

The Hereford Brand

VOLUME 12

HEREFORD, TEXAS, FRIDAY, APRIL 19, 1912

NUMBER 11

HEAVY CONTEST VOTE POLLED

Friends Rally to the Support of Their Favorite Candidate and Positions are Changed—Total Vote Polled 578,995.

The trade campaign contest was a lively affair this week. After the count and publication of the standing of candidates last Friday, the friends of the candidates got busy and heavy voting began. As a result, Miss Nannie Davidson takes the lead this week with 119,800 votes to her credit, coming up from 4th place in the list of last week. Mrs. Allan Bell doubled her votes and occupies the place next to head, with 100,210 votes. A surprise was sprung by the friends of Miss Louise Oberthier, who helped her carry her banner from the 13th place up to the 6th in line, while equally as good showing was made by Miss Elzina Mounts and her admirers by gaining 6 points, moving from the 10th to the 4th in line. Another surprise is found in the work of Miss Edith Smith, whose friends took her from the 12th position with only 5250 votes to the 3rd place with 79,245. Miss Margie Baker of Summerfield added nearly 27,000 votes to her credit, having now 36,390. Two new candidates, Miss Gilbert of Spring Lake and Miss Nellie Wilson of Hereford, have entered the contest. Miss Gilbert lives in a splendid community and we confidently expect her to turn in a large vote as soon as she begins an active campaign.

FIRST BONUS PRIZE.

All candidates are hereby notified that the ballot boxes will be closed Saturday night, April 20, at 10 o'clock sharp to count the votes to see who has won the First Bonus Prize, the silk umbrella. The votes will be counted beginning at 9 o'clock Monday morning following, and the result displayed at the Brand office. Whoever wins, all candidates will have an equal chance to win the Second Bonus Prize.

NOMINATIONS TO CLOSE.

The contest manager announces that the nominations will be closed

Friday, May 3. There are other communities who should have a candidate in this friendly contest—Nazareth, Umbarger, Hart, Big Square, Hurley, Friona. Some young lady in each of these places could easily win one or more prizes and have a good chance for the piano and other prizes. Send in their names and we will put them to work.

VOTES COUNTED MONDAY.

The count as published this week includes all votes cast up to 9 o'clock Wednesday morning. Another count will be made Monday morning to determine who shall be awarded the First Bonus Prize, but all votes to be counted at that time must have been cast before 10 o'clock, Saturday night. Merchants are asked not to receive any votes after that time.

Hereafter the votes will be counted on Mondays and the standing of all candidates published in the Brand of that week. Get all your votes in the boxes by Saturday night as the committee will not receive any votes after the hour set for closing. Observe the rules and work for your candidate.

Friends and candidates will please see that all tickets accepted have the "OK" of the merchant stamped on the face or back side. The committee has discovered a few tickets with no merchant's "OK" thereon.

HOW TO WIN THE SUCCESS PRIZES.

While all candidates are working hard for the Grand Capital Prize, none should forget that it is an easy matter to win one or more of the Success Prizes. The way to do it, first, to select the Success Prize you want. You have choice of eight prizes: necklace, hand bag, bracelet, toilet set, Rogers silver set, gold handle umbrella, gold watch or diamond ring. In order to secure any one of these Success Prizes, candidates must turn in subscriptions to the Brand, as well as trade coupons. These will all also be counted to your credit on the Bonus Prizes and the piano, thus helping you at the same time. Examine the list of Success Prizes and set your mark. If you get enough subscriptions and coupons to secure the necklace, but feel confident that you can secure the diamond ring, you are not required to take the necklace, but may work right on towards the diamond ring. Call at this office and let the manager tell you about how easy it is. First, read every thing in the big ad.

1400 PERSONS LOST AT SEA

Passenger Ship, Titanic, Collides With Iceberg and Sinks—Only 700 Saved.

Out of a total passenger list of over 2,000 persons, including the crew, only about 700 are reported to have been saved. These were transferred to the Carpathia, which answered the distress signals. Most of the saved are women and children. The giant ship with its load of human freight was on its first trip and was expected into New York this week. When in the iceberg field, 400 miles off Newfoundland, a huge iceberg crashed into the ship and she foundered. According to the news dispatches, there were enough life boats to save one third of those aboard. In three hours after the collision, no trace of the ship could be found. Many notable and famous persons were on the ill-fated ship. William Stead, the noted journalist, Major Butt of the U. S. Army, F. D. Millet, famous French artist, John Jacob Astor and his young bride, and many others.

The ship was the largest ever built and every modern convenience had been arranged for the comfort and safety of the passengers; but it seems the owners and builders overlooked the necessity of life-boats. The ship was a veritable floating city. This marks the greatest sea disaster of modern times, the only near approach to it is found in the destruction of the General Slocum, when 1,000 Sunday school pupils lost their lives.

Rains in April.

Dear Mr. Sam Dunn, high priest of the tribe of lucky fishermen and chief muck-a-muck prevaricator of the twice-told tales there-about, at the Port Aransas, on the coast country of Texas and on the sea hard-by, Your Excellency: We bow our obeisances to you in all submission and adorableness and beg the extended mercy of your kindness, having all due consideration that you are the infallible one of earth and sea and sky, but as there is a thousand miles now between "me and thee," the Brand rises its weakness and avers, deposes, declares and swears by all that is under the sea and above the clouds, that, in the good year of nineteen hundred and twelve, in the city of Hereford and all the country round about, it has, during the month of April, rained three times already, contrary to and diabolically against your memory and solemn declaration notwithstanding, and it is still raining. Therefore, hence and forever, we, The Brand, have lost our unshaken confidence in your former seeming unvariableness and declare we no longer will hear your voice and obey your call, but are willing to accept a barrel of nice fish as a compromise, which aforesaid fish we will divide among your former friends, subjects and admirers for the work's sake.

Canyon Gets Press Meeting.

Amarillo, Tex.—The next annual meeting of the Panhandle Press Association was voted to Canyon at the session at McLean. Amarillo was the only other applicant for the meeting. Arthur G. Richardson of McLean was made president, J. M. Smith of Pampa, secretary-treasurer, and A. M. Milburn of Shamrock, vice president.

Dr. Taylor Locates.

A letter from Dr. H. H. Taylor states that he did not like the coast country and has retraced his steps to the inland, stopping at San Saba, Texas, where he will practice medicine and surgery. Dr. Taylor was a very prominent physician while at Hereford and was considered by the medical fraternity as a most successful surgeon. His many patients in and around Hereford will testify to his ability in his specialty as he made a number of difficult operations.

Resolutions of Respect.

Died at Mangum, Okla. Whereas, it has pleased our heavenly father, by his mysterious providence, to take from us our sister and friend, Mrs. Maggie Gilliland.

Whereas, death to us all is an unwelcome visitor, bringing as he does, the close of earthly joys, enjoyment of loved ones, a vacant place in the family circles and clothing communities with sadness, and

Whereas, his victim has been a bright star through her life to all who knew her.

Resolve, first, that while we live in humble submission to this sad behest of heavenly father, our hearts are sad to know we have lost a sister from our order.

