stuff this year. He has about 2,500 head of sheep which he looks after besides his farm. He says this is a fine sheep country.

Jno. A. Staples of New York, a former school mate of G. A. F. Parker and a long time close friend, paid Mr. Parker a visit this week. He comes to Hereford once and occasionally to visit, but it has been two years since his last trip. He was shown the McDonald irrigation plants with which he was pleased.

Buck Green and J. W. Beatty, prominent farmers and citizens of Castro county, paid a visit to this office last Saturday. Mr. Green says he has 40 acres of wheat, that is doing well and looking fine and has enough moisture in the ground for this time of the year.

R. L. Elliston and family arrived from down in Texas this week and will make their home in Hereford. He has bought the **LLL, TEXAS** ranch south of town in order to school. The young soft job usua

NO. 8812 Bank Statement.

Report of the condition of the Western National Bank, at Hereford, in the State of Texas, at the close of business, Dec., 5th, 1911.

RESOURCES.	
Loans and Discounts	\$154,208.77
U. S. Bonds to secure circulation	50,000.00
Banking house, furniture and fixtures	7,367.75
Other Real Estate owned	6,260.00
Due from National Banks (not reserve agents)	900.06
Due from State and Private Banks and Bankers, Trust Companies, and Savings Banks	114.19
Due from approved Reserve Agents	25,827.11
Checks and other Cash Items	377.95
Notes of other National Banks	1,880.00
Fractional Paper Currency, Nickels, and Cents	237.07
LAWFUL MONEY RESERVE IN BANK, VIZ:	
Specie	2,582.75
Legal-tender notes	1,002.00
TOTAL	\$253,257.65
LIABILITIES.	
Capital stock paid in	50,000.00
Surplus fund	50,000.00
Undivided Profits, less Expenses and Taxes paid	3,252.37
National Bank Notes outstanding	50,000.00
Individual deposits subject to check	57,810.02
Time certificates of deposit	21,586.32
Cashier's checks outstanding	538.94
Bills payable, including certificates of deposit for money borrowed	20,000.00
TOTAL	\$253,257.65

STATE OF TEXAS } ss.
COUNTY OF DEAF SMITH }
I, A. J. LIPSCOMB, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
A. J. LIPSCOMB, Cashier.
Subscribed and sworn to before me this 9th day of Dec., 1911.
[SEAL] F. T. ROLOSON, Notary Public.
CORRECT—Attest:
G. A. F. PARKER }
J. L. SMITH } Directors.
B. C. D. BYNUM }

Bank Statement

Official statement of the financial condition of the First State Bank and Trust Company, at Hereford, State of Texas, at close of business on 5th day of Dec., 1911.

RESOURCES.	
Loans and discounts, personal or collateral	\$165,843.14
Loans, real estate	51,744.77
Overdrafts	122.13
Real Estate (banking house)	8,923.00
Other Real Estate	11,672.59
Furniture and fixtures	2,650.00
Due from approved reserve agents, net	\$3,345.99
Due from other Banks and Bankers, subject to check	38,345.99
Cash Items	605.93
Currents	8,990.00
Specie	1,989.46
Other Resources as follows:	11,585.39
Interest in Depositors	
Guarantee Fund	1,486.36
Total	\$292,373.37
LIABILITIES.	
Capital Stock paid in	\$100,000.00
Surplus Fund	6,000.00
Undivided profits, net	4,528.71
Individual deposits subject to check	115,355.14
Time Certificates of deposit	36,339.52
Cashier's Checks	150.00
Bills Payable and re-discounts	30,000.00
Total	\$292,373.37

STATE OF TEXAS } ss.
COUNTY OF DEAF SMITH }
We, S. B. Edwards as president and A. Murchison as cashier of said bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief.
S. B. EDWARDS, President,
A. P. MURCHISON, Cashier
Sworn and subscribed to before me this 12th day of December, 1911.
[SEAL] D. F. ASHBROOK, Notary Public.
CORRECT—Attest:
F. B. WEBB }
W. B. BEACH, J. H. HEAD } Directors.
D. F. ASHBROOK }

Misses Media Woodburn and Bertha Witherspoon formerly of Hereford now of Trinity University, came home with Miss Nettie Witherspoon and spent Saturday night and Sunday. Mrs. C. G. Witherspoon also came Saturday and will visit relatives in Midlothian for a few days. —Midlothian Argus

NO. 8804 Bank Statement.

Report of the Condition of the First National Bank at Hereford, in the State of Texas, at the close of business Dec. 5th, 1911.

RESOURCES.	
Loans and discounts	\$134,422.22
U. S. Bonds to secure circulation	50,000.00
Premiums on U. S. Bonds	500.00
Lumber account	2,196.90
Banking house, furniture and fixtures	12,000.00
Other Real Estate Owned	35,287.80
Due from National Banks (not reserve agents)	8,676.68
Due from approved reserve agents	13,971.38
Checks and other cash items	1,400.92
Notes of other National Banks	1,180.00
Fractional paper currency, nickels and cents	139.65
Expense Balance	533.20
LAWFUL MONEY RESERVE IN BANK, VIZ:	
Specie	7,752.65
Legal-tender notes	
Total	\$270,561.40
LIABILITIES.	
Capital stock paid in	50,000.00
Surplus fund	6,000.00
National Bank notes outstanding	50,000.00
Due to other National Banks	57,354.84
Due to State and Private Banks and Bankers	401.21
Individual deposits subject to check	84,083.73
Time certificates of deposit	11,658.66
Cashier's checks outstanding	6,062.96
Bills payable, including certificates of deposit for money borrowed	5,000.00
Total	\$270,561.40

STATE OF TEXAS } ss.
COUNTY OF DEAF SMITH }
I, J. J. Gallaher, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
J. J. GALLAHER, Cashier.
Subscribed and sworn to before me this 12th day of Dec., 1911.
[SEAL] CARL GILLILAND, Notary Public.
CORRECT—Attest:
J. L. FUQUA }
W. S. HIGGINS } Directors.
R. N. MOUNTS }

Insure Your Crops.

When a contractor figures on a job, he is supposed to make a careful estimate of the cost of the building. When a merchant buys a line of new goods, he forecasts the probable taste of his customers. Then why should not a farmer figure on the possible income from planting and raising certain crops. If it does not pay to plant wheat and oats under the "dry farming" risks, then why do it? If the seasons are not dependable, or providence fails to remember the farmer in the distribution of moisture, why should he "fly in the face" of an impending failure and defy the elements in the farming business. A merchant may not sell his stock of goods, but he can keep them on the shelf and insure them against fire and flood.

The success of the farming business in many sections of the country depends too much upon the erratic and disappointing rain god, alias Junius Pluvius. The farmer makes all the preparations for a crop; he plows the ground according to the latest scientific methods, he sows the seed with the best machinery, he cultivates, and his hopes are placed high in the abundance of a bountiful yield. The crop comes on with a promise and attains a growth indicative of a bumperbus, but all depends upon the fickle winds and ever shifting currents. The farmer stands with elbows akimbo and admires his industry. "We'll have a bumper crop this year, Sallie," he says. In a few days he goes again to survey his fields of waving grain and tasseled corn, but he sees the drooping heads and the twisted blades. Re-

turning to the house he enters his closet and prays for rain; the neighbors meet and discuss the impending calamity—unless it rains. They wait for that invisible, impersonal something to bring showers to save their crops. Aunt Sallie sees that new carpet for the best room fade away like the evening rainbow, she begins to use her already sagging skirt to make her last year's Sunday dress do for another season. The farmer waits and waits, but it does not rain. The corn drops over and gives up the ghost, the farmer sits down and gives up the goose. His year's labor has gone up in thin air as much so as the merchant's store would do if it burned without insurance.

There are all sorts of insurance companies, fire, life, accident, marine, hail, lightning, stock, etc., but no one has had the audacity to insure that J. Pluvius will not go off to some summer resort and be gallanting around with the sea nymphs when he ought to be attending to his business in the corn belt. While it is doubtful such a company could exist three rounds in such a square ring, there is no use denying that the gate receipts would be enormous. A merchant can insure his stock against fire, the sea-farer can insure his cargo against storm, the opera singer may insure her voice against cracking, but the farmer, the poor hard-handed son of the soil, can find no one willing to bet his coin that the rain god will not fall asleep in roasting ear time. The problem solved: In the Hereford country we are organizing just such a company, that is, to insure the farmer that he can

have a shower on his crop whenever, in his own mind, he thinks it needs a wetting. C. W. Post of treaty fame and, "There's a Reason," has tried to shake the elements with dynamite, and the denotations of 3,000 pounds of nitro-glycerine on three different occasions have brought showers to the thirsty Posties in Garza county, Texas. But Hereford is not going to shoot holes in the air through which water spouts will drench the earth, but instead are going to puncture the earth with 24 inch holes, out of which will flow a stream of pure, limpid liquid that will make old tardy J. Pluvius shed tears, because the farmers have thus usurped his power. This sort of insurance will beat a 20-pay policy in a life insurance company that pays you ten to one while you live. The Hereford farmers are thus providing an insurance that beats dynamite. Big irrigation wells that flow at the turn of a button will make a shower worth while and make some crops that cannot be classed even in the bumper list. Alfalfa, corn, oats, feed stuffs, apples and grapes will respond to the magic touch of the life-giving stream and the farmer will sit back with an opulent ease, independent of the "it" that never makes rain at the right time.

YOU'LL LIKE HEREFORD!

Notice Cattlemen.

All cattle shipped or driven from this and adjoining counties to any other county in the state must have a State Permit.

JOHN W. DALE,
State Inspector,
Hereford, Texas.

SATURDAY SPECIALS December Sixteenth

In order to make our business more lively we are going to give some VERY LOW PRICES on the goods mentioned below FOR ONE DAY ONLY

Saturday Special on Table Linen

We have some nice prices on Table Linen.
\$1.50 Quality \$1.20 75c Quality 55c
\$1.25 Quality 98c \$1.00 Quality 79c
65c Quality 48c

Saturday Special on Hair Nets

We have these in most any shade. 10c Kind for 5c

Saturday Special on Henderson Corsets



\$3.50 Corsets for only \$2.75
\$3.00 Corsets for only \$2.45
\$2.50 Corsets for only \$2.00
\$2.00 Corsets for only \$1.60
\$1.75 Corsets for only \$1.40
\$1.50 Corsets for only \$1.20
\$1.25 Corsets for only \$1.00
\$1.00 Corsets for only 85c

Saturday Special on Bleached Domestic and Cambric Finish

16 2-3c Cambric Finish, per yd 13c
15c Cambric Finish, per yard 12c
12 1-2c Cambric and Domestic 10c
10c Domestic 8c
8 1-3c Domestic 7c

HENDERSON
Fashion Form
Corsets

Saturday Special on Underwear

Men's Fleece Shirts and Drawers will go at
85c Lamb's Wool Fleece, in a good grade, heavy weight, the kind for blizzard days, for only 60c
65c Grade, Fleece, Saturday Special 50c
50c Grade, Fleece, Saturday Special 38c

Saturday Special on Men's Suits

We expect to discontinue handling Men's Suits and Men and Boy's Overcoats. We will continue the sale on them at ONE-THIRD OFF

Saturday Special on Knee Pants

Boy's Straight Knee Pants Will go Saturday at One-Third Off

Saturday Special Outing Flannel

12 1-2c Outing Flannel 10c 10c Outing Flannel 8c
8 1-3c Outing Flannel 7c

Saturday Special on Men's Shoes

All \$4.00 American Gentlemen Shoes at \$3.35
All \$5.00 American Gentleman Shoes at \$4.25

A Nice Line of Articles Suitable For Christmas

Ladies' Fur Sets at from \$12.50 to \$30.00
Single Piece Furs at from \$2.00 to \$15.00
A New Line of Back Combs in the Latest Styles, priced from 50c to \$1.50.
Ladies' Silk Scarfs from \$1.00 to \$3.00
Silk Scarf Goods with border, 75c per yd.
Aviation Caps 75c to \$1.50
Felt House Shoes \$1.00 to \$1.75
Kimonas \$2.00 to \$5.00
Sweater Coats, all sizes, \$1.00 to \$5.00
Men's Ties 25c to \$1.00
Belts and Suspenders 25c to \$1.00
Ladies' Silk Hose 75c to \$1.25
Men's Silk Sox 50c
Ladies' and Men's Gloves 50c to \$3.50
Manicure Sets \$1.50 to \$9.00
A Nice Lot Stick Pins and Cuff Button Sets at from 75c to \$2.50



Above is mentioned only a few of the many articles that we have that are suitable for gifts and that would be appreciated by the receiver. We will be glad to show you thru our stock.

