

The Hereford Brand

VOLUME 12

HEREFORD, TEXAS, FRIDAY, APRIL 12, 1912

NUMBER 10

FIRST COUNT MADE IN CONTEST

Total of 212,870 Cast for Candidates
Up to 4 p. m. Thursday—Four
New Ones Enter Race.

The first count of votes in the Merchants' and Publishers' trade campaign contest was made by the judges yesterday afternoon, Messrs. Hawkins, Jones and Stanberry acting. Mrs. Allan Bell leads with 56,535 votes to her credit with Mrs. Estelle Tucker as a close second with 33,260 votes. Miss Lena Gregory follows third in the race and has for close running mates Miss Nannie Davidson and Miss Eloise Pitman. The votes collected from the ballot boxes and counted were certified to by the committee. The published list on the front page of this issue also includes the 5,000 nomination votes with their report.

The Contest now has 18 candidates for the winning. This includes 4 new candidates entering this week. Spring Lake comes forward with one and Hereford added three more. The Brand expects other communities to put forward candidates at an early date. It is not too late to enter; in fact, the interest is just now warming up and the standing of candidates this week will put more vim and life into the friendly campaign. Remember that it will take work to win.

As yet some of the candidates have not called at The Brand office for their subscription blank books, and while this need not deter them from working for subscriptions, it would be better that they had one. Every candidate in the race ought to work for subscriptions as well as for the Merchants Trade Coupons. You cannot win the Success Prizes unless you have a stated number of subscriptions plus the Merchants Trade Coupons, and yet the large number of votes you would secure in winning a Success Prize would count on the Bonus Prizes and the Grand Capital Prize. Get busy on subscriptions as well as getting your friends to save their Trade Coupons for you. If there is any particular phase of the awarding of Prizes that you do not understand, call and let

us explain it to you.

One or two of the Candidates failed to make a report on subscription this week in time to get them into the count as published in this week's paper. We ask that all candidates get their reports in on subscriptions for the coming week by Wednesday evening, as it is now the intention to make next week's count early Thursday morning.

The first Bonus Prize will be awarded Monday, April 22. The votes up to 10 o'clock p. m. Saturday, April 20, will be collected and counted and the successful candidate announced as soon as the judges finish the count. A card bearing the name of the winner will be placed in the show window at the Brand office. The first Bonus Prize is a beautiful gold handle, silk umbrella and will be given away regardless of the number of Trade Coupons collected and voted or the number of subscriptions turned in. There are just 7 more days in which to work. The one winning the first prize will be proud of her success. Get busy now and hunt for Trade and Subscriptions.

Woman Defeated For Office.

That Portales, New Mexico, prefers men as trustees was plainly shown in an election last week when Miss Sallie Bryant was defeated by her gentleman opponent. The women voted, all the women, says the Portales Times, but as the men were in the majority, the woman candidate went down in ignominious defeat. Are not the men of Portales a little inconsistent in voting against Miss Sallie or any qualified woman for the trusteeship? The women raise all the children—a home without a mother is nothing; the women do most of the teaching in the schools; then why should they not be represented on the managing board? As a rule, the women of the community are more interested in the success of the school and are better qualified to act as trustees.

False Hair of Glass.

The latest fad of fashion is the ornamentation of the hair with spun glass. They say it is quite fetching in its fascination and takes the place of false puffs and rats; in other words, false hair made of spun glass is better than out of Chinese pig tails.

J. D. Bourn Dies.

After a short illness, J. D. Bourn died at his home in Hereford Thursday, April 11, at 1 o'clock p. m. He leaves a wife and four children, Mrs. Emmett Cardwell of this city, William Bourn of Slaton, Texas, Mary and Johnnie, two younger daughters, at home. All the members of his family were present at the time of his death.

Mr. Bourn has lived in Texas for 25 years, making 6 years of his residence at Hereford. He was born in Missouri August 5, 1850, and hence was 61 years, 8 months and 6 days old. The funeral services were conducted today, Friday, by Rev. R. H. Purcer, pastor of the Baptist church. Interment was made at the city cemetery with Masonic honors and rites. Mr. Bourn was engaged in the mercantile business at Sanger, Texas, for a number of years, and since coming to Hereford he was interested in the land business.

The entire community sympathizes with the bereaved family in their loss.

Gilliland's Mother Dies.

Several days ago Atty. Carl Gilliland was called to the bedside of his aged mother, who was very ill at her home in Mangum, Okla. She died Tuesday, April 2, and the Mangum Sun gives this note of her death:

Mrs. J. K. P. Gilliland, aged 64 years, died Tuesday evening at about 5 o'clock at the home of Mr. and Mrs. H. F. Ritter, on South Pennsylvania avenue, after a lingering illness. Grandma Gilliland suffered for some time with paralysis, and it was realized several days ago that she could not survive, and therefore her death did not come as a surprise to the sorrowing relatives and friends.

She is survived by her husband, J. K. P. Gilliland, and several sons and daughters, among whom are J. L. Gilliland of Hollis, Mrs. H. F. Ritter of Mangum, and two sons who live in Texas.

The funeral services were held at the Methodist church, of which she had been a consistent member since early girlhood, Rev. J. W. Sims conducting the services. The husband and relatives have the sympathy of our people in their grief, and may He who rules the destinies of our lives console the sorrowing ones with the knowledge that her soul is now enjoying that rest and contentment which knows no unhappiness.

Mr. and Mrs. Gilliland made their home for some time in Hereford and are well and favorably known here. The friends of the family will be grieved to hear of her death.

Plums Blooming.

The warm weather of this week has brought out the plum blooms, many green leaves, and the blue grass yards are green with envy.

Morgan Well Finished.

The seventh big irrigation well was finished this week and tested by the McDonald Company for E. W. Morgan on the old Ridgeway farm, 8 miles northeast of town. The drillers struck water 47 feet, but went down to a total depth of 190 feet. An abundance of water was found and the well tested fully up to all expectations. The crew was just 2 weeks in making this well, including the erection of derrick, drilling, and the installation of the pump. Only 6 days were used in actual drilling. The engine will be set in a few days.

Easter at The Churches.

All the churches of the city had some order of Easter service last Sunday. Large crowds were to be seen both at the Bible schools and at the regular services. All of the pastors had prepared sermons touching on Easter and its significance.

At The Presbyterian Church.

The Easter services at the Presbyterian church were largely attended at both morning and evening. The subject was "The Resurrection," and an interesting sermon was delivered by the pastor, Rev. Baker. Special choir music under the directorship of Mrs. H. B. Stevens was especially pleasing. At the Sunday school hour the children of the primary department had a special program and the teachers gave presents in keeping with the spirit of the occasion. The number present at the school was 115. No services, except Sunday school, will be held next Sunday as the pastor is away at Presbytery.

First Christian Church.

The three services at the Christian church were well attended. Blooming pot plants were used profusely in the decorations. The Bible school had 113 present. At the 11 o'clock service Pastor S. T. Shore preached from the subject, "The Resurrection." Special Easter music by the choir was given. The children's chorus sang two special numbers. Communion services were conducted by the elders and deacons of the church just before the sermon. At the 5 o'clock service the auditorium was filled again. The sermon was on the meaning of Easter. Special music was rendered by the choir. A feature of the song service was the rendition of two anthems by the young ladies' chorus under the directorship of Miss Ina Gregg.

Lutheran Service.

Easter service by the Lutheran church was observed at the college chapel last Friday in German and on Sunday in English. The membership of this church now numbering 50 met in the afternoon and organized, adopting a constitution and transacting other business. When Pastor Lohmann first began in Hereford there were only 12 members of his congregation. The additions have come from the many people who have moved into the community and from confirmations.

Bible School Workers Here.

Prof. Edward Owers, state superintendent of Bible Schools for the Christian churches of Texas, will be with the local church next Sunday at the Bible school hour and will talk about the Bible school work. He will also preach at 11 o'clock in the absence of Mr. Shore, who is in a protracted meeting at Miami. Mr. Owers will be accompanied by his wife, formerly Miss Lula Reed. Her special work is with the ladies of the mission society.

Church Congregation Treated.

It is not often that an entire church congregation is served with refreshment after the services, but this happened at the First Christian Church of Hereford at the close of the Easter service last Sunday. J. B. Elliston, who had just returned from California, placed a box of fine oranges at the door and two of the deacons handed out the golden fruit as the people passed out, giving one to each man, woman and child.

Mrs. H. H. Boardman is attending the Presbytery at Memphis as a delegate from the Hereford church.

CITY COMMISSION APPOINTS OFFICERS

New Government Assumes Duties—
Clerk and Marshal Named—
Other Business Transacted.