Second, that we tender our warmest sympathy to the bereaved family in their sorrow, and pray the loving Jesus, our savior, who doeth all things well, may come to their relief and whisper consoling words to their stricken hearts.

Third, that we will all endeavor in our future lives to prepare ourselves when the summons comes to be ready to meet our dear sister in that land of never ending joy and peace to which she has been transplanted.

Resolve that this be sent to the home paper and spread on the minutes of the Lodge.

Committee { Mrs. M. B. Daniel,
Miss Jesse Morris,
Mrs. Nora Russell.

Wind and Rain.

Friday, Saturday and Sunday were three very disagreeable days, a strong dust moving wind from the west continuing during the entire period with little cessation. Sunday night, however, the wind veered around to the east and northeast and the sky was soon covered with heavy clouds. The old timer was out early Monday with the prediction that the east wind would bring rain. Sure enough, Tuesday morning a slow rain commenced which continued all day. The rain fell intermittently all day.

Christian Convention.

At Plainview last week elected Rev. S. T. Shore president of the convention to be held in Amarillo in November. F. H. Oberthier was appointed a member of the executive committee. Rev. T. G. Nance and E. H. Dyer, both of Hereford, attended the Plainview convention.

A very pleasant little party was given by Miss Ruth Churchill at her home in South Hereford last Monday night, when about a dozen couples came at her kind invitation to engage in progressive games. Forty-two, hearts and cards were played, there being five tables arranged. After an hour or more had been spent around the tables and a number of progressions made, the young hostess had served a course of light refreshments which all enjoyed. The young people who enjoyed the hospitality of Miss Churchill will remember her as a gracious friend and hostess.

RAMSEY CLUB ORGANIZED

Friends of Cleburne Candidate for Governor Unite Their Forces to Push His Campaign.

At a meeting suggested and called by the friends of Judge W. F. Ramsey, a number of his admirers and supporters met at the court house Tuesday afternoon and there organized the Hereford Ramsey Club. The meeting was called to order by Mayor Knight, who was also chosen as chairman of the meeting. A. C. Elliott was named as temporary secretary.

A motion was made that a Ramsey Club for Hereford be organized by electing a permanent president and secretary. W. M. Knight was elected as president and W. H. Russell as secretary of the Club.

On motion, an executive committee composed of seven members was chosen: J. E. Garrison, C. S. Garrison, E. B. Black, A. J. Lipscomb, E. T. Woodburn, and the officers of the Club compose the committee.

A motion was duly made and carried that petitions be circulated to secure additional members to the Club. These papers were signed by a large number on Wednesday and Thursday, and 100 names were secured.

The executive committee was instructed to solicit friends to attend the Ramsey rally which was held at Amarillo yesterday, and to select some suitable badge which would be worn by the Hereford delegation. The committee was further instructed to arrange a program for an open session of the Club to be held Tuesday night, April 23, at 8 o'clock. The public, men and women, are invited to attend this meeting of the Ramsey Club. Some good speeches are promised and an interesting program may be expected.

Young Girl Dies.

Laura Bacon, age 15 years, died at the residence of C. S. Richards in this city Monday morning at 8 o'clock, after a long illness. Her remains were prepared for shipment to her old home at Milton, Wis. She was the daughter of Mr. and Mrs. George Bacon, who accompanied the body.

Lutheran Service.

Rev. A. M. Lohmann will hold his regular services at the College chapel next Sunday, June 21. His appointments are for every other Sunday. Sunday school is conducted every Sunday.

13 Eggs in 14 Days.

Rev. Lohmann has a Langshang hen that has laid 13 eggs during the last 14 days, and challenges the egg layers around Hereford to match or beat the record.

J. I. Walker, of the firm of Walker-Perkins Land and Irrigation Company, was over at Portales, N. M., this week, and after a careful investigation, returned to Hereford better satisfied with the Hereford proposition. "Portales have a good thing, alright," he says, "but does not compare with the favorable conditions around Hereford. We have far better water and more of it, better soil for alfalfa and grain, and other conditions which will make Hereford the irrigation center of the Plains."

Headquarters for field seeds. E. W. Harrison. 91f

Standing of Candidates

In The Merchants and Publisher's Trade Campaign Contest Up to Thursday, April 18 at 9 a. m.

Miss Nannie Davidson, Hereford	119800 Votes
Mrs. Allan Bell, Hereford	100210 Votes
Miss Edith Smith, Hereford	79245 Votes
Miss Elzina Mounts, Hereford	54790 Votes
Mrs. Estelle Tucker, Hereford	46820 Votes
Miss Louise Oberthier, Hereford	39190 Votes
Miss Margie Baker, Summerfield	36390 Votes
Miss Eloise Pitman, Hereford	20270 Votes
Miss Percy Gallaher, Hereford	18525 Votes
Miss Lena Gregory, Kelso	17240 Votes
Miss Dollie Whitaker, Dimmitt	8625 Votes
Miss Lena Roberson, Summerfield	6630 Votes
Miss Iva Biggs, Hereford	5750 Votes
Miss Maude Wyre, Dimmitt	5435 Votes
Miss Ora Ramey, Dimmitt	5075 Votes
Miss Mildred Gilbert, Springlake	5000 Votes
Miss Nellie Wilson, 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 18, 1912, certify that the above and foregoing is true and correct to the best of our knowledge and belief.

W. B. DAMERON,
L. W. DAVIDSON,
W. T. STANBERRY, } Committee

Do You Believe In Mental Telepathy?

This wonderful science, if it be a science, has caused the deepest thought of philosophers. Occassionally a case comes to light where, no other solution of this strange action of the mind can be accounted except by the unconscious influence of one mind over another. The writer has had many minor instances of mental telepathy to come into observation, but never before, until this week, has such an occurrence attracted more than passing attention. It was this way... Tuesday morning about 10 o'clock, as near as memory serves, a thought quick as a lightning flash, came to the writer as he sat at his desk. (Something unusual and hence attracted attention.) A slow falling rain was pattering on the roof and awning, the lowering clouds were threatening to shut out the sunshine for all the day. To trace the flashes of thought like the wireless instrument—they ran something like this: Raining in April, land prospectors—Sam Dunn, Port Aransas—fishing—friends at a feast—Gregg. This sort of thing, flashes of thought, was converted at once into a connected story and written down under the title of "Rains in April" and the story took the form of a letter to Mr. Sam Dunn, who for 21 years roamed the Plains of Texas and had never seen it rain in April. The letter may be found in this issue.

Now the most wonderful thing about this whole story is that Mr. A. W. Gregg, who lives a mile from this office, had virtually the same string of thoughts at about the same hour of the day. Did the writer receive his thoughts from the action of Mr. Gregg's brain cells, which set in motion mental waves that leaped the space and started the train of ideas in the writer's mind? The letter as published is in reality the substance and very words which Mr. Gregg entertained. He knew nothing of what was going on at this end of the mental telepath circuit, neither did the writer know that he was thinking of the same thing. The next day, Mr. Gregg and the writer met by accident on Main street, and he stated that he had just visited the Brand office to tell the editor that Mr. Dunn should be informed that it had rained in April and that his only escape from the wrath of his friends would be to send a barrel of fish to Hereford for their feast.

