

The Hereford Brand

VOLUME 13

HEREFORD, TEXAS, FRIDAY, JANUARY 2, 1914

NUMBER 48

POLITICAL BALL STARTS ROLLING

Local Candidates Give Big Kick Off For New Season in Political Pie Ball Game.

Open season for Political Pie Ball is on. Already a number of candidates are in the field or training quarters, making preparations for the big game later on. The first to don his padded togs and try his tender muscles in a sprint across the field was W. D. Keliehor, and he looks like he might make a "touch down" before the game is well started. A cow-puncher by profession and a full-fledged red Irishman by consanguineous forbears, he makes a fierce and formidable appearance to the weak and tender standing on the side-lines. He's going to try for a forward pass into the sheriff's office of Deaf Smith county.

The next to trot across the white-lined field was J. S. Jones, a well trained, sinewy specimen, who has played a winning game before. He was the little chap who made a hundred-yard run in the last big game of Pie Ball, making a touch-down amidst the raahs of his friends and to the surprise and consternation of his playful opponents. That he has again come out to qualify for this season is no surprise as he has made a good winner in the home team for the clerk's office.

Just about the same time, another tall, but stocky built athlete hove in sight and walked with extra long strides across the field with his breeches stuffed into his boot tops, his gray negligee shirt and his big black sombrero, made him appear more like an escaped cowboy than an applicant for a place on the P. P. Ball team of 1914 with an ingrowing taste for center place at the feed box. But he soon showed that he had played at the game before and when he togs the harness for the regular game, he will have a long reach when it comes to making goal

or hanging the ball on top of the goal posts. His name—they call Jim Sellars for short, but he signs his name J. W. Sellars, and he's trying to make the end run for District Attorney.

Alex Thompson For Clerk.

I am a candidate for the office of County and District Clerk of Deaf Smith county and will appreciate the support of the voters in the coming primary. I have lived in the county over ten years. I have had three years' experience in the Clerk's office. I expect to see every voter in the county in due time so please remember that I am in the race. (adv.)

ALEX THOMPSON.

Millinery.

You have about 3 months to wear a winter hat. I have many new and up to date shapes, some you have never seen, in Plush, Velvet and Felt; Tango's at \$1.00 to \$1.50 each; all children's hats \$1.00. Come in and see the \$1.00 table for ladies and misses. I can sell you a swell hat for \$2.50; 50c and 35c ribbon going at 15c per yard. This sale will begin Saturday morning. The Millinery Parlor, 1st door South of Britain-Dunlap Building Mrs. Vogele. It

Miss Maggie Avent, domestic science teacher, is at her home down in Texas for the holidays.

POLITICAL Announcements

Adv.

The Brand is authorized to announce the following as candidates for election to the respective offices, all subject to the Democratic primary and party:

FOR JUDGE 69TH DISTRICT—

HON. D. B. HILL, of Dalhart

FOR ATTORNEY 69TH DIST.—

J. W. SELLARS, of Hereford.

FOR SHERIFF AND TAX

COLLECTOR—

W. D. KELIEHOR

FOR COUNTY AND DISTRICT

CLERK—

J. S. JONES

A. O. (ALEC) THOMPSON

1914!

What Will It Be to You ?

Try to do something in which the element of selfishness does not predominate.

Make yourself agreeable even to disagreeable persons for your own sake.

Above all, perform your part as if the whole show depended on you.

The Brand

"The Young Lady Across the Way"

We asked the young lady across the way what she thought of the Hetch Hetchy proposition, and she said that for her part she liked the old-fashioned two-step better than any of the new dances.—Kansas City Star.

Miss Eva Alexander, teacher in the public school, is spending the holidays at her home in Stratford.

J. L. Walker Breaks Leg.

While at Amarillo Wednesday, J. L. Walker had the misfortune of falling on the ice-covered sidewalks and sustained a broken leg, the fracture being just at the ankle. Medical attention was given at once. Mrs. Walker went down on the first train to attend Mr. Walker. Friends in Hereford and elsewhere sympathize with Mr. Walker, and hope for him a speedy recovery.

You Will Be Dunned.

A number of subscribers to the Brand have allowed their time to run out. That is, they have neglected so small a matter as to renew their subscriptions when their time had expired, but on account of the everlasting goodness of the business manager, he has not "dunned" you for the amount you are due the Brand, but he's goin' to. Therefore, if you receive a bill within this month, it is as polite a way as the manager knows to send out a dunn. To make yourself square and to keep your "reputation" in good repair, pay the bill. We want you to read the Brand not at our expense, but at yours. The yellow date label shows the time to which your subscription has been paid. Look at it right now. If it has 13 at the end of the date, your time has already expired and there's no better time than "right now" to pay up. 48tf

J. S. Jones For Clerk.

To the voters of Deaf Smith county:

Having decided to again become a candidate for the office of County District Clerk, I ask your support, and in doing so will ask that you investigate the handling of the office during the time I have held the position. Should you favor me again with your vote, it will be my pleasure to conduct the office as I have in the past, to your best interests.

(adv.)

J. S. JONES.

G. A. F. Parker was at Amarillo yesterday and took dinner at the home of his long time friend, J. L. Smith. Mr. Parker returned last night, but left again this afternoon for the same city on business.

WITH COUNTRY NEWSPAPERS

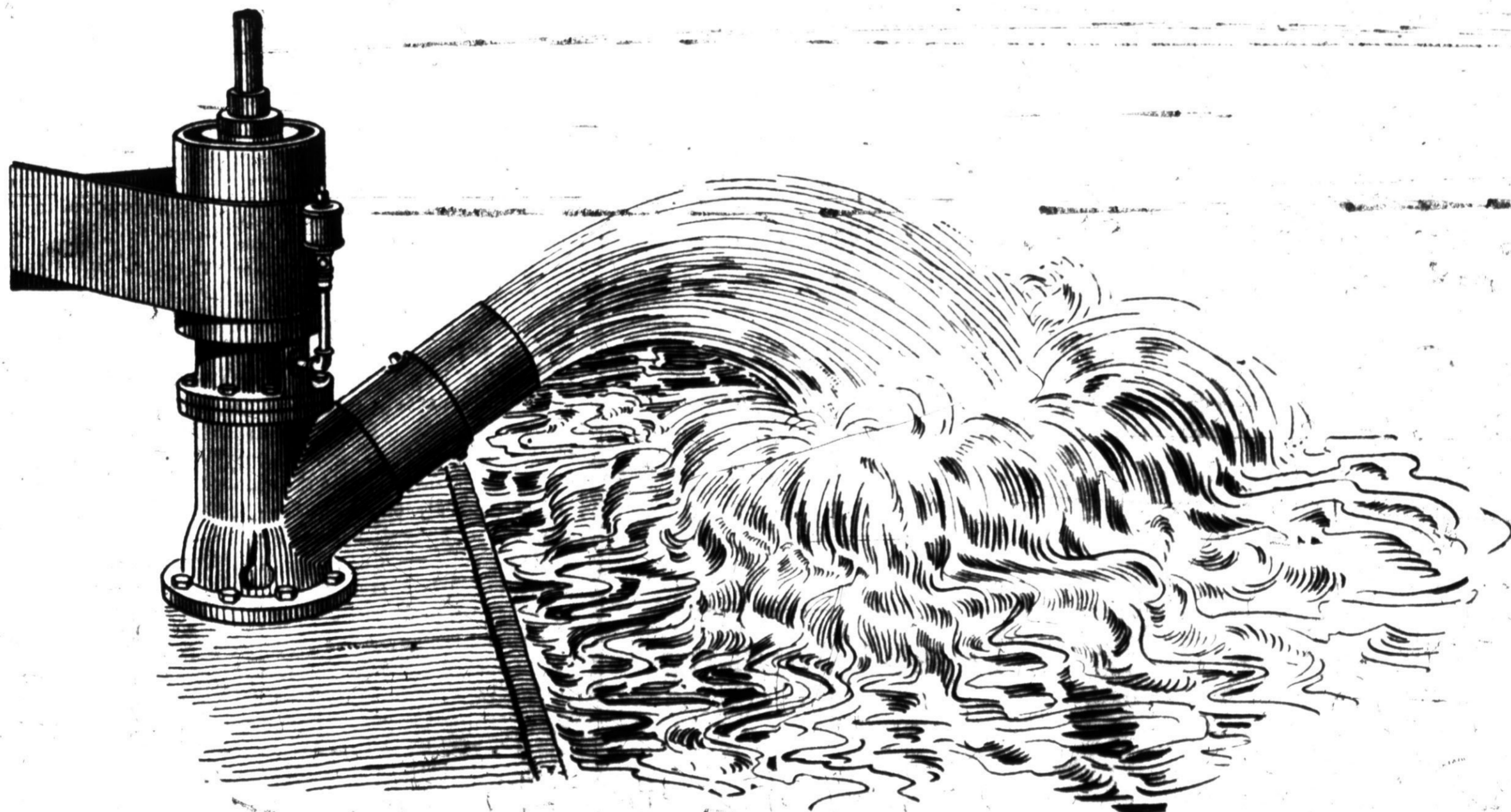
Department of Scissors and Paste-pot—Clippings and Comments—Politics et Cetera.