The city commission met at the city office in the court house, Friday, April 5, and took over the reins of government, W. M. Knight, mayor, D. F. Ashbrook and C. S. Garrison, commissioners, being present. The first business was the appointment of officers. P. W. Price was appointed "Clerk of the Commission." His duties are: To act as city secretary, assess and collect the taxes, keep all books of record, keep all accounts, and do all the clerical work, and to act as Clerk of the City Court. His office will be at the court house and his salary was fixed at \$75.00 per month. R. P. Brazil was named as the "City Marshal" whose duties will be rather multitudinous: to supervise the water and sewer systems, look after the pumping, see that all water and sewer connections are made in a lawful manner, act as the sanitary officer, to see that all users of city water are reported and properly charged, to collect all water rents, and to see that all laws and ordinances of the city are enforced, to supervise all street work, act as "pound" master and to perform such other duties as the commission may direct. His salary was fixed at \$60.00 per month. No change has as yet been made in the fire department. The expense of this department under the system runs near \$100.00 per month. This includes wages of the driver, up-keep of the team, rent and incidental expenses.

The Commission has decided not to insist on the 10 per cent penalty and interest on delinquent taxes. The may be paid before May 10, 1912. The Commission further decided that taxes could only be paid in lawful money, according to Sec. 4, Art. XI, of the Constitution of Texas, which says that, "They (cities) may levy, assess and collect an annual tax to defray the current expenses of their local government, but such tax should never exceed for any one year one-fourth of one per cent, and shall be collectible only in current money."

Hereford Produce Association.

At a meeting of the Hereford Fruit and Truck Growers' Association last Saturday at the court house, the name was changed to the above caption—Hereford Produce Association. Secy. Hays read letters from commission houses, one of which stated that they would have a man to visit Hereford next Saturday or Monday, a wire in advance would announce the time. This man represents the Gibson Fruit Co., of Chicago and he comes to close a contract with the Hereford people to handle all their produce of every description. It is important that the Hereford people turn out to the meeting to be called and show this man what we can and will do. Watch for the announcements.

Engines Erected.

The big Bessemer engine for the Renfro well was placed on the foundation and started this week. The engine for the Baskin-Hester well is being hauled out this morning and will be ready to run next week.

Standing of Candidates

In The Merchants and Publisher's Trade Campaign Contest Up to Thursday, April 11 at 4 p. m.

Mrs. Allan Bell, Hereford	56535 Votes
Mrs. Estelle Tucker, Hereford	33260 Votes
Miss Lena Gregory, Kelso	17240 Votes
Miss Nannie Davidson, Hereford	16800 Votes
Miss Eloise Pitman, Hereford	13595 Votes
Miss Margie Baker, Summerfield	9165 Votes
Miss Dollie Whitaker, Dimmitt	8075 Votes
Miss Percy Gallaher, Hereford	6900 Votes
Miss Maude Wyre, Dimmitt	5435 Votes
Miss Elzina Mounts, Hereford	5320 Votes
Miss Lena Roberson, Summerfield	5255 Votes
Miss Eddith Smith, Hereford	5250 Votes
Miss Louise Oberthier, Hereford	5040 Votes
Miss Ora Ramey, Dimmitt	5000 Votes
Miss Mildred Gilbert, Springlake	5000 Votes
Miss Nellie Wilson, Hereford	5000 Votes
Miss Iva Biggs, Hereford	5000 Votes
Miss Edna Kellow, Hereford	5000 Votes

We, the committee selected to count the votes in the Merchants and Publisher's Trade Campaign Contest for the week ending April 11, 1912, certify that the above and foregoing is true and correct to the best of our knowledge and belief.

A. M. JONES,
H. H. HAWKINS,
W. T. STANBERRY, } Committee

Texas Industrial Notes.

Abilene is to have an amusement park to cost \$25,000.

The Texas Hardware Jobbers' Association will hold their annual meeting at Waco, April 16th, 17th and 18th.

The San Angelo Water, Light & Power Company of San Angelo has filed amendment increasing its capital stock from \$225,000 to \$500,000.

Cattle deals aggregating \$100,000 was recently closed at El Paso.

Through the efforts of the Chamber of Commerce, a broom factory and bottling works have been secured for Spur.

The State of Texas secured a total of \$110,517.45 from leases and rentals on state lands for the month of March.

Plans are being made at La Pryer for the erection of a large irrigation and power plant. The plant is for the purpose of irrigating 10,000

acres of land which is to be colonized.

The steamship, Frankfort, recently arrived in Galveston harbor carrying 440 immigrants.

The Abilene Chamber of Commerce will offer prizes to the Taylor county farmer boys and girls for the best crop of cotton, kaffir corn, milo maize and peanuts raised on two acres of land this season.

Plans are being made at El Paso for a \$100,000 Temple to be erected by the Masons.

E. P. Swenson of the banking firm of S. M. Swenson & Sons of New York is preparing to make extensive improvements in the new town of Freeport at the mouth of the Brazos. It is claimed that the largest sulphur deposit in the world is located at this place and arrangements are being made to begin the shipment of sulphur by July 1st.

It is reported that 40,000 mutton sheep will be shipped out of the San Angelo country in the month of April.

The commissioners of Abilene have ordered an election to be held May 6th, to determine the issuance of bonds to the amount of \$17,000 to be used for purchasing additional fire equipments and for the building of a crematory.

Weather Report for March.

The month was unusually cold and cloudy. No high winds of any consequence for March. A detail report follows:

Mean maximum temperature	50.5
Mean minimum temperature	27.5
Average temperature	39.0
Maximum on 20th	80.0
Minimum on 21st	15.0
Total precipitation in inches	1.75
Amount of snow in inches	1.25
Number of days with rain or snow	10
Number of cloudy days	10
Number of clear days	10

County Democratic Executive Committee To Meet.

By authority of my office, I hereby call a meeting of the Democratic Executive Committee for Deaf Smith county to meet in the council room of the Western National Bank building at 2 o'clock Saturday, April 20, 1912, and there to organize the committee, elect new members to fill vacancies and to transact such other business as may properly come before the committee.

A. J. LIPSCOMB, county chairman.



Bringing the Town to You

The isolation of farm life disappears before the advent of the telephone.

There is no need of moving to town.

A line of wire brings the town to you.

Ask the nearest Southwestern manager or write.

The Southwestern Telegraph & Telephone Co.
Dallas, Texas



PRICE LIST

TELEPHONE NO. 76

	NESTER PRICE	DELIVERED
Corn	\$1.75	\$1.80
Corn Chops	1.85	1.90
Bran	1.70	1.75
Shorts	1.75	1.80
Cotton Seed Meal	1.65	1.70
Maize Chops	1.55	1.60
Kaffir Chops	1.55	1.60
Maize Grain	1.45	1.50
Kaffir Grain	1.45	1.50
Nutrio	.90	.95
Alfalfa	.70	.75
Salt, No. 1	.60	.65

ASK ABOUT FIELD SEED

E. W. HARRISON

KABO CORSETS

Do you buy Corsets for **STYLE?**

Do you buy Corsets for **COMFORT?**

Do you buy Corsets for **LONG WEAR?**

"KABO CORSETS" are the best corsets in the world for these things and many others.

If you don't know "Kabo Corsets," you don't know perfect corset satisfaction. All the late styles in stock. Prices

75c to \$5.00

We extend you a cordial invitation to call.



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

ARE MICROBES IN YOUR SCALP?

It Has Been Proved That Microbes Cause Baldness.

Professor Unna of Hamburg, Germany, and Dr. Sabourand, the leading French dermatologist, discovered that a microbe causes baldness. Their theory has time and again been amply verified through research experiments carried on under the observation of eminent scientists. This microbe lodges in the Sebum, which is the natural hair oil and when permitted to flourish it destroys the hair follicles and in time the pores entirely close, and the scalp gradually takes on a shiny appearance. When this happens there is no hope of the growth of hair being revived.

We have a remedy which will, we honestly believe, remove dandruff, exterminate the microbe, promote good circulation in the scalp and around the hair roots, tighten and revitalize the hair roots, and overcome baldness, so long as there is any life left in the hair roots.

We back up this statement with our own personal guarantee that this remedy called Rexall "93" Hair Tonic will be supplied free of all cost to the user if it fails to do as we state.

It will frequently help to restore gray and faded hair to its original color, providing loss of color has been caused by disease, yet it is in no sense a dye. Rexall "93" Hair Tonic accomplishes these results by aiding in making every hair root, follicle, and pigment gland strong and active, and by stimulating a natural flow of coloring pigment throughout the hair cells.

We exact no obligations or promises—we simply ask you to give Rexall "93" Hair Tonic a thorough trial and if not satisfied tell us and we will refund the money you paid us for it. Two sizes, prices 50 cents and \$1.00. Remember, you can obtain it only at our store—The Rexall Store

Corner Drug Store.

Last Words of an Septuagenarian.

Mr. Enyart of Lincoln, Neb., 70 years of age, father of O. L. Enyart, son-in-law of T. B. Rector of our city died at his home while under a surgical operation on March 26. Before submitting to the operation he wrote these words:

"To brothers, sisters, mother and to each of the children and wife: All is well with my soul, I have done my work on earth honestly and faithfully as I could and I go to my reward with a glad mind. If it were possible to do more for my Master or for any of you I would gladly do it. I love you all more than you know. All of you meet me in heaven. Good bye till we meet in Glory."

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

Oranges And The "Devil."