Boss Rule Vs. Rule of People.

In refusing to provide for a primary for the selection of delegates to represent Texas in the Democratic convention at Baltimore the Executive Committee placed itself on record as favoring boss rule against the rule of the people. Of course the Committee claimed that it could not be done under the provisions of the Terrell Election Law, but that is a favorite resort of politicians when something objectionable to them is proposed. Nobody was fooled by their quotations from the law and constitution because it was done only to conceal the real reason for refusing to let the Democrats of Texas express their choice for President. The truth is, most of the men who voted to have the delegates to Baltimore selected by the bosses instead of the people are supporting candidates for the nomination whose only hope of capturing the Texas delegation lies in star chamber conferences. It is significant that the men who opposed the presidential primary are to a man opposed to the nomination of Gov. Woodrow Wilson, who is apparently the strongest candidate in Texas.—Vernon-Record.

FOR AGED PEOPLE.

Old Folks Should Be Careful In Their Selection of Regulative Medicines.

We have a safe, dependable, and altogether ideal remedy that is particularly adapted to the requirements of aged people and persons of weak constitutions who suffer from constipation or other bowel disorders. We are so certain that it will relieve these complaints and give absolute satisfaction in every particular that we offer it with our personal guarantee that it shall cost the user nothing if it fails to substantiate our claims. This remedy is called *Rexall Orderlies*.

Rexall Orderlies are eaten just like candy, are particularly prompt and agreeable in action, may be taken at any time, day or night; do not cause diarrhoea, nausea, griping, excessive looseness, or other undesirable effects. They have a very mild but positive action upon the organs with which they come in contact, apparently acting as a regulative tonic upon the relaxed muscular coat of the bowel, thus overcoming weakness, and aiding to restore the bowels to more vigorous and healthy activity. Three sizes, 10c., 25c., and 50c. Sold only at our store.—The Rexall Store.

Corner Drug Store.

Card of Thanks.

I take this means of thanking the good people of Hereford for the many kindnesses shown to me and my darling child while in your midst and for the words of sympathy to me in the loss of my precious child. You each will ever hold a warm place in my heart for the loving sympathy you were so willing to give an utter stranger. May the good Lord reward each of you in the prayer of your sorrowing sister in Christ.

Mrs. Geo. Bacon, Milton, Wis.

For Sale.

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

2tp W. S. Williams.

Moved House Sixty Miles.

Amarillo and the Texas Panhandle has broken all records when it comes to moving houses a long distance. The new mark was set this week when G. W. Willingham moved a four-room residence with a porch across one end, from one half mile east of Vega to three miles north of Yarnall, a total distance of about sixty miles. The house was the property of P. E. Boesen. The entire distance was made in two and one half days, or an average of about twenty-five miles per day.

It was necessary to take the house back to Vega to cross the railroad. Near Bushland it was necessary to drop down two miles south on another road to avoid a number of railway crossings. The distance from Vega to Amarillo by rail is 34 miles.—Daily Panhandle.

LADIES' HATS AT HALF PRICE MUST GO IN TWO WEEKS

Our entire line of Ladies' Hats and Trimmings must go within the next two weeks. The opportunity is yours, the loss ours.

ALL THIS SEASON'S GOODS

Every hat, every piece of trimming, are all this season's goods, bought from the most fashionable houses of the East. The quality of the goods cannot be surpassed, and the designs and beauty of the material used in our hats will not find an equal any place.

\$14.00 HATS
\$7.00

\$12.00 Willow
Plume \$6.00

\$12.00 HAT
\$6.00

\$10.00 HAT
\$5.00

\$8.00 HAT
\$4.00

\$6.00 HAT
\$3.00

Remember our Hats and Trimmings must go within two weeks. Half-Price will prevail, but on some goods the price will be even lower.

DON'T WAIT—COME TODAY

We want you to see the goods themselves and we are sure that you will be a pleased customer before you depart.

MRS. A. B. CRUMP

With Geo. A. Stambaugh



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



Perfection

Knickerbocker Suits for Boys. See our new line before you buy. If you don't you will miss seeing some pretty suits. They are made just as nice as a man's tailored suit. The new style single-breasted is a good model for Spring and Summer. They are made with Peg-Top trousers, side pockets, watch and hip pockets and belt loops. It's a nobby line. We will be glad to show you. See our window display this week.

GEO. A. STAMBAUGH

"THE CASH STORE"

Hereford, Texas

Another Crash In Prices

For Ten Days we offer the most EXTREME BARGAINS yet offered in this city. It's a fact that most all lines of goods have advanced considerably and still going higher, but we are now making you prices not heard of before except by myself 30 days ago, and cannot be made again on account of Big advances. We are not in a Combination to HOLD PRICES HIGH and give you a 3c or 4c ticket on each dollar, but we do give you in these prices 15c to 40c ON EACH DOLLAR SPENT. Stop for a minute and think of this. Don't throw your money away. When We Put On a Sale, PRICES GO DOWN.

Big Lot Domestic and Cambrics

Domestic and Cambrics of all kinds are higher at wholesale. Buy now or you will pay more. Here's a sacrifice.

Very best 15c Bleached Domestic cut to	11c
Very best 12 1-2c Bleached Domestic cut to	8 1/2c
Very best 10c Bleached Domestic cut to	7 3/4c
Finest Ladies' Cambrics worth 18c cut to	13 1/2c
Finest Ladies' Cambrics worth 15c cut to	10c

Calico! Calico!

Best Calicos, strictly 7c
All Dress Styles go at 4 1/2c

Ginghams

Only First-Class goods at lower prices than anybody—No Shoddy Stuff.

All 15c Fine Ginghams, now	11c
All 12 1/2c Fine Ginghams, now	8 1/2c
All 10c Fine Ginghams,	7 1/2c

Table Damask and Towels

We positively have the biggest variety of Table Damask in Hereford and now quote you Unheard-of Prices.

Pure Linen 72 inches wide, worth \$1.50 per yard, now	88c
Pure Linen, worth \$1.00 per yd. cut to	65c
Finest Mercerized Damask worth \$1.25 per yd., cut to	69c
Fine Mercerized Damask, worth 80c per yard, cut to	49c
Dice Pattern Bleach Damask, worth 35c, now	23c

TOWELS

35c per pair, Extra Good, now	22c
35c per pair, Turkish, now	21c
65c to 75c Bleached Turkish, now	45c
25c Bleached Towels, per pair	15c
15c " " " "	10c

Lawns and Silk Waists

We have several dozen of these goods that are Medium to Fine Quality—Broken Lots—that will go at 50c on the Dollar

New Dress and Waist Silks

A great opportunity for a big saving if you buy now.