WHISKATAW TRAIN.

Hall County Herald.—A train left here Wednesday to carry the booze crowd to Wichita Falls. The round trip was placed at a very low figure and it was expected to catch those who might want to get on a Christmas jag. Of course, several took advantage of it. It is understood that the Whiskataw saloon men chartered and paid for the train and every fellow who bought so much booze got his money back. It might be well for the railway people to fit up iron cages on the cars to bring the boys home in.

HOME AND STATE.

Stanton Reporter.—Home and State is coming in for a good deal of censure by the country press over the State. These criticisms are not coming from the anti papers alone, but from the prohibitionist as well. They claim Home and State is unfair and unjust in its criticism and attacks on men in public affairs, naming Will H. Mayes, prohibition candidate for governor as one of the men. Personally, we don't believe there is a cleaner man in the State than Mr. Mayes, and all the dirty things Home and State could print about him in a lifetime would not change our views. Will Mayes is standing very much in the way of Home and State's candidate—Cullen Thomas—and this is the sole and only reason for its opposition and dirty criticism of Mr. Mayes. Will Mayes was a staunch and tried prohibitionist, statesman and gentleman. Home and State could be a power for good, but the people won't stand for the assassination of the character of one of her most noble sons. Be just and fair to your enemies. Be the right slogan for an individual or newspaper and when we fall in this our throne totters and is sure to fall. The cause which Home and State claims to champion is too big and broad to be given over to ugly and unjust criticism of one of the men who has been, and is, a powerful and potent factor in the realization of its victories and the perpetuation of its future.



A Big Pumper on the Farm Will Bring Prosperity in 1914

1914

Will be a pro... year and we will be prepared to supply our old customers and new friends with the right kind of building material. May you be able to enjoy the New Year.

PLANING MILL WORK
TIN SHOP IN CONNECTION

PALMER LUMBER CO.

Society

Black-Stanford Nuptials.

The ages come and go, but love is eternal!

When the Shepherds on the Judean hills that Christmas night drowsily watched their flocks, and when they were suddenly aroused by the symphonies of the heavenly choir, the song that they heard was about the Prince who was to come to the earth that day. As the song came nearer on music's pinions, it soothed these startled and frightened Shepherds, and they heard how this Prince was to come to the busy marts of earth, the quiet homes, the noisy streets; come to us all, and with the love of the Heavenly Father touch every human heart that we may know that love.

The union of hearts and lives through love is so sacred and divine, that the Holy Book symbolizes the church as a bride arrayed in her white robes ready to meet the bridegroom.

Not only is love implanted in every human breast, for every created thing bears its impress. The bird perched on the highest bough of the tree carolling forth his sweetest strains, is but singing his love-song to his mate; the dew-drops that sparkle on a summer's morning like so many diamonds are kissed by the sunbeams as they carry them away in their embrace. The ivy clings to the oak-tree, and with her graceful tendrils twines herself around his sturdy and knotted trunk, while the sea in the frenzy of her helpless love surges wildly, and tosses her white arms and shrieks for the distant mountain from which she has been long separated.

"As unto the bow the cord is,
So unto the man is woman;
Though she bends him, she obeys him,
Though she draws him, yet she follows,

Useless each without the other."
Still while the echoes of the Christmas bells were heard in the distance, did the mellow wedding

chimes of Hereford again sound forth. "What a world of happiness their harmony foretells; Through the balmy air of night, how they ring out their delight! And all in tune," how they again told the sweet story of two young people who were about to plight their vows of eternal love and constancy.

Some days past, invitations were sent out announcing the coming marriage of Mr. William Jesse Stanford of Lorena, Texas, and Miss Nellie Dea Black of Hereford at the Methodist Church, December 30th.

When the church doors were thrown open at 6:45 o'clock on the evening of this day, what a picture the church presented with its artistic decorations! Yellow and white chrysanthemums, the Southern smilax, ferns, and the wandering-jew made up this beautiful scene. From the altar stretching rearward, the middle aisle was enclosed with white ribbons attached to posts along each side, twelve posts being used. The entire front of the church which is raised was a bower of chrysanthemums, ferns and smilax. This portion of the church, as well as the aisles, was carpeted in white. In the rear of the church was a large trellis of smilax used as a background for bouquets of flowers mounted on pedestals, and the sides had flowers banked here and there to finish the veritable "garden of flowers."

At 7 o'clock Miss Viola Wilson of Claude, Texas, sang the pre-nuptial song, "Oh Fair, Oh Sweet, Oh Holy!" Miss Annie Laurie Lay of Hereford being her accompanist. The ten little flower girls then took their places in the following manner: Annie Fitzhugh Parker and Donelda Sites first, each holding five streamers of ribbon, and as each succeeding two took their places, they were each handed a streamer by these girls. Frances Wilson and Elizabeth Stegall, Kathleen Hawkins and Eloise Pitman, Gwendolyn Price and Bula Lee Rutherford, Dorothy Gallaher and Evelyn Thomas completed the circle.

Promptly at 7:05 o'clock the soft,

sweet strains of Lohengrin's wedding march played by Mrs. G. A. F. Parker of Hereford, announced the wedding party. First in line were the ushers Messrs. Otho Price and Elbridge Brodie. They were followed by the bride's maids, Misses Mabel Betts, Zollie Garrison, Una Norton and Annie Price, all in single line. Next came the maid of honor, Miss Florence Stanford, followed by the bride and her matron of honor, Mrs. John Sherman. The bride was met at the front of the church by the groom and his best man, his brother, Mr. Frank Stanford, when the bridal party entered an archway made entirely of white chrysanthemums, and stood under a canopy of ribbon made by the streamers attached to the middle bell of a cluster of three directly over the bride.

Just as the clock told the hour of 7:10, and while Miss Lay rendered Schubert's Serenada on the violin in the softest tones, Rev. J. R. Henson of the Methodist Church in the presence of the loved ones of the home, and a large number of intimate friends, in a most befitting way with the ring service performed the marriage rites, and joined the destinies of William Jesse Stanford and Nellie Dea Black for all time. When the wedding ring was about to be placed on the finger of the bride by the groom, the matron of honor raised her veil, while the maid of honor removed her glove and held her bouquet. As the bride was turning to accompany her husband from the church, the flower girls pulled the streamers of ribbon and the bride was showered with petals of flowers—the sentiment being, "We love." Slowly the bridal party made their way out of the church while Mendelssohn's march was being played, and were driven to the home of Mr. and Mrs. E. B. Black where an informal reception was held for the bridal party and a few of the most intimate friends.