All of the Brand force from the "devil" down to the news faker received a luscious treat one day this week in the tangible form of a box of real California oranges, brought by J. B. Elliston from the Golden State, and presented with his compliments and those of his youngest heir, a son only a few days a Texan. Words are meager and fall short in expressing the full appreciation for such a remembrance. While The Brand does not wish Mr. Burl any bad luck, the whole force hopes he will go to California every once-and-a-while, especially if he can return safely with the essence of pressed nectar and oranges.

Corn, corn chops, oats, maize, alfalfa and millet hay! Come to see us. Hughes Grain Co. 9-2t

READ for PROFIT

Use for Results

FOLEY KIDNEY PILLS

They work directly on the KIDNEYS, BLADDER and URINARY PASSAGES, and their beneficial effect is felt from the start. For BACKACHE, KIDNEY and BLADDER TROUBLE, RHEUMATISM, CONGESTION of the KIDNEYS, INFLAMMATION of the BLADDER and annoying URINARY IRREGULARITIES they exercise a permanent benefit. TONIC IN ACTION - QUICK IN RESULTS

J. F. Parker, 2021 No. 10th St., Ft. Smith, Ark., says that he had taken many kinds of kidney medicine but did not get better until he took Foley Kidney Pills. No matter how long you have had kidney trouble, you will find quick and permanent benefit by the use of Foley Kidney Pills. Start taking them now.

BETTS-CLARK, Druggists

If You Are Hard to Fit

IF YOU find it difficult to get an accurately fitting, comfortable corset that will shape your figure to fashionable lines, try a **Henderson Corset**.

We have been so successful with **Henderson Corsets** in pleasing women, who have hitherto had trouble in getting a comfortable model, that we are confident we can please you with these fine corsets.

Henderson Corsets are individualized for every shape of figure; no matter if you are large, average or slender, tall, medium or small, we have a specially designed, serviceable **Henderson Corset** that will mould your figure as you individually require. The present season's natural, slender modes necessitate an accurately fitting model if you wish to gain the proper contour.

The lasting, satisfactory service these models afford and the moderate prices that we quote, are added reasons why you should wear these corsets.

We invite you to visit our corset department, where a complete showing of all the late **Henderson** models are on exhibition daily.

A booklet showing the new corset styles given away upon request

Prices from \$1.00 to \$3.50

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



\$3598.00 IN FREE PRIZES GIVEN AWAY!

Extra Votes For NEW Subscriptions

One of the chief objects of this friendly advertising campaign is to get New names on The Brand's already lively Subscription List, and in order to encourage the Candidates to go in the "By-ways and Highways" to secure these new names Extra Votes will be given for NEW Subscriptions. A one-year new subscription will count double. A two-year new subscription will count 4000 extra votes. See schedule of votes given for subscriptions.

A new subscription will be considered one whose name does not now appear on our mailing list, (April 1st) but new names received after April 1st will only be counted as such one time. To change the name of a subscriber already on the list from one member of the same family or household to another member will not be counted as a new subscription.

A Merchants and Publisher's Trade Campaign for Hereford in Which Useful and Desirable Gifts of High Value Will Be Given Away Absolutely Without Cost by the Following Hereford Merchants:

D. R. Gass & Son, Geo. A. Stambaugh, E. T. Woodburn & Son, Oscar Cliett, The Corner Drugstore, E. B. Black Co., The Star Theatre and The Brand

The Greatest and Most Sensational Offer Ever Attempted in This Part of Texas. The Reputation of the Merchants Supporting This Contest is a Guarantee of Its Genuineness and Its Faithful Conclusion. The Prizes Consist of a Piano, Diamond Rings, Gold Handle Umbrellas, Fine Watches, Silver Sets, Bracelets, Etc.

CONTEST OPENED MONDAY, APRIL 1, 1912, AT 8 O'CLOCK A. M.

CONTEST CLOSES WEDNESDAY, JULY 31, 1912 AT 8 O'CLOCK P. M.

A Word to Friends

Cut out the Nomination Coupon in the lower left hand corner of this ad and mail to The Brand Publishing Company, with your friend's name on same. It makes her a candidate in this big contest and gives her 5000 votes to start with. She would be delighted to have one of these diamond rings, also one of these other prizes, besides the handsome piano. So just do her the favor of clipping the nominating coupon, at once, and mail to The Brand with her name. DO IT NOW. Get started early. Watch each week's issue of The Brand and see her name climb to the top.

Remember that in filling out the Nomination Coupon you obligate yourself in no way and it costs you nothing. It merely nominates your candidate with 5000 votes. GET BUSY.

Grand Capital Prize

The Capital Prize is a Treadway Upright Piano, with latest improved action, the case beautifully finished in mahogany, and makes a most acceptable gift for any young lady or woman.

The Capital Prize will be given to the Candidate having the highest number of votes at the close of the contest regardless of the other Special Prizes she may have won during the contest.

Four Special Bonus Prizes

These Special Bonus Prizes consist of Four handsome pieces of ladies' personal accessories, any one of which would be a desirable gift or purchase. These prizes will be given at the close of each Three-Week Period of the Contest regardless of the amount of business done by the merchants or subscriptions received.

To see them is to want them. The First, (No. 1) is a Beautiful Gold and Pearl Mounted Silk Umbrella, Value \$12.00; The Second, (No. 2) and Elegant Gold and Satin Finished Jewel Case, Value \$12.00; The Third, (No. 3) a Stylish, Silver, Kid-Lined Mesh Bag, Value \$12.00; and The Fourth, (No. 4) a Dresser Set, consisting of brush, comb, and mirror, done in floral design, and in a pretty case. These Special Bonus Prizes will be awarded as follows:

Bonus Prize No. 1.—To the Candidate securing the largest number of Votes during the First Three-Week Period which ends

Saturday, April 20th, at 10 p. m.

Bonus Prize No. 2.—To The Candidate securing the largest number of Votes during the second Three-Week Period, which ends Saturday, May 11, at 10 p. m.

Bonus Prize No. 3.—To the Candidate securing the largest number of Votes during the third Three-Week Period, which ends Saturday, June 1, at 10 p. m.

Bonus Prize No. 4. To the Candidate securing the largest number of Votes during the fourth Three-Week Period, which ends Saturday, June 22, at 10 p. m.

Read Rule 10 governing the votes and the distribution of these Special Bonus Prizes.

Rules Governing the Contest

1. Any girl or woman living within a 75 mile radius of Hereford may enter the Contest.

2. Each Contestant must be regularly nominated by using the printed nomination blank in The Brand.

3. Each nomination blank will count for 5000 votes but not more than ONE nomination will be accredited to each nominee.

4. The nominations may be declared closed at any time by the Contest Manager, but a reasonable time will be allowed.

5. The names of all candidates, with the number of votes they have received, will be published each week for 12 weeks, when the ballot boxes will be sealed, and no counts made or published nor any information given out as to the standing of the Candidates until the close of the Contest.

6. No one connected with The Brand office or with the Merchants in this Contest will be permitted to enter the Contest nor to use the votes of their customers, but a list of the Candidates may be displayed in each place of business.

7. No candidate will be permitted to solicit votes inside or in front of any of the stores taking part in this Contest or in The Brand office.

8. Should any two candidates receive the same number of votes for the Piano or for the Bonus Prizes, the prizes will be awarded to them jointly and the winners may divide the prize to suit themselves. This rule does not apply to the special Success Prizes or Award Prizes.

9. All Subscriptions secured by the Candidates must be reported and paid for each week, and the votes therefor must be deposited in the ballot box at this office.

10. Winning one of the Bonus Prizes does not bar the Candidate from working for another bonus prize, but the votes once counted will not be counted again for another Bonus Prize in a subsequent Three-Week period. To win one of the special Bonus Prizes, each Candidate must begin anew for each Three-Week Period. Votes counted to win a Bonus Prize will be counted again for the Success Prizes, the Award Prizes and the Grand Capital Prizes.

11. Securing one of the special Success Prizes does not bar the candidate from working for another Success Prize, but votes once counted will not be counted again for another Success Prize. Votes counted to secure a Success Prize will be counted again for Bonus Prizes, the Award Prizes and the Grand Capital Prize.

12. Three disinterested persons will be selected to count the votes each week for the first twelve weeks, and to make a report of the standing of each candidate, after which time, the ballot boxes will be sealed, and no more counts made until the final count at the close of the Contest. A committee will count the votes at the close of the Contest and award all prizes.

13. All voting coupons MUST be properly endorsed or O. K'd by the merchants issuing them.

Votes Given For Subscriptions

6 months subscription, new or renewal	1000 Votes
1 year subscription, renewal	3000 Votes
2 year subscription, renewal	6000 Votes
3 year subscription, new or renewal	15000 Votes
4 year subscription, new or renewal	21000 Votes
5 year subscription, new or renewal	27000 Votes
10 year subscription, new or renewal	60000 Votes
1 year subscription, NEW	5000 Votes
2 year subscription, NEW	15000 Votes

The Merchant's Trade Coupon Votes are at the Ratio of 100 Votes for each \$1 purchase; 5 Votes for each 5c purchase, etc.

Fifteen Contest Award Prizes

The Fifteen Contest Award Prizes consist of fifteen (15) Cash Equivalent Coupons or Due-Bills which may be used as part payment on the purchase of any Treadway piano, each coupon being worth the equivalent of \$200.00 and will be distributed as follows:

1. Ten of these Contest Award Prizes will be given to the ten candidates living in Deaf Smith County securing the next largest number of votes to the one winning the Grand Capital Prize.

