

# The Hereford Brand

## LET HEREFORD MEN PULL TOGETHER

### IRRIGATION PLANT

#### Sulphur Park to Install Small Demonstration Outfit For Their Alfalfa Farm.

Following the suggestion of H. G. Tucker, inventor of the Tucker Automatic Windmill, the Sulphur Park Farm is about to put in a small irrigation plant for demonstration purposes. The farm has a small tract of about 100 acres so situated that a small elevation is found to be located near the center of the tract, where an old ground tank was once built. This reservoir will be enlarged to hold a large supply of water.

The power plant will consist of four Tucker Automatic twelve-foot mills erected on a single tower, the mills to be twenty feet apart. This battery of mills will all be attached to one nine-inch cylinder pump. This pump has a capacity of three gallons per stroke. The mills will be geared to give thirty strokes per minute, which would discharge 5400 gallons of water per hour. This amount of water would be sufficient to flood 50 acres with 3 inches of water every thirty days.

The success of this wind power will be watched with considerable interest, as the yield of alfalfa can be doubled by the application of a small amount of water after each cutting. The Sulphur Park Farm owned by Messrs Gough, Irwin & Collins is the first to try this method of irrigation where more than a garden spot was considered.

#### Club Directors Meet.

At the Monday noon meeting of the Directors of the Commercial Club a number of things were attended to. The date of the annual banquet was changed from February 8 to February 22, Washington's birthday. This was done in order to give the contractors time to complete the basement of the church where the banquet will be held.

Another thing. At a previous meeting Eli Dunlap was appointed to look after the "Right-of-Way." He was present and with the directors talked over the matter. Sec. Holman furnished him with all necessary data and he will begin at once on his task.

#### Long Distant Phones.

D. W. Dean of Oklahoma City was in Hereford this week and called upon the Commercial Club Secretary for information about the growth of this section. Mr. Dean represents the American Telephone and Telegraph Company of New York and he is gathering data to place before this company so that they can determine whether the Panhandle has sufficient business to justify long distance phones. A number of towns in Oklahoma can talk into New York and it is the intention of the company to bring the line over to Hereford and other towns.

#### A. J. Olson Leaves.

A. J. Olson for the past year with the Implement and Hardware firm of Garrison Bros. left Wednesday for New Orleans. From there he goes to Memphis, then to Chicago, and



Stop the Leak—Let's Make it an Even Exchange

his old home at Racine, Wis., where he will spend some time. From there to Pacific coast points and Spokane, Wash. at which place he will make his future home.

Mr. Olson is a gentleman of pleasant bearing and while in the city he formed many acquaintances both in a business and social way who will regret his departure very much and whose best wishes follow him to the new field.

#### At College Chapel Sunday

Rev. W. D. Endress of Chicago, friend and school mate of Pastor Shore, will preach at the College Chapel Sunday morning at the 11 o'clock service. Mr. Endress is a graduate of Drake University and also of Chicago University. Friends are invited to be present Sunday morning.

#### Basket Ball at School Grounds.

A basket ball game will be held on the school house campus tomorrow (Saturday) afternoon at 4:15 o'clock, between two of the high school teams. Everybody invited. Admission free.

#### Amarillo Polls

The city of Amarillo registered 1733 paid polls and 194 exemptions, making 1927 voting population for the Queen City.

#### Freshman at Hereford College.

The young men's Athletic Association, assisted by the Young Ladies' Classmates are planning to give a play with the Freshman in about two weeks at the College Chapel. Get ready for a good lively college play.

#### Trades for Business.

J. N. Russell and L. Gough have traded for a mercantile business at Clarendon. Mr. Russell is there now in charge of the business.

#### News From Dimmitt Plainsman.

Misses Belle and Media Woodburn and Miss Ruth Wilson of Hereford were visiting in Dimmitt last week. They were entertained at the Hotel Castro Saturday evening with a social party.

B. J. Heidgerken made a business trip to Hereford one day last week.

Mrs. Press Burnham of Hereford is in Dimmitt visiting her parents, J. W. Carter and wife.

C. F. Kerr and B. D. Woodlee went to Hereford today.

S. Harrell was in Hereford Wednesday on business.

C. F. Kerr and family were in Hereford this week.

Isiah Holland was in Hereford this week.

Irley Scott was in town the first of the week on business.

Alford Ramey of Hereford is here this week visiting home folks.

Frank Barber and wife of Hereford visited home folks here this week.

#### At Dairy Convention.

Judge L. Gough and Robert Elliott are at Amarillo today attending the Dairy Congress. Word from there indicates a good attendance and splendid interest.

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

**Weather Forecast**  
Special to the Brand.  
New Orleans, Feb. 4. 10 a. m.  
Tonight and Saturday fair weather. Warmer.  
CLINE.

#### Laymen's Missionary Conference.

This conference to be held in the city of Dallas February 17 and 18, will be the most largely attended laymen's meeting yet held in the state. From Hereford Mr. G. A. F. Parker has been appointed a special delegate. Others may attend from this place. Special rates have been made by all roads and a great time is anticipated.

#### Buys Big Stock.

J. A. Fox and his associate, Mr. Galbreath closed a big deal this week taking over as a part of the consideration a \$25,000 stock of ladies furnishings at Austin. Mr. Fox leaves this week for that place where he will have the goods invoiced and the establishment put into running order. He will be gone about ten days or longer.

#### Firm Dissolves.

The firm of Hicks & Harrison, grain and coal dealers, was dissolved on the first of this month. Mr. Hicks retiring and selling his interests to Rem Witherspoon. The style of the new firm will be Witherspoon & Harrison. They will continue to push their business and will handle a full line of feed stuffs, seeds for planting, coal etc.

#### Money to Loan.

This is not an ad, but a warning. Don't give up your money to agents whom you do not know and whose company is unknown. Before you part with cash, investigate the man and company. Some 20 Hereford men got bit a few months ago on promises to loan money after 90 days, but it was a swindle pure and simple. Ask your bankers and attorneys about contracts in foreign loan companies before you bite.

### BOYS PLAYED HOOKEY

#### Some Sixteen Hereford Lads Take Refuge in Self Made Cave And Have Grand Time.

Last Thursday certain studious lads just in their teens who had been reading stories of adventure took a notion into their heads. The notion was soon put into motion and some half dozen took themselves down to the banks of the peaceful Teirra Blanca and their pitched camp. The leaders laid their plans well, and the recruits come in; the work of preparing a place of abode progressed rapidly. By Saturday the boys, numbering about sixteen, had dug a cave into the bank which would be the envy of the Cave Dwellers. The entry consisted of square cut columns trimmed from the native earth supporting a roof of natural rock ledge. Passing through a low entrance, the interior was divided into three rooms of good and convenient size. About two car loads of sand having been taken out. Within the entry an old cooking stove served both for a heating plant and a kitchen necessity, where their meals of fresh fish caught from the stream, bacon, eggs and bread, brought from home in the school baskets were cooked.

The lads having read of mine disasters and other dire calamities, were providing a passage out other than the regular door way. They tell that this passage when completed would have been about 25 feet in length and would have served as a means of escape in the case of a "cave in."

The boys worked from Thursday until Tuesday morning unmolested, having a great time in the winter quarters. They did not "play school" but some of them recited the thrilling adventures of "Valley Forge" and "The Boys of '76." But Tuesday some of the fathers "got wise" and took a survey of the situation. As a result the sixteen lads were rounded up and are now busy making up time on their books and digging in the gardens. Some are eating their meals from the mantel piece.

#### Mrs. Ward Dies.

Mrs. L. P. Ward, niece of L. P. Landrum, died at his residence in East Hereford, at 12:35 p. m. Thursday, February 3rd. The remains will be shipped to Georgetown this afternoon leaving on the 4 p. m. Pecos Valley train. Funeral services were conducted just previous to the departure at Mr. Landrum's residence. Mrs. Ward was a young woman being only 24 years of age, but had been in ill health for some months and had come to this climate hoping to be benefited. The community extends its sympathy to the bereaved family.

#### Off To Market.

Ben Hubbard, Joe Killough, manager and salesman for the Hubbard Dry Goods Company, leave tomorrow for St. Louis and Chicago to make purchases for the house. Mrs. T. N. Heifner of the millinery department will also visit these places in the interests of her customers.

## THE COLLEGE ENTERTAINS

Business Men Enjoy The Banquet At College Dormitory—About Forty Present

Tuesday evening from 8 to 11 o'clock about forty men of the town, at the invitation of Pres. E. M. Haile of Hereford College, were assembled in the dining room of the Dormitory and enjoyed a most palatable feast of good things as far as eating was concerned, and there also passed a few hours in speech making. Judge L. Gough presided as toast master and in a pleasing manner introduced the speakers. Rev. W. M. Baker told those present what the city could do to help the College and mentioned several things—completed sidewalks and crossings to the buildings, immediate sewer and water connections, that property and life may be protected. His address was punctuated with some telling remarks and set the pace for those to follow. Sec. Holman of the Commercial Club was the next named on the program but on account of indisposition was unable to be present. His subject, "What other towns are doing for their educational institutions," was assigned to A. C. Elliott. He told what Clarendon, Goodnight, Canadian, Canyon, Plainview and Midland were doing for their schools.

G. A. F. Parker, president of the Western National, on the needs, and the continual needs of the College represented that every business needed three things and was much like a three legged stool. "The three legs," he said "were business ability, capital and labor and that when either of these ceased to be in demand that business was then grown and would soon decay and topple over." He said that a college needed these three things. Mr. Parker told why he had always had a kindly feeling for the Hereford College by saying that the decorations of the evening were American Beauties that he had carried one from the College some seven years ago. His remarks were heartily received.

"The higher influences of a good college" said Mr. Barcus who next was called, "can not be measured by dollars, that only time and eternity can tell." He laid stress on the formative period of young people and insisted that a good college course was needful to make better men and women. He recited one interesting incident that demonstrated his claims. Mr. Barcus warmed up to his subject as he continued and closed with the applause of those present.

"Some Plans," the subject spoken to by President Haile was short but none the less pointed. He was not at all pessimistic but plain in his statements as to maturing plans for the school to be undertaken in the near future. His remarks were received with evident endorsement. At the close of his remarks congratulations were in order and were passed from guest to host with unfeigned pleasure of the evening.

The banquet tables were arranged in the form of a large 'E' signifying perhaps *Earnestness* on the part of the College faculty or that the

**We want your orders for SEEDS**

and will give them our prompt attention. Send for Catalogue. February Price List of Field Seed now ready.

**ROSWELL SEED CO.**  
ROSWELL, N. M.

banquetors would find something good to eat. The service was done with ease and grace by the young lady teachers and students and the following menu given.

Oyster Soup		
Crackers		
Celery		Pickles
Baked Chicken		
Dressing		Gravy
Cranberry Sauce		
Chip Potatoes		Cold Slaw
Hot Biscuits		Cherry Preserves
Fruit Gelatine With Whipped Cream		
Cake		
Coffee		

The following toasts were made. Judge L. Gough, Presiding What the City can do to help the College—Rev. W. M. Baker.

What other towns are doing for educational institutions—S. B. Holman.

The continual needs of a College—G. A. F. Parker.

The highest influences of a good College—Geo. Barcus.

Some Plans—Elster M. Haile.

**Resolutions of Respect.**

WHEREAS God, in his all wise providence has seen proper to take from this life, our beloved sister, Mrs. Charity J. Sherk, wife of A. L. Shirk, who died in Hereford, Texas, Dec. 18, 1909, and whereas in the death of our sister our church has sustained the loss of a most worthy member, who by her Christian life had won the esteem and confidence of all. To her church, she was a consistent and zealous member, to her family a loving, tender and considerate daughter, wife and mother. Therefore be it resolved that we bow in humble submission to this dispensation of our heavenly Father, who doeth all things well.

Be it further resolved that we as a church, do extend our sympathies to the family of our departed sister in this their great loss.

Be it also resolved that a copy of these resolutions be sent to the family of our lamented sister and that a copy be furnished the Hereford Brand for publication.

MRS. C. P. ESTES  
MRS. C. G. WITHERSPOON  
Committee.

**Club Will Elect Officers.**

The annual election of officers for the Hereford Commercial Club will be held Friday, February, 11. The officers consist of seven directors who are elected annually. All members in "good standing, may participate in the election. "Good standing" means the dayment of the semi annual dues, \$5.00. It is to be hoped that all members will renew the membership before the date of the election.