The bride's dress was of white crepe de chine over charmeuse with a round train. The trimmings were princess lace and pearls, the lace and pearls forming the entire bodice.

The long tulle veil was adjusted on the head in a most becoming way with orange blossoms, and then fell in graceful folds to near the bottom of the train where it again was held in place by the orange blossoms. She carried a shower bouquet of white roses tied with white tulle. The bride's "going-away" dress is of Navy blue Matelasse cloth with blue hat and gloves and black shoes.

Both Matron of honor and Maid of honor were attired in yellow costumes, the Matron of honor wearing brocaded crepe, and the Maid of honor charmeuse. Each carried a bouquet of white carnations. The bridesmaids wore white and carried yellow carnations, while the little flower girls were charming in white silk accordin plaited dresses. The musicians, Mrs. G. A. F. Parker, and Misses Wilson and Lay wore yellow. The groom and best man wore the conventional suits of black. The bride's gifts to her maids were white silk hose.

The name Nellie Black is a household word in every home in Hereford, so well and favorably is she known. Though born in Cleburne, Texas, she came to Hereford with her parents when but a little girl when the town had but few houses, and thus Nellie and Hereford have grown up together. In 1910, she graduated from the Hereford High School in a class of twelve at the head of her class. She had sustained this standing in her class for four years. The next two years she was a student in Georgetown University, and last year taught. Mrs. Stanford is also an accomplished musician. Having been reared in a Christian home, and a Christian herself, she is fully equipped and ready to go with the man she loves and has chosen from all others to begin a new home.

Mr. Stanford is the eldest child of Mr. and Mrs. W. B. Stanford of Georgetown, Texas, and is a graduate of Georgetown University. "Jesse," as he is familiarly known, spent two years some three years ago in and near Hereford, and is known to be a young man of worth, and worthy in every way of the one who has given her life into his keeping.

Mr. and Mrs. Stanford left on Wednesday afternoon for their home near Lorena, Texas, which had been prepared for their coming.

They received many beautiful and costly presents from both home and abroad including cut glass, silver and needlework of rare beauty. The presents in number exceeded one hundred fifty.

The Brand joins with the multitude of friends of these young people in wishing them a happy life; and when they near its sunset, waiting for the dip of the oar, and the coming of the boat, they may have a safe voyage across the narrow stream and reach the haven of rest. The writer has known Miss Nellie for more than ten years or since she was a child and has known few girls who has developed into womanhood with as kindly disposition and loftier ideals of right as she. Her pure life teaches a philosophy more beautiful than human knowledge.

A Friend and Former Teacher.

Pre-Nuptial Shower.

On last Friday afternoon a mis-

cellaneous shower was given Miss Nellie Dea Black at the home of Mr. and Mrs. H. H. Hawkins. On this occasion Miss Black's bridesmaids, Misses Garrison, Betts, Norton and Price were the hostesses. The Hawkins' home was beautifully arranged in holiday attire. The guests were greeted by Mrs. H. H. Hawkins then introduced to the receiving line by Mrs. G. A. F. Parker. Those in the receiving line were: Misses Garrison, Betts, Norton, Price, Nellie Black, Mrs. Black, Miss Florence Stanford of Georgetown, Mrs. Crouch of Plainview. Miss Ruby Norton then asked the ladies to be served to punch from a holly bower presided over by Misses Louise Oberthier and Bessie Snyder. In the dining room was found a beautifully hand painted book. Miss Annie Laurie Lay stood near and asked each one present to write her favorite recipe. Throughout the afternoon music was furnished by Misses Gallaher, Lay, Elizabeth Black and Mrs. Ezra Norton. About five o'clock a messenger boy rushed in with a telegram for Miss Black which read, "Look out for my assistants. Will arrive about 5 p. m. Dan Cupid." Immediately after, Cupid's assistants came in with a trunk tied with bright, red ribbons, holly, mistletoe, old shoes and rice. On opening Miss Black found it filled with beautiful gifts. The hostesses were assisted in serving a salad course by Misses Efflye Guinn, Grace Smith, Ruth and Temple Sites.

Bridesmaids Entertained.

On last Saturday afternoon, Miss Nellie Dea Black, bride-elect, entertained the bridal party from four to five in honor of Miss Wilson of Claude, Texas. After a few minutes conversation, a musical program was rendered. Special mention should be made of the vocal numbers by Miss Wilson, whose charming voice held her audience in breathless admiration. Miss Black then invited the party to the dining room, where a scene greeted their eyes which called forth expressions of pleasant surprise. In the center of the dining table was a great bowl of Chinese lilies, and around the table each guest found a daintily wrapped package, to which was attached with a yellow ribbon, a heart, that brought a tender message from the bride-elect. While the packages, containing lovely gifts from the bride were being opened, dainty refreshments were served.

Thirtieth Wedding Anniversary.

Mr. and Mrs. R. H. Norton, celebrated the 30th anniversary of their marriage, Sunday, December 21st, when all their children and grandchildren spent the day with them. A bountiful repast was spread and time spent in talking over the days of yore. Those present besides the family were: Claude Norton and family, Edgar Norton and wife and Geo. A. Stambough and Family.

Marries Christmas Eve.

E. R. Elliston and Miss Callie Sanders, young people of Hereford, were united in marriage last Wednesday Christmas eve, at the court house, to which place the wedding party had repaired. Rev. J. R. Henson of the Methodist church performed the ceremony. Congratulations were extended.

(Additional Society on Page 3)

MONEY SOMETIMES HAS WINGS

(BUT IT USUALLY FLIES THE WRONG DIRECTION)

It is not a man's capacity to make money but rather his ability to save that makes him rich. Opportunity always comes once. Prepare for this time by opening an account with us. A bank account is a mighty good bait for opportunity

The First State Bank & Trust Company
Of Hereford, Texas

"THE PEOPLE'S DEPOSITORY"

S. B. EDWARDS, President

HENRY WILKINSON, Vice-Pres.
H. B. WEBB, Vice-President

A. P. MURCHISON, Cashier
J. C. BURKHALTER, Asst Cashier

Do you know The Youth's Companion as it is to-day?

Improved and broadened in its scope. Enlarged by the addition of a Special Family Page, Boys' Page, Girls' Page and



Our Offer for 1914
Cut this out and send it with \$2.00 for The Youth's Companion for 1914, and we will send also The Youth's Companion Practical Home Calendar for 1914.

Children's Page. Great serial stories, 250 short stories. A remarkable Editorial Page. Current Events and Science. A wealth of variety and quality, and all of it the best.

Remember—52 Times a Year, not 12

Great Family Combination Offer

We do not know of any Family Weekly that we can more heartily recommend to our readers than The Youth's Companion. It gives us pleasure, therefore, to announce that we have arranged with the publishers to make the following offer:

Regular Price Youth's Companion	\$1.75
Brand One Year	1.00
Both Papers	2.75
Our Price	2.00

Notice of Stockholders Annual Meeting.

Notice is hereby given that the regular meeting of the Stockholders of the First State Bank & Trust Co. of Hereford will be held at the banking house of said corporation in the town of Hereford, Deaf Smith county, Texas, on the first Tuesday in January, 1914, the same being the sixth day of said month, between the hours of one and five o'clock P. M. of said day.

At such meeting two directors shall be elected to act as directors of the Second class and one as director of the Third class for the said corporation during the next succeeding term, and any and all such other business shall be transacted as may properly come before such meeting.

