

# The Hereford Brand

VOLUME 12

HEREFORD, TEXAS, FRIDAY, AUGUST 23, 1912

NUMBER 29

## SHEEP FEEDING AND IRRIGATION

Colorado Farmer and Feeder Gives Something to Think About—Diversification Means Success.

In further conversation with E. W. Morgan, who, as stated, has had some years experience in raising stuff by irrigation for feeding purposes, The Brand news faker was made to put his thinking cap on when he passed from the subject of pumping water, making irrigation ditches and harvesting his crops of alfalfa to that of sheep feeding.

In the Fort Collins district, Mr. Morgan said from 300,000 to 500,000 sheep were fed each year. Most of the feeders are lambs, which the farmers buy from the New Mexico sheepmen, some coming from Idaho. The feeding season begins about November 1, and continues until the middle of March or April 1. The sheep are fed the alfalfa hay raised in Colorado and corn shipped from Nebraska. The feeders pay the commission men 10 cents per head for their trouble in locating and buying the lambs. The freight from the pasture to the nearest river point through Fort Collins is \$122 per car.

While few people would undertake to ship lambs that distance, and then to ship corn from another direction of greater distance for the purpose of finishing the lambs for the market, yet the Fort Collins people have made their work the standard, and all quotations and prices on mutton stuff are based on the Fort Collins market, just like the Elgin Butter Board fixes the price of creamery products. The Fort Collins sheep feeding industry brings a large profit to the entire community, for it furnishes a home market for their alfalfa hay.

Now, all this talking by Mr. Morgan was done for the purpose of calling attention to the opportunity right here at Hereford. It will be remembered that some of the sheepmen in this county who sold their lambs in March of this year realized a very handsome profit. The large number of lambs raised in the Hereford district and the near at hand alfalfa and other feed crops afford a better opportunity for feeders to make good profits than their neighbors in Kool Kolorado.

Some of the points in favor of Hereford as pointed out by Mr. Morgan are these: First, the freight on a car of lambs from Hereford to Kansas City is only \$72, as compared with \$122 the Colorado feeder must pay; a small saving of \$50, but none too little to pass unnoticed. Then the commission of 10 cents per head is cut out, for the lambs can be and are being raised in the immediate and contiguous territory. And lastly, but not the least consideration, is the question of "shrinkage in shipment," with which the Hereford feeder and shipper does not have to contend. Reference is here made to the shrinkage in shipping from the pasture to the feeding lots. Another point, which should not be forgotten, is the fact that no feed stuffs will have to be shipped from distant points, as all the alfalfa, kaffir, maize and corn needed can be raised right in this territory. This arrangement would enable the sheepmen to take more profits in the sheep industry by saving on the several



Irrigation Ditch Hereford, Texas

points mentioned, and, at the same time, the farmer would get more for his products, having a home market and a ready market.

Mr. Morgan was certain that the irrigation projects now in operation and to be placed in operation would succeed far better if the proper attention was given to the sheep and cattle feeding industry at the same time. He saw in these different lines of endeavor reciprocating industries, as the one would be a natural result of the other, and both the farmer and stock raiser would get the benefit of the advantageous situation of Hereford.

Will these succeed? Why not? This is admitted to be the finest sheep country in the world. Then sheep raising must be a success, if a good market is secured. Is the coordinate industry worth while? Why not, again? Everybody admits that Hereford has the purest water in the world for irrigation, that our land has a natural irrigation surface, and we admit ourselves that we can raise alfalfa and corn, maize and kaffir, with the least amount of water. Then what is in the way of eminent success in both the irrigation of feed stuffs and the feeding of these products to sheep and cattle raised on our own pastures? There is but one answer, and that is this: With proper management and industry, Hereford will become the Fort Collins of Texas, and will set the price of mutton in all the Western markets. Mark this.

### Courthouse Yard.

No doubt the committee had trouble in making some of their decisions, but it requires no stretch of the imagination to see that the courthouse yard is in pink condition. Russell Carroll is taking commendable pride in keeping the yard and building clean.

J. P. Snyder and W. F. West came in yesterday morning with some prospectors, three of whom were women, and they have been shown the beauties of this section. It is needless to say that all of them were delighted with the land and water.

### Get a Deaf Smith County Map.

Up-to-date, only \$1.50. H. G. Hays, Co. Surveyor, Hereford. 211f

## CLEAN TOWN CONTEST ENDS

Ladies of Civic League Close Clean-Up Contest—Prizes Awarded—Lots of Weeds Cut.

As advertised, the Civic League committee made an inspection tour of the town Saturday and awarded the local prizes. After a thorough canvass and careful inspection the committee awarded the following prizes:

First Prize (for best kept block)—Banner, to block on which the Baptist church is located, also the homes of A. M. Jones, S. J. Dodson and Charles Cook.

Second Prize (for cleanest district)—Banner, to District No. 9; Mrs. S. J. Dodson, supervisor.

Third Prize (for cleanest alley)—Blue Ribbon, to Baptist church.

Fourth Prize (for cleanest street)—Blue Ribbon, to Fourth street.

Fifth Prize (for boy swatting most flies)—\$2.00 baseball mitt, Woodburn & Son, to Bruce Sullivan.

Sixth Prize (for best kept back yard)—Set of tea tumblers, by Warren Hardware Co., to Mrs. A. L. Gibson.

Seventh Prize (for best kept front yard)—Hand-painted salad bowl, by "The Fair," to Mrs. J. H. Pitman.

Eighth Prize (for girl under 14 having prettiest flower bed)—Box of candy, by the "Big B," to Ruth Lee.

Ninth Prize (for best kept premises)—Cut-glass bowl, by W. H. Ray, to Mrs. H. B. Webb.

Tenth Prize (for best vegetable garden)—50 pound sack of flour, by Homer Wilkinson, to C. M. Hunt.

Eleventh Prize (for the best kept church yard)—Four shade trees, by Oscar Cliett, to Baptist church.

Twelfth Prize (for the woman's husband who allowed her to milk the cow)—Pair of Oxford shoes, by H. C. Myrick, to J. T. Wilkinson.

Thirteenth Prize (for best kept orchard)—50 pound sack of flour, by J. A. Johnson, to Mrs. Charles Sullivan.

The kodak, by the Corner Drug Store, was won by Miss Blanch

Warren, for the best front yard.

The \$5 00 in cash, given by J. L. Walker, went to J. W. Barnett, for best playground.

The prizes to the boys who had made the most money cutting weeds were divided between Hal Wilson and Bruce Sullivan. Wilson had made \$7.50, and was awarded the \$2.00 hat, by Gass & Son, and the knife given by Garrison Bros. Bruce carried off the \$2.50 pair of shoes given by Stambaugh. He had earned \$10.75.

For the best kept public grounds, the high school won, taking down the \$10 in cash given as follows, by Ed. Connell, \$5; Pitman & Wear, \$1; First National Bank, \$2; First State Bank, \$2.

Mayor Knight won the clean vacant lot prize, \$2.00, given by the Western National Bank.

The committee who had the task of inspection and awarded the prizes were: Mesdames Mounts, Hawkins, Arnold, and Messrs. Obertheir and Ashbrook.

### Wilson Campaign Fund.

The popularity of the Wilson-Marshall dollar campaign fund has swept the country from California to Maine. The national campaign committee, at the suggestion of Mr. Wilson, is asking for donations not to exceed \$1.00 to prosecute the campaign, and it is expected that the common people all over the country will contribute sufficient for all the expenses.

Hereford Democrats are not to be left out of this common cause, and so have started a Dollar fund, the first to contribute being the County Executive Committee. A complete list of all who have promised a dollar:

County Executive Com.	\$1.00
John Dale	1.00
John P. Slaton	1.00
Hereford Brand	1.00
E. B. Black	1.00
A. J. Lipscomb	1.00

Miss Mabel Betts will teach piano this winter in Hereford at her home, one block southwest of the public school building. She is prepared to give instruction in the best methods in piano and harmony at reasonable rates. Will be glad to see all who are interested, at once. 29-1t

YOU'LL LIKE HEREFORD!

## SOME MORE TOWN TALK

Other Citizens Express Their Views Anent the Fire Department and Taxes.

The Brand gives again this week some more talk about the affairs of the city. It seems to be the consensus of opinion that the fire equipment should be kept as it is. A few of the taxpayers advise raising the tax rate, if more money is needed; but if the rate limit has been reached then hike up the assessment.

### RAISE THE TAX.

Raise the tax and keep the fire wagon. Other departments are doing very well. If we can't raise the rate, raise the assessment values.

ROY STOCKING.

### NOTHING TO GAIN.

I am in favor of keeping the fire wagon just as it is. I am outside of "hose reach," and the department may be a little expense, but there would be nothing gained in selling the team and wagon and buying hand reels.

R. G. SISK.

### RAISE THE TAX.

Better raise the tax, keep the present fire equipment and give the property protection.

OSCAR CLIETT.

### UP TO THE COMMISSIONERS.

I am not one of the Commissioners; that's up to them. There are two sides. There is a good deal of reason in Mayor Knight's letters, and it may be the better part of wisdom to sell the team and wagon. The City Commissioners are better posted than others and their judgment should be relied upon.

J. E. GARRISON.

### NO SAY COMING.

I haven't got any say coming. I feel that this matter should be left up to the Commissioners.

PEARL LONG.

### HARD PROBLEM.

It's a problem, and one not easily solved, and those on the inside ought to be able to adjust the city affairs better than anybody else. Personally, I believe we are not able to buy an auto-truck. In the winter time and rainy season the wagon would make better speed than hand reels or carts.

A. M. JONES.

### ABOLISH CORPORATION.

I am in favor of doing away with the whole shootin' match, and thus save all the expense. The county tax assessor and collector can do the work needed for the bond issues.