2. Three of these Contest Award Prizes to the three candidates living in Castro, Randall or Lamb county securing the next largest number of votes to the one winning the Grand Capital Prize.

3. Two of these Contest Award Prizes to the two candidates living in Parmer or Bailey county securing the next largest number of votes to the one winning the Grand Capital Prize; same to be awarded at the close of the contest.

The Special Success Prizes

Number Not Limited

This contest is different in many ways from all others, of which The Brand has any knowledge, but especially is it better and more liberal in the number of prizes offered. The Special Success Prizes are not limited in number and their actual values range from \$5.00 to \$50.00, and it is possible for a good worker to win a half dozen of these prizes. It all depends upon the work and WORK WILL WIN.

The Special Success Prizes are secured from the amount of business done by the merchants who are promoting this contest and by the number of subscriptions to The Brand.

For securing \$12.00 in subscriptions and \$5.00 in Trade Coupons, the candidate will be given a beautiful \$5 necklace.

For securing \$25.00 in subscriptions and \$10.00 in Trade Coupons, a handsome locket and chain, a fine bracelet or a kid lined German silver mesh hand bag, value of each \$8.00.

For securing \$40.00 in subscriptions and \$15.00 in Trade Coupons, a \$15.00 bracelet of special design, or a large \$15.00 locket and chain, or a three piece silver toilet set.

For securing \$60.00 in subscriptions and \$20.00 in Trade Coupons, a 26-piece Rogers silver set in handsome oak case, worth \$20.00 or a beautiful gold handle umbrella.

For securing \$75.00 in subscriptions and \$35.00 in Trade Coupons, a 20-year case watch, with either Elgin or Waltham movement, value \$30.00.

For securing \$135.00 in subscriptions and \$50.00 in Trade Coupons, a genuine diamond ring, value \$50.00, will be given to the candidate.

Nominate Your Candidate Today

Address All Communications Concerning Contest to
Brand Publishing Company
Hereford, Texas

Where Votes Can Be Secured

The following merchants will issue the Trade Coupons. When you make a purchase ask for the tickets and vote them for your candidate:

- D. R. GASS & SON, Dry Goods and Clothing.
- E. T. WOODBURN & SON, Drugs and School Supplies.
- GEO. A. STAMBAUGH, Dry Goods and Clothing.
- THE CORNER DRUG STORE, Drugs and Drug Sundries
- OSCAR CLIETT, Groceries and Produce.
- E. B. BLACK COMPANY, Furniture and Undertaking.
- THE STAR THEATRE, Motion Pictures Every Night.
- THE HEREFORD BRAND, Subscriptions.

Nomination Coupon

(Good For 5000 Votes)

I NOMINATE

M _____

P. O. Address _____

In the Merchants and Publisher's Trade Campaign Contest for Hereford

Signed _____

The Hereford Brand

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

Address all communications to
THE HEREFORD BRAND

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

Subscription Price \$1.00 Per Year,
Strictly in Advance

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

ANNOUNCEMENTS.

Deaf Smith County Offices:

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

For Sheriff and Tax Collector:

R. W. (Bob) BAIRD

For Tax Assessor:

C. P. (Phil) ARTHUR

For Treasurer:

ROSCOE DAVIDSON

Castro County Offices:

For Sheriff and Tax Collector:

GEO. T. LYNCH

TO THE CITY COMMISSIONERS.

There is nothing so cheap as advice, but it is often expensive when accepted. It is like medicine; easy to dose out, but hard to swallow. The Brand, however, by these presents, will side-step its usual "peace-at-any-price-course" and set down a bit of warning. You, the mayor and commissioners, have taken upon your shoulders the grave responsibilities of administering the affairs, business affairs, of the city. Under the change of systems and the peculiar conditions accompanying the change, your offices will be more difficult to fill; in fact, the success or failure of the commission form for Hereford rests with your administration. The affairs of the city must be attended to in a business like manner, economically administered as to running expense, but not of the "penny wise and pound foolish" sort. Tax payers, as a rule, do not object to the amount of taxes they

PLANTS—PLANTS

Cabbage, Tomato, Sweet Potato and
Pepper Plants. Ask for prices.

ROSWELL SEED CO., ROSWELL, N. M.



The New Summer Style Book

Two thousand illustrations
32 full page fashion pictures
A pattern free with each book
At the pattern counter

GEO. A. STAMBAUGH
The Cash Store

must pay, but rather to the returns they receive; a small tax wasted is as much a political maladministration and a moral crime as a large tax grafted. This is not meant as an insinuation, but as a principle of action. Now, as the smoke of the political battle has lifted and the horizon is again clear, the commission should set itself to earnest work and study their duties as officers. The Brand believes the people voted in favor of the commission because they were convinced that the running expenses could be reduced and that a reduction in taxes would follow. Another thing, The Brand believes in publicity and the people have a right to know the details of every step taken by the Commission in the transaction of the business of the city. This includes an itemized statement of the receipts and expenditures of the public funds. A monthly report, published, would not be amiss, and a quarterly report is a necessity. You are the trusted stewards of the people's business, see that you serve them well.

It occurs to The Brand that the expense of \$100 per month to maintain the fire department is rather too large for a town the size of Hereford. The Commission is invited to study the situation and determine some way of lowering this expense without reducing the efficiency of the department. A question: Does the present system of fire fighting give the business part of town any cheaper insurance rates?

Cerebro Spinal Meningitis.

Cerebro Spinal Meningitis is in the Panhandle not far from Hereford. We have all the medicines recommended by authorities as preventives. Hadn't you better supply yourself with these and be on the safe side? Act before its too late. Corner Drug Store.

Parrott Paragraphs.

Mr. and Mrs. R. F. Metcalf and family spent Sunday with Mr. and Mrs. J. F. Hacker.

Mr. Guthrie and Miss Gladys Hacker went to Hereford Monday.

Alva Metcalf went home from school with Mable Hacker Thursday night and stayed all night.

Mr. and Mrs. A. J. Miller returned home Wednesday.

Miss Hazel Hacker and Alva Metcalf called on Mrs. Grover Sanders Sunday afternoon.

Miss Mable Hacker accompanied Miss Wagner home from school Tuesday night.

B. F. Neely and sons took dinner with R. S. Neely Sunday.

Tom Shepard and Miss Gladys Hacker called on Miss Lely Edwards Sunday afternoon.

Mr. Burnam of the I O ranch and Grover Sanders were callers at R. S. Neely's Sunday.

Jack.

Don't fail to see D. R. Gass & Son's showing of new styles in Men's Oxfords and Ladies' Slippers. 1t

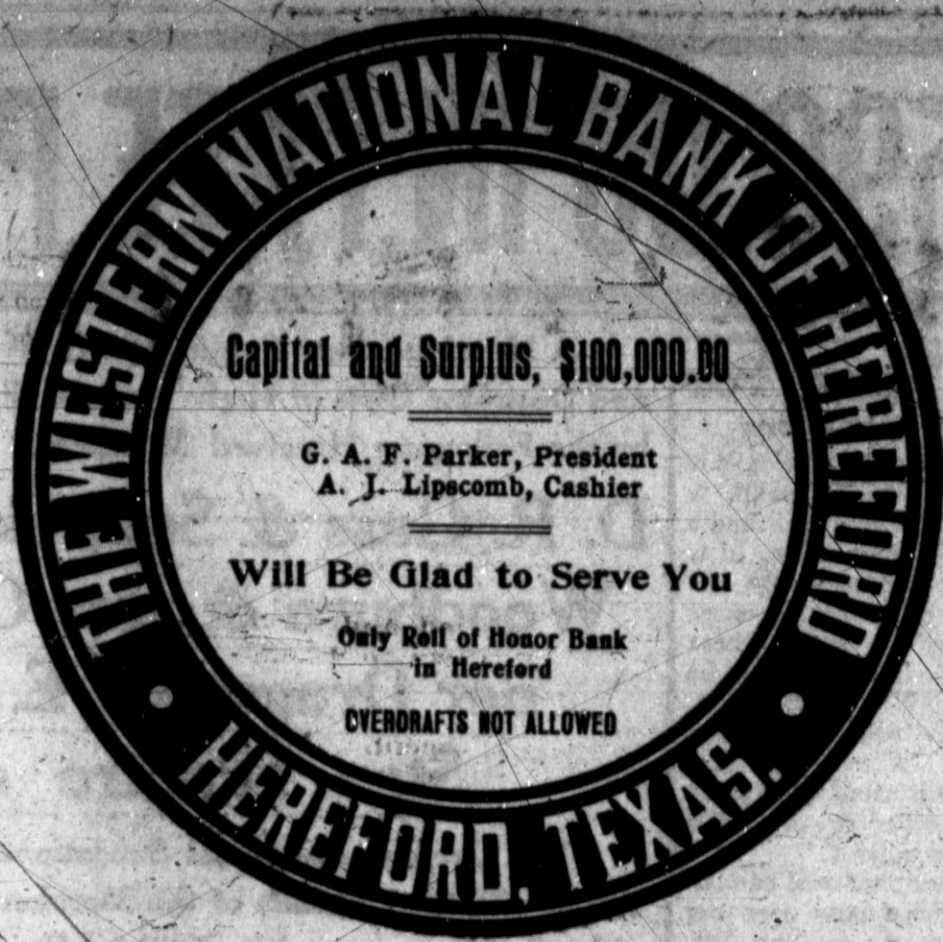
Shiloh 50th Anniversary.