Fine Messalines, worth \$1.50 per yard, Special	\$1.07 1/2
Fine Messalines, worth \$1.25 per yard, Special	85c
Foulards and Silks, worth \$1.25 per yard, Special	85c
Foulards and Silks, worth \$1.00 per yard, Special	69c
Foulards and Silks, worth 50c per yard, Special	35c

SHOES! PUMPS! OXFORDS! For Men Women and Children—1-4 Off

A big lot of New Pumps, Slippers, and Oxfords just received. The Cream of Spring Purchases is now in stock. Don't fail to see them. Everything goes at 25 PER CENT REDUCTION.

\$4.50 Shoes and Slippers	\$3.38	\$3.00 Shoes and Slippers	\$2.25
\$4.00 Shoes and Slippers	\$2.98	\$2.25 Shoes and Slippers	\$1.69
\$3.50 Shoes and Slippers	\$2.65	\$2.00 Shoes and Slippers	\$1.45

Same discount on Children's Lines

Hosiery! Hosiery! Ladies' and Children's

White Hose, Pink Hose, Tan Hose, Black Hose, Blue Hose, Etc. A great variety in Silks, Silk Lises, Gauze Lises, Etc. Prices unequalled in North Texas.

Regular \$1.00 Silk Hose, Big Special	49c
Regular 75c Silk Hose, Big Special	38c
Regular 35c Gauze Lisle, now	23c
The Dutchess Gauze Lisle Hose, worth 35c per pair, big lot for two Slaughter Sale, now	18c pair 35c
25c Hose, now	15c
20c Hose, now	12c
Misses Best 35c Hose, now	23c
" " 25c " "	17c
" " 15c " "	9c

Fine Cream or White Wool Serges

Just the thing for Spring Skirts and Suits.

Best \$1.50 per yard, cut to	98c
Best 75c per yard, cut to	48c

All colored Wool Goods, ONE-THIRD OFF Prices.

Pure Dress Linens

Finest Values ever shown in town.

36 inch Heavy Linen, worth 40c per yard, cut to	28c
36 inch Fine Linen, worth 40c per yard, cut to	28c
36 inch Fine Linen, worth 30c per yard, cut to	22 1/2c
27 inch Fine Linen, worth 20c per yard, cut to	13 1/2c

White Goods and Linen Sheetings

We have the prettiest goods in these lines ever shown in Hereford and guarantee to save you 25c to 35c on each Dollar. Don't throw your money away.

Six Spools Clark's O. N. T. Spool Cotton for

25c

India Linons and Flaxons

These are in great demand. We save you 20c to 40c on the Dollar.

Finest 25c India Linons, Sale	17 1/2c
" 20c " " "	12 1/2c
" 15c " " "	11c
Plain or Moraish Flaxons, worth 50c, now	35c
Plain Flaxons, worth 30c, now	19c
" " 20c, now	14c
Cross-Bar Flaxons, worth 30c, now	21c

Madras & Chevoits

Here is a great opportunity to save BIG money.

Best 15c Chevoits, solid and stripes, cut to	10c
Best 12 1/2c Chevoits, solid and stripes, cut to	9c
Best 35c Madras, cut to	23c
Best 20c Madras, cut to	14c

Mercerized Dress Linens

This is a very beautiful line in most all colors.

Worth Strictly 50c and 60c per yard, cut to	37c
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Fine Zephyr Tissues

Most handsome line to be had.

35c per yard qualities, cut to	22 1/2c
Silk Tissues worth 40c, cut to	27c

Notions! Notions!

Cheap Pins, 5 papers for	5c
Brass and Steel Pins, 3 papers	10c
D. M. C. Embroidery Floss, 3 for	5c
Silkatine or Lustre Cotton, 3 for	10c
Needles, 3 papers for	10c
10c per dozen Pearl Buttons, 2 doz	15c
5c per dozen Pearl Buttons, 3 doz	10c
Good Hooks and Eyes, 5 papers	5c
Safety Pins, 3 papers	10c
Big Lot Ladies' Collars, 75c, now	35c
Big Lot Ladies' Collars, 40c, now	20c
Clark's O.N.T. Spool Cotton, 6 for	25c

EMBROIDERIES AND LACES at 40 per Cent Discount

Here is an opportunity that every lady should take advantage of at once. You'll need the goods. You cannot buy them this way elsewhere. Think of 60c buying \$1.00 worth of goods.

75c a yard Embroidery now	45c	20c a yard Embroidery now	12c
50c a yard Embroidery now	30c	10c a yard Embroidery now	6c
35c a yard Embroidery now	21c	6c a yard Embroidery now	3 1-2c

Great Bargains in Men's Goods

Men's Finest \$1.50 Dress Shirts cut to	98c
Men's Finest \$1.00 Dress Shirts cut to	65c
Dress Shirts with and without Soft Collar worth \$1.00, cut to	65c

Hats! Hats! Hats!

Finest \$6.50 John B. Stetson cut to	\$4.85
Finest \$6.00 John B. Stetson cut to	\$4.45
Best \$3.50 Hats, cut to	\$2.65
Best \$2.00 Hats, cut to	\$1.38
Boy's \$1.50 Hats, cut to	98c

Men's Socks and Underwear

Here are prices that are really sensational. Look at the Values offered.

35c pair Mercerized Half-Hose cut to 23c, 2 pair for	45c
Fine 25c pair socks, great special 18c, 3 pair for	50c
Fine 15c socks, new 3 pair for	25c
Best 10c socks, now 2 pair for	15c

Men's Underwear

Best 65c Garment, Plain or Porosknit, now	45c
Best 35c Garment, Plain or short, now	23c
Best 65c Elastic Seam Drawers now	45c

Overalls and Work Shirts

Very Best Overalls, cut to	88c
Best 65c Work Shirts cut to	45c
Boys Overalls, 60c and 65c, cut to	45c

Men and Boys Pants

You must see these goods to appreciate the GREAT BARGAINS.

\$5.00 Pants, sale price	\$3.75
\$4.00 Pants, sale price	\$2.98
\$3.00 Pants, sale price	\$2.25
Boy's \$1.50 Pants, sale price	\$1.15
Boy's \$1.35 Pants, sale price	98c
Boy's \$1.00 Pants, sale price	69c

Men's 4-in-Hands

All 65c goods, this sale	39c
All 35c goods, this sale	22c
All 25c goods, this sale	15c

Corsets! Corsets!

The Dernier Corset is beyond question the Best \$1.50 Corset in town. Come and see this corset, on sale at

98c	
An Extra Good 75c Corset Special	49c

Handsome Line Silk Poptins

White, Tan, Black, Blue, Brown, Etc., worth 35c to 40c, Big Special per yard,

23c

All Goods Spot Cash---Sale Closes Saturday, April 27

SPOT CASH STORE

J. G. CALLENS

HEREFORD, TEXAS

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
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Strictly in Advance

Any erroneous statement meeting 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

LAST Saturday night at Amarillo
while the Hon. Jake Wolters was
making his introductory, he announced
the withdrawal of Johnson and
the re-entering of Shepherd, an auditor
in the rear of the house yelled
and started a small applause.
Whether he was applauding Wolter's
new chance or the advent of Shep-
herd is not certain.