Witness my hand this the 17th day of December, A. D. 1913.

S. B. EDWARDS,
President.

46-3t

Dangers of a Cold.

Do you know that of all the minor ailments colds are by far the most dangerous? It is not the colds themselves that you need to fear, but the serious diseases that they so often lead to. For that reason every cold should be gotten rid of with the least possible delay. To accomplish this you will find Chamberlain's Cough Remedy of great help to you. It loosens a cold, relieves the lungs, aids expectoration and enables the system to throw off the cold. For sale by all dealers.—Advertisement.



Telephone and Find Out

- What was the weather report?
- What is the market price of cotton?
- Has my team left town? Is there any freight for me?
- Do you want to buy any butter or eggs?
- When is the meeting?
- Who was elected?
- The telephone answers these and many other questions for thousands of farmers every day.

The cost of a telephone to you is small. The savings great. Our nearest manager will tell you about it or write to

Southwestern
Telegraph and
Telephone Co.
DALLAS, - TEXAS



SOCIETY

(Continued from Page 2)

Homeless Young Men Dined.

A few of the young men of the city who are away from their homes were given a turkey dinner last Monday by Mrs. Clarence Smith. Those present were: O. J. Burns, C. A. Skelton, J. C. Burkhalter, D. M. Blanton, and needless to say, each enjoyed the hospitality thus extended.

Hereford Club Entertains.

The annual New Year entertainment given by the Hereford Club at their elegantly appointed apartments was enjoyed by its members and invited guests Wednesday evening. A few out-of-town guests were present. A program of music and dancing, followed by appetizing refreshments passed off the evening only too quickly.

Watch Party.

Rev. and Mrs. Faris delightfully entertained about twenty young people at their home in West Hereford Wednesday. The object of it was to be on hand when the youngster "1914" took up his abode among us. Light refreshments of sandwiches and chocolate were served and some time after twelve o'clock the merry party sojourned "Sine Die," each expressing to Mr. and Mrs. Faris their pleasure in being one of those present.

For Miss Baker.

Misses Roberta and Besse Nance informally entertained a party of about twenty young people at their home on last Friday night in honor of Miss Bonnie Baker of Claude, who spent the Christmas week with friends in Hereford. Many pleasant social amusements were the mode of whiling away the hours and refreshments consisting of sandwiches, chocolate, cake and candy were served. All present were delighted with the evening's social time and expressed their enjoyment of it all to the Misses Nance.

Seven O'clock Dinner.

Mrs. McNerney entertained a company of the young folks at a delightfully informal seven o'clock dinner last Saturday evening in honor of Miss Bonnie Baker and Miss Besse Nance. The scheme of holly decoration was beautifully carried out with both the place cards and the table. The meal was served in courses and the eating was interspersed with such social games as could be played at the table, and the young people then adjourned to the parlor where many amusing games were indulged in. Mrs. McNerney was a charmingly entertaining hostess was the verdict of those present, who were as follows: Misses Besse and Roberta Nance, Ruth and Inez Ricketts, Bonnie Baker, Shirley, and Messrs. Ricketts, Wood, Dyar, Davis, Curtis.

Neighborhood Dinners.

A number of families have gone the rounds in a series of neighborhood dinners, each being enjoyed on account of the geniality of those present and the appetizing repasts set before them. The first was last Sunday at the home of Mr. and Mrs. C. L. Sullivan. Those who enjoyed this dinner were: Mr. and H. C. Myrick and family, S. J. Dodson and wife, Ed Johnson and family, Uncle Joe Sypert and Miss Lay. The next was at H. C. Myrick's, when the following guests enjoyed a fine feast: C. L. Sullivan and family, Ed Johnson and family, C. E. Smith and family, H. H. Hawkins and family, Miss Lay. And yesterday, on New Year's day, Mr. and Mrs. Ed Johnson had a number of friends—H. H. Hawkins and family, C. E. Smith and family, C. L. Sullivan and family, H. C. Myrick and family and May-

A Few Choice Premiums For Readers of The Hereford BRAND

THE BRAND publishes this advertisement because it believes that the public now demands something more substantial than the usual cheap newspaper premiums. The premiums offered are

Decidedly Different

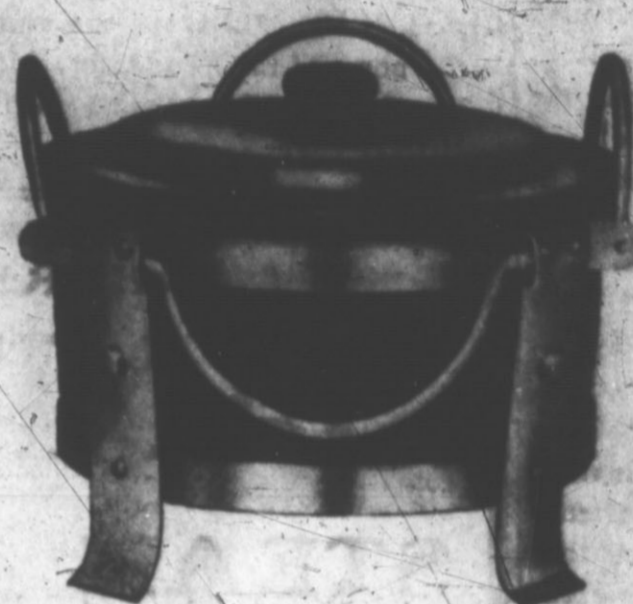
They are desirable for birthday and friendship presents; they could not be better chosen. Useful and ornamental, they will fill a need in every household.

WILL NOT BE SOLD

These handsome Premiums will not be sold and are offered with subscriptions to The Hereford Brand only. Read the conditions under each Premium. You can get one or all of them.

IS NOT A CONTEST

Unlike a contest, where only a few lucky persons can win, these many and beautiful things may be earned by any one. It required but little effort.



PREMIUM NO. 1

Mounted Casserole

A handsome and useful baking and serving dish; full size, 8 inch. Genuine Guernsey ware. It will interest every woman. Similar dishes retail at \$3 to \$4.

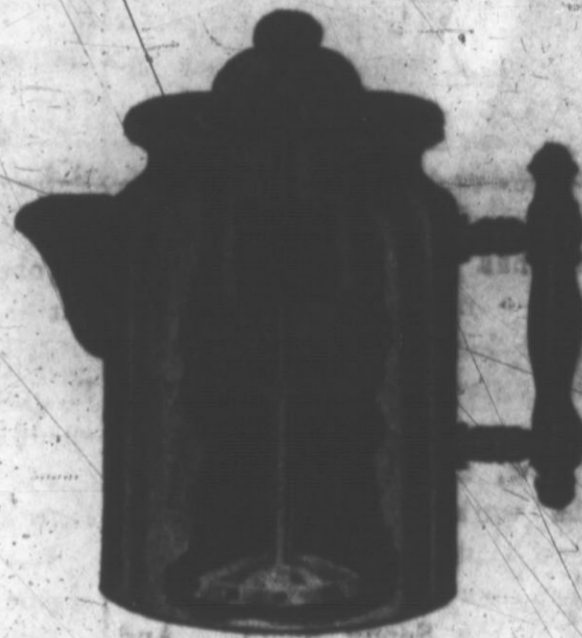
Given with one subscription for \$2.15; or given free for ten subscriptions.

PREMIUM NO. 2

9-Cup Aluminum Percolator

Made of Pure aluminum. Drawn from one sheet of metal, no seams, cannot leak, absolutely sanitary, always clean and bright.

Given with one subscription for \$2.00; or given Free for nine subscriptions.