D. W. CRAWFORD.

The Christian Endeavor Society of the First Christian church gave a social in the basement of the church on Thursday night. A good program of vocal and instrumental music and readings was rendered. Mr. Carr, of Plano, gave some selections, which were appreciated very much. After the refreshments were served some of the young people gathered around the piano and sang some of the old favorite songs. The time to say good night came too soon. Everyone left feeling that they had had a most enjoyable time. All expressed the desire that they would meet again soon under similar conditions.

Miss Jessie Sisk will return home tomorrow from Canyon where she has been attending the Summer Normal.



## TAPPING THE UNDERGROUND WATER

System of Tunnels Proposed in Obtaining Water For Irrigation Purposes.—Old Methods Compared to Modern Irrigation Projects.

By A. C. ELLIOTT, Editor Hereford Brand.

The first irrigation of the world may be traced to old India and Egypt, where water was drawn from the rivers by the slow process of buckets attached to sweeps, the power used being the cheap slave labor. No doubt the Jews, after they were enslaved by the Pharaohs that "knew not Joseph," operated many of these crude machines that the fertile lands of the Nile might produce an abundance to enrich the kings.

In India, the old irrigation ditches leading from the rivers of that country may still be seen winding their way across the desert places. These gravity ditches became the second step in the advance of irrigation. These ditches were built at great cost and at the sacrifice of many lives, for the machinery used in those early days was such as slaves might be expected to provide.

During the time of the Roman Empire, still another step was made in the construction of irrigation projects and aqueducts, many of them being built of solid masonry. There still stands the supporting columns and flumes of one of these structures across the valleys of Italy, built for the purpose of conveying water to the public baths and private villas of Rome and its suburbs.

In our own country, under the sun burnt plains of Arizona and New Mexico, may be found the ditches of the farmers of a now extinct race of people, whose civilization antedates that of Egypt. Here they contended with the slackness of nature in providing sufficient rain for their crops. And now, after a waiting silence of ten thousand unknown years, another people of superior knowledge goes to convert the desert into a garden.

Both private capital and government extravagance have expended millions of money in developing the water resources of a large scope of territory in the Golden West and the Sun-kissed Southwest. Storage reservoirs, conveying ditches, pumping plants, have been built, all for the purpose of extending the area of arable land. All of these methods, from the early sweep to the latest pumping device, from the small gravity ditch out of some mountain stream to the largest reservoir dam, have brought their beneficences to the human family.

Where the flood waters of the plains and the melting snows of the mountains can be stored, the reservoir is perhaps the best. Where Nature has provided an underground storage, pumping devices are, of course, the only methods thus far provided, but now comes ingenuity of man in his efforts to provide for his kind and taps the water reservoirs of nature, lifting the water by the most natural methods.

This man may be a dreamer, but a country without its dreamer sees no visions, achieves no victories. It is proposed to tap the underground flow of the plains of Texas in the most natural way.

It is well known that the surface of the Plains has a "dip" of some 8 feet to the mile, this "dip" being in a southeasterly direction. There is another fact which will play an important part in the proposition. While not generally known, the "water plane" as well as the surface has a "dip," following in a

general way that of the surface, but differing in many places to such an extent that this difference may be used to an advantage.

An example of this may be found near Hereford. The "water plane" in one of the wells near Hereford lies at a depth of 47 feet. In a well four miles northwest of this well the "water plane" was found at a depth of 50 feet, yet the "surface plane" had an elevation of 20 feet above the surface at the first well. At Plainview, the "water plane" near the town is at 50 feet below the surface. Seven miles northwest, up the draw, the "water plane" is some 40 feet under the surface, while the elevation of the last point is 50 feet above the elevation of the town of Plainview. In other words, the "water plane" at the seven mile point is 10 feet above the street level of the town.

Now the project is simply this: To drive tunnels under the surface at an angle to both the surface plane and water plane, giving the tunnel sufficient fall to insure the flow of the water. These tunnels would tap the underground reservoir and allow the water to flow out to the surface by the force of gravity, or to use a common phrase, simply let the water flow down hill until the stream reaches the surface. This plan is entirely feasible.

These tunnels will be driven by the most ingenious machinery. After surveys had been made, profiles of the tunnel line drawn, showing its depths below the surface, the work of tunneling would begin at the surface. No hand labor would be needed to do this work. An electric driven rotary drill, placed in a horizontal position, running on an automatic self-lain track, would do all the work. The dirt or borings would be removed by conveyors and elevators. After the first few hundred feet of tunnel have been made shafts will be sunk at intervals of 1,200 feet, through which electric wires, dirt elevators and water pipes would be placed. The "central plant," or battery of dynamos, will be driven by gasoline or crude oil engines and the entire equipment mounted on four sets of trucks. When a new "station" must be taken, the proper connections would move the plant along the surface, similar to a traction engine. One station would be made at 3,600 feet, the lines supplying three shafts from the one station. The sizes of the tunnel would vary from 6 to 9 feet, and it has been estimated a speed of 100 feet per hour could be made. This means 10 miles of tunnel in 22 days of 24 hours each. Counting only 22 actual working days during a month, a tunnel 40 miles long could be bored in four months. These tunnels would be lined with concrete conduits, turned in by machinery.

The cost of driving and finishing these tunnels would not exceed the cost of building any of the large government reservoirs. And, while the enterprise would require large capital, the unit cost per acre would be less than the government unit cost. But the advantage to be gained would be the operating expenses, for when once completed, engine and pump troubles, gasoline and repair bills would be entirely eliminated, as the water would flow out of the ground as natural as the big springs at Roswell, New Mexico, or Sherwood, Texas.

## GLAD TIDINGS FROM THE NEW STORE!

We are very glad to announce to our many friends and customers that we are very snugly located in our new quarters where we have everything arranged for your inspection.

### NEW GOODS ARE NOW ARRIVING DAILY

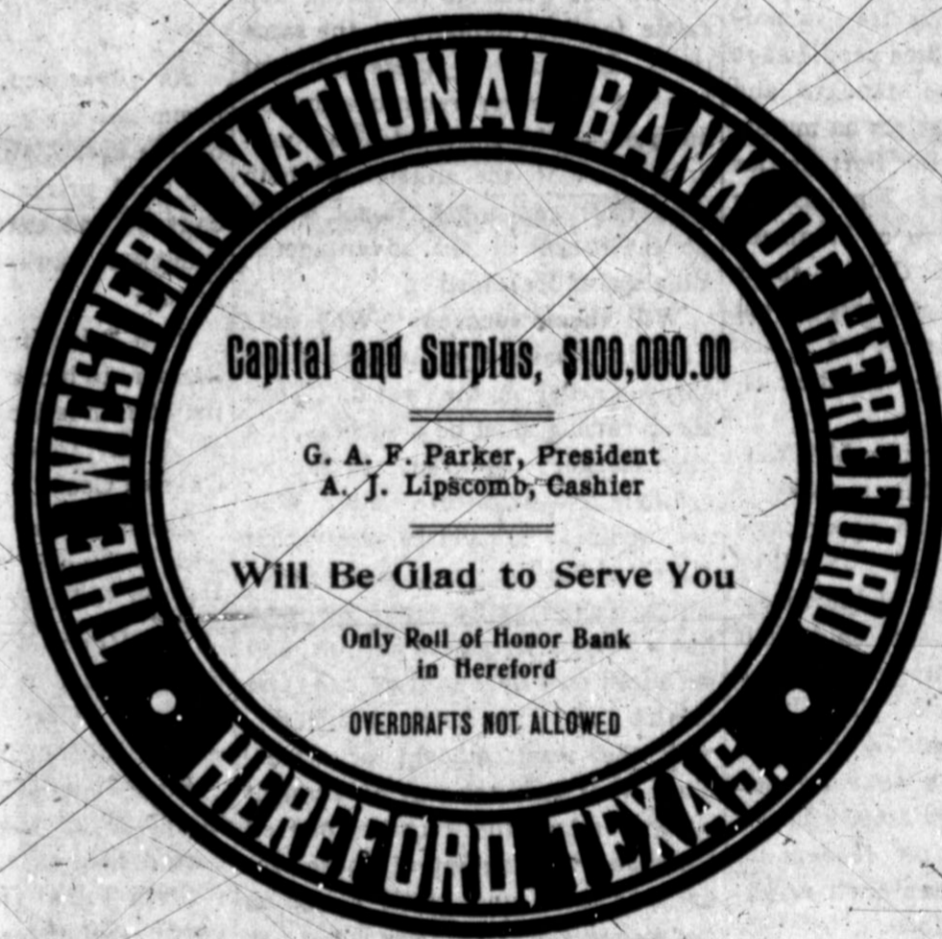
We cordially invite Everybody to come to see us in our "NEW HOME." In addition to the many new goods we have to show you this week we are making the following

## EXTRA SPECIAL Reductions FOR THE NEXT FEW DAYS

<p><b>MEN'S POROSKNIT UNDERWEAR</b> We will close out all of our best \$1.00 Porosknit Union Suits in the next few days at, per suit <b>75c</b> Boys' 50c Porosknit Union Suits <b>35c</b></p>	<p><b>MEN'S ODD PANT SPECIALS</b> After invoicing we find several pairs of Men's \$4.00, \$4.50 and \$5.00 Dress Pants in best summer patterns and weights, to close out at <b>\$3.50</b></p>
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<p><b>25c</b></p>	<p><b>Attention Ladies!</b> We have one lot of about 20 doz. Ladies 50c Everwear Hose in Tan color only, to close out (notice name EVERWEAR) at per pair <b>25c</b></p>	<p><b>25c</b></p>
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<p>CALL AND SEE THE NEW GOODS</p>	<p>HEREFORD'S ONLY GENTS FURNISHER <b>H. C. MYRICK</b> EVERYTHING FOR MEN AND BOYS</p>	<p>NEW LOCATION—FIRST DOOR SOUTH OF WESTERN NATIONAL BANK</p>
<p>COME TO SEE US IN OUR NEW HOME. WE HAVE JUST CLEANED OUT ALL OLD GOODS EVERYTHING NOW IS NEW</p>		



**Saved Him.**  
"It didn't kill me, but I think it would if it had not been for Hunt's Cure. I was tired, miserable and well nigh used up when I commenced using it for an old and severe case of Eczema. One application relieved and one box cured me. I believe Hunt's Cure will cure any form of itching known to mankind."  
CLIFTON LAWRENCE,  
26-5t Helena, O. T.