THE withdrawal of Cone Johnson
from the senatorial race and the re-
entering of Morris Shepherd has
changed the situation to some degree.
Shepherd is a state-wider, but does

not have the criticism and burden to
bear that Johnson has. His quiet
political career as compared to the
stormy record of Johnson is a large
factor in his favor.

THE friends of Judge Lancaster,
candidate for Congress-at-large, fee
encouraged over the reports from
different points of Texas. Letters
and newspaper comment all favorable
to his candidacy indicate a state-
wide interest in the success of Plain-
view's candidate. That he is emi-
nently qualified for the place and if
elected would serve the people of
the state in an acceptable manner.
He is an able attorney and is well
versed in the affairs of the govern-
ment.

Bullies and What.

In every town there are always a
few "bullies" both among men and
boys. Hereford seems to be afflicted
with a small bunch of boys known as
"bullies," who take delight in annoy-
ing smaller boys on their way to
and from school. More than once
has attention been called to the over-
bearing and rude conduct of some
boys who ply their unexcusable con-
duct. Some of them may be attend-
ing school, others are not, but the
bunch seems to play truant very
successfully, evading the eye of
their fathers and mothers. This
"bully" business ought to be stopped.
The fathers and mothers of the
smaller children have endured
enough and they should take severe
measures.

Estes Woodburn and B. Rowan,
both of Dimmitt, were in Amarillo
the first of the week on business.
They returned Wednesday to their
homes.

Lemuel Carlisle, who has been
chief clerk at Woodburn's Drug
Store, is now at Wilkinson's popular
grocery store where he hopes to
meet his old friends.

Genuine Rugby "Niggerhead" the
only coal that sold for \$9.00 per ton
last winter is now on sale at \$7.25
nester price. Buy the Best. E. W.
Harrison. 11tf

Rev. W. M. Baker, Allan Bell,
Mesdames Arnold and Boardman,
have returned from a meeting of the
Presbytery at Memphis, where, they
report, a most profitable meeting
was held.

Prof. H. S. Cannon, formerly of
the Hereford High School, but more
recently of Nicholasville, Ky., has
gone to Europe to study. He will
spend some time in Paris and Leipric
Universities. His many friends and
former pupils will be pleased to learn
this bit of news.

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

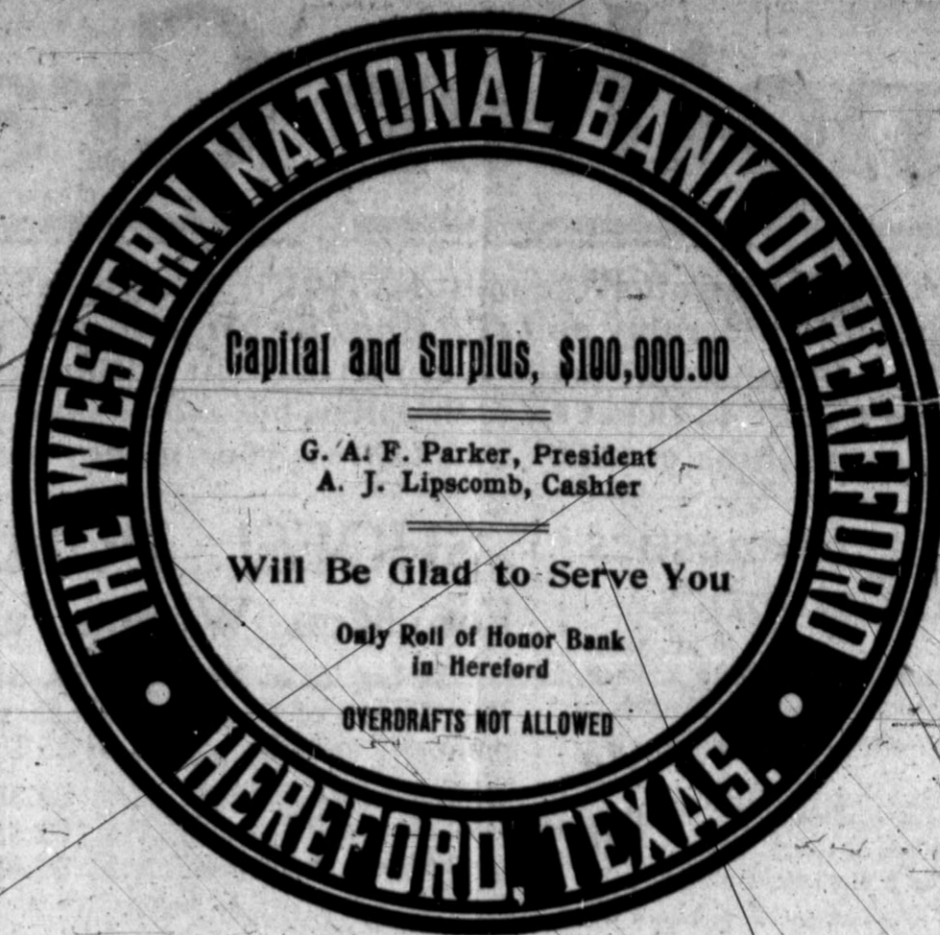
BETTER MEDICINE

THAN CALOMEL

Dodson's Liver Tone, a Safe Vege-
table Liquid; Now Takes the Pow-
erful Mineral Drug.

Many people know the danger of
calomel, yet they take it because
they know of nothing better. Other
people are not afraid of calomel be-
cause they do not understand what a
dangerous drug it is.

Nobody needs to take dangerous
calomel (which is made from mer-
cury) if they live near a store where
Dodson's Liver Tone is sold. Betts-
Clark Drug Store sells Dodson's
Liver Tone, and guarantees it to be
a perfect substitute for calomel. It
is a pleasant tasting vegetable tonic,
that livens up the liver without
causing any restriction of habit or
diet. It has none of the bad after-
effects of calomel and is safe for
children as well as grown-ups.



No Calomel Necessary

The injurious effect and unpleas-
antness of taking calomel is done
away with by Simmons' Liver Pur-
ifier, the mildest known liver med-
icine, yet the most thorough in ac-
tion. Put up in yellow tin boxes
only. Price 25c. Tried once, used
always. 9-4t

A letter from C. N. Hill states
that he is now located at Big Springs,
Texas. Since leaving Hereford Mr.
Hill has kept the mailing list clerk
busy looking up his card and making
new addresses thereon. This rest-
lessness on Mr. Hill's part is a sort
of prediction that he will finally
come back to Hereford.

Cashier Rowan of the Dimmitt
State Bank and Estes Woodburn,
druggist at Dimmitt, were in Here-
ford Monday afternoon. They passed
the Renfro well south of town
just in time to see it throw out a
young river of water.

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

Ben A. Hubbard of the Hubbard
Dry Goods & Grocery Company, re-
turned last night from Frederick,
Okla., where he had been for a week
on business.

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

Lester Guinn, representing Ridg-
ley-Walker Tailoring Company of
Louisville, Ky., has been here this
week in the interest of his firm. He
was displaying his samples at Geo.
A. Stambaugh's Cash Store.

PLANTS—PLANTS

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

ROSWELL SEED CO., ROSWELL, N. M.