Last Saturday and Sunday was the 50th anniversary of the battle of Shiloh. Many of the Confederate camps observed the day with appropriate exercises. E. T. Woodburn of our city was in this battle and remembers well the events of the three days.

Sells Hogs at Top Notch.

W. B. Miller shipped 101 head of hogs to Fort Worth last week and sold them at 8c, the top of the market. They averaged 162 pounds.

C. F. Kerr, J. R. Hastings, W. R. Woodburn, M. M. Cowser, C. E. McLean, John Flanagan, R. A. Holland, J. D. Dulee, E. M. Kimbrough, B. D. Woodlee and Harvey Cash, all of Dimmitt, came up today by auto to attend the funeral of J. D. Bourn.



Notice.

The public is hereby notified that Mr. Chas. Purcell will have charge of the city pound, and will collect all fees, etc., pertaining to that office. Phone No. 32.

R. P. BRAZIL, city marshal.

10-3t

You will certainly lose money if you fail to figure with Kemp on your lumber bill.

10-3t

T. W. Tolbert, T. E. Fowler and Ned Bartlet, all of Bartlet, Texas, came in today by auto, having been about a week on the road. They are taking a look at the shallow water belt of the Plains. Mr. Tolbert and Ex-sheriff Ed. F. Connell are brother-in-laws.

YOU'LL LIKE HEREFORD!

Rev. J. M. Sherman was called to McGregor, Texas, Sunday afternoon to conduct the funeral services of the wife of a former steward in his church at that place. He will return by way of Clarendon and attend the educational rally in the interest of the Clarendon College.

Just in, a car of the best stock salt in Hereford. Hughes Grain Co.

9-2t

We have on track now a car of Gallup Nut Coal. This coal is the most satisfactory cooking coal we can procure. Price \$5.75 to nesters. E. W. Harrison:

1t

Atty. Carl Gilliland returned Monday from Oklahoma where he had been to attend the funeral of his mother.

GOOD STUFF—A lot of 14-year old pure grape vinegar and some nice California strained honey for sale. J. B. Elliston. 1t

You can get expert corset advice FREE from now until April 13th, at D. R. Gass & Son's where Miss Newhart of Kalamazoo, Mich., will demonstrate the Famous American Beauty Corset. 1t

Buy your lumber at Kemp's and save money. 10-3t

Dad Woods, who has been at Crosbyton for some weeks helping the boys straighten the hardware business, is back at his old stand with the Warren Hardware Co.

When you need your discs and plow points sharpened see Barnhart & Rice. 1tp

THE FIRST STATE BANK

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

AND TRUST COMPANY HEREFORD TEXAS

Want Ads 5c Per Line—Try One



Every gallon pays a big dividend

There's as much difference between sprayed and unsprayed vegetables as there is between those grown on good and poor soil. A gallon of spray material costs only a few cents, but the increase in the value of vegetables sprayed with it amounts to dollars. Try spraying as an investment.

S-W BORDEAUX MIXTURE (PASTE) is a widely used fungicide for garden use, put up in convenient paste form. This preparation is particularly effective in checking mildew and other fungus diseases. S-W Bordeaux is easily prepared as all that is needed is the addition of water and it is ready to use. Retains its strength indefinitely.

Corner Drug Store



Local and Personal

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

Headquarters for field seeds. E. W. Harrison. 9tf

Robert Elliott spent Sunday in Hereford with home folks.

We have plenty ice. Hereford Ice Co. 6tf

Born—To Mr. and Mrs. W. L. Davidson, Tuesday, April 2, a boy.

See A. M. Jones for Fire Insurance. 9tf

If you have anything to sell or exchange see Gough & Barnett. 9-3t

J. G. Callens left Wednesday for a short stay at his home in New Mexico.

Big shipment fresh candies just received at Hereford Bakery & Confectionery. 8tf

Joe Killough, after a hard fight, is up again and will rusticate on the ranch for a few weeks.

Pure red top corn seed at Hughes Grain Co. 9-2t

Big reduction on all Pattern Hats Friday and Saturday. Mrs. A. B. Crump. 1t

Rev. Purcer was at Bovina a part of this week assisting Rev. G. T. Bailey in a protracted meeting.

Cotton seed meal will advance in price 10c per sack May 1st. E. W. Harrison. 9tf

Walter Dunlap, son of Eli Dunlap, has gained 4 pounds since his return from the Temple sanitarium.

Mrs. A. B. Crump will price pattern hats Friday and Saturday at from \$3.50 to \$10. 1t

Ben Hubbard left yesterday morning for Frederick, Okla., on business for a few days.

A good buggy whip Free with every 75c package Seneca Stock food. Hughes Grain Co., The Cash Store. 9tf

James Leftwich of Farwell stopped off at Hereford Wednesday on his return from Amarillo where he sold a bunch of nice steers.

Car Rock Salt in transit \$9.50 per ton to nesters who take a ton or more. E. W. Harrison. 9tf

Judge C. F. Kerr of Dimmitt was in Hereford Wednesday on business

Fresh chocolates and marshmallows at the Hereford Bakery & Confectionery. 8tf

Mr. and Mrs. Al McIntosh of the north part of the county were here Tuesday.

Just arrived, a car of alfalfa hay. Hughes Grain Co. 9-2t

Chas. Cogdell returned Sunday from A. & M. College where he has been taking the electric course.

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

Home grown dwarf maize seed and shumak sorghum seed for sale. Curtis & McNeerney. 8-4tp

W. R. Evans returned Wednesday night from a business trip to northern Illinois.

Just received a car of the best stock salt in Hereford. Hughes Grain Co., The Cash Store. 9tf

Rev. W. M. Baker and Allan Bell leave today for Memphis to attend a meeting of the Presbytery. They will be absent over Sunday.

D. R. Gass & Son can show you the very newest styles in Men's Oxfords and Ladies Slippers. 1t

J. M. Stratton of Des Moines, N. M., who has been visiting his daughter, Mrs. Edgar Johnson, left Wednesday afternoon for his home.

This is the time of the year when you need to feed your horse or cow some Stock Food. Buy a 75c package from Hughes Grain Co., and get a good buggy whip Free. 9tf

O. J. Beene, who has been down in Texas on the farm has "laid by his crop" and returned to the Panhandle to make a living. He came Wednesday night.

Just received a line of new shapes in white, champagne and black Neopolitan braid at Mrs. A. B. Crump's Millinery Parlor. 1t

The Corner Drug Store front was brightened up this week by a liberal application of black and yellow paint. Savage and Forrester did the job.

Gough & Barnett will sell you "what you want, where you want it and when you want it." Try them. 9-3t

Easy Way to Cure a Cold

It will pay you to keep Nyal's Laxacold handy—it cures a cold in such a hurry—is so easy to carry that it's unnecessary to neglect treatment. You are not obliged to take many tablets before the cold disappears—it's absolutely no trouble to take them—no time lost and the treatment is not interrupted.

NYAL'S LAXACOLD

Being free from quinine you experience no unpleasant effects—relieves the fever and pains in the head—acts directly on the catarrhal conditions and relieves you of this unpleasantness.

35 Tablets—Enough For Several Colds—25 Cents

Absolutely tasteless—can be taken without water.

Whatever a good drug store ought to have—and many things that other drug stores don't keep—you'll find here. Come to us first and you'll get what you want.

E. T. WOODBURN & SON

"The Nyal Drugstore"

Concert.

A concert will be given Friday evening, April 19th, at 8:30 o'clock at the Presbyterian Church by the Ladies' Glee Club of Hereford under the direction of Mrs. H. B. Stephens. Admission 15c and 25c. One-fourth proceeds go to High School Library. 1t

No Calomel Necessary

The injurious effect and unpleasantness of taking calomel is done away with by Simmons' Liver Purifier, the mildest known liver medicine, yet the most thorough in action. Put up in yellow tin boxes only, Price 25c. Tried once, used always. 9-4t

Fishing Time Again

The big fish are anxious to be caught and we have the formula. Come by, let us fit you out and then go get your fish.

We have lines for the little Perch or the big Bass. Our best linen and silk lines test 38 lbs. Our assortment of hooks is complete. Anything from a tiny Perch hook to the best Bronze Bass hook. Flies, Frogs, Dowagiacs, Spoon Hooks, Chain Stringers, Buckets, Cane and Bamboo Jointed Poles. In short anything you need for a fishing party.

BETTS-CLARK, Druggists

ANOTHER BIG REDUCTION IN PRICES

As a special inducement to those who are in the GRAND PRIZE CONTEST, and for those who have special friends in this and all others particularly interested in buying high grade and dependable lines of furniture extraordinarily cheap, we are making especially low prices on every article of Furniture, Floor Covering, Wall Paper and Sewing machines in our house. If you anticipate the need of anything in our line this spring it will be greatly to your advantage to make your purchases now. We list only a few of the many bargains we have to offer.