Chas. Purcell, Hugh Witherspoon and Henry Cloyd attended the Fire Meet at Vernon. Others would have attended making a sufficient number to engage in the events and contests but as the town was "too short" to furnish the necessary expenses, only three boys could go. No blame can possibly be laid to the boys for not attending at their own expense as their service to the city is purely volunteer. Even when transportation and hotel expenses are paid, there is always the loss of time from

their jobs and extra expense. It's a pity the town didn't wake up in time to attend to its bounden duty. The ladies of the Civic League did their part well and furnished the funds that were used.

**Lutheran Services.**  
Services at the College chapel next Sunday in German by the Lutheran brethren. All invited. Sunday school at 10 o'clock.

**Severe Rheumatism.**  
Grove Hill, Ala.; Hunt's Lightning Oil cured my wife of a severe case of Rheumatism and my friend of toothache. I surely believe it is good for all you claim for it.—A. R. Stringer, 25 and 50c a bottle. All Dealers. 26-5t

It is generally the man who does not know any better who does things that can't be done. You see, the blamed fool doesn't know it can't be done, so he goes ahead and does it.—Bates.

**Watermelon Time.**  
The many melon patches around Hereford are now yielding the "smilin' on the vine" to the satisfaction of the small boy and a good many grown-ups.

### Cure Your Backache and Rheumatism WITH FOLEY KIDNEY PILLS

Backache drags on your vitality. Saps your strength. Weakens your endurance. Hampers you in your work. Besides that, it means something wrong with your kidneys; a weakness, an inflammation, a breaking down, may be, of the kidney tissues. Foley Kidney Pills is the true answer. They will help you QUICKLY, strengthen and heal your kidneys, regulate the action of your bladder, and drive out Backache and Rheumatism. They will make a strong, well man of you. No habit forming drugs. Try them.

**BETTS-CLARK, Druggists**



**Use of Electricity For Irrigation and on the Farm.**

C. H. Williams, in Electrical Record.  
In Colorado the well-diggers asked the farmer to assume the uncertainty of securing water, and contract only to put down a hole at a fixed price per foot.

The Northern Colorado Power Co. is considering the advisability of offering to all landholders along its lines a proposition under which the power company will agree to put down wells and produce a definite amount of water, and to back the proposition with the agreement that there will be no charge in case of failure to produce water. For example: A contract will be signed for five years' use of power and for payment of the well to the power company, conditioned on the power company producing a minimum of 40 statutory inches of water, as measured by a weir, and this for a reasonable length of time to show the reliability of the flow.

The power company has equip-

ment for working economically and has secured the services of the most experienced men, and all the materials used, such as casings, screens and piping, are arranged for by the more advantageous purchasing facilities of a larger company, while the power required for doing the work is available from the lines adjacent to all prospects where this offer will be made. An arrangement such as this will remove all uncertainty from the proposition on the farmer's part, as information regarding pumps, motors and equipment is of a definite nature.

Responses to inquiries sent to 125 pumping consumers on the Northern lines who have used electric drive as well as other forms of power, as to the advantages of the electric motor over other forms of drive, are that the motor always runs when wanted, and it is an indisputable fact that the electric motor requires the least care of any form of power available for this work. Practically one-half of all of the motor installations in

Northern Colorado have supplanted engines, and there has never been a single change by which the electric motor has been displaced by any other form of power, nor has there ever been an electric pumping plant installed which later was discarded. When the motor is started the pump house is closed and the farmer goes about the work of distributing the water in his fields and provides no further attendance for his plant.

The bulletins from the experimental stations of the Department of Agriculture show that on all the plants for which they have compiled data the electric motor performs 24 per cent. more work than the oil engines of equal rated capacities.

The farmer as a consumer is of the most reliable type, and an investment made to serve him is safeguarded. The farmer is not an agitator and is not opposed to corporations. He sees the advantage of having outside money invested in the country which he occupies, he pays his bills promptly, and once connected finds many added uses for electric power on the farm. He sees the advantage of pumped water and realizes the great gain in getting his water just at the time he needs it. He recognizes another marked advantage in the use of pumped water over water from the reservoir and ditch, and that is the fact that the well water is uncontaminated.

The work of pumping is but one use for power on the farm, and an analysis of the possible power consumption on the farm shows a tremendous use as compared with ordinary estimates. Farm power is expensive, as the fuel costs are high. It is a work of education to present the power problem to the farmer, to show him that he is already a consumer of large amounts of power, using animal power and manual labor at costs which are prohibitive when electric current is available. How many farmers consider the power equivalent of money spent for horse feed? It costs \$7 a month for seven months to feed a workhorse if the farmer has the feed, and if he has to buy the grain and hay the cost will be increased to \$10 with \$3 a month for the other five months.

A good work horse represents an investment of \$150, and such a horse is good for ten years' work, if nothing happens in the way of accidents or ill luck; and on this basis the cost of animal power is several times the cost of electric power, with the disadvantage of having feed bills when no work is done.

Among the possibilities for the use of electric power on the farm, the work of cutting and grinding feed for stock is a close second to that of irrigation.

If you are a housewife you cannot reasonably hope to be healthy or beautiful by washing dishes, sweeping and doing housework all day, and crawling into bed dead tired at night. You must get out into the open air and sunlight. If you do this every day and keep your stomach and bowels in good order by taking Chamberlain's Tablets when needed, you should become both healthy and beautiful. For sale by all dealers.

**Kendrick Ranch News.**

August 18.—A marriage, which has not been chronicled, occurred at this place on July 24, in the union of Mr. B. B. Kendrick and Miss Emma Cornforth, of Iowa Park. They have just returned from a trip into the mountains of Colorado, where they enjoyed an outing. They will make their home on a farm near here.

Miss Helen Kendrick is visiting at the home of her brother, R. T. Kendrick.

This community has had good rains this season and everything is looking fine. Good prospects for crops.

There will be preaching at the Kendrick school house next Sunday, Sunday school at usual time. Mrs. Hankins is our superintendent.

**Castro County News.**

From Dimmitt Plainman.

C. F. Kerr was in Hereford last Saturday.

R. R. Gilbreath and wife were in Hereford last Sunday.

Press Dyer spent last Saturday and Sunday in Hereford.

Harmon Wilhelm was a business caller in Dimmitt Wednesday.

H. C. Jackson and family, of Bethel, spent last Saturday in Dimmitt.

Joe Collins, of Hereford, was attending to business in Dimmitt Tuesday, coming down in his auto.

Sheriff Barber returned the first of the week from Waco, where he had been in attendance at the sheriff's convention.

Mack Rowan, K. B. Rowan, Mrs. B. Rowan and Mrs. B. L. Surber spent last Saturday at the Red Tower ranch, west of Dimmitt.

Just six more days before the picnic in Dimmitt. Make your preparations and be on hand with a basket full of dinner, Thursday, August 22.

Misses Williams, Shultz and Edwards, of Hereford, were visiting in Dimmitt last Saturday. Miss Shultz will conduct a music class in Dimmitt this winter.

Mrs. Charles Lovelace and children, of San Angelo, who have been visiting Mrs. N. J. Lovelace and family for the past several days, left last Saturday for Plainview, at which place Mrs. Lovelace will join her husband.

J. R. Schwieters, Van Woody and K. B. Rowan are making a carry-all merry-go-round, which will be in operation in Dimmitt on the 22nd of August. The machine has a seating capacity of sixteen and is first-class in every respect.

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

**Hurley Items.**

(Bailey County).

Hurley, Texas, Aug. 19.—Nice rains in the valley this week. The farmers are all smiles, for they are assured a bumper crop.

Charles Warren, of Three Oaks, Mich., was looking after his interests in the Mule Shoe and Y. L. ranches Friday of this week.

Mr. Yelverton, of the Friona Telephone Co., was among the many prospectors in the valley this week.

Harry Johnson made a flying trip this week to Amarillo and Fort Worth.

Messrs. Hensley and Smith, of Canyon City, were prospecting in the valley Wednesday of last week. They were highly elated over the prospects of irrigation by pumping in this section.

L. W. McAdams, of the McAdams Lumber Co., of Dallas, was looking after the establishment of a lumber yard in New Hurley.

Austin Hatchell, prominent young attorney of Plainview, was looking after his interests in the Hurley section Wednesday of this week.

Charley Hooker, late of Childress, the cashier of The First National Bank of Janes, was in the village Friday.

Paul A. Coldron, promoter of the townsite of Janes, stopped all night with friends in Hurley the latter part of the week.

John James made a flying trip to Farwell-Texico Saturday.

John Metsker, the popular merchant of Hurley, made a business visit to Farwell-Texico Saturday.

Harry Hite was among the many Hurley citizens who visited Farwell-Texico Saturday.

Commissioner Snyder attended court at Dimmitt Monday, Tuesday and Wednesday of last week.

L. R. Cox, the hustling land man, is absent this week in Kansas City.

Mrs. Lewis Gardner returned from an extended visit to her old home in Nebraska Wednesday of last week.

HURLEY HUSTLER.

**Christian Endeavor Program For Aug. 25, 1912.**

Subject, "Missionary Progress in South America and the Islands;" Acts 10:16-24.