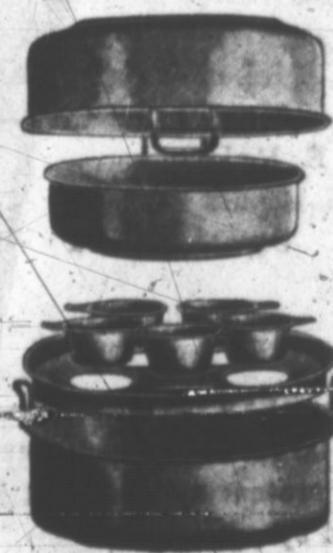


PREMIUM NUMBER 3

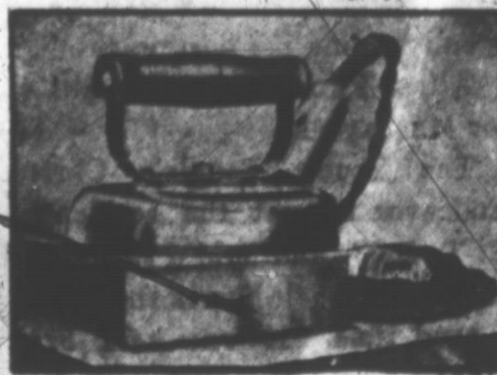
9-Piece Set Aluminum Ware

Made of guaranteed pure aluminum ware; will last a lifetime; nine pieces; can be used separately or in combination; makes a covered roaster, baker, boiler, cereal cooker, egg poacher, muffin pans, etc.

Given with one subscription for \$2.50; or given free for 11 subscriptions.



PREMIUM NUMBER 4



Electric Iron

Full six pound size; made of the very best material. A thoroughly first-class iron, handsomely nickel plated and finished. Equal to the best irons sold at a high retail price.

Given with one subscription for \$2.35 or given free with 11 subscriptions.

PREMIUM NUMBER 5



Electric Toaster

Guaranteed for 5 years. These toasters are made of the very best material, nicely finished and nickel plated. They not only do perfect work, but with very small consumption of current.

Given with one subscription for \$2.55; or given Free for 10 subscriptions.

The Hereford Brand
Hereford, Texas

The Hereford Brand

(A NEWSPAPER)

Published by

The Brand Publishing Co.

A. C. ELLIOTT
MILICENT GRIFFITH, Owners

A. C. ELLIOTT, Editor

Address all communications to
BRAND PUBLISHING CO.

Entered April 17, 1901, in the postoffice at Hereford, Texas, as Second-class mail matter. First number of the paper issued February 23, 1901, as the Hereford Reporter; first number of The Brand issued March 21, 1902.

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.

THE leading business men of any town should take enough willing and volunteer interest in the Chamber of Commerce to attend its monthly meetings without having to be drummed up every time. "Too busy to attend," "Forgot all about it," "There's nothing doing is there," are some of the excuses offered for not attending. Poor enough any of them; good enough all of them; but none of them portray the right spirit of public enterprise. A town with a whole cavy yard full of such folks will soon stamper and kick each other out of the pen. The Brand believes that Hereford owes something to its commercial organization more than paying the dues. The work of the Chamber of Commerce in the matter of the Amarillo and Dallas Fairs is to be commended. There is other work ahead that must be attended to. The present officers have done their work well and they have reason to expect a loyal support from those whose interests it serves.

As head and leading spirit of the Democratic administration, President Wilson has done, in a few short months, a number of notable and history-making things. Beginning with the parcels post system, closely followed by the enactment of the tariff law, he closes his first ten months' work by cheerfully signing the new banking and currency bill, and then hies himself to see his folks down in the Sunny South. And while President, he has smashed the ideals of so-called big business of New York and the idols of Washington society. In the former place, he has shown them that the country CAN live without Wall street's permit; in Washington, he has set society agog by dropping the inaugural hop and lastly he went away on a short vacation rest and forgot all about that usual New Year's reception, at which all the high ladies and gentlemen line up, like country folks at the post office, to shake hands with the first man of the nation. And lastly, but not lately, that mint bed in the White House garden, made famous in the Roosevelt libel suit, has unceremoniously disappeared and nobody knows when or why. And along with that mint bed also disappeared the "wine that is red" from the tables of the official family and instead is served orange soda water a la Bryan. Thus four great trusts have been given each one fell blow—the express trust, the tariff trust, the money trust and the whisky trust.

Did you ever stop to think that goods of known quality are in nearly every instance trademarked or branded and bear the maker's name, and that the price is the same everywhere? Think of some of the best articles of any lines and you will agree that they invariably bear the maker's name, brand or trademark. There is a reason for this. When a manufacturer puts his name on his

goods that name is sponsor to the consumer for the quality. If you market an article bearing your name it is safe to say that you will at all times protect that name with quality. When trademarked, branded goods are brought to trial the burden of proof rests on the producer.

And do not send away or go away from home for any article you may want until you have first ascertained whether your local merchant can supply it at the same price quoted elsewhere. Don't send money away which your community produces unless you are sure that it is to your advantage to do so. If the article wanted bears an established brand look for it in the local market. Get acquainted with the stock carried by your local merchant; he as a rule keeps abreast of the times just the same as you do.

At the Presbyterian Church.

Rev. W. M. Baker will be at home next Sunday and will preach morning and evening. Friends are invited and a hearty welcome extended to all.

Mr. and Mrs. W. C. Taylor of Girard, Kans., will spend the winter in the home of their daughter, Mrs. L. L. Jones. They came during Christmas week.

Joseph M. Smith, a prominent banker of Durham, Calif., was in Hereford last Saturday looking after his land some 12 miles northeast of town. He is very much interested in the irrigation development of the country and will, in all probability, return in the near future to have his land fully developed under a modern system of irrigation. He made this office a pleasant call.

Eye Glasses Lost.

Mayor Knight is suffering some inconvenience on account of the loss of his half-moon eye glasses. Finder will confer a favor on said gentleman by restoring his property.

Our customers are increasing in number—the result of satisfactory work. Hereford Steam Laundry. Phone 246.

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.
F. J. CHENEY & CO., Toledo, O.
We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.
NATIONAL BANK OF COMMERCE, Toledo, O.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists.
Take Hall's Family Pills for constipation.

HEREFORD SANITARY STEAM LAUNDRY

H. L. BROADWELL, Manager

Dimmitt News.

J. Z. Smith was a Dimmitt visitor Saturday.

John Smith was in Dimmitt on business Saturday.

Brit Boyd returned Saturday from Summerfield where he has been spending the week with friends.

Percy Estes was a Dimmitt visitor Saturday.

W. P. Boyd was in Dimmitt on business Saturday.

Fred Newsome of Summerfield was a Dimmitt visitor Saturday.

Mrs. Ferguson of California, an aunt of C. E. McLean's is to spend the winter in Dimmitt at the residence of C. E. McLean's.

Bryan McDonald took up his school at Big Square after a week's vacation.

Ed Smith was a Dimmitt visitor Saturday.

Mrs. Cash gave a party Christmas night. A large crowd of young people were present and a good time was reported by all.

Edgar Ramey was a Dimmitt visitor Monday.

Doc Lovelace returned Saturday from Summerfield, where he has been spending the past week.

Alfred Ramey was a Dimmitt visitor Monday.

The Young People's Christian Endeavor met at the residence of B. T. Bell's and held a social. All returned to their homes and reported a good time. It was held Friday night.

Harry Jackson was in Dimmitt on business Monday.

Gus Hampton was a Dimmitt visitor Monday.

Many jack rabbits were killed Christmas week.

Lohman Greathouse was a Dimmitt visitor Monday.

Jack Slover was in Dimmitt Tuesday.

A party was given at the home of Mr. Rowan Saturday night. Many attended and all reported a good time.

Bill Raegan passed through Dimmitt with a load Tuesday, coming from Hereford.