WHAT SHALL I GIVE XMAS?

The Answer Is To Be Found at Our Store

That annoying and perplexing question will fade away like a summer dream as you inspect the many handsome Christmas Gifts at our store. There may be a moment's worry as to just which article you will give but you are sure to be pleased with the well selected line of Holiday goods that will greet you upon your entrance to our store.

Brass Goods

We want to call especial attention to the unique and beautiful line of plain and hand-hammered Brass Goods that we are showing. It is all the rage this year and will make a lasting as well as a highly appropriate Christmas Gift. We have Rose Vases, Jardiniers, Ferneries, Steins, Chimes, Waste Baskets, Casseroles, Smoking Stands, Desk Book Sets, Etc. in this delightful ware.

Furs and Ladies' Coats.

Without doubt we are showing the swellest line of Furs this Xmas ever brought to Hereford. They come in Browns, Blacks, Grays and White and range in price from \$1.00 to \$25.00. Any lady would be proud to have a nice Coat for a Xmas Gift. You will find them here in all styles and colors, and they will go at reduced prices.

Dry Goods Dept.

In our Dry Goods Department you will find many beautiful and useful presents. Stenciled and Embroidered Pillow Tops, Table Covers and Doilies. Axminster and Brussels Rugs in latest designs at from \$1.30 to \$25.00. Ladies' and Men's Sweaters at from \$1.00 to \$7.50. A new shipment of Men and Boy's Ties. Everything in Wearing Apparel on which you will find the right kind of prices.

Jewelry, Etc.

Here you will find one of the best selected lines of Jewelry in the entire Panhandle and if it be that that you intend giving we can save you money. We handle Hampden, Elgin and Waltham Watches, and will take pleasure in showing you thru our big stock of Stick Pins, Collar and Veil Pins, Rings of All descriptions, Diamonds, Necklaces, Bracelets, Cuff Buttons, Watch Chains, Etc., Etc. We have some beautiful Toilet Sets in Sterling and Hand-painted backs. All kinds of Leather Goods.

Toyland

Old Santa Claus steered his airship up to our back door this year and we believe that he left the largest portion of his Toys in our possession. You never saw the like and kinds of toys in all your life. There is nothing that the heart of boy or girl could wish for in the toy or nick-nack line that you won't find here. The prices are right and they are going like wild-fire. We suggest that you hurry along and get your share.

Men's Suits

We handle one of the best lines of Men and Boy's Suits in the Panhandle. They are in all the late shapes and popular patterns and will make an excellent Christmas Gift.

D. R. GASS & SON HEREFORD, TEXAS

THE CASH STORE

Geo. A. Stambaugh
THE STORE FOR SAFE BUYING

IT IS TIME TO CHOOSE GIFTS

The lines of gift goods in our stock all represent desirable things. That's why selecting is easy here. It's impossible to fully appreciate what our careful buying means to the Christmas shopper until you see our goods and get our prices. See if there isn't something to interest you in the few lines we mention.



In our regular lines you can make many selections for Christmas presents such as Hair Brushes, Clothes Brushes, Stationery, Perfumes and Toilet Waters. All are acceptable gifts.

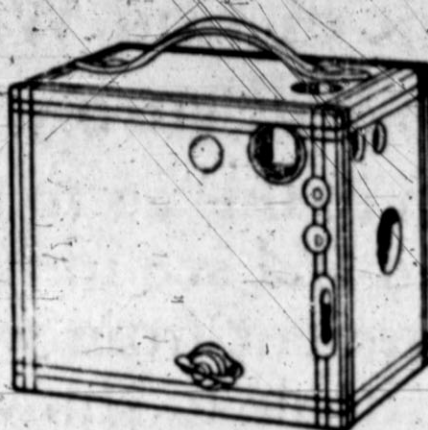
Also Beveled Plate Glass Mirrors of the very best quality. Unique and very acceptable gifts for ladies.

JEWELRY at HALF-PRICE

Therefore you save 50c on each dollar you spend here for jewelry. Anything in the way of Bracelets, Locketts and Chains, Plain and Set Rings, Watch Fobs, Watch Chains and Stick Pins, we can give you the best, and at the lowest possible prices. Furthermore, we will absolutely guarantee this jewelry to be of the best material, not shoddy washed stuff, but good jewelry that will wear. Remember, it all goes at HALF-PRICE.

CHRISTMAS JOY

is ALL YEAR JOY when the gift is a KODAK. A Kodak gives the opportunity for making the most interesting of all stories—a picture story, and the day to begin that story is the home day—Christmas.



Liggett's Chocolates

The swellest line of Christmas Candies ever shown in Hereford, consisting of from One-Half to Four Pound Boxes, which make a very appreciative Christmas remembrance.

Fenway Chocolates

SEAL SKIN HAND BAGS of the first quality. Nothing is more appropriate for a lady friend. There is both good will and good sense in giving gifts which combine usefulness with beauty. We have the kinds wanted—the newest and most attractive styles—those that have QUALITY, CONVENIENCE and BEAUTY to commend them.

DEPENDABLE DRUGGISTS
HEREFORD, TEXAS

CORNER DRUG STORE

STOCKING & McLEAN,
PROPRIETORS

Letter to Santa and Reply.

The following letter to Old Santa and its reply passed under the eye of The Brand office and "just for fun" the two letters are published:

Dear Santy—
If you have a big rocky-horse, I would love to have one. And a book or two and maybe a doll. I shall love you very much and be a better boy.

Lovingly,
T AUBREY COX.

SANTA'S REPLY.

Dear Aubrey—
I have your letter and also see that you have drawn your picture in the upper corner of the sheet of paper. I would have known it was your picture without your writing under it: "This is my picture." It shows plainly your soft brown eyes and their great distance apart tells me that you will some day be a celebrated artist or a famous poet. Your golden locks too tell me of the fine quality of your mind and heart and natural instinct to tell truth from

error and right from wrong. This is all shown in your self-drawn picture. I do not know whether I will get to Hereford this year or not, but if I don't, I feel sure that some loving, cheerful fairy will remember you on Christmas night and fill your stocking with many things that will fill your little heart fuller. Old Santa loves to see the long stockings of little boys hanging full of toys and good things, and he hopes all of the boys and girls will have a fine time this Christmas. As ever

SANTA CLAUS.

NO CAUSE TO DOUBT.

A Statement of Facts Backed by a Strong Guarantee.

We guarantee immediate and positive relief to all sufferers from constipation. In every case where our remedy fails to do this we will return the money paid us for it. That's a frank statement of facts, and we want you to substantiate them at our risk.

Rehall 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.

Rehall Orderlies are unsurpassable and ideal for the use of children, old folks and delicate persons. We cannot too highly recommend them to all sufferers from any form of constipation and its attendant evils. That's why we back our faith in them with our promise of money back if they do not give entire satisfaction. Three sizes: 12 tablets 10 cents, 36 tablets 25 cents and 80 tablets 50 cents. Remember, you can obtain Rehall Remedies only at our store—The Rehall Store.

Corner Drug Store.

The Youth's Companion Is For Everybody.

Of course if you are too young to read, or so old you have forgotten how, you may not enjoy The Youth's

Companion. That is rather a sweeping statement, however, for hosts of children love to have the stories and jingles of the Children's Page read to them. There is many a grandfather and grandmother whose eyes are dim who like nothing better than to sit and listen to The Companion stories and articles. Many a blind person, and even those who in addition can neither speak nor hear have been cheered by The Companion, its contents having been communicated to them through the finger-tips of friends. The reading of The Youth's Companion is a pretty sure cure for all kinds of loneliness. Robinson Crusoe would have been a happier man if he could have had his Companion Thursday as well as his man Friday. Just send for the Prospectus for 1912 and sample copies of the paper.

We think you will agree, when you have read them, that no other paper gives quite so much of such a high quality as The Companion, and it costs only \$1.75 now for the 52 weekly issues. On January 1, 1912, the subscription price will be advanced to \$2.00.

The new subscriber receives a gift of The Companion's Calendar for 1912, in ten colors and gold, and all the remaining issues of 1911 free from the time the subscription is received.

Both The Youth's Companion and The Brand one year for \$2.00. Address Brand Publishing Co., Hereford, Texas.

Convert College Into Sanitarium.

There has been some thought of converting the Hereford college buildings into a sanitarium. The main building would be remodeled for a hospital while the dormitory would be used as the boarding department for the assistants. There would be considerable work to be done on both buildings to make them comfortable and suitable. A heating plant would

be installed. The grounds would be beautified. In connection with the plan, it is proposed to build a large swimming pool. This too would require a building so that the nautical exercises could be carried on at all seasons of the year. The same heating plant would be used to temper the water for those that needed it. A well with a capacity of 500 gallons per minute would be sunk, and by the use of the water the 20 acre plat would be converted into a beauty spot. The swimming pool would be supplied with the pure, clean, fresh water direct from the

well. This is not a pipe dream; and if the plans mature, Hereford citizens will see them carried out in even a better way than outlined.

When you have a bad cold you want the best medicine obtainable so as to cure it with as little delay as possible. Here is a druggist's opinion: "I have sold Chamberlain's Cough Remedy for fifteen years," says Enos Lollar of Saratoga, Ind., "and consider it the best on the market." Sold by all dealers.

HEREFORD NURSERY

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

L. P. LAMBORN, Proprietor

THOSE LARGE TRACTS

That large tract of land you want to sell has been a burden to you. I delight in them. Large tracts are my specialty. Write me about it today—whether you want to buy or whether you want to sell.

Panhandle Lands

are the best lands in the world and doubtless I have just the bargain you want. Lands in the shallow water belt and lands out. Whatever your need may be, write me about it.

ED F. CONNELL,
HEREFORD, - - TEXAS

Magazines

as issued

Cigars

Post Cards

Candies

School Supplies

AT

ZIMMERMAN'S

Auto Livery In Connection
PHONE 286

OPPORTUNITY

knocks at every man's door more than once in a lifetime. Our store is full of opportunities and each opportunity has his hammer ready for some "tall knocking" from now until Christmas. So great will this knocking be that the props will be knocked from under our prices and great will be their fall. You have never yet had such a great opportunity to buy appropriate Christmas gifts as our store now offers you.

Buy your Silverware here where you will get it right. Come to our store for your Cut Glass and buy it cheaper than you ever thought it could be sold. See our stock of fine Watches, Jewelry, China, Etc., before you buy, and your purchases will surely be made at our store. :: :: ::

We can't find room in this ad to tell you of everything we have, but "seeing is believing;" so come in and see for yourselves, then you will be convinced that we have the best assortment from which to make selections for Christmas. Come in and look, it is no trouble to show goods.

Engraving
and
Repairing

W. H. RAY

Jeweler
and
Optician

Pounded at Home.