Song.  
Sentence Prayers.  
Talk, "Commercial Opposition," Acts 19:23-29; Clell Cochell.  
Paper, "A Kind Reception," Acts 28:1-10; Hazel Wilson.  
Piano Solo, Alma Norton.  
Talk, "The Need of Prayer," Eph. 6:18-23; Miss Beulah Wright.  
Song, "Mizpah."  
Leader, Miss Inez Ricketts.

**YOU'LL LIKE HEREFORD!**

**FOR SALE On Easy Terms**

Will consider some good trade. Several tracts of fine land in the Shallow Water Belt reasonably close in.

- No. 1—160 acres 6 1-2 miles northwest from town. Some improvements.
- No. 2—160 acres 8 miles northeast. No improvements.
- No. 3—330 acres 8 miles southeast. All smooth. Fine location.
- No. 4—Two sections, 8 and 9 miles east. Some 200 or 300 acres of sub-irrigated land. Good location and near to school.
- No. 5—231 acres 3 miles east of Amarillo. All smooth.
- No. 6—160 acres 6 miles south of Amarillo.
- No. 7—160 acres 1 mile west of Dimmitt.
- No. 8—160 acres 1 1-2 miles east of Dimmitt.
- No. 9—One section 16 miles north of Hereford. Located on 25-Mile Ave.
- No. 10—One 6-room house, well, windmill, barn and all necessary out houses; young orchard, 5 acres of land.
- No. 11—One 6-room house, barn, well and windmill, fine orchard and shade trees. Located on 25-Mile Ave. 1 1-2 acres.

I also have a number of other pieces of property. Can fit you up in any size residence wanted and land located anywhere. For prices and terms, see or write

**J. H. BOWERS,**  
First National Bank Building  
Hereford, Texas

**PRICE LIST!**

	Neater Price	Delivered
Bran	\$1.25	\$1.30
Bran, mill run	1.45	1.50
Shorts	1.60	1.65
Nutrio	.90	.95
Oats	.48	.50
Wheat	.95	1.00
Millet Seed	1.45	1.50
Cane Seed	1.45	1.50
Rock Salt	.60	.65
Rock Salt, crushed	.50	.55
No. 1 Salt	.60	.65
Rugby Niggerhead	7.50	7.75
Gordon Lump	7.00	7.25
Gallup Nut	5.75	6.00

All coal advances 50c per ton on September 1. Get a move on you.

**E. W. HARRISON**

**Stops the Hair From Falling Out**

Dandruff is not only disagreeable, aggravating and embarrassing—it is dangerous—it means scalp disease and loss of hair.

You may have but little dandruff at the present time, but if neglected it will increase in quantity, close up the pores of the scalp and rob the roots of the hair of the proper nourishment—the moisture and heat of the scalp will soon change a loose and fluffy dandruff into an almost solid mass—it gets sticky and forms in layers.

**Nyal's Hair Tonic Will Soon Relieve This Condition**

—loosens up the dandruff and prevent the bacterial action. It supplies proper nourishment to the scalp and hair—stimulates it's growth and gradually darkens gray hair.

Its continued use will result in a luxuriant growth of hair.

Besides good goods you get good treatment at our store. Always glad to have people come in and look around, whether they want to buy or not. We wait on you promptly, give you what you ask for but never tease anyone to buy anything.

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

**CLEAN GROCERY PRICES**

14 lbs. Pure Cane Sugar	\$1.00
25 lbs. Pure Cane Sugar	\$1.75
100 lbs. Pure Cane Sugar	\$6.75
12 Cans No. 3 Tomatoes	\$1.35
12 Cans No. 3 Sweet Potatoes	\$1.50
12 Cans No. 3 Hominy	\$1.25
12 Cans No. 3 Kraut	\$1.35
12 Cans No. 2 Corn	\$1.25
12 Cans No. 3 Pumpkin	\$1.25
50 lbs. Amarillo's Best Flour	\$1.50
50 lbs. Royal XXX Flour	\$1.65
50 lbs. Panhandle Flour	\$1.75
50 lbs. Albatross Flour	\$1.90
Good Potatoes per lb.	3c
Good Potatoes by the bag	2 1/2c

We want your business on Price, Quality and Promptness

**HOOPER WILKINSON**  
Clean Grocery

PHONE 81-271 PROMPT DELIVERY



**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:**

- For County Judge:  
**C. D. WRIGHT.**
- For County Clerk:  
**J. S. JONES.**
- For Sheriff and Tax Collector:  
**R. W. (Bob) BAIRD**
- For Tax Assessor:  
**C. P. (Phil) ARTHUR**
- For Treasurer:  
**ROSCOE DAVIDSON**
- For County Attorney:  
**W. ELMER DAMERON,**

**What Is News?**

The Brand is often requested to publish items as "news" when, in fact, the news to be conveyed partakes more of the nature of advertising than of pure "news." In order to have a clear understanding with the readers and patrons of The Brand, a word of explanation is here appended: First, The Brand wants to publish all the "news" while it is new. All good newspapers wish to do that, but it is sometimes impossible to get the "news" while it is "new." Well, what is "news?" The dictionary says it is recent intelligence or information, tidings, an account of recent events. That's very well, but the newspaper man distinguishes between "news" as "news" and "news" as advertising.

The business manager of a newspaper makes this distinction: News is such information to the public through the press by means of which the person or firm mentioned does not seek to gain a financial, social or political advantage either directly or indirectly. While the publication of such "news" may result directly to the advantage and gain of the person or firm mentioned, if he does not seek or connive to secure such reading matter as "news" to his own advantage, then it is "news." From the manager's standpoint, "advertising" is anything published which from the attitude of the person, firm or society mentioned, he seeks to gain a financial advantage. As an example: A new firm comes to town, opens up a nice store and invites the reporter to call around. As a matter of "news," the reporter would give the firm a write-up, giving the names of the members of the firm, their financial standing, the kind of store, their location, and such other things as would be of general interest to the reading public. A new doctor moves in; his name is mentioned, his profession standing given notice, his office location, and if a specialist, this point is given prominence. Other "news" would be the coming and going of the folks of the community, marriages, deaths, births, a "house raising" or a "house warming," the beginning of any new enterprise, society doings, new families moving in or old ones moving out, the weather dry or wet, hot or cold, accounts of storms, railroad wrecks, run-a-way teams or marrying couples, dog fights and men fights, doings of the court, market reports, sporting news, and a hun-

dred other things. But when such a new firm or the new doctor seeks to "boost" their own game by getting their names prominently mentioned in the paper in connection with their business, then the "news" ceases to be "news" and it becomes advertising of the pay sort. Another is the matter of church and lodge news. Where the matter is pure news with no intention of direct money gain, then the "copy" is treated as "news" when a fee of admission is to be charged then that news ceases to be "news" and becomes pay matter. Long obituaries and "farewells," especially when the "copy" is not written in the newspaper office or at the request of the editor, legitimately fall in the paid sort of "news." Even church papers charge for obituaries containing over 100 words. Then a good rule to apply when in doubt, is this: When the proffered "copy" brings direct or indirect money gain to the person's interest or if there is to be a fee or admission or charges made to the partakers, then it paid matter. The rule which has long been followed by The Brand is this: Where church societies, lodges or orders are to give suppers, entertainments, shows or lectures to which the public is admitted only by a charge, then such "news" is treated as advertising and the regular rates are charged. The Brand does not invite nor encourage the acceptance of free passes or tickets as "pay" either for the advertising or circular printing, as it takes money to pay the spendthrift printers and copy writers.

HEREFORD is certainly on the map to stay. The bread cast upon the irrigation waters has already begun to return leading some big fish.

How can you expect to win unless you take a hand in the game. Just to look on gets very tiresome. Quit standing around with your hands thrust into your pockets up to your elbows and try your hand at something—get in the game.

THE way that the weeds disappeared in Hereford during last week made one think our wife's people were coming to see us; but they didn't as there are still so many weeds left that the kinfolks couldn't find their way in.

THE discussion of the city's finances waxed warm and the end is not yet. The Mayor threatens to call a mass meeting of taxpayers and to "speak his piece" in front of them, so that they might hear the voice as one crying in the wilderness.

WHAT is the City Commission going to do about that passel of weeds on the streets and on the private property? The few clean laws and alleys only adds to the aggravation as the contrast is so marked that the sight of the remaining weedy and seedy places gives one "that tired feeling."

POTTER County has offered \$50,000 and the right'oway to the promoters of the Texas, Kansas & Oklahoma railroad if they will lay the track into Amarillo within two years. Hereford at one time raised a bonus of \$110,000 for a railroad and then never got it and the next promoter that comes along will get his hand called too.

THE two local option campaigns now being waged in McLennan and Bell counties will put to severe test some of those pretentious fellows who evinced such love for local option laws and "local self government" during the state campaign in 1911. Then they cried: "Let well-enough alone, local option is the way to deal with the lickster question; now, if you fellers will call a local option election, I will vote with you."

There is more Catarrh in this section of the country than all other diseases put together, and until the last few years was supposed to be incurable. For a great many years doctors pronounced it a local disease and prescribed local remedies, and by constantly failing to cure with local treatment, pronounced it incurable. Science has proven Catarrh to be a constitutional disease, and therefore requires constitutional treatment. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, Ohio, is the only Constitutional cure on the market. It is taken internally in doses from 10 drops to a teaspoonful. It acts directly on the blood and mucous surfaces of the system. They offer one hundred dollars for any case it fails to cure. Send for circulars and testimonials.

Address: F. J. CHENEY & CO., Toledo, O.  
Sold by Druggists, 75c.  
Take Hall's Family Pills for constipation.

What will they do about their much love for the local option law and their big appetite for "good lickster."

It was argued by Columbus and a few others that if one should sail west and continue the journey that he would eventually come back to the starting point, arriving from the east. This was shown to be true. Would an analogous statement be true? If a man just kept on going wrong, would he finally come back to the starting point and be right? If the City is still going in debt, will it eventually come back to the starting place and be out of debt? If the town keeps on "going in the hole," will it get "out of the hole" by keepin' on "going in the hole?"