Mattresses

\$25.00 Sealey Mattresses, Special Price	\$20.00
18.75 Mayflower Sanitary, (made like Sealey) Special Price	15.00
16.50 Columbian Sanitary, (made like Sealey) Special Price	12.50
8.00 All Cotton Roll Edge Mattress, Special Price	6.50
7.00 " " " " " " " " " " " "	5.00
4.75 Combination Mattress, Special Price	3.75

SPRINGS AND BEDS

\$ 6.50 Steel Frame Fabric Springs, Special	\$ 5.00
7.50 Famous "L-P" Steel Slats, Special	6.00
3.85 " " Single Cone " " "	2.75
14.75 2 inch Pillow Iron Bed, Special	11.00
12.50 1 1/2 " " " " " " " " " "	10.00
6.00 Very Fine Iron Bed, Special	4.75
4.50 Good Iron Bed, Special	3.50
3.75 Good Iron Bed, Special	2.50

See us for Parlor, Library and Dining Room Furniture—Extraordinary values in these. Also Art Rugs, Linoleums and Straw Mattings. REMEMBER TICKETS GO WITH CASH PURCHASES.

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

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

HEREFORD, TEXAS
DAY PHONE
Number fourteen

Hurley Items.

The copious showers the last week have given the earth a coat of verdant green.

Stock has come through the winter well and with the early grass stockmen are rejoicing.

E. E. Owens of the Clovis Studio was over and took some excellent views of the Hatfield irrigation plant.

Jas. Johnson of Dorchester, Neb., with two of his sons arrived at Hurley last week and moved into their bungalow on Monroe St. Mr. Johnson Jr., will farm a part of Sec. 42, Bk. Y. We welcome these people to our midst.

The annual school election held Saturday at the Mardis school house was well attended. E. H. Buhrman was elected to succeed Mr. Brunk.

Every one is busy stirring the ground for another crop. Oats are coming up nicely, wheat is looking fine and promises a good crop.

The Hibberd well has been completed and the machinery is on the way and will soon be installed. The machinery consists of a 25 H. P. two cylinder engine and a 6-inch centrifugal pump with a capacity of twelve hundred gallons per minute. Let the good work go on.

Harry Wilterding has been bailing hay for Louie Geisert this week.

Considerable house moving has been going on about Hurley the last week.

The meeting of the Hurley Commercial Club was well attended last

week and plans were laid for more extensive advertising.

Several of the farmers are going to work land under the direction of the Santa Fe demonstrators, Messrs. Bainer and Johnson. We predict there will be something good to look at raised by them this year.

Wm. Gates and family from Glendale, Colo., arrived at Hurley Saturday evening and are visiting with Mr. and Mrs. Metsker. They are pleased with the Hurley country.

Hurley Hustler.

YOU RISK NO MONEY.

Our Reputation and Money Are Back of This Offer.

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

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

We urge you to try Rexall Orderlies at our risk. Three sizes, 10c., 25c., and 50c. Remember, you can get Rexall Remedies in this community only at our store—The Rexall Store, Corner Drug Store.

Coal Notice.

Don't buy much coal now, I'll put on storage price soon. It will be so cheap. Listen for the news. E. W. Harrison. 9tf

DEEP FALL PLOWING IS BEST

Not Only Necessary for Sugar Beets, but Might Be Worked to Advantage With All Other Crops.

All our best farmers have long since come to a conclusion as to the necessity of deep fall plowing for sugar beets and the rule might be worked for all the other crops and we would still be ahead of the game. When beets are to go in on spud land on which the potato digger has done its awful work there is no necessity for plowing, but on other land a depth of six or eight inches should be the minimum and subsoiling from four to six inches below that will be found advantageous, and this country has never yet bought enough subsoil plows nor are they used as much as they were 20 years ago. Plowing around the field should be avoided. Where land is arranged for the furrow method of irrigation and the ordinary plow used the direction should be only with the slope. Plowing at right angles to the slope will leave the dead and back furrows in the field in such position that even if smoothed over by cultivation they will prevent a uniform flow of water through the furrows. This plowing should be left in the rough so that the soil may be well aerated and be able to catch and retain snow or rain without drifting or run off. On land which is checked the direction of the plowing is not so essential except as it affects permanent ditches. Fields that have been winter irrigated must be thoroughly cultivated after watering so as to retain the moisture applied, for the spring winds levy a great tax on evaporation and we are looking for a good many hard blows this winter. The corrugator is a good thing, but alas, so few of us have corrugators and the iron foundries are not turning them out when it would be so simple to do so.

FARM NOTES.

Cull out the litters closely. A case of eggs holds 30 dozen. The right kind of a hay loader is as good, or even better, than a hired man.

Renew all broken panes in the poultry house and see that the door works snugly.

The calf, too, likes salt as well as older cattle, although only a small amount is necessary.

Sowing barley with winter wheat as a means of protecting it for winter has proven unsuccessful.

A couple of waxed ends kept handy will save many a precious moment when the harness breaks at the wrong time.

If you want to drive the birds away keep a lot of cats around the place—but remember that the cats do not eat many insects.

Do not wait until the bolts on the buggy begin to rattle off, but keep them tight all the time—it may save a bad accident.

A hive of bees will supply all the honey the family needs and besides pollinize the fruit. Nothing pays better in a small way.

If you will allow stagnant water to stand around the place sprinkle the surface with kerosene once a week. It will kill the mosquitoes.

If you must use the wagon harness for field work take off the backbands and substitute a broad band of plain leather for comfort and lightness.

No use to put a mortgage on the place to buy an automobile. Two hundred hens will furnish the money, though you will have to wait a year or two.

Ducks do not like whole grain, but prefer soft food. When winter approaches they may be fed twice a day, at night adding animal meal or cooked meat.

It is not necessary to drain the silo proper, but it should stand on dry ground and it is a wise precaution to run a drain tile around it two or three feet from the foundation.

Mulching Celery.

It is hoped that a large number of our readers will try growing celery by mulching this year. Commercial growers who use this system almost invariably apply fresh horse manure as the mulch, says the Baltimore American. It is placed between the rows immediately after transplanting and at the ratio of 40 or 50 tons per acre. This means a covering of three or four inches of manure, which will conserve moisture better than a fine soil mulch.

Young Goslings.

Goslings are easily affected by the cold and damp, so it is best to wait until the weather has become fairly warm before they are brought out.

Many goslings die from sunstroke and they should always be provided with plenty of shade and water.

If there is no stream near the breeding farms set tubs in the ground on a level with the surface and keep them filled with clean water.

Call and see my choice maize, kaffir, cane and millet seed. E. W. Harrison. 10tf

SATISFIED CUSTOMERS ARE WHAT WE WANT

We are giving 100 cents worth of absolutely First Quality Groceries to the dollar.

We want you to count quality and service as well as cents when you buy Groceries.

We sell only such edibles as we can stand back of.

We ask you to compare our Prices and Goods with any reliable Grocer's.

Nationally known goods are what we sell you at the same prices others ask for cheap unknown goods.

HOMER WILKINSON

CLEAN GROCERY

PROMPT SERVICE

TELEPHONE NO. 81

CANADIAN VALLEY LAND CO.

We own and control large tracts of land.

We can fit you up and on easy terms if you want a home.

If you have land or property to exchange see us.

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

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

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

GEO. F. CAYLOR

GENERAL MANAGER

Hereford,

Texas

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



YOU

are cordially invited to call and see my large line of Fine Imported Woolens. They will convince you that I can please you in both quality and price.

J.A. Snyder

THE TAILOR

322 Main St. Hereford, Texas

NO BETTER WINDMILLS ARE MADE THAN THE STAR AND LEADER MILLS

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

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



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

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

HARDWARE AND IMPLEMENTS.

MAKE OUR STORE HEADQUARTERS

GARRISON BROS.



ASHBROOK & DALE

WRITES ALL KINDS OF

FIDELITY AND SURETY

BONDS

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.

Gave Up Hope
 "I suffered five years, with awful pains, due to womanly troubles," writes Mrs. M. D. McPherson, from Chadbourn, N. C. "They grew worse, till I would often faint. I could not walk at all, and I had an awful hurting in my side; also a headache and a backache.
 I gave up and thought I would die, but my husband urged me to try Cardui, so, I began, and the first bottle helped me. By the time the third bottle was used, I could do all my work. All the people around here said I would die, but Cardui relieved me."
TAKE CARDUI The Woman's Tonic
 For more than 50 years, Cardui has been relieving woman's sufferings, and making weak women strong and well. During this time, thousands of women have written, like Mrs. McPherson, to tell of the really surprising results they obtained by the use of this purely vegetable, tonic remedy for women.
 Cardui strengthens, builds, restores, and relieves or prevents unnecessary pain and suffering from womanly troubles. If you are a woman, begin taking Cardui, today.
 Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn. for Special Instructions, and 64-page book, "Home Treatment for Women," sent free. J 48

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

L. R. Cox
 Real Estate and Pumping Machinery
 Associated with the G. E. Green Machinery Company, Plainview, Texas.
 I handle the Shallow Water Lands. Estimates furnished on complete installation of Pumping Plants. Machinery handled in car lots convenient to repairs. Results guaranteed.
Hurley, Texas

THE HEREFORD BRAND AND THE DIMMITT PLAINSMAN BOTH ONE YEAR FOR \$1.50
 These two papers fully cover all the important Local and Development News of Deaf Smith and Castro Counties.
ADDRESS BRAND PUBLISHING CO., HEREFORD, TEXAS

Sprained Back
 Sprained back and sore muscles throw of their soreness when Hunt's Lightning-Oil is applied. For relieving pain of any kind there is nothing better, and those people who have tried it for Neuralgia and Rheumatism are loud in its praise. For wire cuts Hunt's Lightning Oil is especially fine as it takes away the inflammation and causes rapid healing. 25c and 50c bottles. 9-4t
A Brand Liner will rent that room for you—5c a line.