**Water Tower Going Up.**

The city water tower arrived this week and is being erected by the contractors, with G. H. Nash as foreman. The tower and tank when completed will stand 132 feet from the ground and will have a capacity of about 75,000 gallons. This height will give ample pressure for a splendid fire protection.

**Morrell-Oglesby.**

Last Thursday at the Presbyterian parsonage, Rev. W. M. Baker officiating, Mr. F. S. Morell and Miss Myrtle Oglesby were united in marriage. Mr. Morell has charge of the college dairy. Miss Oglesby has been proprietor of the Central hotel. They will make their home in the city.

**Land Wanted.**

We want land for three men to work, on shares. Can give references. I would like 5 years contract.  
JOHN STEAPHENS,  
1t Box 35 Tulia Texas

**Items From Rout One.**  
Ed. Short is in Amarillo this week attending court.

J. L. Park is on the sick list, Mable Dawson spent Sunday with Miss Browe.

Zola Williams is in Kansas City having her eyes treated.

Doran Brubaker called on Mrs. W. C. Russell Tuesday.

Christian Sailor and wife attended Sunday School at the Berve School House Sunday and took dinner with Dora Brubaker.

Everett Brubaker and family visited his brother Doran Sunday.

Minnie and Ina Berve entertained the young folks at "42" Monday evening Mable Dawson being the guest of honor. Light refreshments were served.

Little Lois Park has been quite sick with pneumonia.

Messrs Hicks and Howard of Hereford called on M. C. Russell Sunday.

Charles Hodges of Hereford was out to his ranch last week.

H. O. Park of Hereford visited his brother, J. L., Saturday.

Christian Sailor was in Hereford Saturday.

W. C. Russell and wife were in Hereford Saturday.

Mr. Brown of Iowa moved on the Dunn place last week.

Mrs. Ben Hodges is expecting her father, B. S. Park of Locksburg, Ark., this week.

Bernice Short is preparing ground to sow 50 acres of oats.

Mr. Ridgeway was a visitor at the County Capitol Saturday.

Mable Dawson who has been teaching at the Berve school will return home Saturday.

The little daughter of Mr. and Mrs. Russell came near having a serious accident Tuesday by turning a tub of water over on herself. Her limbs were considerably bruised.

John Daily is a regular attendant at the Berve Sunday School now.

Quite a number of new mail boxes have been put up recently. We understand that Mr. McCoy the carrier has sent in his resignation.

**THAT JOHN DEERE**



**PLOW** Is the one your neighbors use and they're satisfied. Why not you? Has the lightest draft, cuts it all out and is made to stand the strain. See **Garrison Brothers** Make Our Store Your Headquarters

**Cerno! Cerno!**

The Acknowledged Standard feed for all kinds of stock. It has been properly proportioned to make a perfect food for milk cows and work stock. It is the Best feed and the best is always the cheapest.

We also handle Corn, and Corn Chops, Shorts and Bran, Cotton Seed Cake and Meal; Alfalfa and Prairie Hay.

We make deliveries to any part of the city. Phone your orders early in the day. Phone 76.

**WITHERSPOON & HARRISON**

**SILKS FOR SPRING**

We received this week our Spring Line of Silks. Just what you will want for suits and waists. The line consists of Pangees, Japs, Shanghai, Jacquards, Persians, College Widow Crapes, Suisse Lustres and Taffeta. The right shades for evening dresses. New shades for spring. Do not fail to see this line of silks before you buy.

<p><b>Ladies Suits and Coats</b></p> <p>ONE-THIRD OFF on all our Ladies' and Children's Winter Suits and Coats. Don't miss these real bargains.</p> <p>ONE-THIRD OFF on all Ladies' and Children's Knit Goods, Sweater Coats, Fascinators, Tapes and Shawls in silk and wool.</p> <p>ONE-THIRD OFF on Silk and Satin Waists. These are real bargains.</p> <p>One lot of Ladies' Heavy Skirts at <b>\$1.00 and \$2.00</b></p>		<p><b>A Swell Line</b></p> <p>of</p> <p>WHITE GOODS, EMBROIDERIES, LACES, GINGHAMS, and PRINTS for Spring is on display.</p> <p>A new line of Ladies' and Misses Skirts in sizes 20 to 34 waist, new styles and weaves.</p>
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**Geo. A. Stambaugh**

**SPRING LAKE NEWS ITEMS.**

**Had Hog Killing Time—News of Community in General.**

Several from this community attended the Republican meeting at Dimmitt Saturday.

We spent a pleasant day at the hog killing at S. O. Frenzel's Wednesday. Those present were J. I. Phipps and wife, Allen Taylor and wife, Albert Frederic and wife and the preacher, Bro. Hensel. Killed 6 hogs and had a big dinner and a general good time.

The meeting is still going on. Thirty have been converted.

J. I. Phipps and wife spent one day this week with Mrs. Stuck and report a good time.

Mr. Frederic and A. Erederic went to Olton one day last week.

Another family arrived this week from Nebraska to make their home among us. C. Huffman by name. All join in giving them a hearty welcome.

Mr. Dixon, the road overseer, was in this vicinity one day this week working the roads.

The Turrintine Bros. have completed the well and windmill on the Boisdor section and Mr. Head and

10870

**A \$100 Typewriter for 17 Cents a Day!**

Please read the headline over again. Then its tremendous significance will dawn upon you.

An Oliver Typewriter—the standard visible writer—the \$100 machine—the most highly perfected typewriter on the market—yours for 17 cents a day.

The typewriter whose conquest of the commercial world is a matter of business history—yours for 17 cents a day!

The typewriter that is equipped with scores of such conveniences as "The Balance Shift," "The Ruling Device," "The Double Release," "The Locomotive Base," "The Automatic Spacer," "The Automatic Tabulator," "The Disappearing Indicator," "The Adjustable Paper Fingers," "The Scientific Condensed Keyboard" all

**Yours for 17 Cents a Day**

We announced this new sales plan recently, just to feel

the pulse of the people. Simply a small cash payment—then 17 cents a day. That is the plan in a nutshell.

The result has been such a deluge of applications for machines that we are simply astounded.

The demand comes from people of all classes, all ages, all occupations.

The majority of inquiries has come from people of known financial standing who were attracted by the novelty of the proposition. An impressive demonstration of the immense popularity of the Oliver Typewriter.

A startling confirmation of our belief that the Era of Universal Typewriting is at hand.

**A Quarter of a Million People are Making Money With**

**The OLIVER Typewriter**

*The Standard Visible Writer*

The Oliver Typewriter is a money-maker right from the word "go!" So easy to run that beginners soon get in the "expert" class. Earn as you Learn. Let the machine pay the 17c a day—and all above that is yours.

Wherever you are, there's work to be done and money to be made by using the Oliver. The business world is calling for Oliver operators. There are not enough to supply the demand. Their salaries are considerably above those of many classes of workers.

"An Oliver Typewriter in Every Home!"

That is our battle cry today. We have made the Oliver supreme in usefulness and absolutely indispensable in business. Now comes the conquest of the home.

The simplicity and strength of the Oliver fit it for family use. It is becoming an important factor in the home training of young people. An educator as well as a money maker. Our new selling plan puts the Oliver on the threshold of every home in America. Will you clothe the door of your home or office on this remarkable Oliver opportunity?

Write for further details of our easy offer and a free copy of our new Oliver catalog. Address

**THE OLIVER TYPEWRITER CO.**  
Oliver Typewriter Building  
Chicago, Illinois  
3-5-10

Frank Thomas are doing a rushing business listing and breaking out this tract.

Miss Mamie Axtell, who has been spending the past week with her brother in Amarillo, returned home Thursday.

J. I. Phipps and wife spent a pleasant evening with Sherman Rance and family Friday. Mr. Rance greatly encouraged us new comers by telling of the fine crop he raised the first year he came here, in 1908.

Mrs. Ott has been on the sick list but is improving at present.

Jim Trumble took a load of grain to Hereford Wednesday.

**ANGIE.**

**Parrot Chatterings.**

Monday would almost delude you into thinking that spring was here, and when we can set hens, work in the garden, quilt and do those dear every day things that our mothers used to do, it aids very much in carrying out the delusion.

Wednesday Mrs. B. T. Neely and Irene Holzer went to Dimmitt.

John Guthrie and wife entertained the young people of the neighborhood Wednesday evening. Dainty refreshments were served. Their new home is very pretty and all report having a fine time. They were surprised to find so many young people in the neighborhood.

Mr. Dukes and family moved into their new home last week.

John Hacker and family are now moving into the house vacated by the Dukes. We don't have vacated houses vacant long in our neighborhood.

Stacy Ester who has been so ill this winter is able to be out much to the delight of her friends.

John Estes and wife gave a party to the young people of Frio Saturday night. The Grants of our community were present.

Sunday the Smiths of Hereford called for Irede Holzer in their auto and they took a pleasant trip to Dimmit.

The Grant brothers, Miss Grant and Mr. and Mrs. Davidson of Hereford took Sunday dinner at the Dukes home.

Some of our young people went to Arney to a basket social last week. Some of our popular young ladies' baskets brought the highest prices.

Sunday school was well attended last Sunday. Next Sunday it will be held at ten o'clock in the morning.

B. T. Neely, wife and boys ate ice cream with the Helphreys last Sunday.

**Frio**

Rev. M. T. Johnson preached two very interesting sermons here Sunday. He was a guest of the Sanders family for dinner.

W. B. Green and family entertained a number of friends at Sunday dinner.

Those reported as sick last week are all much improved.

W. B. Green and Ed Stanley were in Dimmitt on business Monday.

The singing at Mathew Whiteford's Sunday evening was well attended.

Maydolin Green spent Friday night and Saturday with the Sains.

Mr. Sain and wife have returned from a four weeks visit with friends and relatives in South Texas.

J. W. Beatty and family had for their guests Sunday the Stegnar family.

Mesdames E. H. Shockley and J. W. Beatty accompanied by their daughters spent Monday with Mrs. Ed. Stanley.

Mrs. J. D. Jarrott visited Mrs. H. H. Stanley last week.

Emma Green spent Sunday with Mira Stanley.

A large crowd of young folks at-

tended the party at Mr. Hagenstog's last Saturday night.

Mrs. W. B. Greene and daughter, Maydolin, and Nettie Lee spent the day with Mrs. Ed. Poath Monday.

Mrs. Matt Whiteford spent the day, Wednesday, with Mrs. J. W. Beatty.

The threshing machine is in this community now.

Jim Green and Alma Whitford were guests at H. H. Stanleys last Sunday.

Mesdames H. H. and Ed Stanley were shopping in Hereford last Wednesday.

Henry Stanley spent Sunday with Warren Whiteford.

**North Union Items.**

The farmers are busy preparing the ground for oats and other crops for the spring.

Miss Mabel Dawson spent Friday with Mrs. E. E. Brubaker.

Mrs. Ed Short and son Burvis, Misses Dawson and Dessie made the Short Bros. a visit Tuesday at the H. H. Hawkins' ranch.

There was a good attendance at Sunday school last Sunday morning at the Berve schoolhouse.

Ed Short was summoned to Amarillo to attend the Luther Hughes trial, but the case was put off till March.

The young people of this vicinity had quite a nice time at the social given by Mr. and Mrs. Brown Friday night. Mr. Brown and family recently moved from Ohio here and expect to make the Hereford county their home.

There was nothing spared in making a success of the social given by Mr. and Mrs. Berve Monday evening in honor of Miss Mabel Dawson. Promptly at 7:30 supper was served most hospitably by Miss Minnie, and each one was bountifully helped to the many good things prepared by Misses Minnie and Ina. After supper, all gathered in the parlor and enjoyed music by Misses Roxie Patterson, Dawson and Ina. Berve, accompanied by vocal music by Herbert and Harvey Berve. At a late hour, after singing, "God be with you till we meet again," all left for their homes.

Doren Brukaker killed his hogs Tuesday.

One of our lady friends says she thinks more of the Brand since the news from her neighborhood is published. SADA.

**To Our Correspondents.**

The Brand appreciates the splendid corps of correspondents it now has in the field. Their weekly letters are read with interest by our subscribers. It occasionally happens that a letter or part of a letter is omitted. To insure insertion, all letters should be mailed so as to reach this office not later than Wednesday. Correspondents must sign their real name as well as their pseudonyms to each communication. It would help the typesetter, if the writing was done on every other line and that each paragraph be started on a new line. Follow the forms in the paper as published and you'll not miss it far.