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 Kan-
sas 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



We Measure Accurately

every drug that enters
into a prescription. It is
just as essential that the
quantity be just right as
it is that the prescription
contain

Absolutely Pure Drugs

The prescription filled
here makes the doctor's
work effective. It heals
as it should do. It
makes recovery rapid
and sure. Better let us
have your prescription
work.

Betts-Clark
Druggists

THE FIRST STATE BANK

S. B. EDWARDS, President

A. P. MURCHISON, Cashier

WALTER L. PALMER, Asst. Cashier

H. B. WEBB
1st Vice Pres.

G. M. PALMER,
2nd Vice Pres.



AND TRUST COMPANY HEREFORD
TEXAS



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

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

We have plenty Ice. Hereford Ice Co. 6tf

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

Mayor W. M. Knight spent Sunday in Amarillo with friends.

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

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

Oscar Cliett, proprietor of the Cliett grocery, was in Farwell this week for a day or two.

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

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

W. L. Brodie spent Sunday with his family, coming in from Umbarger Saturday night.

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

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

Atty. Geo. Barcus was lawing at Farwell this week in the district court.

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

S. B. Edwards, president of the State Bank, is in Missouri this week on business.

A new lot of white buck and tan shoes for girls. Geo. A. Stambaugh. 1t

G. F. Caylor of the firm of Cook & Caylor, was in Amarillo Saturday closing up a land deal.

It will soon be time to sow oats. We have plenty seed. E. W. Harrison. 11tf

A. M. Jones and H. H. Hawkins attended the Ramsey Rally at Amarillo Thursday.

White buck and Tan Shoes. We have just received a new line for girls and boys. Geo. A. Stambaugh. 1t

Mrs. Hubbert spent Sunday in Amarillo with her sister, Mrs. Smith McLeroy.

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

Tan Oxfords for Boys. We have just got in a new lot. Geo. A. Stambaugh. 1t

Atty. Carl Gilliland, W. H. Russell and F. T. Roloson were attending court at Farwell this week.

I will pay you ten cents per dozen cash for your eggs. Ben Farris. 11-2t

You will certainly lose money if you fail to figure with Kemp on your lumber bill. 10-3t

Jno. P. Slator was among the prominent Hereford lawyers at the Farwell District court this week.

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

Dr. J. W. Hicks and family are enjoying a visit from his sister, Miss Mossie Hicks of Henrietta.

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

John W. Dale and C. R. Smith went to Dimmitt Monday afternoon on business in connection with their offices.

FOR SALE—Work-mules, 3 to 6 years old. See Rem Witherspoon. 11tf

C. O. Lee is another of Hereford's citizens serving on the Federal Grand Jury.

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

J. H. Pitman returned yesterday morning from an extended trip thru the Northern states in the interest of the land business.

We have some screenings from our fanning mill. Excellent chicken feed at reduced prices. E. W. Harrison. 11tf

C. E. Smith, Will O'Brien of Hereford, and John Smith of Castro county, are on the Federal Grand Jury now in session at Amarillo.

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

Mrs. J. E. Kelly and little daughter returned yesterday from a visit at Quanah. Mr. Kelly met them up the line.

Maize, kaffir corn, millet and cane seed all re-cleaned. Your choice \$1.00 per bushel. E. W. Harrison. 11tf

John W. Dale spent nearly all last week down in Bailey county where he supervised the dipping of about 5,000 head of cattle.

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

Mrs. Dudley Reed and little daughter of Amarillo came in yesterday to visit with relatives in Hereford.

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

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"

Earl Wilson was called Tuesday afternoon to the bedside of his mother, who lies very sick at her home at Crawford, Texas.

Maize is \$1.60 per cwt. nester price. We have a car in transit which we will sell off car at \$1.50. Rush. E. W. Harrison. 11tf

Arch Johnson of Castro county returned from Amarillo Wednesday where he had been called to serve on the Federal Grand Jury.

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.

M. H. Hallmark of Walnut Grove, Alabama, is here on a visit to his daughter, Mrs. E. O. Freeman. This is his first visit to the Plains.

Mr. and Mrs. J. H. Cardwell are back at Hereford after a short sojourn in Dallas. They may make Hereford their permanent 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. E. Thomas, undertaker for the E. B. Black Company, was in Tulsa this week to prepare the body of Dr. McFarland's father, who died at that place last Monday.

Miss Margie Baker of Summerfield was in Hereford Wednesday. She is one of the candidates in the Merchants' and Publishers' Contest and brought in a number of subscriptions to the Brand.

DE LAVAL CREAM SEPARATORS

The World's Standard

Used Exclusively by 98% of World's Creameries

Ten years ago there were a dozen different makes of creamery or factory separators in use. To-day over 98 per cent of the world's creameries use De Laval separators exclusively.

When it comes to buying a separator why not profit by the experience of the creameryman, which qualifies him to advise you correctly.

He knows which separator will give you the best service and be the most economical for you to buy. That's why 98 per cent of the world's creameries use the De Laval exclusively.



There can be no better recommendation for the De Laval than the fact that the men who make the separation of milk a business use the De Laval to the practical exclusion of all other makes. They know from experience. Easiest to turn, easiest to wash, skims the cleanest, lasts the longest.

SOONER OR LATER YOU WILL BUY A DE LAVAL

Hereford Hardware Co. HEREFORD

To Owners of Victor Victrolas or Talking Machines

If you will mail us your name, together with kind of machine you are using, we will send you two hundred needles free.

We carry a large stock of Records and Supplies. Mail orders given prompt attention.

Nunn Electric Co.

111-13 West Fifth Street Amarillo, Texas

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.

A few days of wind remind us of the approach of summer.

Harry Wilterding is suffering from a very sore throat and jaw as a result of an extracted tooth.

Oat sowing is completed and most of the oats are up and looking nice.

Wheat is looking fine at this time.

Mr. Carls has been irrigating his land in preparation for alfalfa. He says that he is going to try for ten tons of alfalfa per acre next year and he has confidence that he will produce it. We understand that he has produced nine tons per acre in Colorado, and he thinks he can do it here.

Alban Cox has returned from Plainview with the engine for Mr. Hibbard's well. It will consist of a 25 H. P. engine of the two cylinder type, and a No. 6 Advance Pump. Mr. Hibbard's well is 19 feet to the water. He has drilled 125 feet after he reached the water.

From the inquiry we are receiving we believe there will be something going in the Hurley country this summer.

Miss Mildred Gilbert and Mrs. L. R. Cox visited at Spring Lake and attended the revival meetings held there by the Evangelist, Rev. Frank A. Miller. They report a splendid meeting and assure the people of Hurley of gospel feast when Mr. Miller comes to Hurley about April 30.

Mr. Greathouse, who is drilling an irrigation well for Mr. Stephens,

was delayed a day or so last week by a small break in his machinery.

Mr. Mardis is drilling a well for Jas. Johnson this week.

There is considerable stirring around by the sheep men, arranging for the spring lambing.

Up to this time the fruit is all right and we are looking for a good crop of fruit this year.