Don't be surprised if you have an attack of rheumatism this spring. Just rub the affected parts freely with Chamberlain's Liniment and it will soon disappear. Sold by all dealers.
Has Shipped Cars of Farm Products.
 The capital city of Armstrong county has shipped since July 15, 1911, up to date, 304 cars of oats, 8 cars of wheat, 46 cars of hays, 39 cars of kaffir, 114 cars of maize, 161 cars of cane seed, and 128 bales of cotton. Is there another county of Texas that can make a better showing in proportion to the farms and population? The Claude News carries the above information as a regular head line.

WHATS THE REASON

Many Hereford People in Poor Health Without Knowing The Cause

There are scores of people who drag out a miserable existence without realizing the cause of their suffering. Day after day they are racked with backache and headache; suffer from nervousness, dizziness, weakness, languor and depression. Likely the kidneys have fallen behind in their work of filtering the blood and that is the root of the trouble. Look to your kidneys, assist them in their work—give them the help they need. You can use no better remedy than Doan's Kidney Pills.

Below is grateful testimony from a sufferer in this locality:
 Mrs. A. E. Whited, 201 N. Fillmore St., Amarillo, Texas, says: "Doan's Kidney Pills have been so beneficial to us that I feel justified in recommending them to persons afflicted with kidney trouble and lame back. I can say that this remedy can be relied upon to correct difficulties, caused by weak kidneys."

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.

Hereford Will Clean Up.
 With the approach of permanent warm weather Hereford should have a complete and thorough cleaning. The streets, alleys and vacant lots should be clean from everything that presents an unlikely picture or tends to breed diseases and microbes. The common old pesky house fly should be fought and swatted early and late, the earlier the better. Every one killed in the beginning of "fly time" will forever prevent the hatching of 'steen billion. The city authorities will, no doubt, see that the livery stables, grocery stores, restaurants, hotels and printing shops clean up their premises and keep them clean.

Stands Ahead
 There is something about Hunt's Lightning Oil that no other liniment possesses. Others may be good, but it is surely the best. It does all you recommend it for, and more. For sprains, cuts, bruises, burns, aches and pains it has no equal on earth. It stands head on my medicine shelf. Very truly yours,
 T. J. Brownlew, Livingston, Tenn. 25c and 50 bottles. 9-4t

At the Methodist Church.
 The Sunday School at the Methodist church conducted the Easter services. After the regular opening exercises and a short study period, a special program was given, the program consisting of music and recitations. A special number was rendered by a quartette of voices. There were 160 present at Sunday school. At the 11 o'clock services, Rev. J. M. Sherman, the pastor, delivered a splendid sermon, using the events of the resurrection of Christ as his subject. A large congregation was present.

Our Altitude.

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

WANT ADS

MISCELLANEOUS WANTS

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

MONEY TO LOAN—On Panhandle Lands. J. B. Farley, 800 West 22nd street, Austin, Tex. 10-2tp

WANTED—TO borrow \$1,000, 3 years, 10 per cent; ample security. For name and particulars call at Brand office. 10tf

FOR LEASE—Sections Nos. 9 and 11 in block K-4. See Suggs & Jones. 9-7tp

WANTED—25 families to get their washing done at 25 cents per dozen at the laundry. G. E. Weaver. 9tf

LAND WANTED—Missouri farm, an Iowa hotel, newly built, for sale or trade for Panhandle land. Address Box 128, Hereford, Texas.

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

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

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


FOR SALE—Seven yearling steers, fine registered Hereford cows, one registered Hereford bull. One 3 year old saddle and driving horse. Hays Bros. 9-2t

SEED—200 bushels good, clean shumac sorghum seed for sale at \$1.50 per bushel. J. W. Ford, 20 miles north of Hereford and 9 miles south of Vega. 9-4tp

FOR SALE—Three acre block with good 7 room house, barn 24x30 with feed loft, plenty of large fruit trees, well and windmill, elevated tank, water piped to barn lot, also into house, well house and other improvements, splendid location, only six blocks from stores. A bargain for quick sale. See C. O. Lee. 10tf

Why He Was Late.
 "What made you so late?"
 "I met Smithson."
 "Well, that is no reason why you should be an hour late getting home to supper."
 "I know, but I asked him how he was feeling, and he insisted on telling me about his stomach trouble."
 "Did you tell him to take Chamberlain's Tablets?"
 "Sure, that is what he needs." Sold by all dealers.

HEREFORD NURSERY
 Choice Fruit, Shade and Ornamental Stock. Write for Catalogue today.
L. P. LANDRUM, Proprietor


PLAINVIEW and return, \$3.40, April 8, 9 and 10. Limit, April 13.
MEMPHIS, TEXAS, and return, \$5.60, April 11. Limit, April 16.
DALLAS and return, \$74.30, April 21st. Limit April 27th.
MACON, GA. and return, \$26.10, May 3, 4 and 5. Limit, May 15th and June 5th.
E. R. READ, Agent

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

Professional and Business Cards

WM. M. KNIGHT JWO. P. SLATON
KNIGHT & SLATON
 ATTORNEYS
 First National Bank Bldg
 Hereford, Texas.

Jno. C. North L. W. Davidson
NORTH & DAVIDSON
 Attorneys at Law
 Hereford, Texas
 Office in First State Bank Building

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

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

C. O. LEE
 Dealer in
REAL ESTATE AND ALL KINDS OF INSURANCE.
 Notary Public 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

Finds Cure for Epilepsy After Years of Suffering

"My daughter was afflicted with epileptic fits for three years, the attacks coming every few weeks. We employed several doctors but they did her no good. About a year ago we heard of Dr. Miles' Nerveine, and it certainly has proved a blessing to our little girl. She is now apparently cured and is enjoying the best of health. It is over a year since she has had a fit. We cannot speak too highly of Dr. Miles' Nerveine."



MRS. FRANK ANDERSON,
 Comfrey, Minn.
 Thousands of children in the United States who are suffering from attacks of epilepsy are a burden and sorrow to their parents, who would give anything to restore health to the sufferers.

Dr. Miles' Nerveine
 is one of the best remedies known for this affliction. It has proven beneficial in thousands of cases and those who have used it have the greatest faith in it. It is not a "cure-all," but a reliable remedy for nervous diseases. You need not hesitate to give it a trial.
 Sold by all Druggists. If the first bottle fails to benefit your money is returned.
MILES MEDICAL CO., Elkhart, Ind.

A Popular Boy's Style



The suit we picture here is one of the many bays suits we are showing in our spring line.

Fancy mixtures in very neat patterns.

Double breasted coat and knickerbocker pants

Price \$5 to \$10

We can show you a great deal better than we can tell you here.

H. C. Myrick

GIVE YOUR LIVER

A FAIR CHANCE

Stop Drugging It With Calomel; Dodson's Liver Tonic, a Vegetable Liquid Medicine, Works Without Harm.

If your liver stops working it is a mistake to try to whip it into action with doses of calomel.

It's so much simpler and safer to cure your liver troubles with the pleasant tasting liquid, Dodson's Liver Tonic. You can get a large bottle at Betts-Clark drugstore for fifty cents and every member of the family can use it. Dodson's Liver Tonic is an all vegetable liver medicine that starts the liver to act within a few hours and has no bad after-effects. No restriction of your habits or diet necessary.

Betts-Clark guarantees it to be a perfect substitute for calomel and will give you your money back if you are not pleased with the medicine.

Get a bottle instead of calomel next time.

Judge Gough, former citizen of Hereford, while here on business this week stated that he finds a fine go-forward spirit prevailing at Hereford and in strong contrast to the feeling that existed here some months ago. He further stated that every where his business took him, he heard talk about the irrigation at Hereford. While here he visited the Renfro well.

An Easter Festival.