THERE are entirely too many persons in Hereford who are not producers. All men are consumers, but when one-half of that bunch do not produce anything that half becomes a burden to the others. The authorities have issued an order that every able-bodied man must go to work or move on. The authorities here mentioned has reference to the authority of necessity—that power alone can drive some men off the streets into the fields. This thing of waiting for something to turn up is about the smallest business any man can have. The sidewalk loafer becomes an eyesore to the busy men of a town. His familiar form and naive talk brings the ever recurring question, "How does he make a living?" Hard times drive most men to honest toil but some insist on free hand-out from

the back door of prosperity of those who labor.

The Bench Congress is about to lose two of its most prominent members—the president who is none other than E. T. Woodburn, and J. T. Wilkinson, who is the anti from Arkansas. These members will, by their own free will, forfeit their seats as they propose to go to work. E. W. Morgan is the cause of this sudden change in the usual habits of these men, the change being made by Mr. Morgan's offer to employ them on his irrigated farm. One of the duties for Mr. Wilkinson will be to sit in the ditches and act as a dam, as this will not interfere with a "42" game if plenty of shade is furnished. President Woodburn's duties will be to pile brush and cut bean sticks. He will also give the signal to Wilkinson when to back-up.

**From the Mayor.**

The Brand has another interesting article from the Mayor, but on account of the lack of time and space it could not be used this week.

Perfection Oil Stoves, one to three burners, with and without ovens. See the Hereford Hardware. 16tf

If your competitor talks about you put him on your pay roll. Never mind what he says so long as he keeps talking.—Unknown.

Anderson Witherspoon fixes wells, windmills, etc. Phones 48 and 330. 27tf

W. E. Ebert, who is a new man in this section, brought to this office yesterday a bundle of fine millet raised on his farm north of town. He has twenty acres of this crop, besides a lot of row stuff.

For soreness of the muscles, whether induced by violent exercise or injury, there is nothing better than Chamberlain's Liniment. This liniment also relieves rheumatic pains. For sale by all dealers.

Mr. and Mrs. C. C. Chenoweth returned Sunday to their home at Amarillo after a two weeks' visit with friends.

Cut down the cost of living by using a Gurney Patent Refrigerator. They keep your provisions from spoiling. For sale by E. B. Black Co. 15tf

**THE HEREFORD BRAND ONLY \$1.00 A YEAR**



**200 Cartoons Tell More Than 200 Columns**

**The World's Best Each Month**  
Cartoons from dailies and weeklies published in this country, London, Dublin, Paris, Berlin, Munich, Vienna, Warsaw, Budapest, St. Petersburg, Amsterdam, Stuttgart, Turin, Rome, Lisbon, Zurich, Tokio, Shanghai, Sydney, Canada, and South America, and all the great cities of the world. Only the 200 best out of 9,000 cartoons each month, are selected.

**A Picture History of World's Events Each Month**  
**CAMPAIGN CARTOONS**—Follow the campaign in "CARTOONS" and watch the opposing parties caricature each other.  
**YEARLY SUBSCRIPTION \$1.50; SINGLE COPY 15c.**  
One free sample copy will be mailed by addressing the publisher, H. H. WINDSOR, 318 W. Westling Street, CHICAGO



**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**

**THE FIRST STATE BANK**

S. B. EDWARDS, President      A. P. MURCHISON, Cashier      HENRY WILKINSON, Asst. Cashier  
H. B. WEBB, Vice Pres.      J. W. EDWARDS, Vice Pres.

**TEXAS**

CAPITAL STOCK \$100,000.00  
Shareholder's Liability \$100,000.00

**GUARANTY FUND BANK**  
OVERDRAFTS NOT ALLOWED

**T A S**

**AND TRUST COMPANY HEREFORD TEXAS**



# NEW GOODS! NEW GOODS!

Big Stock of Dry Goods, Dress Goods, Silks, Notions, Hosiery, Shoes, Clothing and Hats. All fresh and new. Come and see them. Bring your money for you will surely want to buy.

FOR CASH ONLY

J. G. CALLENS

HEREFORD, TEXAS

## Local and Personal

Clean Groceries Phone 81. 24tf  
 I'll meet you at the Corner Drug Store. 38tf  
 D. R. Gass, is in the markets this week buying new goods for his firm.  
 Lowney's Chocolates, the decidedly better kind. Betts & Clark. 1t  
 Figure with Kemp on that lumber bill. 28-2t  
 Judge C. F. Kerr, of Dimmitt, was in Hereford Tuesday on business.  
 Lowney's Chocolates for the girl you love best. Betts & Clark. 1t  
 For Insurance that insures see C. O. Lee. 28tf  
 Crystal Ice, 40c per 100 at my ice house. W. G. Ross. 18tf  
 C. E. Bowers of Dakota, Illinois, was here this week on business.  
 Perfection Oil Stoves at the Hereford Hardware. 16tf  
 E. B. Black was at Bovina Monday transacting business.  
 C. D. Miller would like to have a list of any property to sell. 24tf  
 Dr. Turrentine will leave about Sept. 1 for a trip thru the West.  
 All girls love the Lowney Chocolate man. Betts & Clark. 1t

Kemp has some fine cedar posts and the prices are right. 28-2t  
 A. L. Skeen and family have come back to Hereford again.  
 Car load Rock Salt just received. E. W. Harrison. 28tf  
 A. H. Elliston and family have again returned from a sojourn in California.  
 You will be surprised if you examine American Farm Gates at Hereford Lumber Co. 27-3t  
 J. I. Clingman, of Plainview, was here Tuesday of this week looking after some deals in realty.  
 A. M. Jones represents several first class Fire Insurance Companies. See him. 9tf  
 Lowney's Chocolates, the only kind for the girl who knows. Betts & Clark. 1t  
 If you wish to buy, sell or exchange see C. D. Miller, rooms 8 and 10, Dunlap Building. 24tf  
 Mrs. E. A. Hicks and children, of Henrietta, Tex., are here visiting friends and relatives.  
 Car celebrated Gallup, New Mexico, cooking coal, \$5.75 on track until Saturday night. E. W. Harrison. 29-1t

Capt. Wright returned Tuesday from Plainview, where he has been visiting for several days.

We do handle the best brands of Paints, Oils and Varnishes. Hereford Lumber Co. 27-3t

Fresh tomatoes, for sale by Mrs. W. H. Raysor. Phone 119. 1t

Rev. S. T. Shore is at Claude this week assisting Rev. Nance in a revival meeting.

The first crop of 1912 millet was brought to town by that enterprising young farmer, Karl Shirley. Of course, Harrison bought it. 29-1t

Mrs. Edgar Ireland, of Dimmitt, was shopping in Hereford Tuesday of this week.

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

Mrs. M. M. Harrison, of Seymour, Tex., is here visiting her son, Esca. Mrs. Harrison always spends the summer on the plains.

Going to build anything? Then get Kemp's prices now so you'll know where to get the best prices. 28-2t

Mrs. Gabie Burton, of Clarendon, Tex., after a pleasant visit with her brother, Edgar Betts, left for her home Wednesday afternoon.

When no other will satisfy, Lowney's Chocolates and Bon-Bons will. Betts & Clark. 1t

Earl Billingsley, of Hulver, Tex., is here on a two weeks' visit to his aunt, Mrs. A. A. Davidson.

If you need a carpenter for an odd job phone us. Hereford Lumber Co. 27-3t

J. J. Perkins, of Wichita Falls, one of the firm of Walker-Perkins Irrigation Co., was here this week in the interest of his company.

School books in fairly good condition taken in on merchandise and new school books at E. T. Woodburn & Son. 28-4t

Willie Sanders, of Alvord, Tex., is visiting his sister, Mrs. George A. Raysor, for two or three weeks. He says irrigation looks good to him.

Use Carboliness for chicken house troubles, \$1.25 per gallon. Hereford Lumber Co. 27-3t

Jack Howard, of Quanah, Tex., who has been here on a three weeks' visit to his uncle, R. H. Norton, returned home Wednesday.

Have you tried that new Varnish Stain, Lincolac? It is good for all kinds of furniture and also for floors. R. H. Kemp Lumber Co. 28-2t

Mrs. Holmes Nichols, of Canyon, visited with friends, the Jenkins and Cook families, during the Baptist Association meeting.

Albatross Flour Phone 81. 24tf

J. L. Johnson for general contracting, and also all kinds of concrete work. Phone 107. 29-tf

Mrs. Anna Graves, sister of T. E. Shirley, who has been here for a week or longer visiting, left for her home down in Texas Monday afternoon.

Dysentery is always serious and often a dangerous disease, but it can be cured. Chamberlain's Colic, Cholera and Diarrhoea Remedy has cured it even when malignant and epidemic. For sale by all dealers.

Mr. Hayes, of Amarillo, who is interested in the Hurley district, passed through Hereford yesterday on his return from Bailey county.

School books in fairly good condition taken in on merchandise and new school books. E. T. Woodburn & Son. 28-4t

T. M. Corbett and family, who have been here on a visit to R. R. Norton and family, have returned to their home in Stephens county.

Fresh tomatoes, for sale by Mrs. W. H. Raysor. Phone 119. 1t

J. L. Lucas and family, who have been here for a ten days' visit with the family of J. W. Barnett, left Tuesday for their home in Illinois.

You will find it to your interest to see what Hereford Lumber Company sells it for. 27-3t

Atty. Carl Gilliland left Sunday for Channing where he will sit as special judge in the district court of Hartley county in the absence of Judge Hill.

Dr. Turrentine will take a vacation during the month of September, and he wants his patrons whose teeth need attention to call before he leaves. 29-tf

Mrs. S. A. Gillis and baby arrived Sunday from Oklahoma to join the husband, who has been here for some days looking after his land east of town. They may decide to make Hereford their home.