After boarding for nearly two months with our good friends, Mr. and Mrs. Geo. Burns, we are at home at the corner of Miles Ave. and 8th St. in the comfortable residence provided for us by the church. Our household goods, after much delay in transit from Mississippi, finally reached their destination, and every-

thing was ready for our home coming on Monday morning, save the grocery department. But before we could reach home, they, we do not know who, had gone into the house without our consent and filled the pantry with just such things as we needed. They must have been housekeepers, for the selections were fine. So we have decided to use

this excellent assortment of groceries since we feel that they must have been sent us by friends. And now while I am writing, I will just make public what we have said in our home, that we are among an excellent people. May His own blessing be and abide on every one.

Gratefully,

R. H. Purser and family.

Mothers Club Meets.

The Mothers' Club met Tuesday afternoon with Mrs. Vanderburgh, with a good attendance. Several guests were invited, and the Club is indebted to Mrs. Ezra Norton for her song, so sweetly given and much enjoyed. Following is the program, several numbers of which are worthy of special mention.

Subject—Home.

Song, "A Letter from Home, Sweet Home,"—Mrs. Ezra Norton. Paper, "What Makes Home Perfect,"—Mrs. Tynes.

Talk, "Obedience in The Home,"—Mrs. Dodson.

Paper, "Living in the Upper Story and On the Sunny Side"—Mrs. Rutherford.

Talk, "Influence In After Years,"—Mrs. Robt. Elliott.

Reading, "The Great Guest Comes,"—Mrs. Delphia Cox.

After being served to delicious cake, fruit salad and cocoa by the hostess, assisted by Mrs. C. R. Smith, the Club adjourned to meet Dec. 24, with Mrs. Spratt.

How To Get Hick's Almanac Free.

If you are not a subscriber pay \$1.00 for a year's subscription and you will get one copy of Hick's Almanac free. If you are on the list, renew your subscription for one year and get a copy free.

Before the great Drouth of 1901, the Hicks Almanac gave timely warning. For over two years prior to 1911, the Hicks Almanac again sounded a warning of drouth danger.

And so for forty years this same friend of all the people has steadfastly refused the offers of speculators and continued to warn the public of the coming dangers of storm and weather. As they should have done, the people have nobly stood by

Professor Hicks, their faithful public servant, who has grown old in their service. The Almanac sells for 35 cents by mail. Get one at the Brand office for nothing.

To pacify a cross liver nothing is better than Dr. Miles' Laxative Tablets.

27c PER POUND FOR CREAM

Until further notice, we will pay 27c per pound for cream. Your money will be CASH as soon as the cream is tested. Tests will be made twice a week at our store and your money given you as soon as tests are completed.

"PEACEMAKER FLOUR" FOR CHRISTMAS BAKING

Our store will be headquarters for all kinds of Xmas Groceries and Confections. New line of candies for the Holidays.

We meet all competition in our line. Let us figure on your next grocery bill.

JNO. A. JOHNSON
TELEPHONE NO. 7 PROMPT DELIVERY

Electric Lights

Will contribute more real satisfaction than the same amount expended in any other way. We can prove this to you.

Have your house wired for Christmas. We sell Electric Irons, Toasters, Curling Iron Heaters, Cigar Lighters, Etc.

**Hereford Electric
Light & Power Co.**

Way Down Prices

SOME CHRISTMAS PRICES FROM "THE STORE AHEAD" THAT WILL MAKE YOU SIT UP AND TAKE NOTICE.

It would give us pleasure to make each and every one of our friends a Christmas present but as that would be impossible of accomplishment in the usual way of giving presents, we will make our present to you this year A BIG CUT IN PRICES on several lines of Dry Goods, and if you will count up the money we will save you we feel that it will be a handsome present indeed. Read over the list of goods below and note the reductions that we make and we believe that you will agree with us that it puts usual sale prices of any kind on a back seat. You will find in the list many useful articles that will make most acceptable Christmas presents to your dear ones. These prices will only be in effect until the night of December 23rd. We realize that they are prices that will move the goods and urge that if you get your share of our Xmas present to you that you COME EARLY.

Overcoats

We have a nice line of Overcoats in both Cloth and Cravenettes. They are in popular styles and patterns. Our Christmas price to you will be:

Men's Overcoat at 1-3 Off Boys' Overcoats at 1-2 Price

Men's, Boys' and Children's Suits

We handle the renowned "Superb" Clothes for men and Abe Block & Co. Suits for children. All Wool Goods and guaranteed to fit. You cannot buy better clothes at any price. Our Christmas price to you will be

ONE-THIRD OFF

Shoes! Shoes!!

Men, Women and Children's Shoes are all included in our Christmas present price. Bear in mind that we handle the famous Korrekt Shape Shoe for men—the shoe that is guaranteed. Dainty and serviceable Dorothy Dodd Shoes for women, and the Brown Shoe Co.'s Shoes for children. Our Christmas prices to you on these high grade shoes will be

20 Per Cent Off

Odd Pants

We are truly proud of our line of Odd Pants. It includes some of the very best brands on the market and you will find your size in most any of the popular patterns. Our Christmas price to you will be

ONE-THIRD OFF

Hats and Caps

Kingsbury, Star and Stetson Hats all go. A large and select line of Men's and Boys' Caps. Our Christmas price to you will be

ONE-THIRD OFF

Laces and Embroideries

We have a nice lot of Laces and Embroideries for this season of the year. The line is well assorted and contains handsome designs. Our Christmas price to you will be

HALF-PRICE

Underwear

While our Underwear is broken in some kinds and sizes, we still have a well selected lot for men, women and children. Our Christmas price to you on Underwear will be

20 Per Cent Off

Wool Goods

Our Christmas price to you on all Wool Goods will be

ONE-FOURTH OFF

NOTIONS! NOTIONS!!

Belt, Hat, Beauty, Veil and Stick Pins, Collars and Jabots, Combs and Brushes, Buttons, Etc. Our Christmas price to you on everything in the Notion line will be

ONE-FOURTH OFF

Gloves

Gloves make an economical and acceptable Christmas present. Our Christmas price to you on Men, Women and Children's Gloves will be

20 Per Cent Off

Skirts

We have one of the swellest lines of Ladies' Skirtsever shown in the entire Panhandle. They are in all colors and the latest cloths. Our Christmas price to you will be

ONE-THIRD OFF

Hosiery

Men's, Women's and Children's Hose all go. Among other Brands we carry the celebrated Holeproof Hose. Our Christmas price to you will be

20 Per Cent Off

Hand Grips, Suit Cases, Hand Bags, Trunks. Our Christmas prices to you on these goods will be

One-Third Off

Our Christmas price on COMFORTS to you will be

One-Third Off

Christmas price on 12c OUTING will be 9c, and on DOMESTIC our Christmas price to you will be

20 Per Cent Off

Grocery Department

Our grocery department is always well stocked with fresh, wholesome groceries at prices that you cannot beat anywhere. You will find also that we are especially well prepared to take care of your Holiday orders. And until further notice we will offer

A Saving Reduction on all Bottled and Canned Goods

Country pryduce taken in exchange for either Groceries or Dry Goods. Phone us your next order for Groceries or come in and let us figure the bill. We will show you where we can save you money.

Texas Industrial Notes.

Three cars of pecans, aggregating 90,000 pounds, were shipped this week from Marble Falls and Burnet to St. Louis and New York.

San Angelo wool growers have shipped approximately 130,000,000 pounds of wool this season.

The display of a 4-year old orange tree from Alvin is one of the most attractive exhibits of the United States Land and Irrigation Exposition now on in Chicago.

The oil wells in the Electra fields are producing an average of about 600 barrels per day.

Fuller's earth has been found in Ellis, Burleson, Smith, Fayette and Shelby counties.

It is reported that the Kansas City, Mexico & Orient Railway Company has filed application with the Public Utility Corporation of Kansas to secure authority to issue \$20,000,000 in gold bonds to continue railroad building in Southwest Texas.

The State Bank at Temple has increased capital stock from \$50,000 to \$500,000.

A farm of 835 acres near San Angelo has been bought for \$18,000 and will be converted into a hog ranch.

The Fort Worth Light & Power Company boasts the highest smokestack in the Southwest. It is 256 feet high, 40 feet at the base and cost \$20,000.

Arrangements have been made by the Brazilian government for the almost exclusive planting of Texas cotton seed in that country next year.

An automobile highway is being considered from Savannah, Georgia, to San Antonio, the plan being to follow the gulf coast as closely as

possible.

A steer weighing 1,580 pounds, raised by a Dalhart breeder, sold recently on the Kansas City market at \$7.75 per hundred.

A farmer near Baird this fall sold \$1,500 worth of peanuts and hay from forty acres of land.

Panhandle News Items.

Dallam county's assessed valuation for 1911 is \$6,848,782. The citizens of that county are talking of building a new court house.

Henry Williams of Clarendon raised and sold this year \$180 worth of sweet potatoes from one acre, the cost of the labor being \$65.

Plainview now has fourteen irrigation wells, the last being contracted for last week.

Seven arrests have been made at Amarillo since Nov. 16 for violation of the local option law. Eleven cases are docketed.

Forty-four cars of grain and cotton were shipped out from Lockney the first week of December. Two sales of cotton have been shipped this fall.

John DeLeautree near Guymon raised this year 200 bushels of sweet potatoes on one acre and was selling the crop at 4 cents per pound.

Thirty bales of cotton were destroyed by fire at Memphis last week. Several hundred bales were stored in the yard.

Take Dr. Miller's Laxative Tablets for constipation. They will help you.

The Nimrods, after eleven days' hunt in the breaks of the Cap Rock, returned well loaded with blue quail, bagging something near 200. In the party were C. P. Arthur, S. T. Shore, L. A. Ricketts, J. W. Barnett and L. W. Ricketts.

OUR SATURDAY SPECIAL

A small can of Calumet Baking Powder given free with each purchase of

"Queen Anne Flour"



Beginning Saturday, December 9th, we will, for a short time, give away, absolutely FREE of charge with each purchase of Queen Anne Flour, a can of Calumet, containing enough powder to make 100 Calumet biscuits as per a special recipe by a noted Teacher and Demonstrator of Domestic Science and Economy, which recipe accompanies the gift. First come, first served.

Number of Cans is Limited

**HOMER WILKINSON
CLEAN GROCERY**

Telephone 81

Prompt Delivery

HUBBARD DRY GOODS & GROCERY COMPANY

"EVERYTHING TO EAT AND WEAR"

Cuts Ice to Baptize.

Last Sunday afternoon week, the assembling of a number of men, women and children near the bridge, attracted the curiosity of passers, but when they learned the people were there to witness the act of baptism, some were filled with amazement.

The creek was covered with about 3 inches of ice and it was necessary to cut out a place large enough for the candidates and the preacher. Two persons, a man and a boy, were baptized, the Baptist minister officiating. Again, last Sunday afternoon, though the ice had

melted, another young man was baptized, the Christian minister officiating. In talking with the ministers about this, they declare that they have never known a person to have been made sick by being baptized in ice water during the winter. It is often done, but many of the Hereford people had never before witnessed such a performance.

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 20, 1901, as second-class
mail matter, post office at Hereford, Texas,
post 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.

HEREFORD merchants have never before displayed such a fine assortment of Christmas goods. The counters are simply loaded with suggestions that will make the boys and girls, men and women easily remembered by their folks and friends. If you don't know what to buy, just make a visit to the stores whose ads are appearing in The Brand, and you will be pleased and delighted.

Annual Development Issue.

The Fort Worth Star-Telegram has set a new mark for the daily papers of the Southwest. For the past six years this paper has issued a special number just at the close of the year. The first contained only 84 pages, but this was considered a marvelous achievement; the second went up to 92 pages, the third 100 pages, the fourth 156 pages, the fifth 120 pages, while this last reached the record breaking number of 204 pages.