Jeff Gilbreath was a Dimmitt visitor Tuesday.

Arthur Boyd was a Dimmitt visitor Tuesday.

Frank Drearup of the Nazareth neighborhood was in Dimmitt Tuesday.

Charlie Brown was a Dimmitt visitor Tuesday.

Boone Kilgore was in Dimmitt Wednesday.

Cough Medicine for Children.

Never give a child a cough medicine that contains opium in any form. When opium is given other and more serious diseases may follow. Long experience has demonstrated that there is no better or safer medicine for coughs, colds and croup in children than Chamberlain's Cough Remedy. It is equally valuable for adults. Try it. It contains no opium or other harmful drug. For sale by all dealers.—Advertisement.

Tomorrow SATURDAY

Is The Last Day of Our Sale

For this day we will have some unusual bargains. Heavy discounts will be given on everything.

W. H. RAY, the Jeweler

Draughon's Business College

AMARILLO, TEXAS

Teaches Bookkeeping, Banking, Shorthand, Type writing and all necessary auxiliary branches
Positions secured for graduates.
No vacations; enter any time
WRITE FOR FREE CATALOG

UP-TO-DATE LIVERY and SALE BARN

When you want a good drive or an up-to-date rig call at our Barn. We have spent a great deal of time and money lately improving and enlarging our premises. We have one of the best barns in West Texas and can give you the best accommodations in any line of livery service. We guarantee courteous and fair treatment to all. Phone 249.

A. L. SHERK HEREFORD, TEXAS



DURING JANUARY AND FEBRUARY

We will have special rates to

Merchants Meeting at St. Louis

Also Special Rates to Texas Resorts.

L. B. EWING, Agent.

Cure Old Sores, Other Remedies Won't Cure. The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Porter's Antiseptic Healing Oil. It relieves Pain and Heals at the same time. 25c, 50c, \$1.00

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

"OCEANS OF WATER."

Quarter Century Experience in Banking Business

Compliments of the Season

Are extended to you by the officers and directors of this bank. Each of us wish you a happy prosperous New Year. It is well at this happy season to plan for the future—Open an account with us at once and with that for a foundation you may erect a solid structure during 1914.

The Western National Bank

Mutually Agreeable Accounts Solicited

We Sell K. N. & K. Self-Identifying Travelers Checks

K. N. & K. Travelers Checks Payable All Over the World



We wish to thank our patrons for their business last year, and for the confidence they placed in us.

We have tried to deserve the CONFIDENCE of the community by using in our preparations and prescriptions only the purest, freshest drugs. We verify every prescription we fill and make no mistakes. And WE NEVER SUBSTITUTE.

Come to OUR Drug Store

Corner Drug Store
DEPENDABLE DRUGS

I'll meet you at the Corner Drug Store. 38t

Lester Wilkinson has returned from Houston and will be home for a while.

J. A. Fox, who has large business interests at Fridna, has spent most of the Christmas holidays at home.

S. B. Edwards returned Monday from Oklahoma where he visited old friends and relatives during Christmas week.

Mr. and Mrs. G. M. Suggs, enjoyed the company of Mr. and Mrs. Geo. Higgins and E. Comer and family at dinner last Sunday.

Mrs. C. A. Burton of Clarendon and Miss Lottie Lee of the same place, visited during part of the holiday season in the home of their relatives' the Betts family.

Some thirty young people enjoyed an old time turkey feast at the home of Mr. and Mrs. W. J. Gilliland last Friday at a six o'clock dinner. The occasion was filled with pleasure.

Betts-Clark are agents for the Saturday Evening Post. 27t

Miss Millicent Griffith, principal of the Dimmitt public schools, was a visitor to friends in Hereford last Saturday. Her school took only a short Christmas vacation, teaching this week.

Mr. and Mrs. E. A. Hearst have spent most of their time since the Dallas Fair in that city and its neighbor on the west, Fort Worth. They returned in time to eat turkey at home Christmas.

Get a wonder windmill of Smith it only has to be oiled once a year. 45-4t

Mrs. L. R. Bradley was hostess to Troy Mombly and family and her own immediate family on Christmas day, when a splendid turkey was the center of a well laid table of appetizing viands.

Mr. and Mrs. Bates of Missouri, father and mother of Mrs. B. S. Arnold, are spending the Christmas and New Year holidays in their daughter's home. They came Christmas eve day.

Labon G. Dameron, after a weeks visit at the home of his parents, left on New Year's day for his home in Denver. Mr. Dameron is book-keeper for one of the largest transfer concerns in that city.

Mr. and Mrs. J. R. Henson, have had the pleasure of a holiday visit from Mr. and Mrs. S. M. Shelton of Abilene and Mrs. S. O. Wulfjen, of Colorado City, Texas. Mesdames Shelton and Wulfjen are daughters of Mr. and Mrs. Henson.

Mr. and Mrs. Clarence Smith entertained a few friends with an old fashioned turkey dinner last Sunday. Those who enjoyed the feast were: Theo. Cochell and wife of Summerfield, E. Renfro and wife, D. F. Ashbrook and wife, Mr. Carl Cockrell and Miss Mary Williams.

W. E. Hicks is supporting a large flashy diamond, presented to him by that kind and congenial fellow, Bill Ray. Mr. Hicks was the lucky purchaser on the 29th of December when the average daily individual sales amounted to \$4.94. Mr. Hicks made a ticket for \$5.00

I have 900 acres of smooth, level land in shallow water district near Hereford. Will sell very cheap. In tested irrigation belt. Address W. B. Boyd, owner, Route 1, Temple, Texas. 47-2t

Excellent for Stomach Trouble. "Chamberlain's Tablets are just fine for stomach trouble," writes Mrs. G. C. Dunn, Arnold, Pa. "I was bothered with this complaint for some time and frequently had bilious attacks. Chamberlain's Tablets afforded me great relief from the first, and since taking one bottle of them I feel like a different person." For sale by all dealers.—Advertisement.

DR. PRICE'S
CREAM
Baking Powder
Received the highest award
at Chicago World's Fair

An Old Timer Announces For Sheriff.

Mr. W. D. Kelihor, an old-time settler, announces his candidacy for sheriff of Deaf Smith county, subject to the action of the Democratic Primary to be held in July 1914. Mr. Kelihor was raised in Texas, and has lived in Deaf Smith county for the past twenty-two years, coming so this country when Hereford was unthought of, and the country on which Hereford now stands was used as a feeding ground, principally, for the mustang pony and antelope; he has seen the passing of the mustang and antelope and in their stead has grown up quite a town and prosperous community. He has been directly interested and connected with the development of the country, has never been found wanting when words, works and money were required for the advancement and development; has always stood in the forefront with his shoulder to the wheel. Mr. Kelihor, as everybody knows, is a believer in law enforcement, in fact, he, with a number of other pioneer citizens of his stamp, helped rid this country of the old time cow and horse thief and made it a country where ones property was secure and safe. He served one term as County Commissioner of this

county, it being a case where the office sought the man, and he served with credit to himself and his precinct and county; and while in this instance he is at his own volition seeking the office of sheriff, we have no hesitancy in stating that he is thoroughly qualified for such office and he desires to assure the voters that he will appreciate their votes and if elected he promises to give diligent attention to the office and perform his trust in accordance with the laws and his duties in good conscience. We feel that Mr. Kelihor really needs no introduction to the voters of this county, for they all know him and the man he is.
By a Friend.

Judge C. D. Wright and family spent Christmas day at the home of Mr. and Mrs. A. W. Gregg. In keeping with a pretty family custom Mr. and Mrs. Gregg and children spend the day and take dinner in the Wright home on Thanksgiving Day and the Wright family visit in the Gregg home on Christmas Day.