The hot days are here. Its time to vamoose the coal stove. Perfection Oil Stoves make summer cooking delightful. See them at the Hereford Hardware. 16tf

Mrs. W. E. Garrison, of Matador, who has been here on a ten days' visit to her mother, Mrs. Eva R. Betts, returned home on Wednesday morning.

YOU'LL LIKE HEREFORD!

## Do Your Feet Hurt

### We Can Cure Them

There's no need of suffering from tired, burning, perspiring feet.

A little REXALL Foot Powder sifted in your shoes in the morning will keep you comfortable all day.

#### Rexall Foot Powder

(Guaranteed)

will afford you comfort. It prevents disagreeable odors from perspiring feet.

You should keep a box of this powder on hand to insure foot comfort during the warm season.

PRICE, 25c



To make your girl happy, take her a box of Lowney's Candy. 1t  
 Betts & Clark.

J. H. Bowers, after a short stay at Clarendon, has returned to Hereford and will engage in the real estate business. He has opened an office over the First National Bank.

Dr. Miles' Anti-Pain Pills for sciatica.

## MONEY IN IDEAS

Bell, Howe, Singer, and other millionaire inventors began life as poor boys. Fortunes await other inventors. Can YOU think of something to patent? America's greatest inventor tells HOW TO INVENT in a booklet sent to you free by COPP & CO., Patent Attorneys, 745 8th St., Washington, D. C. Be sure to name this newspaper in your letter. Ask Editor about cost of Patent.



## ASHBROOK & DALE

WRITES ALL KINDS OF

## FIRE INSURANCE

## DE LAVAL CREAM SEPARATORS

More Than 1,375,000 Now In Use

### Those Who KNOW Buy De Laval Separators

**Creamerymen**—Because they are experts in the handling of cream and know by long experience that the De Laval skims cleanest and wears longest. That is why 98% of the World's creameries use the De Laval exclusively.  
**Experienced Dairymen**—The De Laval is the universal favorite among big dairymen. They know that no other separator will give them such satisfactory service.

**Old De Laval Users**—Whenever a man who has used an old model De Laval decides to purchase a later style machine he invariably buys another De Laval.

**Men Who Investigate**—If anyone takes the time to investigate the merits of the various cream separators, either by finding out from other users what kind of service their machines have given or by testing other machines out against the De Laval, the chances are a hundred to one that his choice will be the De Laval.

More De Laval machines are in use than any other make. There is a reason. Come in and we will tell you why.

Easiest to turn, easiest to wash, skims the cleanest, lasts the longest

SOONER OR LATER YOU WILL BUY A DE LAVAL



Hereford Hdwe. Co. HEREFORD

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

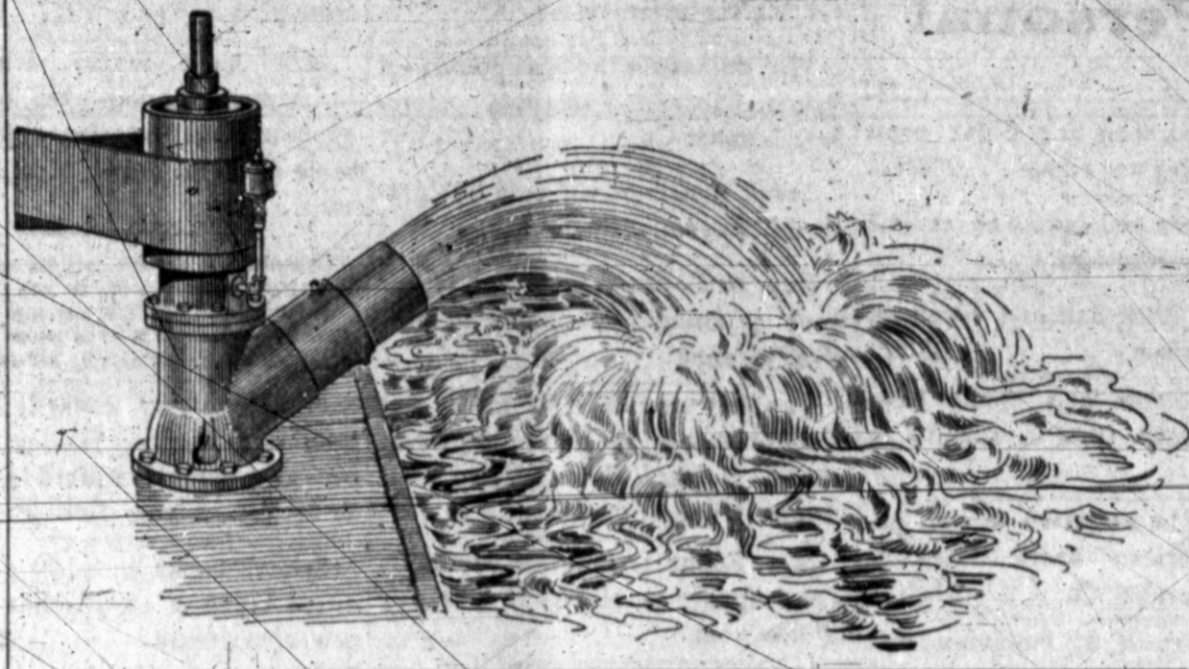


# IRRIGATION AN ESTABLISHED FACT!

The United States Government, Private Corporations and Individuals are investing Millions of Dollars every year to develop Irrigation Plants. The farmers have learned that Irrigated Land brings the surest and greatest returns from their labor and means, and wherever water is available either from the streams, reservoirs or wells, the land is in demand even at fabulous prices.

## A PUMPING PLANT

Is admitted by experts to be the cheapest and most satisfactory means of securing an adequate water supply. The water rights alone under the great irrigation projects of the United States cost from \$50 to \$85 per acre, and in many cases the land must be grubbed, leveled and ditched at heavy expense and much labor.



## IN THE HEREFORD DISTRICT

Where the purest irrigation water is found at shallow depths, there are no stumps to dig and blast out, no rocks to haul off and the surface so smooth that little or no leveling is required. The ditches can be laid as straight as a light line. With an individual pumping plant the farmer can have all the water needed and whenever needed.

This section of the Panhandle was the first to discover the underground water supply and to develop an irrigation well. Two years ago the stream was tapped and since there has been slow but sure progress made, so that at the present day, the feasibility of irrigation by pumping plants has been changed to An Established Fact. With the wells already installed and under way, Hereford farmers will have available for this season 30 second-feet of water, which means a ditch 3 feet deep by 10 feet wide flowing full at the rate of one foot per second. If you are interested in farming by insurance methods and want to know something more about the land of Water, Soil and Sunshine, a card addressed to any advertiser in The Brand or to A. C. Elliott, editor, will be given courteous attention.

# IRRIGATION IS THE ONLY EFFECTIVE CROP INSURANCE

## PERPETUAL MOTION

Invented at Last, With a Surplus Left For the Benefit of the Inventor and Owner.

The Brand is indebted to A. O. Thomas for the clipping below, which he faked from The Pacific Mutual News. While the story of the Catrat ranch is familiar to Texas and Oklahoma citizens, it may be news to some of our more distant neighbors. The only question is—who gets the skins.

This is the age of the professional promoter, whose chief aim in life is to separate people from their money with too little regard for the value of what they give in return. The insurance field has been worked to a finish by this class of people, which too many all over the land have learned by sad experience. The following letter, clipped from The Advertiser of San Francisco, would indicate that some of these promoters are seeking new fields:

A SAMPLE ENTERPRISE.

June 5th, 1912.

Dear Friend:

Knowing that you have been interested in the fur business, I take the liberty of presenting you with what seems to be a most wonderful business proposition, and in which, no doubt, you will take a lively interest, and, perhaps wire us the amount of stock that you wish to subscribe towards formation of this company.

The object of this company is to

operate a large cat ranch, in or near Oakland, where land can be purchased cheap for this purpose.

To start with, we will collect about, say one million (1,000,000) cats. Each cat will average twelve (12) kittens a year. The skins run from ten (10) cents each for the white ones, to seventy-five (75) cents for the pure black. This will give us twelve million (12,000,000) skins a year, to sell at an average of 30 cents apiece, making our revenue about ten thousand (\$10,000) dollars a day, gross.

A man can skin fifty (50) cats a day for two (\$2.00) dollars. It will take one hundred (100) men to operate the ranch, and therefore the net profit will be about nine thousand eight hundred (\$9,800.00) dollars per day.

We will feed the cats on rats and will start a rat ranch next door. The rats multiply four times as fast as cats. If we start with one million (1,000,000) rats, we will have therefore four rats per day for each cat, which is plenty.

Now, then, we will feed the rats on the carcasses of the cats, from which the skins have been taken, giving each rat a fourth of a cat.

It will thus be seen that the business will be self-acting and automatic all the way through. The cats will eat the rats, and the rats will eat the cats; and we get the skins.

Awaiting your prompt reply, and trusting that you appreciate the opportunity that I give you and which will get you rich quick, I remain, Very truly yours,

JOE BILLINGSGATE.

## BILIOUS SPELLS NO LONGER DANGEROUS

Dodson's Liver-Tone is a Safe Medicine to Take the Place of too Powerful Calomel.

In the days when calomel was the only liver remedy, a torpid liver, or a spell of biliousness was a serious thing. Calomel is a powerful mineral substance that compels the liver, no matter how weak it is, to do its work, but does nothing to strengthen the liver and a large dose—sometimes the usual dose—may cause calivation. Dodson's Liver-Tone is a builder that strengthens the liver while making it do its work. It is entirely vegetable, pleasant to take, has no bad after-effect and is perfectly suited for children as well as grown people. You don't have to be careful what you eat.

Betts-Clark will sell you a bottle and guarantee it to give you perfect satisfaction. If it doesn't you can get your money back simply by asking for it.