It is said that this edition is the largest ever published by any newspaper in any city of less than 100,000 population, even in the world. It is larger than that of the New York World with 200 pages, exceeds by 10 pages the special 194 page edition of St. Louis Republic. As a work of the printers' art, it surpasses the dreams of Ben Franklin; as a production of literature it fulfils the prophecies of Solomon as to the no end of making books. Fort Worth and all Texas should, and no doubt are, proud of this annual development edition of the Star-Telegram. May its days be numbered only by the opportunity which the Great Southwest, of which Texas is the bigger half, offers.

If you have young children you have perhaps noticed that disorders of the stomach are their most common ailment. To correct this you will find Chamberlain's Stomach and Liver Tablets excellent. They are easy and pleasant to take, and mild and gentle in effect. For sale by all dealers.

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

Gaines County Issues Challenge.

Gaines county, the last and extreme western county in the same tier as Tyrant and Dallas counties, issues a challenge to all of Texas in the matter of school attendance, and the record shown is something of which all Texas, and especially West Texas and the Panhandle, should be proud. The county, according to the 1910 census had 1,255 population extended an area of 1,590 square miles, less than one person to the square mile. But the story of the school records is the most interesting bit of news ever sent out to the effete East Texas from the "wild and wooly west." Who can beat the record?

Seminole, Tex., Dec. 7, 1911.

The records of the County Superintendent's office show the following concerning the public schools in Gaines county for last year:

First. The actual enrollment was 99 1/2 per cent of the scholastic census.

Second. The average attendance for the entire year was 77 3-10 per cent of the enrollment.

Third. The average term was 7 months. Every school, but one, had money enough left to have continued for the full nine months.

Fourth. The average teacher's salary was \$71.00 per month.

If there is a county in Texas or anywhere else (without a compulsory attendance law) that can make a better showing, we would appreciate the information. The outlook in this county is better for this year than last. We hope to make some gain on the above. There is not a railroad touching Gaines county, and our shipping point is forty miles from this place, which is the county seat and only town in the county. All others are country schools.

Yours truly,

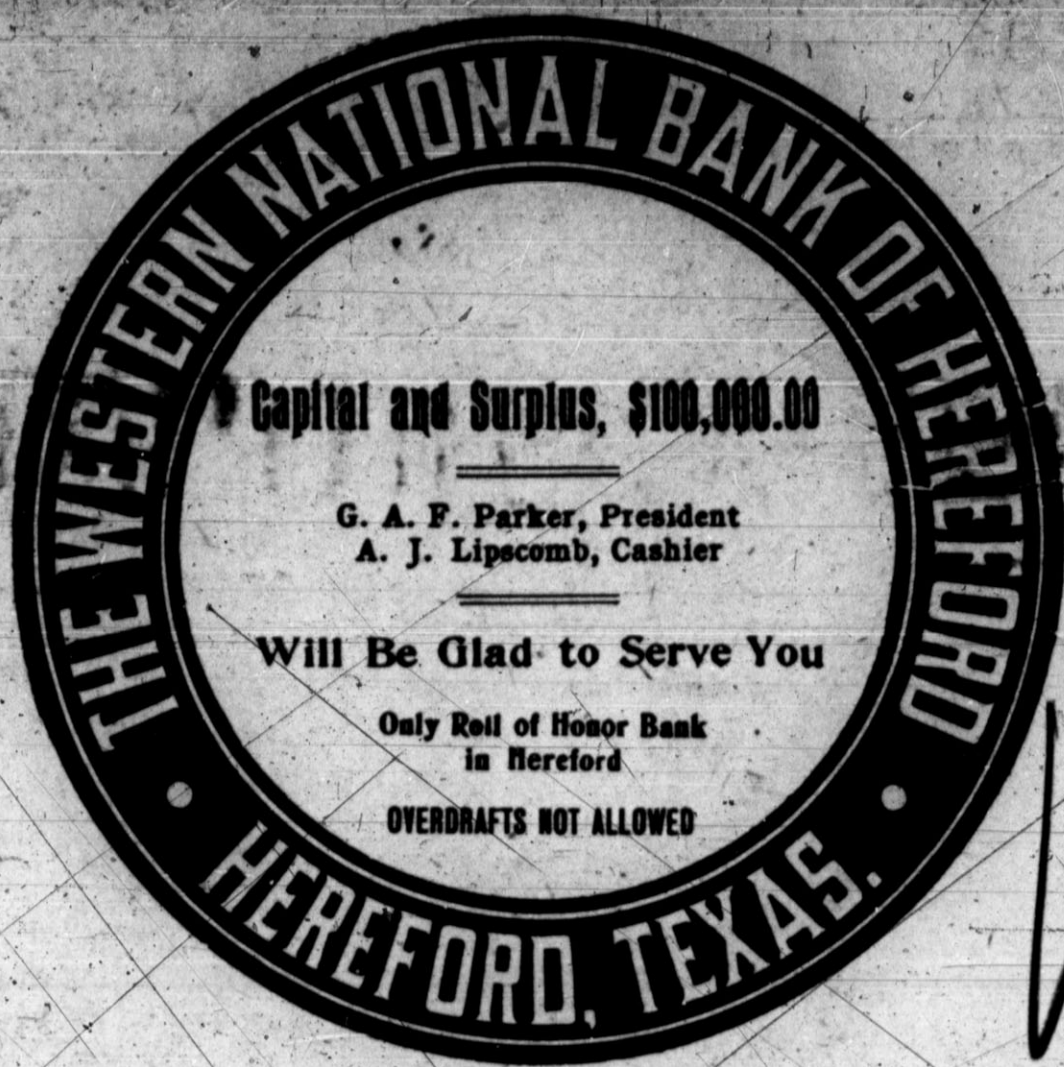
F. E. SHELL, Chairman,
County Board of Education.

Democrats in Arizona.

In the first state election held in Arizona this week the Democrats swept the state, insuring two Democratic senators in the National Congress. Geo. W. P. Hunt of Globe was elected governor.

\$100 Reward, \$100

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials.
Address F. J. CHENKY & CO., Toledo, Ohio.
Sold by all Druggists, 75c.
Take Hall's Family Pills for constipation.



A CORDIAL INVITATION

Is extended to you to come in and inspect our complete line of Hardware and Holiday Goods. You will find our store abundantly supplied with handsome gifts that will be both useful and ornamental.

We would especially call your attention to our nice line of Haviland and Versailles China, Hand Painted Japanese Ware, and all kinds of Glassware. An excellent and beautiful lot of Silverware. Gillett and O. V. B. Safety Razors, Cuttlery, Air Rifles. Cole's Hot Blast Heaters, Majestic Ranges and Buck's Cook Stoves. A handsome and serviceable line of Gratiware. Guns and Ammunition.

Warren Hardware Company

THE FIRST STATE BANK

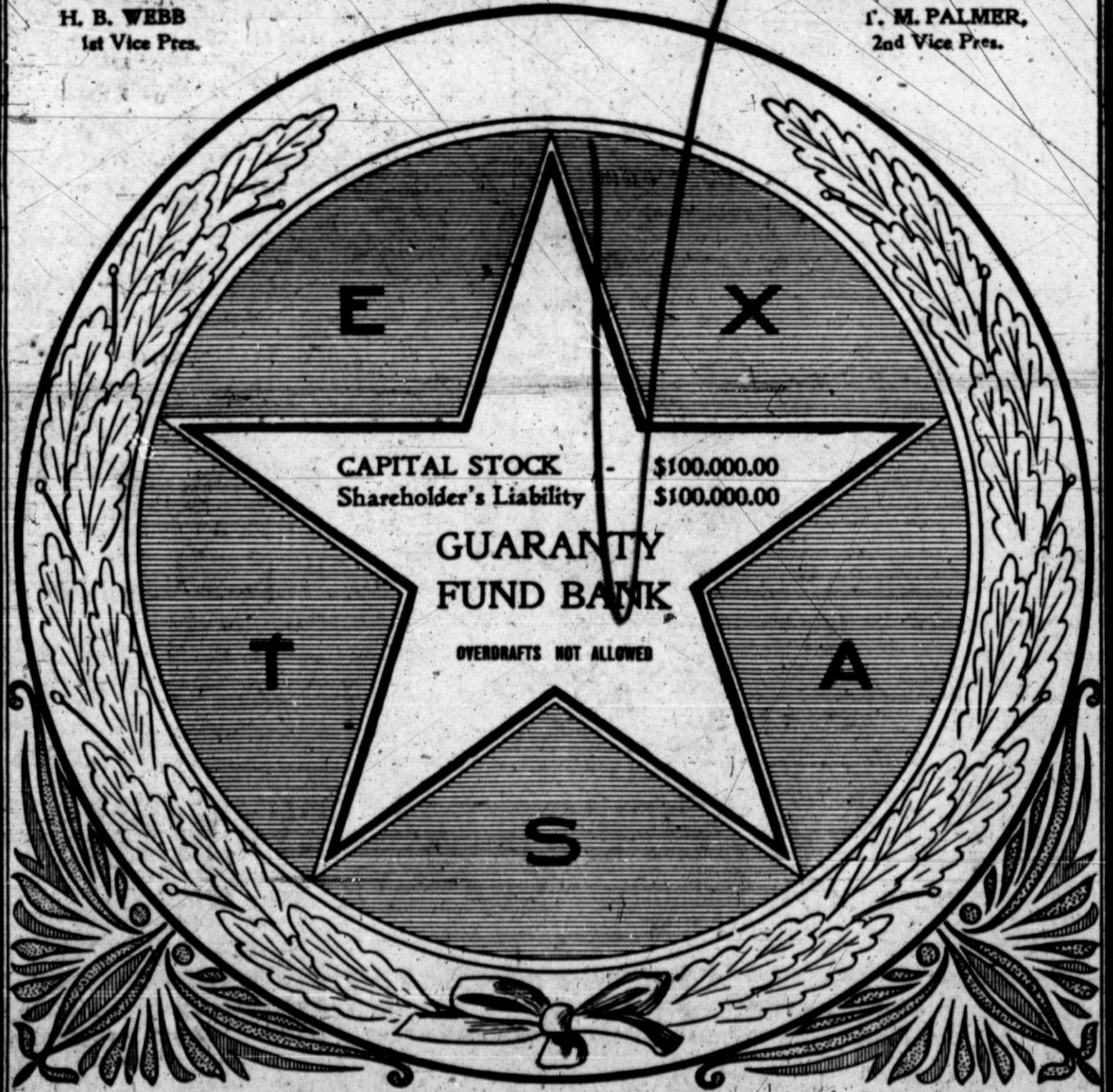
S. B. EDWARDS, President

W. C. WITHERSPOON, Asst. Cashier

J. THOS. WEBB, Cashier

H. B. WEBB
1st Vice Pres.

G. M. PALMER,
2nd Vice Pres.



AND TRUST COMPANY HEREFORD TEXAS

COAL ORDERS

We have quantities of Best Colorado Coal on the way. Place orders now and you will get it when it arrives. All coal sold for spot cash

HEREFORD ELECTRIC LIGHT & POWER COMPANY PHONE 388

Local

W. J. White spent two weeks at Panhandle City returning Saturday night.

✓ If you want a fat turkey for Christmas phone 336. 44-2t

Sam Worley made a business trip to Panhandle City last week returning Sunday night.

✓ Read Hughes Grain Co.'s ad in this week's issue. 44-2t

J. A. Fox came in Wednesday from Newlin, Texas, to visit with his family for a day or two.

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

Cleve Hamilton of Spring Lake was in Hereford Tuesday of this week on business.

P. H. Young, Dr. D. M. Stewart and B. F. Buie all of Canyon were visitors in Hereford Monday.

Bring your little account over and let's settle up—I'm going away. 2t A. H. Elliston.

Sheriff R. W. Baird was at Sherman a few days ago returning to Hereford Tuesday.