THE BRAND PUBLISHING CO.

**A Strong Firm.**

S. T. Worley and W. J. Brand have formed a partnership and will conduct a regular business in concrete in all its branches. Also brick work and plastering. A good line of concrete blocks and ornamental goods always on hand at their shop just East of the Planing Mill. These men are well known in Hereford and their work speaks for its self. 52tf

Free building lots in Baskin Heights to the first twenty to erect four-room houses. Phone L. Baskin for particulars. 48-tf

**AT OPERA HOUSE, FEBRUARY 9**

FRED RAYMOND PRESENT HIS FAMOUS COMEDY  
**"THE MISSOURI GIRL"**  
The Great "SHOW ME" Play that has made millions of people happy from coast to coast

Introducing

**MISS SADIE RAYMOND as DAISY GRUBB**  
and  
**FRANK F. FARRELL as ZEKE DOBSON**

All special scenery which will positively be used here. New and novel specialties. A performance that is "worth while."

**PRICES, 25c, 50c, 75c**  
**SEAT SALE OPEN WEDNESDAY**

**CASH!**

**I**t's always an attractive word, and with us it's the means of offering you attractive prices in the grocery line. By paying us the CASH you enable us to sell you the goods cheaper, just as we are enabled to buy them cheaper by paying CASH. Then it is all through with the transaction is settled between us for the least outlay of money and time.

Call in and we will take pleasure in proving to you our policy is the best for both, and it will give us much satisfaction to show you through our line of groceries—the best in Hereford, whether you buy or not.

**Jno. A. Johnson**

Satisfaction Guaranteed Phone 7

**THREE GOOD PAPERS**

*The Semi-Weekly Record,*  
*(Ft. Worth) The Hereford*  
*Brand and Brand Magazine.*

In addition to subscribing for your home paper, which you cannot well afford to be without, you must have a high-class general state newspaper.

As a trustworthy family paper, *The Semi-Weekly Fort Worth Record* has no superior. It isn't for any limited set of people; it is for every member of every family. If you don't find some thing of interest in a particular issue—well, the editor looks on that issue as a failure. In addition to printing all the news of the day in concise form, *The Record* has special features for each member of the family. The remarkable growth of the *Record* is the best evidence of its merits.

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The Brand Magazine - .50 For Three

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**THE HEREFORD BRAND**

# BROOM CORN, ITS CULTURE

An Interesting Article That Will Be of Much Benefit to Those Interested in the Plant

### Introduction

The following article on Broom Corn Culture has been compiled from bulletins issued by the U. S. Department of Agriculture and the State Departments of Agriculture, condensed in as short form as possible and respectfully submitted to the growers to encourage and assist them in the production of Broom Corn.

### Description of the Plant

Broom Corn belongs to the same species of plant as do common sorghums used for making syrup, Kaffir and Jerusalem corn and cane, grown for forage and grain. It differs from all other plants of the same species in having panicles or seed heads with much longer, straighter, and stronger branches or straws. This difference, wherein lies the value of the plant, has been produced by the selection of seed from plants possessing these characters to a great degree. It is for the seed heads, or "brush" as they are called, which are used in the manufacture of brooms, that the plant is cultivated.

### Groups

Broom Corn is divided into two groups, known as Standard and Dwarf. The Standard type grows to a height of 10 to 15 feet while the Dwarf variety grows from 4 to 6 feet high. There are many varietal names used by sellers of broom corn seed, but many of these are simply new names applied to old strains of broom corn and really do not represent varieties that have been sufficiently improved to deserve special designation. Such names are of no assistance and manufacturers in buying brush disregard varietal names and specify whether Standard or Dwarf is wanted and the desired length, color and quality of the brush required for making the desired grade of broom.

### Climate and Soil

The plant is sub-tropical and does best in a warm, sunny climate where there is sufficient rain during the early part of the growing season to produce a strong, rapid growth. However, in order that the crop may be harvested at the proper time and in good condition and the brush dried rapidly so that it will retain its fresh green color, it is necessary that warm, dry weather prevail at harvest time.

From two to three months of good growing weather is all that is needed to produce a crop. Experience of Broom Corn growers in Oklahoma and Kansas both on sod and old ground has proven that this crop will stand a greater degree of drought and dry weather than any other they have ever tried. Many localities in Oklahoma have produced a crop of broom corn in dry years when practically all other crops were burned up. Any soil that will produce corn or cotton is sufficiently fertile for broom corn. For the best grades of fine, tough, Dwarf broom corn, light sandy soils have been found preferable while the heavier black soils are more suitable for Standard broom corn.

It has been a common practice with many in Oklahoma to grow broom corn with a very limited amount of culture. Frequently the seed is planted on freshly turned sod, and the crop allowed to mature without receiving a single cultivation. Although broom corn will make a fair record, even in the face of unfavorable conditions, and it is

therefore able to bring returns where many crops fail, at the same time the yield could be raised very much per acre by better cultivation.

Liberal tillage brings the soil into good physical form; it facilitates the storage and conservation of moisture; it admits air to the soil, and thus gives encouragement to the life processes which are so essential to the liberation of plant food. Proper plowing, harrowing and pulverizing the surface of the ground in preparation for seeding will give better results in the raising of a crop of broom corn, the same as it would for any other kind of crop.

### Time of Planting

Broom Corn like other plants in the same group, makes its most rapid growth in warm weather. Seeding should not be started until the soil has become quite warm, as the plant makes rather slow progress the first two or three weeks after

which time it grows rapidly. In localities having long growing seasons it may be desirable to plant so that the crop will be ready for harvesting at the season when dry weather is most likely to prevail. Where the acreage is extensive it is best to plant various fields at intervals of a week or ten days, so that all the fields will not blossom at the same time and all can be harvested when in the proper condition.

The late planting of which this crop permits sometimes makes it desirable for replacing wheat, corn, oats, or other crops that for some reason or other have failed to start sufficiently well.

### Method of Planting

There are two methods of planting which may be followed, namely: Surface planting and listing. Either of these methods if carefully followed, will give good results. In sections where listing is practiced

the soil should receive some previous preparation, and the listed rows need not be more than three or four inches deep. This is plenty deep enough to secure all the advantages of this system, and there will be little danger of covering the young plants at the time of first cultivation. The broom corn seed can be planted with an ordinary corn planter which is provided with Kaffir corn plates, or it may be put in with an ordinary grain drill by blocking the proper number of feed holes so that the rows may be given correct spacing. The seed of Dwarf varieties is usually planted in rows of 36 inches apart, and enough seed is used to secure a stand of one plant every 3 to 5 inches in the row. The standard variety is planted in the same manner except the rows should be spaced 42 inches apart. On heavy clay soil the seed should be planted one-half inch deep, but on very sandy

or light soils an inch will not be too deep. No pains should be spared to get an even stand of plants, for otherwise the crop will not be of uniform quality.

### Cultivation

As soon as the young plants are two or three inches high cultivation should commence. Narrow shovelled cultivators with fenders to keep the soil off the plants are used until the plants attain the height of about a foot, after which they grow rapidly and will thrive with the same cultivation as does Indian corn. Many find it advisable to harrow lengthwise with the rows with a sharp toothed harrow just as the plants are coming up. With a wide harrow and plenty of horse-power this operation is quickly accomplished. Such treatment will not only stir the surface and aid in holding the moisture for the crop, but it will destroy many small weeds which make their appearance early in the season. The broom corn will probably be large enough to permit the use of the regular corn cultivator fifteen days or three weeks after planting

### Harvesting

In most sections broom corn harvest comes at a time when it does not conflict with work on other field crops.

It comes after oat and wheat harvest and before corn is ripe. In order to secure brush of the desired quality it should be harvested just as the plants are coming into full bloom when the fibre of the brush is of fresh green color. If the crop is allowed to remain on the stalk for a longer period than this and moist weather occurs, then the heads which remain inclosed within the leaf sheath will have a tendency to turn red. Over ripeness and exposure to the hot sun will discolor the straw. Sun bleached or red stained brush is of less market value than the fresh green fibre.

### Dwarf

As this variety grows from 4 to 6 feet in height and the head is partly inclosed in the sheath of the upper leaf, it is found more convenient to pull the heads. In Oklahoma and other sections where dry weather usually prevails at harvest time, the brush is pulled and piled in bunches along the rows. Brush from two to four rows may be piled together and should be placed on stalks broken down to keep the brush off the ground while other stalks should be used to protect the pile from sun or rains. These small piles are left in the field a few days until they are practically dry; and then they are gathered up and put in ricks to re-

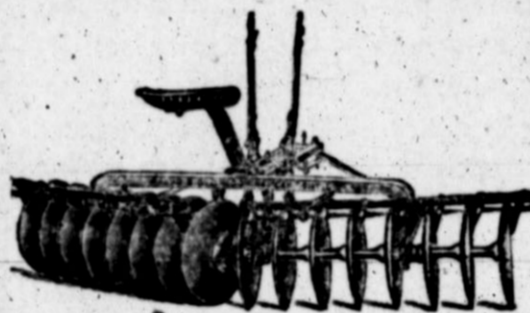
CONTINUED ON PAGE NINE

## THERE IS A REASON WHY!



### Canton Disc Harrow

You can't go wrong in buying the Canton. It's one of those old reliables, good as gold, and stronger than anything else of the kind made.



Two levers, always within reach, and you can run each gang at a different angle if you wish. Has hard maple bearings oil soaked, easily and cheaply replaced when they wear out. The bearings are also dust proof. Heavy T bar arch it will not bend and there is no danger of straining it. The manufacturers back it up with an unqualified guarantee. That shows what they think of it—and that's why we sell it: it is the best one we can buy.



YOU WILL ALWAYS FIND OUR STORE

Headquarters for

All Kinds of Up-to-Date Farm Machinery

**WARREN HARDWARE CO.**  
212 Main street Hereford, Texas

The Quality Store
PHONE 25

## HUBBARD GROCERY CO.

First-class Groceries for the careful housewife. Always on hand. Little things in the grocery line that help fill in when you haven't time to cook just what you would like. Produce of all kinds in season.

---

## BEST FLOUR IN TOWN

## W. L. DOUGLAS

**\$3.35 & \$4. SHOES**  
**BOYS SHOES**  
\$2.00  
\$2.50

**THE LARGEST MAKER AND RETAILER OF MEN'S FINE SHOES IN THE WORLD.**

"SUPERIOR TO OTHER MAKES."  
"I have worn W. L. Douglas shoes for the past six years, and always find they are far superior to all other high grade shoes in style, comfort and durability." W. G. JONES.  
119 Howard Ave., Utica, N. Y.

If I could take you into my large factories at Brockton, Mass., and show you how carefully W. L. Douglas shoes are made, you would realize why they hold their shape, fit better, wear longer, and are of greater value than any other make.

CAUTION—See that W. L. Douglas name and price is stamped on the bottom. Take No Substitute.  
If your dealer cannot fit you with W. L. Douglas shoes, write for Mail Order Catalog. W. L. Douglas, Brockton, Mass.

FOR SALE BY  
**D. R. GASS & SON**

Jun 24



# SECTIONAL BOOK CASES



## Macey Filing Devices

"A Business Luxury that is a Necessity"



Filing Cabinets made in sections have come into such general use that, as with Macey Sectional Bookcases, the principle needs no extended description. The modern business office demands expansive equipment that will always harmonize with the original purchase.

Start in right by purchasing a Macey and keep it up.



The housing of books always presents many interesting problems, not only in its utilitarian aspects, but more especially in its decorative possibilities. If the bookcase can be brought into harmony with any particular scheme of decoration it serves a manifold purpose. Books, in order that their greatest value may be appreciated and all of their comforts realized, must be arranged in a way that is at once convenient and pleasing to the eye. No other furniture affords the artistic temperament such unlimited opportunities for beautiful and pleasing effects as "Macey" Bookcases.

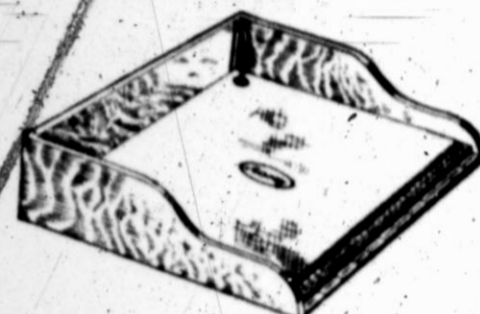
The convenient half size sections for odd spaces and treasured editions, the tasty inside and outside corner brackets, the leaded and plain glass for doors, the richly finished all Mahogany and the All Quartered Oak Sections, in Golden, Weathered and Early English finishes, the pleasing Colonial Design, the quaint Artcraft, the refined Chippendale effect, together with the more modest grades and varieties, afford a scope for selection suitable for every place and purse, assuring absolute harmony with any interior, whether the treatment be elaborate or plain.