Hurley Hustler.

RELIEVE YOUR STOMACH.

We Will Help You Do It—Read Our Guarantee.

Dyspepsia may be completely eradicated if properly treated. We sell a remedy that we positively guarantee will completely relieve indigestion or dyspepsia, or the medicine used during the trial will cost the user nothing.

This remedy has been named Rexall Dyspepsia Tablets. Certainly no offer could be more fair, and our offer should be proof positive that Rexall Dyspepsia Tablets are a dependable remedy.

Inasmuch as the medicine will cost you nothing if it does not benefit you, we urge you who are suffering with indigestion or dyspepsia to try Rexall Dyspepsia Tablets. A 25-cent box contains enough medicine for fifteen days' treatment. For chronic cases we have two larger sizes, 50 cents and \$1.00. Remember, you can obtain Rexall Remedies only at our store—The Rexall Store, Corner Drug Store.

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

Summit Breezes.

Mrs. Gerrow from near Peoria, Ill., who has been spending the winter with relatives in Austin, Texas, arrived on the heights on last Friday to spend a few weeks visiting with her brother, Geo. Shepard, and his family.

Robt. Mounts has taken the several bunches of cattle numbering about 500 head, which he had in this vicinity for wintering, back to his ranch northwest of Hereford. Come again Mr. Mounts, we can furnish the feed and pasture. Mr. Collup also took his bunch of cattle homeward which H. E. Talley wintered for him.

G. P. Davis of Fremont, Neb., writes that he has some notion of having some of his land here on the summit broken and if he does his nephew will come here with his family to take charge. Let many others follow his example, we can use a thousand good farmers and stock men.

Several of our farmers are taking advantage of the Santa Fe offer and are planning to cultivate by more scientific methods this year.

We had a half-inch rain on Friday night which made the ground too wet to work in the field next day. Oats, wheat and grass are looking fine.

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

Official Call For Convention.

Under and by virtue of authority vested in me as chairman of the Democratic Executive Committee of Deaf Smith county, Texas, by the laws of this state, I hereby call the county convention to meet on the first Tuesday after the first Saturday in May, the same being the 7th day of May 1912, at the court house in Hereford, Texas, at 2 p. m. to elect delegates to the state convention to be held in Houston, Texas, on the fourth Tuesday of May, the same being the 28th day of May 1912, for the purpose of electing delegates to represent the Democratic Party of the State of Texas at the Democratic National Convention to be held in the city of Baltimore, Md., the 25th day of June 1912.

And I hereby direct all precinct chairmen of this county to hold their precinct conventions on the first Saturday of May, same being fourth day of May 1912, as prescribed by law to elect delegates to the county convention in accordance with this call.

A. J. LIPSCOMB, Chairman County Executive Committee Deaf Smith County, Texas.

We have all kinds of chops. E. W. Harrison. 11tf

Card of Thanks.

Being impossible to see in person each and all of our friends who were so attentive and thoughtful in your kind administrations during the illness and death of our dear husband and loving father, we take this method of expressing to you our very heart's appreciation for your ever ready sympathy and deeds of kindness. We shall always remember you in this our great bereavement.

Mrs. J. D. Bourn and family, Mr. and Mrs. Emmett Cardwell.

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.

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.

ASHBROOK & DALE

WRITES ALL KINDS OF

FIDELITY AND SURETY

BONDS



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 cowpeas. 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.

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.

Are You Nervous?

What makes you nervous? It is the weakness of your womanly constitution, which cannot stand the strain of the hard work you do. As a result, you break down, and ruin your entire nervous system. Don't keep this up! Take Cardui, the woman's tonic. Cardui is made from purely vegetable ingredients. It acts gently on the womanly organs, and helps them to do their proper work. It relieves pain and restores health, in a natural manner, by going to the source of the trouble and building up the bodily strength.

TAKE CARDUI The Woman's Tonic

Mrs. Grace Fortner, of Man, W. Va., took Cardui. This is what she says about it: "I was so weak and nervous, I could not bear to have anyone near me. I had fainting spells, and I lost flesh every day. The first dose of Cardui helped me. Now, I am entirely cured of the fainting spells, and I cannot say enough for Cardui, for I know it saved my life." It is the best tonic for women. Do you suffer from any of the pains peculiar to women? Take Cardui. It will help you. Ask your druggist.

Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn., for Special Instructions, and 64-page book, "Home Treatment for Women," sent free. J 30

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 Pumps. 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

HEREFORD NURSERY

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

L. P. LANDRUM, Proprietor

YOU'LL LIKE HEREFORD!

Our Altitude.

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

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. 9-41

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

JUDGE FOR YOURSELF

Which is Better--Try an Experiment or Profit by a Hereford Citizen's Experience.

Something new is an experiment. Must be proved to be as represented.

The statement of a manufacturer is not convincing proof of merit.

But the endorsement of friends is. Now supposing you had a bad back,

A Lame, Weak or Aching one, Would you experiment on it?

You will read of many so-called cures.

Endorsed by strangers from far-away places.

It's different when the endorsement comes from home.

Easy to prove local testimony.

Home endorsement is the proof that backs every box of Doan's Kidney Pills.

Read this case:

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.

"Juice" Turned On.

Last Monday afternoon, after a shut down for over two weeks, the light plant turned on the "juice" and since then there has been an abundance of light. The misfortune to the plant caused by a heavy bolt of lightning burning out the installation has put the company to heavy expense, but such an accident is not likely to occur again as "lightning arresters" have been placed in the connections.

Llano County Goes Dry.

Llano, Llano Co., Tex.—In the prohibition election held here Saturday the returns show the prohibitionists carried the county by twenty-six majority. The total vote cast was 1,150.

Accident at Church.

While attempting to draw up one of the capitals for the large concrete columns at the First Christian church last Monday, the rope broke and the heavy piece fell about 7 feet to the base, breaking the capital into several parts. No one was hurt.

WELL KNOWN MINISTER

Restored to Health by Vinol

Rev. D. Schneider, who is a well known minister in Rice Lake, Wis., writes:

"I had a very severe stomach trouble last year from which I was kept in bed three months. I had engaged the services of a doctor, but to no avail. I then read of Vinol and determined to try a bottle. Before it was used up I was out of bed, and four bottles made me a well man. Vinol is a splendid medicine, and I can gladly recommend it."

Prominent men from all over the country do not hesitate to endorse this wonderful tonic.

For twelve years Vinol has been sold on the "money back" plan, and every year strengthens its popularity and proves by continued tests that it will do what we claim for it. Corner Drug Store.

WANT ADS

MISCELLANEOUS WANTS

LOST—Pair of new Gauntlet gloves at Star Theatre Friday night, Mar. 29. Return to this office. 1tp

FOR SALE—1,000 cows, 400 yearlings, 1,100 calves. Address Jao. 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

TRADE—A nice residence for acreage property. Write Box 182. 11-2tp

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

SEED—200 bushels good, clean shumac sorghum seed for sale at \$1.25 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

FARM FOR RENT—The Hiram Terry farm, one and one half miles from Dawn, railroad runs through farm, which is eleven miles east of Hereford, has good five room house, stables, wind mill, well and irrigated garden, about 400 acres in cultivation, farm contains 617 acres of fine loam land. Address owner, J. A. Graves, Cuero, Texas, or J. C. Lowes, Panhandle, Tex. 11-3t

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.