✓ Do not forget to have the cash ready when you order coal from Hughes Grain Co. 44-2t

Born—To Mr. and Mrs. Walker Hubbard Sunday, Dec. 10, a 9½ pound girl.

H. D. Thomas left Tuesday morning for Parmerton where he goes to look after the Ira Braden sheep ranch.

Oscar Cliett made a trip over to Texico Saturday night returning Sunday afternoon.

Mrs. E. F. Connell left Tuesday night for Bartlett, Texas, where her father is seriously ill.

✓ Read Hughes Grain Co.'s ad in this week's issue. 44-2t

C. A. Skelton, manager of the Kemp Lumber yard at this place, made a business trip to Texico last Saturday night, returning Sunday.

S. D. Brunk returned to his home in Wichita, Kansas, Monday, after several days' visit in Hereford on business.

W. A. Hubbard of Frederick, Okla., is here this week visiting with his sons and looking after business matters.

✓ Leave your order for coal with Hughes Grain Co., and be sure to have the cash ready when the coal is delivered. 44-2t

✓ Read Hughes Grain Co.'s ad in this week's issue. 44-2t

John Frey of Superior, Nebraska, and William Frey of near Vega, Texas, were in Hereford yesterday and paid this office a visit.

C. D. Davis of Chicago is visiting friends and relatives at Hereford and Summerfield. He will remain through the holidays.

E. B. Black Co.
Embalmers & Funeral Directors
AT YOUR SERVICE DAY OR NIGHT
DAY PHONE 14. NIGHT PHONES 32 OR 299

Call at The Brand when in need of Legal Blanks.



Nothing makes a more sensible gift than a piece of Furniture and you are always sure of the pleasure of the recipient.

FURNITURE FOR EVERY ROOM

HOLIDAY VALUES

fully inspect these values, because we know that our holiday stock so attractively priced will contain many happy surprises for careful buyers!

We have priced a large number of staple goods especially for our holiday trade. We cordially invite you to call and care-

Furniture Is Invariably Useful

As well as ornamental, and there is no danger in giving furniture that it cannot be used, as is the case with many other gifts. For Christmas giving in the family circles you can think of nothing better than nice pieces of furniture.

We have received a large car of well selected Furniture direct from the factory, and by way of introduction we will include these late creations in our Holiday Offerings. We will give you values that you never dreamed of.

Floor Coverings

Our Art Rug line is especially well selected with a view of your special wants.

\$50.00 Rugs, for	\$42.50
\$45.00 Rugs, for	37.50
\$32.50 Rugs, for	27.50
\$25.00 Rugs, for	20.00
\$22.50 Rugs, for	18.75
\$18.75 Rugs, for	14.75

Others likewise cheap.

Arabian Curtain Goods

Have just received a large selection of these goods which merit your prompt attention. If you desire the latest and best values, call at once and let us show you.

Queensware & China

We have always maintained a special place with the Hereford trade in this department. We have concluded to clear out our entire line of these goods and not handle them any more. Hence you can get \$1.25 worth at our store for

75c

Remember

these special values for the Holiday Offerings will include

- Our Fine Metal Bed Lines.
- Our Rare Offerings in Mattresses.
- Our Big Line of Rockers.
- Our Magnificent Davenport.
- Our Odd Dressers and Chiffoniers.
- Our Dining Room Furniture.
- Our Library and Parlor Furniture.
- Our Kitchen Cabinet Stock.

Trunks and Suit Cases

Our stock has just been completed with a large shipment of these goods, especially for the Holiday trade. The values that we offer at this time can't be beat anywhere in Texas.

\$20.00 Trunks, go for	\$16.50
\$15.00 Trunks, go for	12.50
\$10.00 Trunks, go for	8.75
\$12.50 Suit Cases, go for	10.00
\$10.00 Suit Cases, go for	7.50
\$6.75 Suit Cases, go for	5.00

Blankets and Comforts

We are closing out this line. What we have on hand are extra good, but they go to you at factory prices.

We feel that no one can serve you so well as we can and are willing to do For the last ten years we have served you the very best we knew how. We shall continue to be your servants to the very best of our ability. We study your interest as well as ours from every view point. We will do you good if you will give us an opportunity.

E. B. BLACK CO.

"THE BIG STORE WITH THE LITTLE PRICES"

Mrs. G. A. F. Parker and children returned Wednesday night from Mineral Wells where they have been for a few weeks, to enjoy the Christmas holidays at home.

Rev. T. G. Nance returned Tuesday morning from Claude where he fills an appointment to preach twice during the month.

Rev. W. M. Baker, pastor of the Presbyterian church, was at Lawton, Okla., last week on business returning Friday.

✓ We want to treat you right and also desire to have you treat us fair. Have the cash ready for us when the coal gets to your house. Hughes Grain Co. 44-2t

E. Carter from south of town was in the Brand office Saturday afternoon. Mr. Carter has been on the Plains for twenty-five years and knows the ups and downs of pioneering.

Editor Harris of the Friona Sentinel was in Hereford Friday. He says the drillers are working overtime on the test well near his city.

Mrs. G. M. Suggs returned Monday from a visit to Clovis where she had been to see relatives.

Chas. Cogdell, who has been attending A. & M. College, has returned home until after the holidays. A school was forced to suspend on account of the two fires which destroyed the mess hall and kitchen.

SAVE MONEY!

If you want to save money, you must trade where goods are sold the Cheapest. J. G. Callens sells Dry Goods, Clothing, Shoes, Etc., Cheaper than others. You get Standard and Guaranteed goods—your money's worth in all cases is what we propose to give. We don't want credit business—want SPOT CASH, for which we can save you 10 to 25 per cent. This should look good to the consumer.

J. G. CALLENS

Castro County Clippings.

From The Dimmitt Plainsman of Friday, Dec. 8.

J. F. Baker passed through Dimmitt Wednesday en route to his home at Spring Lake after taking two more bales of cotton to the Hereford market, making his third bale for this year. He has about one more bale to pick. He says forty or fifty bales of the fleecy staple has been marketed at Hereford this season. Mr. Baker reports several bales of broom corn raised in the Spring Lake country, and is selling for the sum of \$150.00 per bale at the Plainview market. Hundreds of acres of broom corn and cotton will be planted in this county next year.

Turrentine brothers of Hereford are drilling a well for Dr. Stapleton.

Judge Kerr and K. B. Rowan attended to business in Hereford yesterday.

C. H. Clifton made a business trip to Bailey county last Friday returning Monday.

Miss Mary Williams visited at the Ramey ranch two days last week.

H. C. Jackson made the run to Hereford in his auto last Saturday.

Mr. and Mrs. Glen Greer are living in the B. T. Bell residence in the north part of Dimmitt.

Miss Ethel Stuck, teacher of the Upper Draw school near Spring Lake, was shopping in Dimmitt last Friday.

Roy Gilbert, teacher of the Hurley school in Bailey county, was in this city Saturday of last week.

E. Malone left last Friday for Illinois to visit his mother. He will return to Dimmitt the first of next week.

Chas. Lovelace, Mrs. T. J. Tate and Mrs. Lovelace visited in Hereford last Saturday. They made the trip in Mr. Lovelace's auto.

Miss Myrtle Williams of Hereford was in Dimmitt Monday. She was accompanied back by her sister, Miss Mary Williams.

O. Greer passed through Dimmitt Tuesday en route to Hereford after coal.

Joe Collins of Hereford was in

Dimmitt one day this week on business.

Miss Mary Williams, who has been conducting a music class in Dimmitt for the past three months, returned to her home at Hereford Monday.

Christmas Story.

The December magazines are full of splendid Xmas stories. The Brand has a number of short but interesting stories that have a holiday air and taste about them, especially to those who are playing Mr. Santa Claus and Mrs. Santa. In a day or two, or at least when you read this issue of The Brand, you will be troubled with that unnameable feeling, for a better word called, don't-knowwhattobuy. The Brand was prepared this week with thoughtful care to help its readers over the spell. You will find the remedy easy to take, and you don't have to shut your eyes either. Keep them wide open and after you have read this, turn to the well written and well displayed Christmas ads. The merchants have written these stories, telling about how to help Old St. Nicholas get around to all the children and the friends. If you "don't-knowwhattobuy" these ad stories will help you out of the difficulty. Look them over and from the ads make a list. Hereford is the shopping center for Xmas buyers. If the ads and the stories they narrate do not satisfy you, just step into any of the stores and see the fairy land in display.

Our Clubbing Offers.

On another page will be found ten attractive Clubbing Offers. The papers offered in combination with the Brand are all good, reliable publications. We call your attention to the announcement that the Youth's Companion and Holland's will be advanced at the close of the year, the Youth's Companion to \$2.00 and Holland's to \$1.00. With the exception in No. 6, the papers may be sent to different addresses. Select what you want and let us place your name on the Brand list and send you or your friend some other good paper.

The Holiday Season

It is quite the usual thing for Christmas shoppers, especially mothers, daughters and "best girl" to depend to a considerable extent upon a man's store.

Our cases and shelves are laden with practical articles appropriate for Christmas giving. Do your shopping with us this season.

What A Man Would Like For a Christmas Gift

There is nothing a man appreciates and enjoys more than a nice Smoking Jacket, Lounging Robe or Bath Robe. Elegant Robes ranging in price from \$5.00 to \$10.00. Smoking Jackets, rich patterns, \$4.50, \$5.00, \$6.00, and \$7.00.

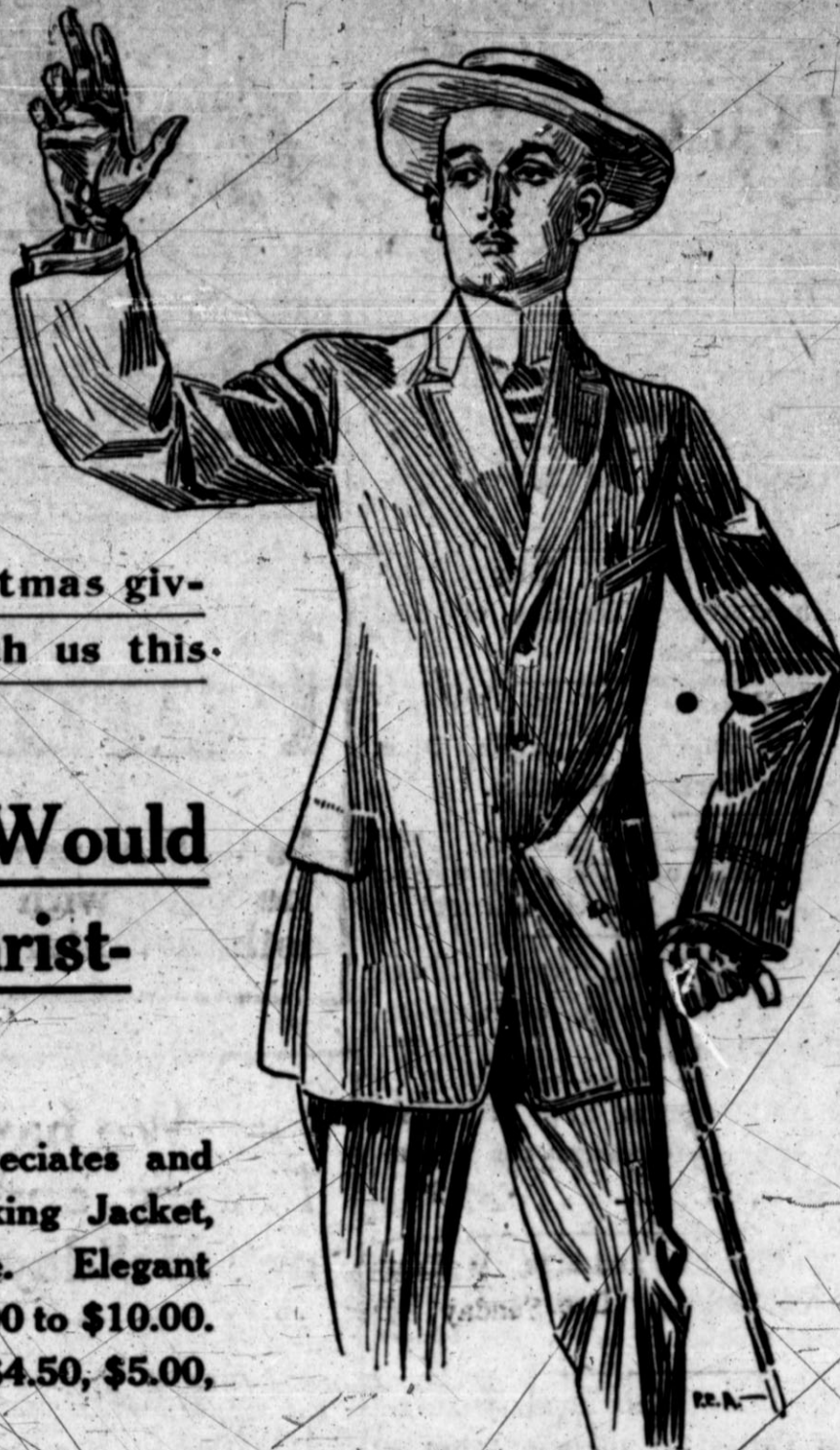
SPECIAL PRICES ON MEN'S FURNISHING—Men's Light Weight, Medium, and heavy weight Flannel Shirts, in a range of colors, \$1, \$1.25, \$1.50, \$2, \$2.50, \$3.00. Men's Wool Coat Sweaters in all colors, \$1.50 to \$6.00. Boy's Coat Sweaters 75c to \$1.50.