## Macey Filing Devices

"A Business Luxury that is a Necessity"

Macey Inter-Inter Filing Cabinets offer a complete variety to select from. Each section combines the maximum filing capacity with the greatest convenience at a minimum cost.

With the Macey you always have your business at your finger tips with the least loss of time and exertion.



**J. M. GILLILLAND,**  
Embalmer and  
Funeral Director

# Arnold & Matthews

**Furniture and Undertaking**

## CANYON'S NEW SEWER SYSTEM

Work on \$25,000 Improvement to be Rushed to Early Completion

From Daily Panhandle.

H. A. Campbell of Amarillo today broke ground for the installation of the \$25,000 sewer system of Canyon City. The work is to be rushed as rapidly as possible to completion, materials being already on the ground. Canyon City is one of the number of enterprising little Panhandle cities now busying themselves with questions of better sanitation, which means sewer systems, both sanitary and storm.

### Ground Hog Day.

Today is Candlemas day; and "On Candlemas day, if the sun appear, There'll be two winters in the year."

At least this inspiring couplet is the Scotch version of it; but the Scotch rhymster was only half canny, for he left out the essential part of the matter, which is the ground hog. Candlemas day in popular parlance, is nothing more or less than ground hog day; ground hog day from the frozen Yukon to the palms of Panama.

The story of the ground hog or wood chuck, which is scientifically known under the ponderous and

awe inspiring title of Aretomys Moxax, as told by the country folk for many years to their children while seated in the glow of the great hearth fire, is that on noon of this date thousands of years ago, when the earth was young, one of the first members of the ground hog family after sleeping away the long days and nights of the winter in his burrow awakened on February 2nd and crawled quietly out of his hole to take an observation of the conditions.

The animal found the sun shining brightly, and seeing its shadow upon the ground after having been asleep so long, it became greatly frightened thinking that it was a beast of prey, and rushed into its den. The god of the clouds and storms, so the legend goes, observing the action of the ground hog, decreed that February 2nd thereafter the animal should first emerge from its den and should the day be sunny so that the ground hog could see its shadow, six weeks of icy, stormy weather should follow.

On the contrary should the day be cloudy or gloomy so that the little animal could not see its shadow it would mean that the winter was practically over and there would be an early spring.

Wednesday, therefore, was fraught with grave meaning to those whose welfare depends on the wind and wave, sunshine or shadow or

time and tide. So if there is a ground hog living in your vicinity it behooved you to watch him carefully, for his advent was portentous.

### Dan Lyons Killed

Daily News, Amarillo, Feb 1.

Remaining conscious until the last, Dan Lyons, age 19, who was shot at Clovis Monday night, died yesterday at noon with members of his family at his bedside. The lad began to grow weaker at midnight—at about the time his parents were leaving Amarillo for Clovis in a special. Efforts of attending physicians to stop the ebb of vitality proved unavailing.

Relatives of the boy returned to Amarillo yesterday evening at five o'clock with the body, which was removed to the Eakle undertaking rooms. Funeral services will be conducted from the Catholic church tomorrow afternoon and interment will be made in the Llano cemetery. The parents of the boy are at their home prostrated by grief. It was at first believed that young Lyons would recover, making the shock doubly hard for his parents to bear. Dan Lyons was well known in Amarillo which was for years his home. He went to Clovis but a short time ago to take part in a hotel business conducted by his brother.

The boy had hosts of friends and bore an excellent reputation. Dis-

turbances were contrary to his nature, and he never was involved in trouble of any kind.

### Presbyterian Men Together

Last Friday night and as previously announced the Presbyterian Men met at the church and held a sort of a get-together meeting. A number of short and interesting talks were made on the subject of church work and church enlargement. Rev. W. M. Baker, the pastor, closed with a short speech on the organization of the men into Brotherhood clubs. After the program those present adjourned to the Sunday School room where an oyster supper was served in style to suit the tastes of all. Hot coffee closed the meal.

The evening was one long to be remembered and was greatly enjoyed by all present.

### Vernon Man For Governor.

The move that was inaugurated last Saturday in San Antonio whereby Hon. W. R. Hall of this city was unanimously endorsed for governor by the Prohibitionists of San Antonio and Bexar County is creating comment in all portions of the state and is being freely and favorably commented upon by the press of the state. Coming as it does from the very place where the prohibition fight is waxing warmest, this call carries with it much significance. It means that the state organization will never allow their affairs to rest in the hands of a candidate who has lived on questionable ground in the prohibition fight. Mr. Hall is regarded throughout the state as the strongest champion of the cause among all those whose names have been mentioned as suitable gubernatorial timber, and the great question that now confronts the masses is, "Will the Powers be able to bring sufficient pressure to bear to induce the Vernon statesman to enter the

race". To begin with, Mr. Hall has a large and lucrative law practice in this judicial district which he would be compelled to surrender should he become governor of Texas. Besides, Mr. Hall hardly feels able to make the financial outlay that would be necessary for him to make the race. — Vernon Record.

## SMITH & ASHBROOK

HEREFORD, TEX.

Sell all kinds of Insurance

**Fire  
Tornado  
Life  
Accident  
Health  
Plate Glass  
and Live Stock**

EMPLOYERS' LIABILITY

Office first door south of First National Bank



We offer special inducements in quarter and half section tracks close in to actual settlers. We have some on easy payments. Hereford is in the shallow water belt. Write us for particulars. Address **BASKIN LAND COMPANY** HEREFORD, TEXAS

## SATISFACTION TO ALL

In the TAILORING, CLEANING, and PRESSING LINE

Phone 350 THE SUITITORIUM G. E. Fuller

**The Hereford Brand**  
Published by  
**The Brand Publishing Co.**  
A. C. Elliott, 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**

The Brand is authorized to make the following announcements, same being given in the order of the information received at this office. All candidates, unless otherwise announced, are subject to the action of the Democratic Party.

Fees for announcements are payable in advance and as follows: For all county offices, \$10.00; for commissioners, \$2.50; for precinct and city offices, \$2.50 to \$5.00; offices having no or small emoluments, \$1.00 to \$2.50.

For State Senator, 29th District:—  
JNO. P. SLATON.

**DEAF SMITH COUNTY.**

For County Judge:—  
W. H. RUSSELL

For County Clerk:—  
J. H. KING  
FLETCHER ROGERS  
O. B. PIRKEY  
G. M. SUGGS.  
SAM WORLEY  
J. M. (MATT) GILILLAND

For Sheriff and Tax Collector:—  
F. H. BRITAIN,  
E. F. CONNELL, re-election  
R. W. BAIRD

For Treasurer:—  
H. B. WEBB  
ROSCOE DAVIDSON  
L. A. STROUD  
J. M. BOONE

For Tax Assessor:—  
L. D. (DOW) MERCER  
C. T. (JOE) DOBBINS  
C. P. ARTHUR  
J. W. FORD, (re-election)

**CITY OF HEREFORD.**

For Marshal and Collector:—  
C. L. SULLIVAN  
J. B. ROGERS

For Secretary and Treasurer:—  
A. M. JONES

**"TIME ABOUT FAIR PLAY"**

Clovis and Hereford Exchange Compliments on Printing and Auto Repairing.

The following clipping from the esteemed Clovis Journal may be a bit of news to the local garages and machine shops but as "Time about is fair play," The Brand adds another verse to the item. Read both:

"D. L. McDonald of Hereford, desiring some high class auto work done, and done now, and being unable to get accommodated, in his home city, loaded himself into his automobile to drive to Clovis. He left thirty minutes after a fast freight pulled out of Hereford station, and beat the train into Clovis

by a few lengths, (making the distance in record breaking time.

The Clovis Commercial Club desiring some high class book printing done, and DONE NOW, and being unable to get accommodated in its home city or near, loaded Mr. Pardue on the Merry Widow with a ticket to Hereford. He left thirty minutes before a fast freight pulled out of Clovis station and came into Hereford thirty minutes behind it, making the distance in a hard breaking time. On landing in Hereford, he demanded that the book of 24 pages of 10,000 copies be gotten instanter, P-D-Q, X-Y-Z, all of which was done and Clovis is now the best advertised town in western New Mexico a la Hereford Brand imprint on its Commercial Club literature.

**Notice.**

All persons that have connected to the sewer and those wishing to connect are required to take out a permit and pay the required fee. All firms doing plumbing work must take out license for same. Both can be had at the city Collector's office and the ordinance provides a penalty for violation of said ordinance numbered 47. 52t2

**Notice Stockmen.**

From now on I will make headquarters at Stanek & Sherk's livery, feed and sale stable. Phone 249. I use a motor cycle for country calls. Dental work at any feed barn or yard in town. 30-tf

DR. F. E. BOWE, D. V. S.

**Poll Tax Payments.**

Hereford and Deaf Smith County have fared some better than many other places as far as the payment of poll tax is counted: There was no falling off but an actual gain, while in several towns the reverse occurred.

County Polls:—	
Precinct No. 1	198
" 2	313
" 3	25
" 4	14
" 5	22
" 5	17
Total paid	589
Exemptions about	95
Total for county	684
City Poll:—	
Total Paid	269
Exemptions	82
Total	351

There were some 90 or more in the city who did not qualify, which means that the actual voting strength of the town is about 450.

Comparative Statement:—	
County Polls Paid for 1908	463
" " 1909	456
" " 1910	589
City Polls Paid for 1908	161
" " 1909	232
" " 1910	282

**Campbell's Scientific Farmer.**

For a few weeks and until further notice The Brand will give one year's subscription to this splendid paper and The Brand for the round price of \$1.00. This offer is made to actual farmers only. If you intend to farm in this country, Campbell's Farmer will clear the way for you. Sample copy sent upon request.

The regular meeting of Mothers' Club will be Tuesday, next, Feb. 8, at the home of Mrs. Clarence Smith. A full attendance requested. Remember the hour—3 p. m.

Mrs. S. J. Dodson.

**Notice to Ranchmen.**

I will list what you have to sell or wish to buy, bringing seller and buyer together. Also what help you need and those wishing work. We are planning to relieve the hard times as much as possible. We have other plans that will be given out later that will interest you financially.

F. E. BOWE, V. S.,  
Phone 249 Sherk & Stanek's Barn  
52t2

**THE FIRST STATE BANK**  
S. B. EDWARDS, President      OTHO H. VARDEMAN, Cashier  
H. B. WEBB, 1st Vice Pres.      J. THOS. WEBB, Asst. Cashier  
W. S. HIGGINS, 2nd Vice Pres.

**EXCHANGE**

CAPITAL STOCK \$100,000.00  
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**STRONG AND RELIABLE**

**AND TRUST COMPANY** HEREFORD TEXAS

**ASK ME** If you want to sell your **FOR CASH**  
Business or Real Estate

No matter where located, if you want to Buy, Sell or Exchange any kind of Business or Real Estate.

Insurance placed in best companies and policies looked after.

Office in Dunlap and Britain Building, Rooms 2 and 4  
**C. O. LEE** Hereford, Texas

CONDENSED STATEMENT OF THE CONDITION OF

**The First National Bank**  
HEREFORD, TEXAS

At the close of business February 5th 1909.

RESOURCES		LIABILITIES	
Loans and Overdrafts	\$367,953.14	Capital Stock	\$50,000.00
U S Bonds and Premiums	51,800.00	Surplus and Profits (net)	61,563.87
Banking House and Fixtures	13,038.50	Circulation	50,000.00
Redemption Fund	2,500.00	DEPOSITS	369,828.09
Demand Loans	64,345.32		
Cash and Exchange	31,755.00		
	8531,391.96		8531,391.96

OFFICERS: { J. L. FUQUA, President  
C. W. DODSON, Cashier

DIRECTORS: { L. GOUGH, J. L. FUQUA, C. W. DODSON,  
R. J. KIBBE, W. H. FUQUA, W. S. HIGGINS, J. T. JOWELL

SAFETY DEPOSIT BOXES FOR RENT. This Bank is well equipped to handle all business entrusted to its care and respectfully solicits your account.