### Bids Requested.

Notice is hereby given that the Hereford Independent School Board will meet at 2 o'clock p. m. Saturday, August 31, 1912, to consider bids for the Depository of the Funds of said Independent School District for the years 1912-1913. All bids should be addressed to

G. M. SUGGS,  
Sec'y of Board.

1t

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

### More Brain—Less Sweat.

Abraham Lincoln said sixty years ago that a man was foolish to walk all over forty acres when he could raise the same crop in ten by intensive cultivation. It is not so necessary that the farmer should plant more acres or work harder, but it is only common sense for him to use modern scientific methods instead of his grandfather's old "rule of thumb" and his grandmother's old rule of the "dark of the moon." The modern idea is to save work and get larger results; to better the quality and to make more money. If every farmer should grade and select his seed; should grade and clean the grain he markets, and should feed the screenings on the farm, the price of every grain would go up and stay up.—Scientific Farmer.

### 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 it has no equal on earth. It stands head on my medicine shelf.

Very truly yours

T. J. BROWNLOW,

Livingston, Tern.

25 and 50c bottles. 26-5t

R. S. Purser, of Brookhaven, Miss., son of Rev. R. H. Purser, is here with his family for a few days' visit. Mr. Purser is superintendent of the electric light and water system of his town, and has become very much interested in the water supply for irrigation at Hereford.

### Texas Agricultural News.

Washington, D. C., Aug. 22.—A report just issued by the Department of Agriculture shows that there are 46,000 acres planted to Irish potatoes in Texas this year. This is a decrease under last year's acreage of 8 per cent., 4,000 acres. The condition of the crop is 2 per cent. better than last year and the farm price per bushel is given at \$1.28, as compared with \$1.20 on the same date last year.

The Department of Agriculture has been investigating crop conditions in Texas, and reports received from the Lone Star state indicate that this year's grape crop will be one of the largest in her history. The condition of the grape crop on July 1 was 27 per cent. better than on the same date last year.

Reports received by the Federal Department of Agriculture indicate that Texas will soon harvest one of the largest apple crops in her history. The condition of the crop of that state on July 1 was 76 per cent. of normal, as compared with 50 per cent. on the same date last year. The condition in continental United States is given as 67 per cent. of normal.

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

No Calomel Necessary.

The injurious effect and unpleasantness of taking Calomel is done away with by Simmon's 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. 26-5t



## Be Happy!

Happy the girl, or woman, who has never suffered from any of the diseases of womanhood! Or, if she has been a sufferer, happy is she if she has learned of the wonderful benefits of Cardui, the woman's tonic!

Cardui is a gentle, tonic remedy, for women's ailments. It is a natural medicine—safe, harmless, purely vegetable. It has been in successful use for more than 50 years. It has cured thousands. It should do the same for you.

## TAKE The CARDUI Woman's Tonic

Mrs. Mary Neely, of Denver, Tenn., says, "I think there is no tonic on earth, as good as Cardui. I used it with the very best results. I had backache and nearly everything a woman could suffer with, until I took Cardui. Now, I feel better than I have for two years. I shall always recommend Cardui to other suffering women. I can't praise it too highly. As a medicine for weak, tired, worn-out women, Cardui is safe and reliable. Try it, today.

Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn. for Special Instructions, and 64-page book, "Home Treatment for Women," sent free. 186

## 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

W. L. Palmer having purchased Mr. Cope's interest in the firm of Copes & Palmer Sheet Metal and Plumbing Co., the firm will now be known as Palmer & Palmer Sheet Metal and Plumbing Co., and are open to do all kinds of first-class plumbing and sheet metal work.

## 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.

## Draughon's Practical Business College

Teaches Bookkeeping, Banking, Penmanship, Commercial Law, Shorthand, Touch Typewriting and kindred subjects. We secure the position for you as soon as competent. More calls for our graduates than we can supply. Write for FREE catalogue and particulars TO-DAY.

**C. Homer Wileman, Manager**

Box 873

Amarillo, Texas

Buy it now. Chamberlain's Colic, Cholera and Diarrhoea Remedy, is almost certain to be needed before the summer is over. Buy it now and be prepared for such an emergency. For sale by all dealers.

C. D. Miller, Rooms 8 and 10 Dunlap Building, can sell you most anything you want in irrigable lands or ranch property. 241f

## CHILDREN'S KIDNEYS

No Hereford Mother Should Neglect the Little One's Health.

Oftentimes weak kidneys cause great annoyance and embarrassment to children. Inability to control the kidney secretions, at night or while at play, is attributed to carelessness and too frequently the child is punished. Parents having children troubled with kidney weakness would do well to treat the kidneys with a tested and proven kidney remedy. If there is pain in the back, discolored urine, irregular urination, headaches, dizzy spells or a tired, worn-out feeling, begin giving Doan's Kidney Pills at once. This remedy has been used in kidney troubles for over fifty years—it has cured and has been recommended by thousands. Proof in a Hereford citizen's statement.

Mrs. Clarence Smith, 611 East Third St., Hereford, Texas, says: "We have used Doan's Kidney Pills in our family, getting this remedy at Woodburn & Son's drug store. About two months ago I gave Doan's Kidney Pills to my child, who was suffering from kidney weakness, and they proved so satisfactory that I heartily recommend them. Doan's Kidney Pills made a permanent cure in this case after other remedies had been taken to no avail. This preparation is a safe and reliable one."

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.

### Young People's Society.

The program of the Young People's Society at the Presbyterian church at 4 o'clock Sunday afternoon, Aug. 25, is as follows:

Subject, "Courtesy to Strangers."  
Leader, Meda Woodburn.  
Song.  
Prayer.  
Song.  
Scripture Reading, Hebrew 13—"Our Duty to Strangers;" A. M. Jones.

"The duty of a stranger in a strange place," Miss Lulu Weir.  
Solo, Miss Mary Hill.

"Why should we show more courtesy to strangers than to others?" Mrs. Effie Graham.

"Your experience as a stranger visiting different communities," Miss Irene Williams, Miss Belle Woodburn.

County Attorney Elmer Dameron filled the pulpit at the First Christian Church last Sunday in the absence of the pastor. The Christian Endeavor will have charge of the service next Sunday at 11 o'clock.

### Our Altitude.

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

### Land For Sale Cheap.

Have for sale a league of land on the Texico Cut-off at a price and upon terms that will interest you if you are looking for a bargain proposition. Would make a fine ranch or would be suitable for irrigation development as the water is very shallow. See or write A. C. Elliott, Hereford. 27-2t

## WANT ADS

### MISCELLANEOUS WANTS

RENT—Three cottages to rent, close in. See W. M. Cogdell. 24

WANTED—A good second-hand wheat drill. Write or see R. W. Shafer. 29-2t

FOR SALE, CHEAP—Broadcast binder and buggy, almost good as new. Inquire at Hereford Garage. 1f

TRADE—Will trade young Jersey cows, team of spotted mares and 4-cylinder Winton machine for land near Hereford. See J. H. Bowers.

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

FOR SALE—Eleven Warhorse game chickens for sale or exchange for R. I. Reds or Orpingtons. Ralph Barnett. 29-1t

MONEY TO LOAN—In amounts from \$2,500 up, on long term at 8 per cent on patented lands. J. F. Perry, Midland, Tex. 28-2tp

WANTED—I have a client who has from \$150,000 to \$275,000 and wants tract of land suitable for colonization purposes. Send plats, location and full description in first letter. Must be a bargain. Write or see C. L. Davis, Hereford, Tex.

FOR SALE OR TRADE—Finest improved section in Randall Co., three miles out from Canyon, Tex. Thirteen room house, all modern, good well, barn and cattle sheds, School forty rods from dwelling. Land is fenced in for fields. Will trade for good cattle ranch where I can lease more grass. What have you? Address J. P. Anderson, owner, Canyon, Texas.

FOR SALE—Quarter section smooth land, 5 miles south of Umbarger, at \$16 per acre if taken soon. A fine piece for irrigation. Call or write W. M. Lichtwald, Umbarger, Texas. 27-8tp

## 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

## Professional and Business Cards

J. Q. BURTON, M. D.  
Physician, Surgeon and Obstetrician  
Residence Phone 196 Office Phone 16  
Over Betts-Clark Drug Store

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

## HEREFORD NURSERY

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

L. P. LANDRUM, Proprietor

## Guard Your Children Against Bowel Trouble

Many children at an early age become constipated, and frequently serious consequences result. Not being able to realize his own condition, a child's bowels should be constantly watched, and a gentle laxative given when necessary. Dr. Miles' Laxative Tablets are especially well adapted to women and children. The Sisters of Christian Charity, 531 Charles St., Luzerne, Pa., who attend many cases of sickness say of them:

"Some time ago we began using Dr. Miles' Laxative Tablets and find that we like them very much. Their action is excellent and we are grateful for having been made acquainted with them. We have had good results in every case and the Sisters are very much pleased."

The form and flavor of any medicine is very important, no matter who is to take it. The taste and appearance are especially important when children are concerned. All parents know how hard it is to give the average child "medicine," even though the taste is partially disguised. In using Dr. Miles' Laxative Tablets, however, this difficulty is overcome. The shape of the tablets, their appearance and candy-like taste at once appeal to any child, with the result that they are taken without objection.

The rich chocolate flavor and absence of other taste, make Dr. Miles' Laxative Tablets the ideal remedy for children.

If the first box fails to benefit, the price is returned. Ask your druggist. A box of 25 doses costs only 25 cents. Never sold in bulk. MILES MEDICAL CO., Elkhart, Ind.



VERNON and return, \$9.05; August 19, 20 and 21. Limit August 23.  
GALVESTON and return, \$24.20; August 6 to 15. Limit August 20.  
PLAINVIEW and return, \$3.40; August 12, 13 and 14. Limit August 16.  
SAN ANTONIO and return, \$23.05; August 10, 11 and 12. Limit August 18.