APPROPRIATE GIFTS IN OUR LINE—Dress Gloves, Fur Caps, Mufflers, Silk Handkerchiefs, Garters, Silk Sox, Ties, Suspenders, Collar Boxes, Handkerchief Cases, Scarf Pins, Cuff Buttons and Fancy Vests. And many other articles that would make appropriate gifts.

But the very best gift of all that he will appreciate will be a new Suit or Overcoat. We have the season's newest styles and fabrics for your inspection from \$12.50 to \$30.00.

SEE OUR WINDOW DISPLAY

H. C. MYRICK Hereford, Texas



We Are Still After Your Grocery Business

We offer as an inducement, one of the best assorted stocks of groceries to be found in this part of the state at prices which you cannot duplicate.

Our Xmas Oranges have arrived and our prices are so low you cannot afford to buy elsewhere.

We also have some of the finest Turkeys that can be had. Give us a trial, Respt.,

Yours to save you money,

OSCAR CLIETT

GROCER

TELEPHONE NUMBER FIFTY

Watch this space next week

Santa Claus Is Here!

Xmas Day—the glad day—the day every child has looked forward to since the 26th day of last December, is almost here, and the things are here that makes the child glad in receiving and the giver in giving. Don't wait until tomorrow but come today and get first choice.

Toys Galore

Trains, Automobiles, Wagons, Tool Chests, Trunks, Buggies, Drums, Dishes, Tables, Beds, Chairs, China Closets, Carts, Blocks, Balls, Pistols, Whistles, Tops, Cats, Dogs, Horses, Goats, Guns, Fire Wagons, Etc., Etc.

Dolls

China, Rubber, Metal. Doll Heads. Cork stuffed, kid bodied with natural hair and eye lashes. Dolls of every kind from 10c to \$4.00.

Manicure Sets

In Sterling, Ebony, Pearl and Ivory finish, from \$1.50 to \$12.50.

Toilet Sets

We have some beautiful Sterling Silver Toilet Sets. Also Collar Boxes and Bags, Comb and Brush Sets and Traveling Sets.

Perfumes

Triple strength odor at from 10c to \$7.50 per bottle.

Pens

We have a nice line of Parker's Lucky Curve Fountain Pens.

Candies

Lowney's Chocolates at from 10c to \$6.00 per box.

Military Sets

In both Sterling and Ebony.

Come and see before the stock is picked over so you can get what you want. Don't wait but come now.

BETTS-CLARK Druggists Hereford, Tex.

XMAS

We are offering for Xmas shoppers, a line of Christmas Goods that cannot be excelled in many departments. And we would urge that you buy early to receive the best satisfaction. No matter how large a stock may be, every sale lessens your scope of choice.

BOOKS

Our line of Christmas and Gift Books is the largest in the city. You are offered an exceptionally wide range of selection in our book department. It is one of the best selected lines ever shown in Hereford. Then, too, we have a large line of popular novels that will make acceptable presents. You will find medium and high priced Bibles and Testaments. It is a line that we call your especial attention to.

GAMES, ETC.

Baseball, Crazy Travelers, Komical Kats, Table Croquet, Ten Pins, Junior Combination Game Boards on which 20 different games can be played, Humpty Dumpty Circus Sets, Building and A. B. C. Blocks, Sectional Maps, Rubber and Celluloid Balls of all descriptions, Flying Machines, Block and Card Dominoes, Etc., Etc.

FOR THE BABY GIRL

Dolls at from 1c to \$10.00. Doll Carriages at from 75c to \$4.00. Doll Beds from 35c to 75c. Don't fail to see this line.

KING'S CANDIES

"King's Candies for American Queens" are well known to Hereford people, and make a gift that is always highly appreciated. The Xmas list won't be complete without a box of King's Candy. We have it in both box goods and bulk.

XMAS CARDS

We wish to call your attention to our line of Christmas Cards, Decorations, Stamps and Boxes. They are unique and dainty. We have an exquisite line of 1912 gift calendars.

FIRE WORKS

Whatever Santa may put in the boy's stocking it won't be a complete Xmas without Fireworks. We have them of all sorts and kinds. Roman Candles of all sizes, Sky Rockets, Fire Crackers, Whirligigs, Pistol Caps, Etc.

SPORTING GOODS

Footballs from 50c to \$5.00, Basket Balls, Base Balls, Bats and Mitts, Tennis Coods. Everything in Sporting Goods.

MISCELLANEOUS

Soap Boxes, Toilet Sets, Infant Sets, Military Sets, Combs, Brushes, Mirrors, Perfumes, Toilet Waters, all sorts Toilet Accessories, Pipes, Cigars and Tobaccos.

We ask you to call at our store and see for yourself. Space is too limited to mention all the handsome and useful articles we have for Xmas. We carry quality goods and are sure we can suit you in price.

E. T. WOODBURN & SON
THE NYAL'S DRUGSTORE

ACTUAL STARVATION.

Facts About Indigestion and Its Relief That Should Interest You. Although Indigestion and Dyspepsia are so prevalent, most people do not thoroughly understand their cause and cure. There is no reason why most people should not eat anything they desire—if they will only chew it carefully and thoroughly. Many actually starve themselves into sickness through fear of eating every good-looking, good-smelling, and good-tasting food, because it does not agree with them.

The best thing to do is to fit yourself to digest any good food. We believe we can relieve Dyspepsia. We are so confident of this fact that we guarantee and promise to supply the medicine free of all cost to every one who will use it, who is not perfectly satisfied with the results which it produces. We exact no promises, and put no one under any obligation whatever. Surely, nothing could be fairer. We are located right here and our reputation should be sufficient assurance of the genuineness of our offer.

We want every one 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. Then, if not satisfied, come town and get your money back. They are very pleasant to take; they aid to soothe the irritable stomach, to strengthen and invigorate the digestive organs, and to promote a healthy and natural bowel action, thus leading to perfect and healthy digestion and assimilation.

A 25c. package of Rexall Dyspepsia Tablets furnishes 15 days' treatment. In ordinary cases, this is sufficient to produce a cure. In more chronic cases, a longer treatment, of course, is necessary, and depends upon the severity of the trouble. For such cases, we have two larger sizes which sell for 50c. and \$1.00. Remember, you can obtain Rexall Remedies in this community only at our store—The Rexall Store.

Corner Drug Store.

Beggars and Beggars.

Every town in the world has its beggars. The profession of begging, if such could rightfully be called a profession, is as old as recorded history. While it may be termed a business, some who ply the trade, if the same energy should be turned into a productive channel, might attain the dignity of a profession. Since the advent of the railroad, begging and hoboes have been common; in fact, there seems to be a large number of people engaged in the business. All beggars are not subjects of charity nor objects of pity. Certainly there are many cases of suffering which need the extension of the charitable hand, but these cases can usually be attended to better by the home people than by strangers.

Here is a poor woman trying to keep her little flock of orphan children together, and a very natural instinct, but winter comes on and the necessities of the household grow faster than the scanty income from the wash tub or sewing table. She is too proud to beg and often will suffer for the bare needs of the table before she will tell her story to the neighbors. This woman is a true object of love, (for charity is the exercise of love), and good neighbors will lend a helping hand that will neither string her heart nor humiliate her home. But on the other side is a traveling, and it might be said, a professional beggar. The woman is not a beggar, the other is nothing more than a beggar. He tries in no way to turn his hand except to receive the gifts of a sympathizing public. Often he is an able and strong man, except possibly the loss of a foot, or hand, or even as deplorable as the loss of hearing. Only the other day a deaf mute, well dressed and well kept, made a systematic canvass of Hereford soliciting funds, so his letter read, in order to go to school. While the desire to attend school is a laudable ambition, yet it is doubtful in the mind of the writer, whether the subject would not be unfitted to pursue a course of study after having spent two or three years on the road begging. His ambition would be stult-

ed, his energy would be wasted, and his familiarity with an easy life would likely turn his channel away from the school house to the streets. As a principle of life begging is wrong. When a man or woman is able to travel from town to town for the only purpose of begging alms of the people, there is some lost chord in their makeup that should be restored by the authorities.

In some of the larger cities, professional beggars are not allowed to solicit on the streets, and only those who show that they are not able to earn a simple living, are permitted to ply their trade. But the smaller towns are worked as regularly by them as if they were traveling salesmen. To these the public should turn a deaf ear and report them to the authorities. The man with both legs off near his body, who sells pencils and shoe strings for a living, is a business man and deserves the encouragement and patronage of the public. The example of Blind Thompson in Fort Worth, who for a number of years, has sold lemons and matches and has saved up a comfortable competency. He is recognized as a living example of business enterprise and the citizens of

that city appreciate his energy. He goes about the street guided only by his cane, feeling his way to the places where he has been accustomed to make sales. Is he an object of charity? Certainly not. He rather dispenses alms to more unfortunate men and women.

Those who would extend their charities should be guided, not by a sudden impulse of pity, but by the necessity at hand. For this reason, all applicants for "hand outs" should be referred to the Public Charity Committee. If they are deserving subjects, the men and women in charge will provide for their needs. It is seldom judicious to give money to those who travel from town to town with a stereotyped story. Often they are fakes, and more often than not. If they have a place in which they have been accustomed to make their home, either with relatives or friends, let them remain there, and if they really need the alms of the people, let that town provide for them.

J. W. Copeland, of Dayton, Ohio, purchased a bottle of Chamberlain's Cough Remedy for his boy who had a cold, and before this bottle was all used the boy's cold was gone. Is that not better than to pay a five dollar doctor's bill? Sold by all dealers.

Hereford

Benefit Association of Hereford, Texas

OUR PROPOSITION

WE have noticed that in a large majority of cases where death occurs that the family of the deceased have but little money on hand, and even when they have an insurance policy that they are from two to six months in getting the cash therefrom.

These are existing conditions, but this Association aims to place in the hands of the beneficiaries of it deceased members IMMEDIATELY AFTER DEATH a sum of money which will tide them over the HARDEST TIMES. This sum will be one dollar for each member in good standing at the time of the death, but in no case will more than \$1000.00 be paid.