Professional and Business Cards

WM. M. KNIGHT JNO. 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

A Prominent New York Politician Near Death

Hon. R. N. Lansing, of Rensselaer, N. Y., Six Times a Member of the Assembly, Tells of Narrow Escape.

"About fifteen years ago I was taken with rheumatism, which affected my heart producing what was called valvular trouble. Three doctors told me I would never do another day's work. While I had many remedies recommended to me I got a bottle of Dr. Miles' Heart Remedy and it helped me inside of 48 hours. At the end of the week I called on my doctor and asked him to examine me. He said I was better than he ever expected to see me and asked if I was taking his medicine. When I told him I was not, but was taking Dr. Miles' Heart Remedy, he said, 'Thank the Lord for Dr. Miles' Heart Remedy.' I continued to take it, and while I realized my heart was damaged so I could not expect a permanent cure, for fifteen years I worked every day, notwithstanding I had been told I would never work again. In July, 1911, I was taken with rheumatism again, and it went to my heart as before. I got so bad that one of the Albany papers wrote up my life and said I could not live but a few hours. I again took Dr. Miles' Heart Remedy with very satisfactory results, and have not missed a day at business or in the legislature since January. I feel that Dr. Miles' Heart Remedy has saved my life and cannot recommend it too highly."

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



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, \$14.30, 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.

Nominations In Merchants and Publisher's Contest Will Be Closed Friday, May 3, 1912

Nominate Your Candidate Today---Its Just Beginning to Warm Up

Votes Can Be Secured at The Following Places

D. R. Gass & Son, Geo. A. Stambaugh, E. T. Woodburn & Son, Oscar Cliett, The Corner Drug Store, E. B. Black Company, Star Theatre, and Hereford Brand

Contest Opened Friday, April 1, and Closes Wednesday, July 31st, 1912

Full Particulars of Contest Will Be Published Again Next Week

The Millinery Parlor

is displaying a fine up-to-date line of Large Street and Pattern Hats, also the latest flowers, trimmings, etc. A new shipment will be ready for your inspection Today and Tomorrow. Prices always reasonable.

Don't Forget The Place

FIRST DOOR SOUTH BRITAIN-DUNLAP BUILDING

C. A. Skelton was attending court at Farwell this week, and while away, Leslie Moreman held his job down for him at Kemp's. He makes a rapid salesman. The firm was in the act of moving a small house, the property of the lumber company, and after the house had been "jacked up" ready to move, Mr. Moreman sold the house.

Dr. Miles' Anti-Pain Pills for sciatica.

Land Wanted.

I have a cash buyer for 100 to 640 acres of land if located near Hereford. H. H. Hawkins. 11-2t

Off to Hear Ramsey.

Among those who went up to Amarillo yesterday morning to attend the Ramsey Rally were C. S. Garrison, E. B. Black, Henry Hubbert, Burl Elliston, R. J. Kibbee and others.

1,200 Hear Ramsey.

As a contrast to the small crowd of 300 who heard Jake Wolters, the friends and supporters of W. F. Ramsey filled the Deandi Theatre at Amarillo Thursday evening until standing room was in demand. Henry Hubbert says that at least 1,200 people heard the candidate for governor, and that he made a great speech. The dozen men from Hereford, who were at the Rally, returned enthusiastic for the Cleburne man.

A. H. Smith of Garden City, Kansas, expert erector for the Bessemer Engine Co., is here with Mr. Rittenhouse, and the two are putting all the engines at the big wells in first class running condition. The first engine to start was on the Renfro farm south of town. The others will be ready this week.

Homer Wilkinson will leave Sunday to attend a meeting of the National Grocers' Association at Oklahoma City. Some important discussions are down on the program. The pure food law will be discussed in its many sided features.

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.

Ladies' Glee Club.

This Club will make its first appearance tonight, 8:30, at the Presbyterian church, and a good program is promised. The members of the Club have been under the instructions of Mrs. Stevens, and the best voices in the city will be heard. A liberal patronage should be given as a part of the receipts go to the public library.

Dr. W. J. Rogers and E. B. Orr are both very ill at their homes, and their friends feel uncertain as to the outcome, but are hoping for a favorable turn. Every thing possible is being done for them by friends and physicians.

Howell Hallmark of Walnut Grove, Alabama, brother-in-law of E. O. Freeman, has purchased a half interest in The Fair. The new firm will extend the business and improve this popular store in many ways.

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

Miss Corah Clingman, who has been visiting her sister, Mrs. Thos. Cook, left Monday for Sayer, Okla. She was accompanied as far as Amarillo by Mr. and Mrs. Cook. Mrs. Cook returned to Hereford Tuesday evening, while Mr. Cook on to Canadian to attend to some business matters.

Walter B. Palmer has resigned his position as bookkeeper for the State Bank. He has in view a responsible position with a similar institution in another part of the state.

Atty. J. A. Holmes of Miami spent last Sunday as a guest of Mr. and Mrs. Thos. Cook. He returned Monday, Mr. and Mrs. Cook returning with him.

J. J. Gallaher, Geo. Irwin, A. M. Jones and Mack Gallaher were at Olton, Lamb county, Wednesday. Mr. Irwin says that an Olton farmer has a big irrigation well and will try it out this year.

J. H. Ross of Hollege, N. M., was in Hereford this week and reports that the people are rapidly returning to their claims.

E. & W. SHIRTS

For the man who is particular about the shirt he wears, and E. & W. will fill every requirement. E. & W. Shirts are strongly made of the most durable materials, and are stylish and distinctive. We have these desirable shirts in white in both plain and pleated fronts, and in pretty stripe and figure designs. Let us show them to you.

\$1.50 EACH

"Superb" Clothing

No suit can be satisfactory unless it be Superb in fit, style and quality of material used. Our Superb Clothing lives up to those requirements. A fit is guaranteed, the styles are the latest and in perfect taste, and the material is guaranteed to be all wool. Could you ask more of a suit? Prices from

\$15.00 to \$25.00

Korrek Shape Shoes

are guaranteed shoes. When you wear a pair of our perfect fitting, sturdy, and yet stylish Korrek Shape Shoes you may feel that your shoe question is solved. They go from our store guaranteed to perform all that a high grade shoe should. If they fail we make good.

Prices \$3.50 to \$6.00

HUBBARD DRY GOODS & GROCERY COMPANY

The Store Ahead

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.

FIELD SEEDS

We have a fanning mill run by our gasoline engine and are doing some excellent work cleaning Maize, Kaffir Corn, Millet and Cane seed. The variety is the best and after a thorough cleaning we feel justified in saying they are superior to anything offered at only

\$1.00 Per Bushel

Also a full stock of Coal, Grain, Hay and Salt.

PHONE SEVEN-SIX

E. W. HARRISON