"The time for the singing of birds has come" and with it new life in everything. Since King Winter has begun to descend from his throne that a king of a warmer nature may reign for a little season the people of the once called Pilot Knob community have caught the spirit and feeling of the change and have put aside those selfish wintry feelings and donned those of spring; as one could have readily seen had he been present at the joyous Easter festival at W. L. Valentine's, April 7. Seven families, with abundantly filled baskets, gathered at the Valentine home about 10 o'clock and more joy and gladness was never exhibited at any gathering, and right here we may add: If there be a "knocker" in this part of the Panhandle, "go mark him well, etc." for if he could have partaken of that sumptuous feast, which was displayed on schedule time, and have absorbed one ray of happiness and good will which was radiated by each one present, young and old alike, he would never again have "knocked," not even in a whisper, about hard times, but would have shouted prosperity in thundering tones. After all had feasted sumptuously of the delicious dinner prepared by the good ladies, who proved to be artists of great ability in the culinary line, there was great merriment enjoyed by all, occasioned by the big Easter egg hunt arranged for the children. Young and old took part in the sports of the children during the afternoon. There were thirty-four guests and such a jolly crowd it has not been our pleasure to mingle with for some time past. All were prone to cease the joy and merriment when time came for the departure of the guests, but joined in one accord in pronouncing Mr. and Mrs. Valentine host and hostess of rare ability. We hope to have more of these good times. Pass them along. A GUEST.

New shipment, very latest styles Men's Oxfords and Ladies' Slippers at D. R. Gass & Son. 1t

County Court.

This court met in session Monday, April 1, with Judge C. D. Wright presiding, and several cases have been disposed of up to the present date. Five cases have been dismissed and several jury cases tried.

J. W. Alexander vs. P. & N. T. Ry., suit for damage, jury verdict for plaintiff, \$90.00.

F. P. Potter vs. H. B. Webb, suit for commission, verdict for defendant.

W. B. Davis vs. C. E. McClure, suit for debt, jury verdict for plaintiff for \$337.50.

L. A. Pierce vs. D. R. Gass, suit for commission, verdict for defendant.

The Commissioners' Court will meet Monday, April 22, to receive annual report of tax collector and to make annual settlement.

Society

AN EASTER TEA.

One of the very charming affairs of the season was the Easter tea given on Friday afternoon of last week by Mesdames Emmett Cardwell and D. A. Shirley at the home of the latter. Notwithstanding the wind and April showers, many ladies responded to this invitation. The receiving rooms, redolent with spring flowers, were quite pretty in the soft light of many candles. In the parlor Easter lilies and white carnations with ferns were used effectively, while the dining room was particularly attractive in a color scheme of white and violet. In the center of the handsomely laid table a large bowl of violets rested on a reflector bordered with graceful springer fern in which Easter bunnies cunningly nestled. The candle shades were of violet. Mrs. A. M. Jones presided at the tea table and was assisted by Mesdames Snyder and Stanberry. Mrs. W. H. Morris presented each guest with a bunny as a favor. Musical numbers were given by Mrs. H. B. Stephens, Miss Gallaber and the Misses Lambert. Others who assisted Mesdames Cardwell and Shirley were Mrs. B. S. Arnold and Misses Mary and Johnnie Bourn.

AN EGG HUNT.

A very happy little party of friends at the home of Rev. and Mrs. W. M. Baker gathered Saturday afternoon and enjoyed an Easter egg hunt. The members of William Baker's Sunday school were the guests with a few neighbor boy and girl friends. Little Miss Frankie May, assisted by her mother, prepared the eggs, and at the close of the romping play, served light refreshments.

Found Girl's Name.

Today while making the press run for this issue of the Brand, Pressman J. E. Henderson's eagle eye caught the name of some young lady written on the blank white paper. The sheet was found near the center of a bundle bought from the Southwestern Paper Company of Dallas. The sheet was examined after it had been through the press and the name was found to be "Miss Edith Wilton, Deferiet, N. Y." This sheet will be sent to the young lady, and, if it has not been too many years since she penciled her name, she may be invited to come to Texas.

Pay Taxes and Save Penalty.

In order to encourage the prompt payment of delinquent Taxes, it is hereby

Resolved, that the Clerk is hereby instructed to advertise that no penalties or costs will be added to any delinquent taxes due the city which are paid on or before May 10th, 1912 in cash.

1t City Board of Commissioners.

Ramsey Club.

A Ramsey Club is in process of organization. A petition has been placed at Woodburn's drug store where all who wish to join may sign up. A meeting will be called for Saturday, April 20, when a permanent organization will be effected. If you want to encourage the Club, sign your name and show your colors.

For Sale.

A few good milch cows, including a high grade Jersey. Also a spotted Shetland pony.

2tp W. S. Williams.
Next Sunday at Baptist Church. The sermon for the morning will treat the subject, "The Conqueror's Weapon," at night, "God's Directions to the Penitent." All are cordially invited.

A. M. Jones represents several first class Fire Insurance Companies. See him. 9tf

B. J. Park, father of W. B. Park, paid this office a visit while here last week.

Don't fail to see the new shapes just received at Mrs. T. N. Heifner's. 1t

T. D. Gee of Estelline stopped at Hereford on his return from Mexico to visit with relatives.

Best candy values in town at Hereford Bakery & Confectionery. 8tf

Judge and Mrs. L. Gough spent Easter Sunday in Hereford and visited with friends. They returned to Crosbyton Wednesday.

Barnhart & Rice wants to sharpen your discs and plow points. Bring them in today. 1tp

Capt. S. Cooper of Parker county is in the city visiting with his longtime friend, E. T. Woodburn. Mr. Cooper also visited his son in Castro county.

New Men and Women's Low Cut Shoes at Gass & Son's. 1t

Mrs. B. S. Arnold left yesterday to attend a meeting of the Presbytery at Memphis, Texas.

Mrs. Heifner has some unusually pretty hats she wants you to see. 1t

Clean, heavy oats at Hughes Grain Co., at 75c per bushel Cash. 9-2t

D. L. McDonald is in Plainview today on business.

Kemp will save you money on glass, points, etc. 10-3t

W. B. Beach returned yesterday morning from a week's stay in the eastern Panhandle.

When you need a carpenter phone 98. 10-3t

A. M. Jones writes Fire Insurance and would like to have a share of business. 9tf

Rev. J. M. Sherman returned from McGregor and Clarendon today on the 9:55 train.

We sell and exchange land every where. Some good bargains in Illinois, Missouri, Kansas, New Mexico and Texas. Gough & Barnett. 9-3t

Good clean, heavy oats at 75c per bushel Cash. Hughes Grain Co. 9-2t

The best stock salt in town at Hughes Grain Co. for cash. 8-2t

The Brand editor has a very kind invitation from Mr. and Mrs. Vannoy of McLean to make their house his home while attending the Panhandle Press Association which meets in their city this week.

Remember that the American Beauty Corset Demonstration at D. R. Gass & Son's will last until April 13th. You are extended a cordial invitation to call. 1t

See our window display of pattern hats at Geo. A. Stambaugh's. Special Prices Friday and Saturday. Mrs. A. B. Crump. 1t

Mrs. J. M. Boone returned from a visit at Plainview Thursday night. She was accompanied by Mrs. Frank Barrow, who will visit in Hereford for a few weeks.

"My little son had a very severe cold. I was recommended to try Chamberlain's Cough Remedy, and before a small bottle was finished he was as well as ever," writes Mrs. H. Silks, 28 Dowling Street, Sydney, Australia. This remedy is sold by all dealers.

If it is used in building, we have it. R. H. Kemp Lumber Co. 10-3t

Barnhart & Rice wants your general blacksmithing work. 1tp

C. D. Miller of Mobeetie, Texas, was here this week and traded for 200 acres of land near town.

Prof. and Mrs. G. W. Harris were shopping in town Wednesday.

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

Ferdinand Schlessner of Evansville, Indiana, and his two sons have come to the Hereford country to engage in the business of farming. They visited this office Wednesday morning and examined into the mysteries of the print shop.

We have in transit a car of the Famous Gallup Cooking Coal, \$5.75 to nesters. E. W. Harrison. 1t

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

W. Elmer Dameron is in receipt of a letter from Judge Ramsey of Cleburne, candidate for governor, that it will be impossible for him to speak at Hereford on his first trip to the Panhandle, but intimates that later he may be able to visit Hereford.

Mr. and Mrs. R. H. Barnett have returned to Hereford after an absence of nearly a year in East Texas and Oklahoma. They are delighted to get back. Mr. Barnett has lost nearly 100 pounds of his avoirdupois but is in better health at present than he has been for some months.

YOU'LL LIKE HEREFORD!

Itching Piles.

I want you to know how much good your Hunt's Cure has done me, I had suffered with Itching Piles fifteen years, and when I was traveling through Texas a man told me of your Hunt's Cure. I got a 50c box and it cured me. John Bradley, Caney, Kans. 9-4t

Five Pound Bass.

Geo. Dent, the "champeen" fisherman, landed a 5-pound bass out of the Tierra Blanca last Monday just to show how easy it could be done.

Mission Society.

The Woman's Home Missionary Society will meet next Wednesday with Mrs. J. H. Bowers, and will have for study the sixth chapter of the Light of the World.

WE HANDLE A COMPLETE LINE OF

SHELF HARDWARE

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

A COMPLETE LINE OF FARM IMPLEMENTS

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

WARREN HARDWARE CO.

Cliett's Grocery

for everything good to eat at the lowest possible price. Every article guaranteed to be the best.

Votes given in Merchants' Trade Campaign Contest.

Telephone No. 50