**Our Want Ads Are Winners** 5 Cents Per Line

# GREATEST CLEARING SALE

Ever Held in this Country or in this Section of the State

Prices in all departments of our store cut regardless of cost in order to reduce stock quickly before taking inventory and to make room for new spring goods, which will soon demand all available room. Come as early as possible and you will find many opportunities to save money on high grade merchandise. New stock bought for this season's selling. We don't want to carry it over and it is yours for less than we paid for it

## A CHANCE FOR YOU TO MAKE MONEY

### MATTRESSES

Mattresses have advanced 20 per cent. We have on hand a solid carload that we fortunately bought before the advance. Below are the regular prices before they advanced.

\$18.50 Ostermoor Mattresses This Sale	\$15.00
\$12.50 Cotton Felt Mattresses This Sale	\$9.75
\$8.50 Cotton Felt Mattresses This Sale	\$7.50
\$6.75 Cotton Felt Mattresses This Sale	\$4.95
\$5.00 Cotton Felt Mattresses This Sale	\$4.25
\$4.50 Plaited Mattresses This Sale	\$3.75
\$3.50 Plaited Mattresses This Sale	\$2.50

**Our main object in holding this sale is to reduce our stock quickly.**

**Prices in every department of our mammoth stock cut and slashed Regardless of cost.**

### CHAIRS

The newest and best in chairs. We are overstocked on these goods and they must go regardless of cost.

Regular \$12.50 Dinners This Sale	\$9.75
Regular \$8.00 Dinners This Sale	\$6.75
Regular \$5.00 Dinners This Sale	\$3.75
Regular \$18.00 Rockers This Sale	\$14.75
Regular \$12.50 Rockers This Sale	\$9.75
Regular \$10.00 Rockers This Sale	\$7.50
Regular \$8.50 Rockers This Sale	\$6.75

**Everything Goes, Regardless of Price**

The above prices represent only a sample of the sacrifices we are making. Remember Everything goes Regardless of price.

# E. B. BLACK COMPANY

FURNITURE  
and  
UNDERTAKING

## Local and Personal

Ralph Joss returned Monday from a business trip to Fort Worth.

Sam Dunn is on the Lower Plains this week.

Old machines taken as part payment on Singer Sewing Machines. G. E. Fuller. 52-1f

Select spring wheat and seed oats for sale at the Elevator. 52-2t

Smith McLeroy of the Daily News of Amarillo Sundayed in Hereford.

C. G. Witherspoon was in Farwell Tuesday and Wednesday.

Flour \$1.45 per sack at the Elevator. 52-2t

Geo. W. Barcus made a business trip to Dimmitt Tuesday.

Beautify your home by planting shade trees. L. P. Landrum. 52-1f

Spring wheat and oats at the Elevator. O. Fallwell, Mgr. 52-2t

Mrs. G. H. LeGrande made the Brand office a little visit Saturday.

Best hard wheat flour at the Elevator \$1.45 per sack. 52-2t

Singer Sewing Machines are sold on easy payments. G. E. Fuller. Phone 350. 52-1f

C. G. Witherspoon and son, C. W., have returned from California.

Pure Ribbon Cane Syrup in 5 gallon kegs at Jno. A. Johnson's Grocery. 52-1f

Messrs. Woodlee and Ireland of Dimmitt autoed up to Hereford yesterday.

Eli Dunlap spent several days in Portales with his brother recently. He likes Hereford better now.

Phone 99 about Roses, Flowers, arubs, Evergreens, etc. The Hereford Nursery. 52-1f

J. H. Bowers returned Wednesday from Kansas City where he had been on business.

G. F. Jones of the north part of the County was doing Hereford last Saturday.

J. J. Vorpe, friend of the Greggs, returned to his home in Van Wert, Ohio last Saturday.

O. Fallwell, manager of the Elevator, says he has good spring wheat and seed oats for sale. 52-2t

J. B. Phillips returned yesterday to Independence, Mo., where he is sojourning for a short period.

W. O'Brien went up to Kansas City this week and returned with the regular excursion.

Ladies suits and skirts cleaned and pressed. Work called for and delivered. Phone 350, Fuller's, The Sultitorium. 52-1f

The Elevator has spring wheat and seed oats now ready for the farmers. 52-2t

Mrs. E. B. Posey and children are spending a few days visiting friends in Amarillo.

"Cermo." What is it? The finest mixed feed for milk cows at Witherspoon & Harrison's. 52-2t

F. Chase has returned to Hereford to live after spending a few months in Oklahoma.

Mr. Sellon, attorney for Parmer county, was in Hereford last Saturday on legal business.

Mrs. W. H. Rayzor is enjoying a visit by her aunt, Mrs. F. M. Robinson of Murdock, New Mexico.

L. D. Lawrence, broom corn expert, was here this week and will have something of interest to say later on.

Satisfactory cleaning and pressing at Fuller's—The Sultitorium. 52-1f

Mr. and Mrs. J. N. Russell are spending a short time in Clarendon where Mr. Russell has taken charge of a mercantile business.

HOTEL—Cottage Hotel for rent. Furnished or unfurnished. See W. B. Parmer for further information. 51-1f

G. W. Harris, manager of the Friona Hardware Company, was in Hereford last Friday on business for the firm.

Mrs. Haile with her Glee Club will sing at the Presbyterian church next Sunday at the evening service. Everybody invited.

Mr. Park and Miss Hawkins of Canyon City where in Hereford Sunday evening the guests of Mr. and Mrs. Hal Hawkins.

AUTOS—Two new Overland 30 HP autos for trade. Vendor's lien notes of land. J. H. King Realty Company. 51-1f

Mr. Womble of North Carolina is visiting his relatives W. T. and Troy Womble. This is his first visit to the great Panhandle.

H. G. Hays of the Chester community spent part of Tuesday and Wednesday in town looking after some repair work for his gasoline plow engine.

Have you tried a sack of that very best soft wheat flour from the Elevator? \$1.65 per sack. The price does not indicate the quality—It's good. 52-2t

J. M. Rockwall of Houston, President of a line of lumber yards in Texas, was here Saturday looking after his interests in Hereford.

Ed Short was in Amarillo Monday and of the week attending court in the trial of a man who assaulted his brother last summer.

J. P. Snyder returned yesterday from Kansas City with his special immigration car bringing a number of prospectors.

Alfalfa meal is the desert course at old Jersey's dinner. It's a butter maker. Try a sack from Witherspoon & Harrison's. 52-2t

C. M. Thomas of Canyon, lessee of the Hereford Opera House and also of the Canyon Play House was in Hereford Saturday on business.

Mr. and Mrs. J. H. Ross of Hollen, New Mexico and Mrs. C. S. Winn and children of Artesia are visiting with Mrs. H. G. Garnett.

Home made light rolls made from hard wheat flour are the best. We can furnish the flour at \$1.45 per sack, Star Mill and Elevator. 52-2t

Mr. Holman of Iowa is visiting his friend C. O. Lee this week, coming down from Iowa to take a look at the Panhandle.

We have the prices and most complete stock of shades and fruit trees etc. in the Panhandle and now is time to plant. The Hereford Nursery. 52-1f

The friends of Mrs. W. R. Evans will be glad to learn that she is doing well at the Temple Sanitarium and her speedy recovery is hoped for.

Nothing gives so much satisfaction for so small cost as electric lights. Let us connect up your house. See us for prices etc. Hereford Light and Power Company. 36-1f

For biscuits and fancy cooking, that soft wheat flour at the Elevator is best. Every sack guaranteed—\$1.65 per sack. O. Fallwell, Manager. 52-2t

Wm. Linville returned yesterday from Illinois and Kentucky. He was accompanied by a number of his friends who came to take a look at the country with a view of locating.

W. H. Neff of Iowa who owns a section and a half of fine land near Hereford called at the Brand office this morning. He was accompanied by his friend J. D. Ward of Missouri who is also a reader of the Brand.

Mr. Adams of Portales, well expert, is here this week looking after the McDonald well east of Hereford. Bob Brizil had the contract to put down the well and has finished the work.

Mrs. W. W. Edwards will be prepared in a few days to do all kinds of stamping. Latest designs in all stamping patterns. At Ladies Furnishing Store. 51-2t

If you are too busy to call, call me. Phone 350, Fuller at The Sultitorium. 52-1f

S. F. Marshall and son formerly of Hereford but for the past year citizens of Endee, N. Mex. were in the city recently on business. Mr. Marshall owns several pieces of property in Hereford.

J. B. Overfelt of Friona was in the city recently on business, having bought the Friona Hardware Company's stock of good of which C. W. Warren of the Warren Hardware Company was principal owner.

D. L. McDonald has purchased the Meadow's home and will occupy it at once, becoming a permanently located citizen of Hereford. He and his family, are welcome to the city.

L. F. Alby, former citizen and merchant of Hereford, but recently of Ringgold came in Thursday to visit Mrs. Alby who has been in the city for some days with her sister, Mrs. C. W. Dodson.

J. B. Casey and family arrived in Hereford Monday with his effects to make Deaf Smith County his home. He is a farmer of experience and wants to "hook up" with some good man for the year, when he will begin the improvement of his own half section in Parmer County.

## Society

### AT A COUNTRY HOME

Of all the country homes near Hereford famed for their hospitality and good cheer that of the Curtiss and McNerney, some seven miles from the city ranks among the foremost, and last Friday night when Mrs. Kathryn McNerney entertained in honor of her son, Charles C. McNerney and his bride, the truth of the statement was much in evidence. The guests were received by Mrs. McNerney and Mrs. Curtiss and then ushered into the large reception room where they met Mr. and Mrs. Chas. C. McNerney. The room was tastefully decorated in flowers and cut plants, pink and white carnations being predominant in the arrangement.

A number of interesting games were played by the guests which at all times permitted a happy flow of conversation. The first introduced was the "bean game", simple in its conception but affording much pleasure throughout the evening. Then the "four minute conversation" on different subjects with different people was very interesting, and the floral love tale made you wish that you had given more attention to flowers than just to admire them. In the latter part of the evening piano solos by Mrs. Shirley and Miss Rhone, and two vocal selections by Mrs. Haile were more than enjoyed by the guests. The most pleasing thing of the evening were the duets whistled by Messrs. Curtiss and McNerney.

At a late hour delicious refreshments consisting of date compote, cake and coffee were served. Invitations were extended to the young people and young married people of the Chester neighborhood, and the following guests were from the city: Messrs and Mesdames E. M. Haile, D. A. Shirley, Keene Nutter, W. I. Joss; Misses Wyche, Moore, Carter, Rhone; Messrs. Elliott, Stanberry, Bridges, Cox and Frizzell.

### A BRIDGE PARTY

Mrs. Alice Lea delightfully entertained at bridge Tuesday afternoon, February 1, a few lady friends in honor of Mrs. J. G. Hendricks who expects to move to East Texas in a few weeks. In addition to the card game one table of "42" was arranged for and a very enjoyable time was spent. As a special feature a guest book done in water colors the handiwork of the hostess was presided over by Mrs. Arnold. Each guest was requested to register therein and the book was presented to the guest of honor as a memento of this, her farewell party. Little Misses Lea and Ferguson attired in dainty white, received the guests at the door and assisted further in adding to the pleasure of the game by serving homemade candy.

The hostess was assisted in serving by Mrs. Ferguson. The refreshments served on the card tables consisted of sliced bananas with whipped cream, cherries, angel food cake and grape juice as a beverage. The party was elaborate in detail showing a great deal of pains on the part of the hostess, and was a tribute to the honored guest who has proved a genial friend and neighbor. Mrs. Hendricks has resided in Hereford for the past three years and during their stay have made a number of friends all of whom regret her departure. However there is a hope cherished that before another season closes they may return to the Panhandle and to their Hereford friends.

The ladies present at this farewell party were: Mesdames Elliott, Holman, Ferguson, Price, Collins,

Slaton, Irwin, Dodson, Alby, Matthews, Hendricks, Taylor, Oberthier, Arnold and Miss Amber Collins.

### MOTHER'S CLUB ENTERTAINS

Mrs. Clarence Smith was hostess at a very pleasant gathering of the members of the Mother's Club at her home Tuesday evening, Feb. 1. On this occasion the "mothers" entertained their husbands and the ladies and gentlemen who so kindly assisted them in presenting "Ye Old School Days" at the opera house about a month ago.