**E. R. READ, Agent**

## Screen Doors and Windows

repaired or new made. Statesman Paints, Berry Bros. Varnish, Johnson's Floor Wax. Can save you money on all kinds of building material. Planing mill in connection.

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



**Ladies' Mission Auxiliary.**

The Ladies' Auxiliary of the Baptist Association held a very successful session at the Baptist church this week, the program as published last week being carried out. The talks and papers by the ladies were all good and splendid interest was maintained. The reading by Miss Elizabeth Purser on the last evening of the session was well given and highly complimented by all who were fortunate enough to hear her. A good attendance was had at all the sessions of the Auxiliary.

**In New Quarters.**

H. C. Myrick is now at home in his new quarters in the Fox building, next door to the Western National Bank. The store room was completely refurnished with new shelving and the arrangement of the stock with date-up fixtures gives the establishment an inviting air. Everything is "spick and span," and Mr. Myrick would be pleased to have all of his old and new customers call and see him in his new place.

YOU'LL LIKE HEREFORD!

**Hereford at Claude.**

Meeting at the Christian church is well under way and it promises to prove beneficial to the membership. Rev. S. T. Shore, of Hereford, is a fine preacher and he entertains his hearers from beginning to the close. Singing is conducted by Mrs. Mc-Nerney, with Miss Roberta Nance as organist. Attendance increases with each service.—Claude News.

**Gass & Son to Move.**

Contractors are now busy remodeling the Lipscomb building, next door to the Corner Drug store, soon to be occupied by D. R. Gass & Son. This stand has always been considered a good one and this popular store will, no doubt, enjoy the benefits of the new location. They intend to be set up in the new place by the first of September.

**School Opens Sept. 9.**

Superintendent Short announces that school will open Monday, Sept. 9, at 9 o'clock to which the public is invited.

W. H. Thompson, wife and sister, Miss Effie Sanders, of Alford, Tex., came in yesterday to visit with Mr. and Mrs. George Rayzor for a few days. Mrs. Thompson and Mrs. Rayzor are sisters. William Sanders has been here for several days also on a visit.

Hon. Wallar S. Baker, a prominent attorney of Waco, was here Monday on professional business. He was shown a few of the big pumps and was pleased with most everything he saw. He stated that the water was a revelation to him.

A letter from Mrs. Jeanetta K. De Guire requests that we change her address from Alvin, Tex., to Houston. Mrs. DeGuire states that she lives in hopes of coming back to the Hereford country, for she has never ceased to long for the balmy breezes and delicious water.

Mr. and Mrs. Houser, of Amarillo, life-long friends of Mesdames Ferguson and Lea, have been visiting with them this week. Mr. Houser returned Monday, but Mrs. Houser has remained for the week.

Mr. and Mrs. Roscoe Davidson returned yesterday from a trip to Dallas and Galveston. At the latter place they enjoyed a plunge in the big pond and have returned to the high and dry land delighted with their tour.

Rev. Holmes Nichols, pastor of the Baptist church at Canon, came in yesterday morning to attend the meeting of the Baptist Association, which is in session at Hereford.

R. W. Lovelace and O. E. Thomas attended the picnic at Dimmitt yesterday and engaged in the "shoot," much to their credit on account of their good marksmanship.

Bran at \$1.25 per nester price. E. W. Harrison. 28tf

Dr. J. P. Reynolds, president of Wayland College, at Plainview, is attending the Association meeting.

Rev. John Carney, booze fighter all over Texas, is with the Baptist brethren in their Association meeting.

Is your property insured against wind storms? If not, better get a policy from C. O. Lee. 28tf

J. G. Callens returned Tuesday from a night's stay on his claim in New Mexico.

E. T. Woodburn spent the day at Dimmitt yesterday and took in the picnic.

Mrs. G. T. Frazier, of Fort Worth, is visiting her sister, Mrs. J. L. Fuqua.

Remember all coal advances 50c per ton Sept. 1. E. W. Harrison. 28tf

## TEXAS NEEDS GREAT MEN

### XL. WISDOM

**S**OCRATES taught the Athenians philosophy and Solon gave Greece her laws and under their inspiring influence civilization bore its noblest fruits. The Greeks owed their advancement to strong leaders who were able to grapple with fundamental thoughts and to a citizenship that drank deeply at the fountain of truth and wisdom. Every age has been indebted for progress to its geniuses who could open the store-house of knowledge and history tells us that nations pine away and die in the arms of ignorance.



SOCRATES TEACHING WISDOM.

Let that nation that would reach the towering height of civilization rock the cradle of thought in the billows of progress, nurture genius on the milk of inspiration, chasten ambition with the rod of experience that civilization may bloom and bear its golden fruits of power, happiness and prosperity. Texas Needs Great Men.

**Birthday Party.**

A jolly crowd of little people celebrated the ninth birthday of Esther Fox, daughter of Mr. and Mrs. J. A. Fox, last Monday afternoon. Games that children enjoy were played on the lawn. When invited into the dining room, they found the table a glory of beauty in pink and white, the centerpiece being a beautiful white cake, supporting nine pink candles. All the children were asked to make wishes, and many were the cute things said. Little Grace Ferguson wished her little hostess 100 more happy birthdays, and Annie Wilde Lea wished her good grades in school, which was counted as the best, and she was given the honor of blowing out the candles.

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

**Bay View Club.**

The Bay View Club met Thursday afternoon with Mrs. A. C. Elliott, eight members being present. The vacation meetings have all been pleasant and entertaining and this one proved especially so, as the hostess had arranged for the reading of Irving Bacheller's new book, "Keeping Up With Lizzie." Delicious home-grown watermelon was served and thoroughly enjoyed by all present.

To pacify a cross liver—nothing is better than Dr. Miller's Laxative Tablets.

During the summer months mothers of young children should watch for any unnatural looseness of the bowels. When given prompt attention at this time serious trouble may be avoided. Chamberlain's Colic, Cholera and Diarrhoea Remedy can always be depended upon. For sale by all dealers.

**We Thank You.**

The Civic League desires to express its appreciation and thanks to the citizens of Hereford for their hearty co-operation in the clean-up campaign which closed Saturday, Aug. 17, especially to the business men, who so generously donated the prizes, to the ladies and gentlemen who so kindly gave their time to the judging and awarding of the prizes, and to the newspapers for the space devoted to civic items during the campaign.

The Hereford Prize contest is still on, and it behooves each and every one to be diligent to continue the warfare on weeds, trash and flies. Let us be clean indeed, and win the \$200.00 cash prize from the Holland Magazine Co. We can if we will.

MRS. F. T. ROLSON,  
Chairman Civic League.  
MRS. W. H. GARRISON,  
Secretary Civic League.

**Very Serious**

It is a very serious matter to ask for one medicine and have the wrong one given you. For this reason we urge you in buying to be careful to get the genuine—

## THE FORD'S BLACK-DRAUGHT Liver Medicine

The reputation of this old, reliable medicine, for constipation, indigestion and liver trouble, is firmly established. It does not imitate other medicines. It is better than others, or it would not be the favorite liver powder, with a larger sale than all others combined.

SOLD IN TOWN F2

# CLUBBING OFFERS

All clubbing offers prior to February 1, 1912 are annulled and the following prices and combinations will prevail until further notice.

**CASH MUST ACCOMPANY ORDERS**

Read the offers carefully for many times they include some especial paper that you want and we can save you money.

**Clubbing Offer Number 2**

Hereford Brand	\$1.00	Our Price	\$1.75
Dallas Semi-Weekly Farm News	\$1.00		
Total Value	\$2.00		

**Clubbing Offer Number 3**

Hereford Brand	\$1.00	Our Price	\$1.75
Texas Farm and Ranch (Weekly)	\$1.00		
Total Value	\$2.00		

**Clubbing Offer Number 5**

Hereford Brand	\$1.00	Our Price	\$1.75
Holland's Magazine (Monthly)	\$1.00		
Total Value	\$2.00		

**Clubbing Offer Number 6**

Hereford Brand	\$1.00	Our Price	\$2.00
Texas Farm and Ranch (Weekly)	\$1.00		
Holland's Magazine (Monthly)	\$1.00		
Total Value	\$3.00		

**Clubbing Offer Number 7**

Hereford Brand	\$1.00	Our Price	\$2.25
Dallas Semi-Weekly Farm News	\$1.00		
Holland's Magazine (Monthly)	\$1.00		
Total Value	\$3.00		

**Clubbing Offer Number 8**

Hereford Brand	\$1.00	Our Price	\$2.25
Dallas Semi-Weekly Farm News	\$1.00		
Texas Farm and Ranch (Weekly)	\$1.00		
Total Value	\$3.00		

**Clubbing Offer Number 9**

Hereford Brand	\$1.00	Our Price	\$2.75
Dallas Semi-Weekly Farm News	\$1.00		
Texas Farm and Ranch	\$1.00		
Holland's Magazine	\$1.00		
Total Value	\$4.00		

**Clubbing Offer Number 10**

Hereford Brand	\$1.00	Our Price	\$1.50
Panhandle Magazine (Monthly)	\$1.00		
Total Value	\$2.00		

**Clubbing Offer Number 11**

Hereford Brand	\$1.00	Our Price	\$3.50
Scientific American	\$3.00		
Total Value	\$4.00		

**Clubbing Offer Number 12**

Hereford Brand	\$1.00	Our Price	\$2.25
Dallas Sunday News (Weekly)	\$1.50		
Total Value	\$2.50		

**Clubbing Offer Number 13**

Hereford Brand	\$1.00	Our Price	\$1.20
1 Copy Hicks' Almanac for 1912	.30c		
Total Value	\$1.30		

We will order for you either The Saturday Evening Post, Ladies Home Journal, or Country Gentleman with any of the above offers for \$1.50 additional

## BRAND PUBLISHING CO.

Hereford, Texas