The membership fee is \$1.50, and the advanced assessment for the beneficiary fund \$1.00. So it costs but \$2.50 to become a member. Aside from the membership fee, not more than 25c shall be collected as annual dues, same payable on January 1st of each year. Such sum is to be expended for all incidental expenses, including such items as advertising, printing membership certificates, application blanks and all necessary record books for the association and a Secretary's salary.

The beneficiary fund shall be maintained by an assessment of \$1.00 per member on death of a member in good standing. When a death occurs each member shall be notified by the local Secretary of an assessment payable within 15 days from date of notice. The money received from this assessment goes into the hands of the Treasurer to replace the amount paid out upon the death, and to await the next death. In this way the money is always kept at home and is ready to pay the claim of the deceased member within a few hours after death occurs.

Reputable white persons, both men and women, residents of Texas, between the ages of 18 and 60 years, who are good insurance risks are eligible to membership. Persons desiring to become members should apply to D. F. Ashbrook, Secretary.

The plan is simple, cheap and worthy the support of every good citizen of Texas.

J. H. HEAD, PRESIDENT.
D. F. ASHBROOK, SECRETARY.

A Plan of Life Insurance that Should
Appeal to Every Thinking Man
and Woman

Good Clubbing Offers

The American People are the most intelligent people on Earth. They have attained this high place through the medium of the free press. It is, therefore incumbent upon the people to keep informed. They have secured and are maintaining the institutions of a liberal government by intelligent thinking brought about by the untrameled distribution of information. Every citizen should be a constant reader—a reader of state and county papers and clean magazines.

To provide our people with a line of wholesome reading, The Brand has secured the co-operation of a number of papers in making some attractive Clubbing Offers. These offers will enable our friends to purchase what they want at greatly reduced rates, and we are perfectly sincere when we advise that the offers should be taken advantage of at once, as we can only hold them open for a short time.

No Home Circle Is Complete Without Papers

and Magazines in the long winter evenings. Beginning January 1st, 1912 there will be a general advance in the price of almost all newspapers and magazines. You can save good money by taking advantage of our Clubbing Offers NOW. Examine our list. If you don't find what you want perhaps we can arrange a combination to suit you.

The Prices Below Are For One Year's Subscription to Each Paper or Magazine with the Exception of The Panhandle Magazine which is for 14 issues or one and a third years

There is 52 issues of The Hereford Brand in one year, 52 of the Youth's Companion, 52 of the Farm and Ranch, 104 issues each of the Dallas Semi-Weekly News and Farm News, 12 of Holland's Magazine.

Clubbing Offer Number 1		
Hereford Brand (52 issues)	\$1.00	Our Price \$1.50
Dallas Semi-Weekly News	\$1.00	
Total Value	\$2.00	

Clubbing Offer Number 2		
Hereford Brand	\$1.00	Our Price \$1.50
Dallas Semi-Weekly Farm News	\$1.00	
Total Value	\$2.00	

Clubbing Offer Number 3		
Hereford Brand	\$1.00	Our Price \$1.50
Texas Farm and Ranch	\$1.00	
Total Value	\$2.00	

Clubbing Offer Number 4		
Hereford Brand	\$1.00	Our Price \$2.00
Youth's Companion	\$1.75	
Total Value	\$2.75	

This offer includes Free the Youth's Companion Art Calendar and Extra Issues of The Companion to Jan. 1, 1912

Clubbing Offer Number 5		
Hereford Brand	\$1.00	Our Price \$1.00
Holland's Magazine	.50	
Total Value	\$1.50	

After Jan. 15, 1912 Holland's Magazine Will Be Advanced to One Dollar Per Year

Clubbing Offer Number 6		
Hereford Brand	\$1.00	Our Price \$1.40
Farm and Ranch	\$1.00	
Holland's Magazine	.50	
Total Value	\$1.40	

All Three To Same Address

Clubbing Offer Number 7		
Hereford Brand	\$1.00	Our Price \$1.75
Dallas Semi-Weekly News	\$1.00	
Holland's Magazine	.50	
Total Value	\$2.50	

If preferable the Fort Worth Semi-Weekly Record will Be Substituted for any \$1 paper

Clubbing Offer Number 8		
Hereford Brand	\$1.00	Our Price \$2.00
Dallas Semi-Weekly News	\$1.00	
Farm and Ranch	\$1.00	
Total Value	\$3.00	

Clubbing Offer Number 9		
Hereford Brand	\$1.00	Our Price \$2.25
Dallas Semi-Weekly News	\$1.00	
Farm and Ranch	\$1.00	
Holland's Magazine	.50	
Total Value	\$3.50	

Clubbing Offer Number 10		
Hereford Brand	\$1.00	Our Price \$1.35
Panhandle Magazine (14 issues)	\$1.40	
Total Value	\$2.40	

Clubbing Offer Number 11		
Hereford Brand	\$1.00	Our Price \$3.25
Scientific American	\$3.00	
Total Value	\$4.00	

Clubbing Offer Number 12		
Hereford Brand	\$1.00	Our Price \$2.00
Dallas Sunday News	\$1.50	
Total Value	\$2.50	

Clubbing Offer Number 13		
Hereford Brand	\$1.00	Our Price \$1.00
1 Copy Rev. Irl R. Hick's Almanac for 1912	30c	
Total Value	\$1.30	

Clubbing Offer Number 14		
Hereford Brand	\$1.00	Our Price \$2.00
Ft. Worth Sunday Record	\$1.50	
Total Value	\$2.50	

To Prospective Subscribers:
If you get a sample copy of this paper, it is an invitation to become a subscriber as well as a call to trade with the merchants in Hereford. The Brand will visit again nearly 300 new homes this week. We want your name on our list and we are willing to offer some good reasons why you should read the paper regularly. First, because it is a community paper, it gives the news about the things that happen in the neighborhood; second, it is read by over 3,000 people who live away and it goes to them as a weekly letter from home; third, the business men recognize The Brand as a medium through which they send a message to you every week. They pay for these ads and by them expect to enlarge their trade circle. If you will read their ads each and every week. The Brand will guarantee that you will save, in a year's time, enough real money to pay for The Brand and the taxes on your house for a year. But unless you keep posted by reading The Brand, you will often miss the opportunity. In connection with this paper we are offering a number of attractive clubbing offers. These offers have been running but a short time, yet we have received subscriptions from a number of different states, besides a large number locally. We admit that only intelligent people read, yet intelligence comes only from reading. We want every body on our list, whether they read or not—look at the pictures and the ads and enjoy yourself. Seriously now, we do sometimes joke, but this is no joke—we want you to

come to Hereford to do your trading, but you won't know exactly when to come unless you read The Brand. Let's get acquainted. If at any time you have a bit of news, tell it, or write it; in the mean time send your name in for a year's subscription.

Sick headache is caused by a disordered stomach. Take Chamberlain's Tablets and correct that and the headaches will disappear. For sale by all dealers.

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

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



XIV. PRIDE

THE Pyramids of Egypt were erected as a monument to the personal vanity of her ancient Kings, and these "Sphinx of the Desert" have stood for forty centuries as a warning to all nations against indulging the personal pride of their leaders.

We have on our statute books many a "Sphinx of Progress," put there as a monument to the personal pride and monumental vanity of our leaders, and these fierce phantoms in the industrial horizon can be seen clear across the continent standing like a spectre against the approach of civilization.



THE PYRAMIDS OF EGYPT

Let those who would ring the merry bells of fame first add a few pebbles to the mighty beach of wisdom; change a desert into a waving field of grain, add a few miles to the thoroughfares of commerce, whiten our coasts with canvas and dim the horizon with the smoke of industry. Texas needs great men.

Cut This Slip Out, Fill Out Properly, Enclose the Correct Amount of Money and Mail AT ONCE

Brand Publishing Co., Hereford, Tex. Date _____ 1911

Gentlemen: Enclosed find _____ Dollars _____ Cents for which send to my address or addresses listed on separate sheet the papers specified in Clubbing Offer No. _____

Name _____ Street or R. F. D. _____

Postoffice _____ State _____

If papers are to be sent to any addresses other than your own, be sure to give the names and addresses on separate sheet taking care to specify which paper goes to each address.

Why Not Make Yourself A Christmas Present

of The Hereford Brand and some of your relatives or good neighbors one or more of the excellent papers listed in the above Clubbing Offers. The pleasure of your gift will be with them the entire year of 1912. Gifts of papers and magazines are always in good taste and always highly appreciated. Act on the suggestion now.

Subscriptions at the Above Prices Can Only Be Received Until December 30th, 1911. All Orders Should Be Mailed to Us By December 24th.

Address All Communications. Make All Checks, Drafts, Postoffice Money Orders, Etc. Payable to the

Brand Publishing Company Hereford, 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.

Coal Customers Take Notice!

Owing to the fact that we must pay for our coal before we deliver it to you we must ask you to have the cash for us as soon as we deliver you YOUR COAL. From now on we cannot accept your orders for coal unless you have the money ready for us on delivery of the coal. It is our desire to treat you right and fair and at the same time treat ourselves right and fair.

We carry a full line of HAY, GRAIN, SALT and POSTS.

HUGHES GRAIN COMPANY

JAS. A. HUGHES, Manager

The Cash Grain and Coal Store. Phone No. 1



The Marlin Model 20 REPEATING RIFLE

You can buy no better gun for target work and all small game up to 200 yards.

Without change of mechanism it handles .22 short, long or long-rifle cartridges perfectly. The deep Ballard rifling develops maximum power and accuracy and adds years to the life of rifles.

The solid top is protected from defective cartridges—prevents powder and gases from being blown back. The side ejection never lets ejected shells spoil your head and always quick, accurate repeat shots. With simple take-down construction, reliable action parts—least parts of any .22—it is the quickest and easiest to load. A great vacation rifle. Ask any gun dealer.

The 136 page Marlin catalog will help you decide what rifle best suits your individual desires. Send 3 stamps for it today.

The Marlin Firearms Co.
42 Willow Street New Haven, Conn.

My Doctor Said

"Try Cardui," writes Mrs. Z. V. Spell, of Hayne, N. C. "I was in a very low state of health, and was not able to be up and tend to my duties. I did try Cardui, and soon began to feel better. I got able to be up and help do my housework. I continued to take the medicine, and now I am able to do my housework and to care for my children, and I feel as though I could never praise Cardui enough for the benefits I have received."

TAKE CARDUI The Woman's Tonic

Cardui is successful, because it is made especially for women, and acts specifically on the womanly constitution. Cardui does one thing, and does it well. That explains the great success which it has had during the past 50 years, in helping thousands of weak and ailing women back to health and happiness.

If you are a woman, feel tired, dull, and are nervous, cross and irritable, it's because you need a tonic. Why not try Cardui? Cardui builds, strengthens, restores, and acts in every way as a special, tonic remedy for women. Test it for yourself. Your druggist sells Cardui. Ask him.

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

COMES QUICKLY.

Don't Have to Wait for Weeks. A Hereford Illustration.

Waiting is discouraging. Prompt action pleases everybody.

A burden on the back is a heavy weight.

Hard to bear day after day. Lifting weight, removing the burden,

Brings appreciating responses.

Hereford people tell of it. Tell of relief that's quick and sure.

Here is a case of it:

A. C. Barnhart, Miles Ave., Hereford, Texas, says: "I used Doan's Kidney Pills about a year ago, when my kidneys were troubling me and they brought prompt and satisfactory relief. I have never been bothered by my kidneys since then and I can therefore say that Doan's Kidney Pills are permanent in their effect."

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.

Program.

Program for Missionary Society, Dec. 20, at the M. E. church 3:30 p. m.

Song.

Motto—"What you do not wish done to yourself, do not do to others."

Bible Study, "Fidelity of a Woman Who Had Been a Sinner," John IV-5-42—Mrs. Bowers.

Life at Homer Taberman School—Mrs. H. H. Hawkins.