A committee on arrangements was appointed and no pains was spared by them to make the party a success. A number of interesting and amusing contests were engaged in. One of which was a progressive conversation. Mr. J. D. Jarrott proved himself the most able conversationalist of the evening. Partners were selected by means of matching verses of old familiar songs and the most amusing feature of that was the number of duets sung. A mysterious menu furnished a deal of fun, when out of ten numbers each guest was to select three—some were served with toothpicks and others received more substantial food. After the pleasure of such a course had been realized the ladies served excellent loaf cake and coffee. The Hereford orchestra contributed several musical numbers and Miss Cunningham favored the party with a vocal solo. Mrs. J. D. Jarrott in her characteristic manner read the very humorous selection "A Peculiar Attack."

The evening proved a happy one and the guests of honor highly appreciate this demonstration of gratitude from the club ladies.

### DINNER AT THE ARNOLD HOME

Mrs. B. S. Arnold entertained at 6 o'clock at her home on the 31st of January in honor of Mrs. J. G. Hendricks and Mrs. F. A. Estock. The guests arrived promptly, each bringing two cards with appropriate remembrances written for the guests of honor. After some pleasant games in the parlor the guests were invited to the dining room. The table was beautifully decorated for the occasion and a most excellent six course dinner was gracefully served. White ribbon streamers were run from the place cards to a cut glass bowl in the center of the table which contained walnuts and which were attached to the ends of the streamers. When the walnuts were cracked they were found to contain a toast or witticism which greatly added to the merriment of the evening. The hostess read a humorous piece entitled 'Old Adam.' The guests then returned to the parlor where pleasant conversation was indulged in until time came to depart. The southern hospitality was manifested on this occasion.

### BIRTHDAY CELEBRATION.

Dr. and Mrs. Hendricks were at home to a few neighbors and friends on Thursday evening, January 27, in honor of the third birthday of their infant son, Tom. The friends invited being parents of small children were asked to bring the children. Thus a very happy evening was spent by the little folks in their childish way, while the "grown-ups" enjoyed a game of "42." Refreshments of pink and white gelatine with cherries and white grapes and angel food cake were served and at a late hour the guests departed after having enjoyed another happy neighborhood gathering for which 25 Mile Ave. is becoming noted.

Those present were: Mr. and Mrs. C. C. Ferguson and daughter, Grace, Mrs. Alice Lea and daughter, Annie Wildy, Mr. and Mrs. C. W. Dodson, son Charles, and guest, Mrs. Alby, Mr. and Mrs. A. C.

Elliott and son, Davis, Mr. and Mrs. N. J. Matthews, and son, Burke.

### ENTERTAINED IN HONOR OF MRS. ALBY

Mrs. C. W. Dodson was at home in a delightful way Thursday afternoon January 27 from 3 to 5 to a number of lady friends. The party was given in honor of Mrs. Alby of Ringgold, Texas who is a sister of Mrs. Dodson and a guest in her home.

The diversion of the afternoon was "42". There were six tables and an interesting game was engaged in. Misses Elliott and Potter as-

sisted the hostess in making the afternoon a pleasant one for the guests. These young ladies also assisted in serving a two-course luncheon which was delicious in preparation and menu.

The ladies who enjoyed the hospitalities of the Dodson home on this occasion were: Mesdames Edwards, A. C. and Robt. Elliott, Irwin, Lea, Ferguson, Price, Stroud, Hendricks, Cardwell, Hicks, Jarrott, Barnes, Warren, Barcus, Alby, Shirley, Arnold and Oberthier; Misses Collins, Head, Elliott and Potter.

ANOTHER COMPLIMENT TO MRS. ALBY  
Miss Beulah Head delightfully entertained about two dozen lady friends Wednesday afternoon, Feb.

2nd at "42". The party was a compliment to Mrs. Alby of Ringgold, Texas. Miss Head was assisted in entertaining by Mrs. Leslie Moreman. A two coursed luncheon was served and a very pleasant afternoon spent.

Mr. and Mrs. J. H. Pitman assisted by Mrs. Pittman's sister, Miss Miller, entertained the following at dinner Sunday.

Messrs and Mesdames Palmer, Edwards, Mathews, Card and Gibson.

Mr. and Mrs. B. S. Arnold entertained at dinner Sunday, Mr. and Mrs. B. W. Adams of Burlington, Ky. and Mr. and Mrs. G. W. Barcus and son, Wilbur.

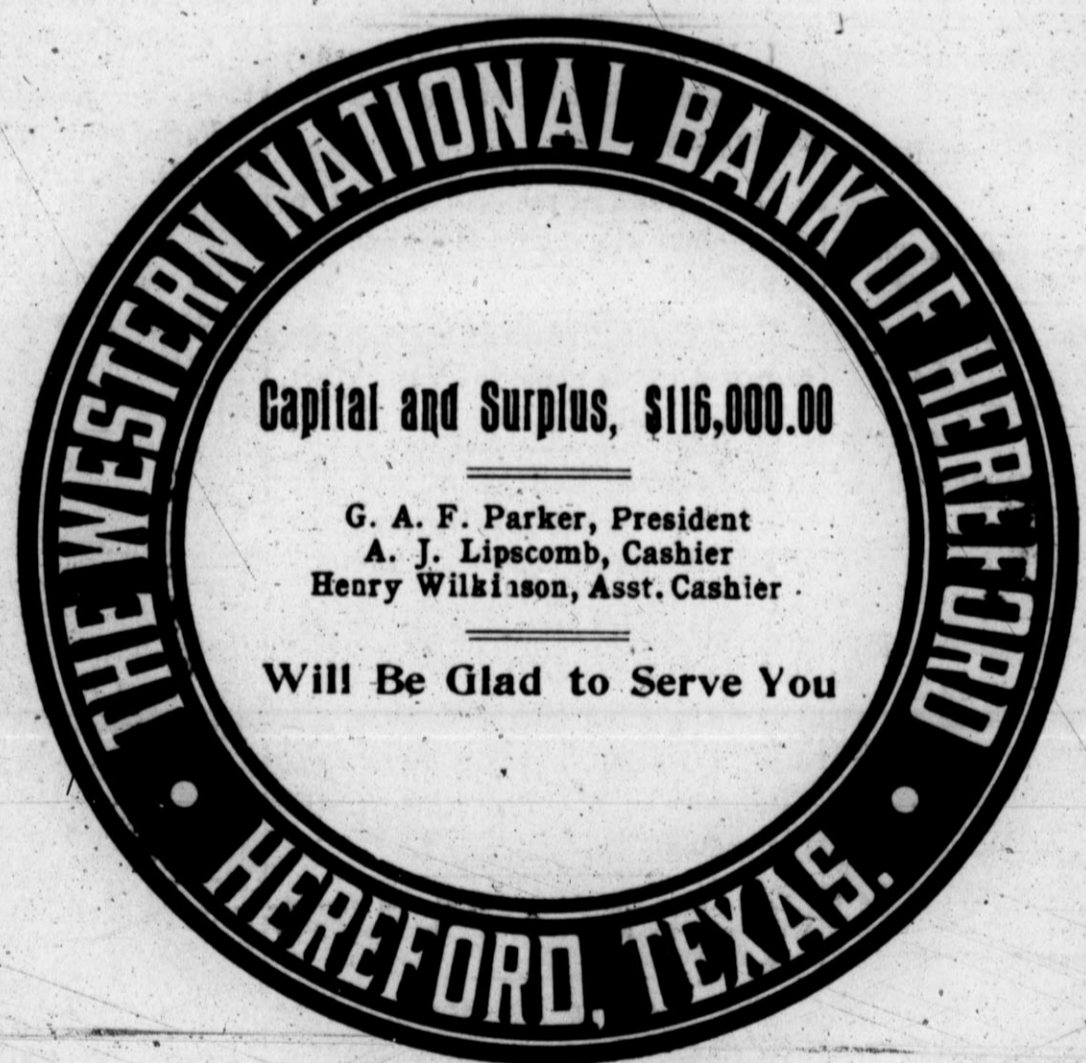
# The Cause The Effect The Cure

has been studied and recognized by hundreds of the consumers of goods in the Panhandle. How much thought has the man on the other side of the fence given it? In the early days of this country, the merchant was practically independent. He fixed the price of everything, he had no hard competition. Did he control his baser nature, or did he allow greed to overcome him? We will accept the effect, as evidence of his course. The effect is that foreign merchants have seen opportunities here and waged a relentless war for the business, the consumer is now INDEPENDENT, the merchant entirely DEPENDENT. It is necessary for the good of the country that a city be maintained here. The cure can and will be applied. In the past, people have ordered their goods from elsewhere, "because it paid them" in the future they must buy at home, "because it pays them." I study mail order catalogues in connection with my own stock, I know their prices, item for item; therefore I know I am selling goods as cheap in Hereford as they can be bought at retail in Kansas City, Chicago or any other place. I have a large stock of Racket Goods, many hundreds of the common things that are used every day, things you wouldn't expect to find in Hereford at prices you can't beat on the face of the earth.

Did you ever hear this statement before? "I invite comparison with mail order houses." My bargain counters are equal in bargains to those of any city. I invite you to come in and see them. I appreciate your patronage and believe you will appreciate what you get in return for it.

## Walter Nelson

The Square Deal Man. Corner Main St. and Railroad





## HEREFORD VIEW STOCK FARM

The Place to Buy Berkshire Hogs Hereford Cattle and Barred Rock Chickens

A few reasons why you should Buy Berkshires from me.

BECAUSE you can buy for less Money at Home and save the Express Charges. BECAUSE they are Prolific, three young sows during October and November farrowed 39 Pigs. BECAUSE they have Quality and Size and are raised so as to insure their future usefulness.

Nice lot of Pigs now ready to go, get in line. Mr. Breeder buy good Berkshires and make money. Come to my Farm one mile west of town and let me show you.

R. H. NORTON, HEREFORD, TEXAS

Drop me a card if you would like to read a little book "Berkshire Excellence & Progress"

## CONCRETE WORK

Plain and Ornamental Concrete Blocks, Sidewalks, Curbing and Hitching Posts; Brick Work and Plastering; Block or Brick Flue Building. All work Guaranteed to be first class.

Factory Opposite Courthouse **Worley & Brand** On Third Street

## 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.

**SHERK & STANEK**

When Buying Groceries

## Bear in Mind

the difference between

Cheap and High Grade GROCERIES.

the difference between

Healthful and Unhealthful GROCERIES.

the difference between

**JARROTT & WILKINSON'S Groceries**

and Other People's Groceries

## 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.

Arnold & Matthews, Furniture and Undertaking. J. M. Gililand, Embalmer and Funeral Director. Day Phone 115. Night Phone 251. 38-1f

Latest style in hairdressing and shampooing, also switches, pompadours and puffs made from your own combings. Phone 84, No. 701 Miles Ave. Mrs. H. I. Berve. 50-1f

## BROOM CORN, ITS CULTURE

(CONTINUED FROM PAGE FOUR)

main until all of the crop is harvested. If the field does not mature evenly it should be pulled to or three times, each time only pulling the matured heads. After the crop is all harvested and thoroughly cured it is usually seeded and baled at the same time.

This custom prevails in Oklahoma and Texas where there may be only one seeding and baling outfit among many growers. In older broom corn sections such as Illinois and nearly every grower has his own seeder and sheds in which to cure his crop. Where there is liable to be much rain or heavy dews at harvest time it is essential to have sheds for curing, and where this condition exists the brush is pulled and taken directly to the sheds where it is seeded, then spread out in thin layers on suitable shelves for curing. Where weather conditions are favorable as in Oklahoma and Texas, Dwarf broom corn can be harvested at less cost per acre than Standard. The Dwarf variety has considerable value for the stalks left standing in the field after the brush has been pulled. Cattle can be turned in to feed on these stalks or they can be cut and cured as a forage crop, to be fed in the winter months.

### Marketing.

To secure the highest prices the market demands a brush of fresh green color, smooth, round fibre full tip ranging from 15 to 24 inches in length.

The quality of most of the broom corn produced in Oklahoma and Western Kansas at the present time is rather inferior, consequently the grower's profits are not as high as they should be although they have been far greater than any other crop produced in that section.