Mr. and Mrs. J. E. Crouch, of Plainview, returned yesterday to their home after a short visit in the Betts home. Mrs. Crouch was Miss Nora Betts, art teacher in Seth Ward College. Mr. Crouch is professor of science in the same school. The two formed an attachment for each other and were united in marriage last week.

Local and Personal

W. B. Arnold, of Marshalltown, Missouri, is in the city.

Miss Sue Wilson of Crosbyton, is visiting friends in the city.

Place your ad or notice in the Want Ads Column; everybody reads that.

The "Common Sense" keeps the ensilage perfect. Alfalfa Lumber Co. 46t

J. C. Haney of Waco, was a business caller in Hereford on New Year's day.

E. R. Read and D. F. Ashbrook made a business trip to Amarillo Monday.

E. E. Wilson of Frederick, Okla., was a business visitor in Hereford this week.

Miss Velma Slaton was at home from the Canyon school during the holidays.

W. B. Beach spent a part of the Christmas holidays with friends and relatives in Hereford.

C. P. Arthur left Tuesday for a month's trip to San Antonio and other south Texas places.

Mrs. C. D. Miller and child have gone for a month's visit with relatives in Lampasas County.

B. Anderson Witherspoon fixes wells and windmills. Does tinning, plumbing, etc. Phone 330. 2t

Miss Doris Bowers is spending the holidays at home. She has been attending school at Clarendon.

L. Gough, of Crosbyton came in Wednesday night for a short stay in Hereford on business.

Mrs. Anthony, of Canyon is spending the New Year's week with her parents, Mr. and Mrs. Gass.

Mrs. Bradley was a caller at the Brand office this week. Mrs. Bradley is interested in raising fine Hereford cattle and is managing the large ranch successfully.

Dinner parties and turkey dinners have held sway in Hereford this week. Doctors and nurses next week.

We are sole agents in Hereford for men's Walk-Over Shoes. Geo. A. Stambaugh. 48-2t

Second hand windmills, second hand pipe and towers wanted. See Smith the Jeweler. 45-4t

J. H. Bowers and family have moved to the Irwin residence, having sold their elegant home in north Hereford.

A Want Ad may bring you just what you want. If you have something to trade, try a Want Ad—One cent a word.

We guarantee our work and will re-work any item not satisfactory to our customers. Aereford Sterm Laundry. Phone 246.

Miss Willie Moyers, who teaches in the school at San Jon, N. M., spent last Saturday at the home of her sister, Mrs. Shore.

R. A. Hall and family left this week for Cedaredge, Colo., where they have traded their Deaf Smith county ranch for a farm.

Miss Bonnie Baker of Claude, who visited friends and relatives in Hereford for a few days last week, returned to her home Monday.

Mr. and Mrs. Troy Wamble had a big turkey dinner last Sunday, of which some 28 persons partook, friends and relatives of the family.

Miss Besse Nance, who is teaching school near Dimmitt, returned to that place Sunday after spending Christmas week with her parents here.

Mr. and Mrs. A. L. Gibson had a few neighbors for dinner last Sunday—J. H. Pitman and family, H. F. Mitchell and wife and Dr. Hicks and family being present.

A Prosperous New New Year IS OUR WISH

To Our Friends and Customers During 1914:

Our sales have been fairly good during our first year in business in Hereford, for which we thank you. We invite you to trade with us during the new year.

J. I. Walker Hardware Co.

Post Office Has Cancellng Machine.

E. H. Barnett, postmaster, has purchased an automatic stamp cancelling machine for use in the office. It is a very simple affair, but does the work rapidly and neatly. The letters are stacked and pressed against the guides. A turn of the handle, automatically takes in one envelope, cancels the stamp and prints the date. This will be of great service to the rapid dispatch of mail.

Woodmen Entertain.

Last Saturday the Woodmen Order had open house and entertained a number of their friends and older members. The program consisted of music by local talent and in addition Big Chief Carlo Myles gave a facinating program, performing on a number of musical instruments and doing a lot of stunts to the amusement of the crowd. The committee on entertainment, consisting of men only, had provided an appetizing re-

BRONCHITIS CONQUERED

Royersford, Pa., Man Tells How.

At this season of year with such sudden changes, it is so easy to take cold, and almost before one is aware there is inflammation in the bronchial tubes—a hard cough and unless checked in time chronic pulmonary troubles may result.

Townsend Young of Royersford, Pa., says: "A severe bronchial trouble contracted caused me much difficulty about breathing. My chest felt clogged up and there was considerable soreness. I tried different remedies without help; but I am glad to say that Vinol cured my bronchial trouble which had lasted for three months. My breathing is all right and the soreness entirely gone from my chest."

Vinol contains the curative, healing principles of fresh cods' livers (without oil) and tonic iron. We guarantee it to be delicious in taste and to satisfy you with its medicinal effects.

P. S. If you have any skin trouble try Saxo Salve. We guarantee it.

The Corner Drug Store,
Hereford, Texas.

past and to this all members and visitors did an ample part. Toasts were offered by J. I. Walker and others and a jolly good time was had. Men only were present, some fifty members and twenty-five visitors making up the number. Among the older and members of long standing present were: E. H. Norton, R. G. Siak, Geo. A. Stambaugh, who seldom attend and had forgotten the pass-word, but who were admitted upon promise of good behavior. All present report a most pleasant occasion.

Annual Services at First Christian Church

Next Sunday, the usual annual New Year's services will be held. This service takes the form of a re-union and re-consecration. The Sunday School and morning services will be held as usual. At noon, dinner will be served by the members in the spacious dining room. In the afternoon, the society of Christian Endeavor will have charge and will give a program. At night, the pastor, Dr. Faris will again preach, taking for his subject an appropriate theme for the New Year. All members are urged to be present.

Good Skating.

The young people have enjoyed the fine skating this holiday. The lakes near town have been hard frozen and skates have been in demand. Two or three night skate parties have been had by the big ones and the smaller fry.

Fox Buys Friona Hotel

J. A. Fox is about to own the whole of Friona. His latest venture is the purchase of the Friona Hotel. Gieve Owens and his two sisters have been engaged by Mr. Fox to run the hotel.

Rag Carpets.

For carpet weaving see Mrs. G. C. Major, South Hereford, or phone 97. 48-2tp

YOU'LL LIKE HEREFORD!

A Sanctum Favorite.
"The Old Oaken Bucket" has long enjoyed supremacy as a pastoral classic, but the rural editor's heart will beat responsively to this little parody, in the Glenwood (Mo.) Journal:

How dear to our heart is the steady subscriber

Who pays in advance at the birth of each year,

Who lays down the money and does it quite gladly,

And casts 'round the office a halo of cheer.

He never says, "Stop it; I cannot afford it;

I'm getting more papers now than I can read."

But always says, "Send it; our people all like it—

In fact, we all think it a help and a need."