Pacific Coast Orientals—Mrs. Stocking.

What the Orientals Carry Back Home—Mrs. O'Brien.

Christian Work for the Orientals in our Own and Other Countries—Mrs. Snyder.

A model third Vic. Pres.—Mrs. Roloson.

Song.

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

Rodgers Ends Trip.

Long Beach, Cal. Dec. 10.—Aviator Calbraith P. Rodgers completed the last leg of his cross-continent flight and landed on the shore of the Pacific at 4:04 o'clock this afternoon. The final lap of his trip was twelve miles. Rodgers started at Compton, where he fell on Nov. 12. A crowd estimated at 60,000 persons saw the finish of the trip, and as the wheels of Rodgers machine touched the sand an enthusiastic throng surged in on the aviator and the impact of the rush pushed his machine into the waves.

Rodgers declared his actual flying time from the Atlantic was three days, ten hours and fourteen minutes.

Program.

The Woman's Monday Club will meet Dec. 18th with Mrs. Stocking. The following program will be rendered:

Roll Call—Care of Winter Vegetables.

Potatoes and Other Root Foods—Mrs. Stewart.

Legumes—Mrs. Irwin.

Canned Vegetables, Use of Preservatives—Mrs. Slaton.

Chilli—Mrs. H. Garrison.

Sweet Potato Pudding—Mrs. Stewart.

Four Farmers Wanted.

To buy and cultivate 160 acres of irrigated land, 40 acres each. Terms: \$500 cash, nothing more to pay for ten years, except 7 per cent interest on balance. Land located 4 miles from town. Machinery equipped well included with price. This is a good proposition for live young farmers. For particulars see or write A. C. Elliott, Hereford.

WANT ADS

MISCELLANEOUS WANTS

RATE—Want Ads, one cent a word for each insertion, or 5c per line. Try one. Cash with order. 42tf

FOR SALE OR TRADE—Quarter section, 14 miles west of Hereford, no improvements, \$12.50. Will take N. W. Ark., city or farm improved. P. O. Box 288, Ft. Stockton, Texas.

LOST—Winchester rifle—22 cal—was put in wagon thought to be owners. Team was hitched at Garrison's. Please return and oblige. 1tp

LOST—About a month ago, Locket with Old English E on one side and sets on the other, contains two stamp pictures. Return to this office. 1tp

TO TRADE—For clear lands, \$15,000.00 in Dry Goods, Groceries and Hardware, including building and in two stocks, located in two separate counties. Address Box 188, Hereford, Texas. 1tp

FOR SALE—At a bargain, a nice 3 room house well located or will rent same. A. H. Elliston & Son. 44-2t

FOR SALE—320 acres of land one mile west of Kelso, Deaf Smith Co., Texas, being the north half of section No. 20, Twp. 4, Range 3 East. I will sell this land at a bargain and on easy terms, as I am too far away to give it the proper attention. Address D. Anderson, Sampsel, Mo.

YOU'LL LIKE HEREFORD!

FOR RENT—Old O.K. Land Office and our present office and fixtures. A. H. Elliston & Son. 44-2t

FOR SALE—Brown Leghorn Hens and Pullets, Trio Indian Games. W. C. Russell, Hereford, Texas. 44-2tp

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

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

FOR SALE OR EXCHANGE—For land near Hereford 429 acres of Coleman county land in a good cotton belt, only 2 miles from good little town. Will gin about 5,000 bales of cotton this year. This farm is about 1/2 in cultivation, balance in grass and has fine stream everlasting stock water. A. H. Elliston. 35tf

Here is a woman who speaks from personal knowledge and long experience, viz., Mrs. P. H. Brogan, of Wilson, Pa., who says, "I know from experience that Chamberlain's Cough Remedy is far superior to any other. For croup there is nothing that excels it." For sale by all dealers.

Professional and Business Cards

Wm. M. Knight Jno. P. Slaton
KNIGHT & SLATON
ATTORNEYS
First National Bank Bldg
Hereford, Texas.

Geo. W. Barcus Jno. North
BARCUS & NORTH
Attorneys at Law
Hereford, Texas
Office in First State Bank building

F. T. ROLOSON
Attorney at Law
Miller-Walker Building
HEREFORD, TEXAS

J. W. Crudginton F. F. Works
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LAWYERS
Especially equipped for handling damage suits, land litigation and cases in the U. S. Courts and Appellate Courts of Texas.
Over Post Office Amarillo, Texas

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

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

Heart Disease Almost Fatal to Young Girl

"My daughter, when thirteen years old, was stricken with heart trouble. She was so bad we had to place her bed near a window so she could get her breath. One doctor said, 'Poor child, she is likely to fall dead any time.' A friend told me Dr. Miles' Heart Remedy had cured her father, so I tried it, and she began to improve. She took a great many bottles, but she is restored to me today, a fat, rosy checked girl. No one can imagine the confidence I have in Dr. Miles' Heart Remedy." A. B. CANON, Worth, Mo.

The unfounded confidence Mr. Canon has in Dr. Miles' Heart Remedy is shared by thousands of others who know its value from experience. Many heart disorders yield to treatment, if the treatment is right. If you are bothered with short breath, fainting spells, swelling of feet or ankles, pains about the heart and shoulder blades, palpitation, weak and hungry spells, you should begin using Dr. Miles' Heart Remedy at once. Profit by the experience of others while you may.

Dr. Miles' Heart Remedy is sold and guaranteed by all druggists.
MILES MEDICAL CO., Elkhart, Ind.



OMAHA, NEB. and return \$28.00.
On sale December 11 and 12.
Limit December 20.
DALLAS and return \$14.30. On sale Dec. 17 and 18. Limit Dec. 22nd.

E. R. READ, Agent

Building Material

We handle ALL KINDS of Building Material used in a first class Lumber Yard. Planing Mill in connection with our business. We will make it to your interest.

T. M. Palmer Lumber Co.

Good Old Santa Claus Will Positively Arrive

Saturday, December Sixteenth

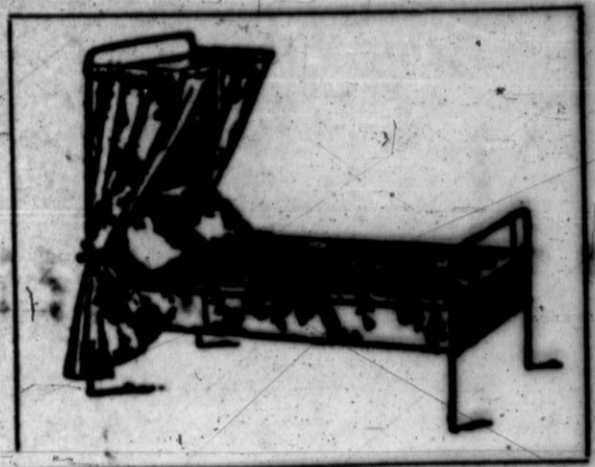
On The Ten O'Clock West Bound Train

He wants all the Children to meet him and escort him to his POSTOFFICE at

"THE FAIR"



Be Sure to See Our Line of Mechanical Toys



He is coming all the way from his wonderful home at the North Pole to open his Post Office at our store. He is coming because he wants to know what each little boy and girl would like to have for Christmas. He will stay here awhile, and then some dark night his big Airship will come for him and away he will go back to Toyland to stay until Christmas Eve. We want all children to be at the depot Saturday morning, this week, at 10 o'clock as Santa Claus is coming on that train and come direct to our store where he will receive all letters from the little folks. Don't forget the date—Saturday, December 16th.

So all the Children who want to see Santa Claus must come to our store that morning. Come and see the many beautiful things Santa has brought with him from his workshops. He has Toys and Games and Dolls and Books, and many other things that little folks like. After you see them, write a letter to Santa Claus and tell him what you want most. Hand the letter to Santa at his Post Office. Or if you do not want to write, whisper it in Santa's ear. Then, if you are very good, perhaps on the night before Christmas, he will bring you just what you want. Santa has a letter for YOU, too. Before he left the North Pole he wrote letters to all the children. Be sure to ask Santa for your letter.

Pictures and China

A nice assortment of pictures for gifts. A few left of Carbon Copies of "Old Master Series which are out of the ordinary for 10c and 20c.

Decorated China Wares, Hand Painted and Stamped Designs, Decorated Glassware, Vases, Water Sets, Novelties, Wares, Figures, Ash Trays, Etc.

Fine Stationery in Christmas Packages

The child under 10 years of age writing the best letter to Santa Claus will receive a nice present from this store Christmas Eve Day!

Send us Your Letters



DOLLS

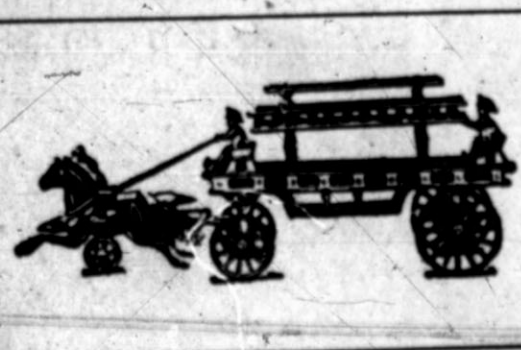
of almost every description. The famous Campbell Kids, Celluoid, Indestructable, Dolls which sleep and wide awake ones. Dolls to please the most fastidious.

Come C Them

We would impress upon you the fact that we bought Christmas Goods in large quantities thereby securing them cheap. And the prices at which we are selling are putting out the goods. Even our large stock is broken in places, eager buyers are crowding the store every day, so we would urge upon you the necessity of buying at once. Don't delay. Come in today and let us show you through our store.

"THE FAIR"

THE PEOPLE'S STORE



Names Dropped.

The Brand has always prided itself in having a clean, bona fide list of subscribers. It has been the bad habit of many country newspapers, in order to secure a circulation, to put anybody's name on their list, whether they ever paid for the paper or not, and when once on, to keep sending the paper till doomsday. It is not that way with The Brand. Every week we cut names off the list and occasionally the management has a general "house cleaning." So a number of names were dropped last week and some more will be dropped during the month. It takes cash to run a paper and unless you have turned loose a dollar and rolled it in the direction of this office within the next 12 months, do not be disappointed—we are sorry to have you dropped from the list, but will not be sending you the paper any more. Address All correspondence to The Brand, corner Drug Store, Hereford, Pa.

The First National Bank

Calls attention to its splendid Board of Directors, who stand responsible to you for every dollar's business you entrust to the Bank's care:

- | | | |
|----------------|---------------|----------------|
| W. S. HIGGINS, | J. L. FUQUA, | W. H. FUQUA, |
| R. J. KIBBE, | J. T. JOWELL, | L. GOUGH, |
| R. N. MOUNTS, | J. H. BOWERS, | J. J. GALLAHER |

This institution has fostered the interests of the community and its citizens in the past—it respectfully asks your consideration when you come to place your account now.

NO OVERDRAFTS ALLOWED

The First National Bank

Weather at Hereford.

This week has presented a regular vaudeville in weather. Beginning Sunday with increasing cold, Monday and Tuesday brought a heavy frost, with a light snow fall on Monday. Tuesday morning coming with a heavy mist, with all the trees, fences and wires wearing a coat of crystals. On Wednesday the same was repeated, but a light snow fell during the day, followed by a two inch fall Wednesday night. The lowest temperature was reached Tuesday night at 16 above, the highest during the day was at 45 on Monday. Thursday was a mixture of melting snow, mud and threatening weather.

Sugar Beet Factory at Melrose.

The American Sugar Refining Company has made a proposition to the Melrose farmers to erect a factory upon conditions of sufficient acreage being subscribed. Each farmer must take stock to the amount of \$60 per acre. The company furnishes the money to put in the wells.

YOU'LL LOVE HEREFORD!

Brand

Corner Drug Store