The selection of good seed from desirable seed heads will assist in bringing about a decided improvement. In selecting the seed heads special attention should be given to the quality or character of the straw. Individual plants which have a large center stem or a stalk running nearly full length of the straw should be discarded. Large coarse, or kinky straw is also objectionable. Only the best and most perfect heads should be selected for planting the seed patch the next year. Since the broom corn should be harvested before the seed matures, every grower should set aside a small plot for the production of his seed. After the first season choice heads can be selected for planting the next crop and the remaining portion can be used for commercial use, feeding, etc. By adopting this method the quality of the brush can be improved from year to year. Inasmuch as broom corn crosses readily with other plants which belong to the same class (Kaffir, sorghum, cane etc.), the seed plot as well as the broom corn field should be separated from the other fields of like species.

### Seeding and Baling.

Considerable loss in price to the grower is too often caused by not properly threshing or removing the seed from his broom corn and also from poor baling. Both of these things are wrong and cause trouble for the buyer as well as the manufacturer.

Broom corn that is well cleaned and free from seed and put up in a good solid square bale will always sell quicker and bring a better price than it will if poorly handled.

The appearance of a well handled crop always merits the approval of the buyers and makes that grower's crop always in demand.

### Facts

It is not the name to which the

purchaser of broom corn seed should give his attention but rather to the quality of the seed of either Standard or Dwarf varieties.

Best quality brush can only be produced from good clean and well matured seed.

When it is considered that one bushel, (48 lbs.) of good seed will plant from 12 to 15 acres, you cannot afford to use any but the best quality of seed.

Good seed is the Prime Requisite of a good crop. Good quality always sells for a higher price than poor.

Under no circumstances should seed be planted that has been taken from the scraper when harvesting the broom corn green or at the time of best market value of the brush.

Never should the scraping of the seed pile or trash of any kind be baled up with the broom corn. This is fraud and liable to criminal prosecution.

### The Old Woman

Was it you, young man, we heard using these words when speaking of your mother? "The Old Woman." A nice phrase to be using about the dear soul who kept her vigil over you in your infancy, kissed away your tears in childhood and remains your trusted friend in maturity. Is this all the love you have for the silver haired mother who bathed your scorching brow all thru the long sleepless nights of affliction, when your brain was wild with burning fever? Is there no other term you can find for her whose love has followed you through every trial, tribulation and misfortune? Has mother, through all these years of labor, watching and waiting, been wasting her love on a worthless bunch of clay, who, in the very dawn of manhood has no other term more fitting than "the old woman," by which to address or speak of his mother.

Mother, young man, is the sweetest name in the world and should be

held in reverence by every boy. The time is coming when her feeble hands will be folded, her watchful eyes closed and her lips once warm with mother's love be cold; the fond heart whose anxious beatings once followed your wayward feet will be stilled forever. So while you can call her mother; you will miss her when she's gone. Remember what she has suffered for you. When every friend has forsaken you, mother is as steel, and now that she is step by step going down life's other side to near the water's edge and to step across, comfort her old age by speaking kindly and affectionately to her and make her feel that life was not lived in vain and all the toil without recompense. Lead her gently through old age and when you speak of her or to her do not style her as "the old woman," but place a kiss upon her wrinkled brow and say, "mother," and in a way repay her for the many heartaches she has suffered in your behalf. Sing to her softly and see the light of love come to her eyes as she hears her boy say in tones which seem to her as gentle as the nestle of an angel's wing. "Mother, I love you." BY A.

### And Still they Come—Score Another for Vega.

O. W. Robertson came over from Hereford this week, bought a good dwelling house at Ontario and moved it over to Vega and placed it on his land near our school house. He is putting down a well there and preparing to bring his family here from Hereford at once.

Mr. Robertson also informs us that he will later build a finer and larger house for himself on his town-site lots still nearer the school house in our town and keep his present house for rent.

These are the kind of citizens Vega is getting and we are glad to see them come. Mr. Robertson has sold his place at Hereford.—Vega Sentinel.



Shipping Trees by the Carload

**HEREFORD NURSERY**

L. P. LANDRUM, PROPRIETOR

## J. F. COLLUP

DEALER IN

**COAL, HAY AND GRAIN,  
FIELD SEEDS AND STOCK SALT**

We solicit a share of your business, promising that we will endeavor to sell you goods at as close margin as possible. Telephone No. 1.

Have 120,000 pounds Bulk Corn in transit that we are offering at \$1.45 per cwt. F. O. B. Hereford

**WE HANDLE ALL KINDS OF POSTS.**

**500**

**MORE FARMERS IN 1910**

**500**

**T**HE BRAND wants to see 500 land owners open 500 new farms this year. If you own land around Hereford it will pay you to put it in cultivation. The expense will be small compared with the benefits. Read the following carefully :: ::

### WHAT WILL IT COST

A careful estimate has been made for a quarter section, where the entire tract must be fenced:

1800 lbs Galvanized Barbed Wire, 3 strands	\$64.80
230 Cedar Posts, 45 ft. apart	34.50
5 Large corner and gate posts	3.00
10 Anchor posts	3.00
12 lbs Staples and Nails	.60
22 lbs Heavy Smooth Wire for Anchors	1.40
2 Braces for Wire Gate	.70
Expense of locating corners	12.50
Turning 120 acres of sod at \$1.25 per acre	150.00
<b>Total</b>	<b>\$270.00</b>

#### WHAT THE LAND OWNER GAINS

His quarter section will be enhanced in value not less than \$500; it will have an earning power, which it now lacks; it will sell much more readily even without the house, it will encourage actual settlers.

### WHAT THE RENTER WILL DO

Under this proposition the renter must haul out all material and build the fence.

He must break out 120 acres of sod and plant same.

All of the crop for the first year will belong to the renter. The second year he will be entitled to the refusal of the land to rent upon the usual terms.

#### BUILDING A HOUSE

This proposition does not contemplate the building of a house for the use of the renter. The man who accepts one side of this kind of a contract is supposed to have a nearby home in which to live.

If building a house is necessary, a careful and accurate estimate on the size house needed will be made and submitted to the land owner for his contracting.

The Brand wants to hear from 100 more land owners as soon as they read this. Since beginning this campaign for 500 farms, several have accepted the above proposition. One man in Indiana who owns a half section 10 miles south of Hereford contracted for 160 acres; one from Central Texas who owns 480 acres 7 miles northwest, will have 400 acres put under cultivation; and one all the way from West Virginia who owns a quarter section six miles out has instructed that the entire tract be planted. Let others fall in line.

ADDRESS  
SEC. of COMMERCIAL CLUB  
HEREFORD, TEXAS

ADDRESS  
THE HEREFORD BRAND  
HEREFORD, TEXAS



Large and Small Buyers are treated with equal courtesy at this market. If your family is not large you can't be expected to require large quantities of groceries

**WE'RE GLAD TO SELL YOU GROCERIES**

no matter how little you need now. For we know that if your family ever does become larger, you'll continue to buy where your small orders are so cheerfully and satisfactorily filled

Stock is fresh daily and price always close to cost.

## Cardwell Brothers

### Pale-Faced Women

You ladies, who have pale faces, sallow complexions; dark circles under eyes, drawn features and tired, worn-out expressions, you need a tonic.

The tonic you need is Cardui, the woman's tonic. It is the best tonic for women, because its ingredients are specifically adapted for women's needs. They act on the womanly organs and help to give needed strength and vitality to the worn-out womanly frame.

Cardui is a vegetable medicine. It contains no minerals, no iron, no potassium, no lime, no glycerin, no dangerous, or habit-forming drugs of any kind.

It is perfectly harmless and safe, for young and old to use.

# Take CARDUI

J 43

## The Woman's Tonic

"After my doctor had done all he said he could for me," writes Mrs. Wm. Hilliard, of Mountainburg, Ark., "I took Cardui, on the advice of a friend, and it helped me so much. Before taking Cardui, I had suffered from female troubles for five years, but since taking it, I am in good health. I think there is some of the best advice in your book that I ever saw." Your druggist sells Cardui. Try it.

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

## Your Meat and Baking Together

We take great pleasure in announcing to our patrons that we have secured a complete Baking outfit, and the services of a first-class baker, and we can deliver both your meats and bread at one time. The cash price on meat is a winner, and we are going to give you the best line you have ever had, and it will include every kind of baking usually carried in a first-class bakery. A trial will be appreciated.

## Burnam & Dobbins

### Tierra Blanco Herefords

R. BRADLEY, Owner

W. T. WOMBLE, Manager

...BREEDERS OF...

### Registered Hereford Cattle

Herd Headed by Strike Six, No. 156847  
Assisted by Texas Tom, No. 204446

Will sell a quantity of young stock either singly or in car load Lots

Write owner or call at my ranch, situated five miles east of Hereford, on the Tierra Blanco river.

### Professional and Business Cards

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

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

**F. T. ROLOSON**  
Attorney at Law  
HEREFORD, TEXAS  
Rooms 5-7, Miller-Walker Building

**KING REALTY CO.**  
Lands, Loans and Insurance  
Notary in Office  
Abstracting Specialty Hereford, Texas

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

A. P. Murchison J. S. Jones  
**MURCHISON & JONES**  
Real Estate and Live Stock  
Hereford, Texas

**THE HEREFORD ABSTRACT CO.**  
Titles to Deaf Smith County Lands. Prompt Service. Give us a Call.  
Office with J. P. Snyder Land Co.

B. H. Smith D. F. Ashbrook  
**SMITH & ASHBROOK**  
ALL KINDS OF INSURANCE AND LOANS. Phone 273.  
Office 1st door South of First National Bank

**SULPHUR PARK FARM** ALFALFA HAY AND SEED  
**HILLCREST FARM** TURKEY RED WHEAT  
**L. GOUGH**  
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C. G. Witherspoon W. Claude Witherspoon  
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Abstracts prepared on short notice. All kinds of stenographic work done. Exclusive agents for Western Union Land Co.'s Lands  
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**DIMMITT ABSTRACT CO.**  
ABSTRACTS OF CASTRO AND BAILEY COUNTY LANDS  
Dimmitt, Texas

HARVEY CASH C. L. ADAMS  
**CASTRO ABSTRACT COMPANY**  
Abstracts of Castro and Bailey Counties. Your business solicited.  
DIMMITT, TEXAS

### We Can Do It.

Build Towers,  
Do Repair Work,  
Oil Mills and Fix Old  
Mills, and Doctor Them for you  
**HODGES & BURNAM**  
Phone Hereford Hardware

#### New Time Table.

No. 38, Merry Widow East; 9:05 a. m.  
No. 37, Merry Widow West; 4:53 p. m.  
No. 113 Through Train, West; 12:03; p. m.  
No. 114 Through Train, East; 4:00; p. m.

#### Notices.

Where admissions are charged or a money consideration made, all church, lodge and club notices will be received as "pay matter," at the usual rate of 5 cents per line. 50tf

B. M. Hester has for sale a quarter section of land 3 1/2 miles south of Hereford a awful cheap. See him. 6-tf

## The BRAND LINERS

Pay in Advance unless you have an account with the Brand. The Brand Liners Bring Results. TRY 'EM.

#### LOST AND FOUND

LOST—Ladies' open face, small, gold watch. Black ribbon in ring, two pictures in back.  
Gracie Elliston. 52t2

FOUND—A lot of broken new year resolutions. Owner may have pieces by describing them. Call at Brand office, pay up your subscription and renew your resolutions.

LOST—Bill book containing \$15.00 and bunch of keys. Keys valued most. Finder return to A. W. Gregg and receive reward. 1t

LOST—Gold signet ring with three links and F L T. Return to get reward. A. H. Elliston. 52t2

#### FOR RENT—HOUSES

FURNISHED rooms—to let, one block west of First State Bank.  
H. C. Carl. 50-tf

FOR RENT—A good six-room bungalow near College; wired for electric lights, will be vacant Nov. 1st.  
L. W. Ricketts. 37-tf

FOR RENT—120 acre improved farm near Dawn on shares. See C. O. Lee. 1t

#### MISCELLANEOUS WANTS

WANTED—Good second-hand Piano for cash. Must be a bargain. H. Z. care of Brand. 52t2

WANTED—Your shoe repairing at Norton's Harness Shop. 36tf

HAIR—Will buy hair combings.  
Mrs. H. I. Berve, 701 Miles Ave. 50-tf

FOR RENT—120 acres old land close in. See A. H. Elliston. 50f

MAIZ—Baled maize, sorghum and kaffir for sale cheap. See L. Baskin. 51-3t

SEWING—Plain sewing and dress making by Mrs. Everett, 702, 25-Mile Ave., Phone 394. 51-tf

PURE DWARF—Maize, unmixed seed for sale by Eli Dunlap. This seed was grown by one of the best farmers in the Panhandle. Come early and secure seed. 50-tf

TRADE—Will trade 7-room house on 25-Mile Avenue for first mortgage vendor's lien notes or sell on good terms. Call at The Brand office. 50-tfE

FURNITURE—If you want bargains in furniture, stoves, rugs, etc., including electric table lamp and flat iron. See Jasper T. Moses not later than Monday evening. 410 E Street, one block west of College. Phone 198. 1t

#### REAL ESTATE FOR SALE

FOR SALE—320 acres close in, will be sold at a bargain. See L. Gough. 34-tf

TRADE—Good five-room house in Roachdale, Indiana, to trade for improved suburban property in Hereford. Must be bargain. Few acres of land attached preferred. Call at Brand office. 50-tfE

#### CITY PROPERTY

FOR SALE—Two choice lots, southwest corner, three blocks from court house. \$100.00 cash, balance \$20.00 per month. Inquire at The Brand Office. 45-tf

20-ACRES—Block 27, South Hereford Ricketts's Addition for sale cheap if taken at once. This is a snap. See T. J. Williams or B. L. Hammock this week. 51-2t

FOR SALE—Four-acre block in south Hereford. Three-room house, barn with loft; chicken house, well and windmill, fruit trees and small fruit of different kinds, a bargain for cash. For particulars see C. O. Lee. 28-tf

FOR SALE—Cottage with 2 1/2 lots, has three large rooms, hall, pantry, closets and two porches, water piped in house, well and windmill, well house and elevated tank, 30 fruit trees, good fence around lots, this is a well built house, almost new, and in one of the best locations in Hereford for a home. For price and terms, see C. O. Lee. 36-tf

#### LIVE STOCK FOR SALE

FOR SALE—At my place South of Dimmitt, 40 head of high-bred Hereford cows. All in good condition and now on feed. Bred to Registered Bulls. F. H. Obertheier, Hereford, Texas. 42-tf

FOR SALE—One registered French Draft Stallion, six years old. Solid black. Will be sold at a bargain. See or write G. M. Suggs, Hereford, Texas, Box 192. 50-tf

FOR SALE—1 young work horse weighs about 1400 3 years old, 2 mare mules and new harness. 1 driving or saddle mare that is a good mule raiser, 1 German Coach mare 3 years old, unbroken. Also 3 driving colts. Chas. Hodges. 52t3p

#### A Living on a City Lot.

The Philo-System of Progressive Poultry Raising will do it. Drs. Miller & Joss are making a specialty of The Philo System. Any one wishing any of The Philo supplies can get same by calling on either of them. They will be glad to show incubators, brooders and colony coops in operation to any one interested at their residences on B Street. 51-4t

## SAVE FUEL BILLS

With an

## Electric Flatiron

DAY CURRENT NOW  
Ask Phone No. 388.

HEREFORD ELECTRIC LIGHT AND POWER COMPANY

**FEED** WHOLESALE ONLY. Quick Shipments. Cotton Seed Meal, Cake, Hulls. Grain, Chops, Bran.  
Room 9, Chamber Building  
**A. S. TAYLOR, Broker** Amarillo, Texas

**Matt Gilliland for Clerk.**

"The race is not to the swift nor the battle to the strong," but in a political race the one who gets the most votes eats the pie. Knowing this, J. M. (Matt) Gilliland wants to get the most votes for the office of County and District Clerk for Deaf Smith County. He feels that he is fully qualified to take charge of the office, having served as clerk under W. B. Beach and also under W. M. Cogdell. He is well acquainted with the routine work of the office and, if elected, will give his best efforts to the duties involved. He is not the oldest inhabitant of the town but has been here since 1901 and is well known in the county. Mr. Gilliland will appreciate the influence of his friends and the votes of all in the primary election in July.

**Notice.**

If your W. O. W. dues are not paid by the first day of each month you stand suspended in accordance with the bylaws and constitution of this order. 52t2

**If You'r Quick**

You'll get best price and spot cash for all good fat hens you bring in. See Walter Nelson at the 2nd hand store. 1t

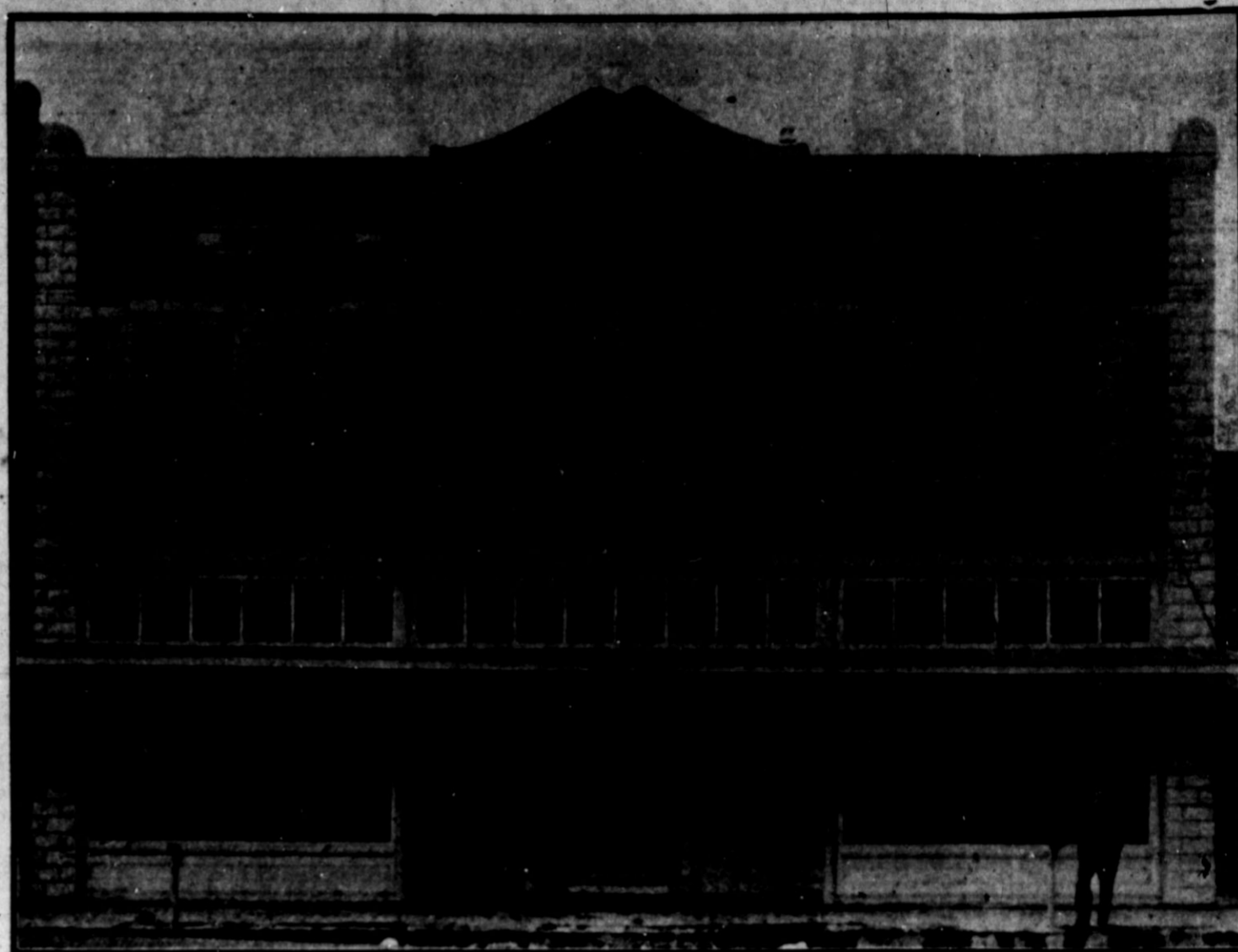
The unusual offer to deed a fine corner lot free to the first ten men who build homes in Baskin Heights, is meeting with good success. It wont be long until we see some of our finest buildings in this beautiful addition. A private park, near the center is being laid out. Write L. Baskin for partictulars. 36-tf

**I Pay Spot Cash.**

Highest price for good fat hens. Bring them in quick. Walter Nelson, 2nd hand store, Cor. Main St. and Railroad. 1t

L. W. Poole of Piqua, Ohio is here this week renting a part of his two section ranch north east of town. He wants two more families.

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



For Anything in the Building Line See J. L. JOHNSON, at Cement Block Factory

**POTATOES ON HAND**



1000 bu. (home grown) Irish Seed Potatoes. 500 bu. Big German Millet Seed. 100 tons Kaffir Corn in bundle. 50 tons Baled Millet Straw. For Sale By

**JESSIE R. LETTON, - Friona, Texas**

**Quality and Price**

Go hand in hand when you buy LUMBER from us. We have one of the best stocks in the Panhandle to select from, and it is always a pleasure to us to submit you our very reasonable figures on a bill be it large or small.

**Kemp Lumber Company**

C. L. CARTER, Manager

**Plants never freeze in a home heated by Cole's Hot Blast**

You know where plants never freeze it doesn't get cold. Cole's Hot Blast main ains a continuous fire; it will hold fire from Saturday night to Monday morning; it will keep fire over night with a hat full of coal. With this stove you need only open a draft in the morning and the rooms are quickly heated with fuel put in the evening before. No other stove does this.



In an ordinary stove the gas (half the heat value) arises from the coal as the coal burns and the gas goes right on up the chimney. In Cole's Hot Blast the hot blast draft on top of the fire burns the coal from the top—burns the gas. Makes the coal last twice as long.

The unequalled fuel saving, the heat radiation, the even temperature, the holding of fire, are all the result of the patented features in the construction of this remarkable stove which cannot be used in making any other stove; and to the Patented Hot Blast draft which burns the wasting gases in the fuel. Soft coal, as you know, is half gas. The make-up of the stove is interesting.



**\$12 up**

Burns Soft Coal, Hard Coal, Wood or Cobs

**Hereford Hardware Company**

**Frio Items.**

Our little Sunday School that has been meeting at the school house has grown to quite a large school now and more interest is being taken. May the good work go on.

H. H. Stanley and family dined with Ed Stanley Sunday.

Matt Whiteford, wife and son Warren and J. W. Beatts and family were the guests of E. H. Shockley and family Sunday.

Ralph Percy of New Mexico is spending a few days with his old school friends Messrs Joe and Jim Green.

Franklin Hughes of Memphis, Tex., is renewing old acquaintances in this community.

H. H. Stanley and wife were shopping at Hereford Monday.

W. B. Green transacted business at Hereford Menday.

Misses Hattie Easter, Naydolin Green and Alma Whiteford spent Saturday and Sunday with Miss Stacy Easter who has been sick for so long but is much better now and will soon be able to be out again with her many friends. Miss Stacy entertained several of the young folks with a party Raturday evening.

January came in like a lamb and went out the same. It was a very pleasant month.

Misses Maggie Ray and Mira Stanley spent Sunday night with the Misses Maydolin and Emma Green.

The prairie fire that was raging south of us did not quite reach here. It burned over several miles and did much damage.

H. H. Stanley and wife transacted business a Dimmitt.

**Wanted Quick.**

Good fat hens at best price. See Walter Nelson, the cashman at 2nd hand store. 1t



**YOU** write a letter to Jones enclosing a statement of his account. The letter should be in purple copying ink, the statement in black record, the credits in red.

**The New Tri-Chrome Smith Premier Typewriter**

will do it all with one ribbon; do it quickly, neatly and correctly.

This machine permits not only the use of a tri-color ribbon, but also of a two-color or single-color ribbon. No extra cost for this new model.

**The Smith-Premier Typewriter Co.**

1687 Champa St., Denver, Colo.



**Mineral Wells and Return \$17.45**  
Limit Sixty Days.

**Dallas, Texas, Laymen Missionary Conference, February 17 and 18. \$14.95**  
Limit February 24th, 1910.

**Los Angeles, and San Diego, Cal. and return. 30 days going, 90 day limit. \$75.40.**

**San Francisco, and Return \$84.90**  
30 days going, 9 months Limit.



**February 4th**

If the above date appears on the label on your paper it means that your subscription expires this month. Don't wait until you miss two or three papers and then write for the back numbers for often they cannot be sent. **RENEW NOW.** Be up-to-date in your paper reading as well as other things and "You'll Like Hereford."