How welcome his check when it reaches our sanctum,

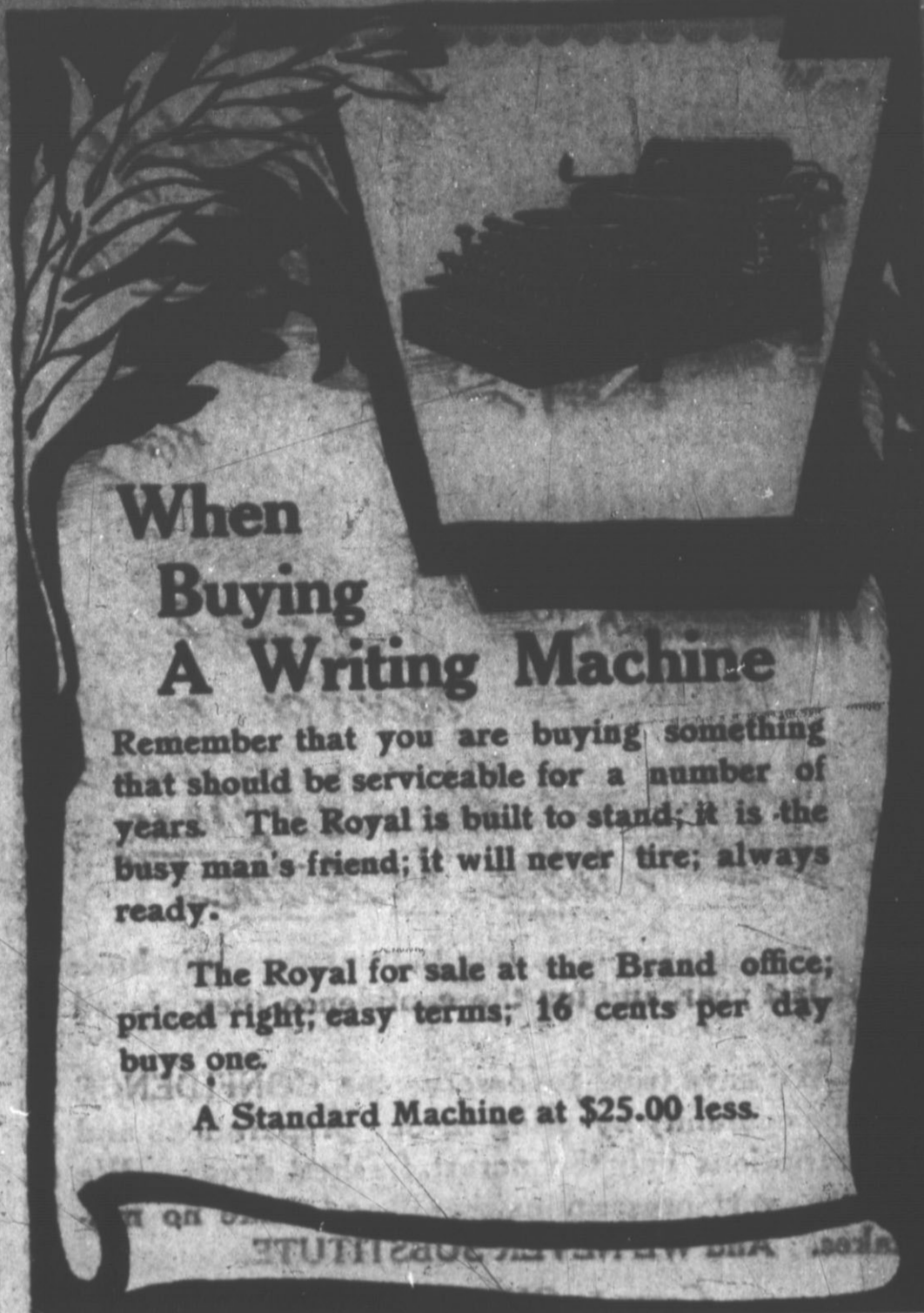
How it makes our pulse throb, how it makes our heart dance!

We outwardly thank him, we inwardly bless him—

The steady subscriber who pays in advance.

Changes in Office Force at Depot.

L. B. Ewing of Lubbock was checked in at Hereford last week, E. R. Read resigned. Mr. Read will devote his time and attention to his ranch north of town. At the freight depot, Ray Kirsey of Glazier, Texas, has been made cashier in place of Ezra Norton, who will also give his attention to the stock business. Both Messrs. Read and Norton have given splendid service to the Pecos Valley and the patrons of the road and their friends regret to see them close their connection with the road.



When Buying A Writing Machine

Remember that you are buying something that should be serviceable for a number of years. The Royal is built to stand; it is the busy man's friend; it will never tire; always ready.

The Royal for sale at the Brand office; priced right; easy terms; 16 cents per day buys one.

A Standard Machine at \$25.00 less.

In case you need medicine after closing hours at night phone 383 for R. A. Tynes, druggist at Geo. E. Burns Drug Store. 46tf

Let your next corset be a Henderson or a Gossard front laced. We handle them. Geo. A. Stambaugh. 48-2t

House For Sale.
The S. B. Edwards old home in north part of town. A splendid place complete with every convenience, at a bargain. Part terms if desired. F. H. Oberthier. 42tf

Betts-Clark are agents for the Saturday Evening Post. 27tf

ANNUAL Inventory Specials

For two weeks we will give reduced prices on the following goods. We prefer making a sacrifice on these articles at the time the people need them rather than carry them over.

50% Off
ON
Ladies' & Children's Winter Hats


- Men's Fleece Shirts and Drawers 50c quality, Special Price **35c**
- Men's Fleece and Ribbed Shirts and Drawers, 60c quality Special Price **40c**
- Men's Heavy Fleece Lambsdown Shirts and Drawers, 85c quality Special Price **60c**
- Men's Wright Health, and Wool Ribbed Shirts and Drawers, \$1.50 quality Special Price **\$1.15**
- Wright's Health and Ribbed Shirts and Drawers, \$1.00 quality Special Price **75c**
- All Boys' Shirts and Drawers, Special **1/4 to 1/3 Off**
- Men's Auto Gloves Special Price **1/3 Off**

- One lot Children's Stockings, sizes 5 to 8 1/2, Special Price **7 1/2c**
- One lot Boy's Overcoats, sizes 12 to 18 years, Special Price **1/2 Off**
- Men's Overcoats Special Price **1/3 Off**
- We have a few Men's Suits yet that we offer at **1/2 Price**
- 1 Lot Boys' Loug Pant Suits, worth \$5. to \$10.00, at **1/2 Price**
- Men's Duck Overcoats Special at **1/2 Off**
- Men's Dress Shirts in striped and figured Madras, sizes 14 1/2 to 16 1/2 only, in the \$2.50 \$2.00 and \$1.75 grade at only **\$1.50**
- We have a few pair of fancy box Suspenders, Special at **1/2 Off**

We Will Give a Big Reduction on
Ladies' Suits, Coats and Skirts and Children's Coats

The Above Prices Begin Saturday, January 3d and Last Two Weeks

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



The American Boy

The SAFE boys' magazine
Twelve months of healthful brain food **Only \$1 a year**

All boys for all boys, not a child's paper. Clean as a whistle, full of pictures, 36 to 48 pages every month. Many inspiring stories of travel, adventure, athletics, history, school life, written by most prominent boys authors. Instructional special articles. Fine articles on football and other sports. Departments of Mechanics, Electricity, Photography, Popular Science, How to Make Things, Stamp Collecting, Christmas Tree, Gardening, Amusements and Natural Wonders.

AMERICAN BOY, One Year **\$1.00**
HEREFORD BRAND **\$1.00**
Special Price for both **\$2.00**
Special Price for both on New or Renewal Subscription **\$1.50**
Address—BRAND PUB. CO., Hereford, Tex.

Nothing "Just as Good" or as Economical as Doughnuts

—For Biscuit, Pies
—Muffins, Waffles,
—and Home Baking
Success and Satisfaction

One Heaping Teaspoonful's Enough

Health Club is the purest, strongest and most economical Baking Powder obtainable at any price.



in 10, 15 & 25 Cans at all Good Grocers

AGE NO BAR

Everybody in Hereford is Eligible.

Old people stooped with suffering. Middle age, courageously fighting. Youth protesting impatiently; Children, unable to explain; All in misery from their kidneys. Perhaps a little backache first. Urinary disorders, dropsy may quickly follow.

Doan's Kidney Pills are for sick kidneys.

Are endorsed by thousands.

Here's Hereford testimony.

Mrs. Clarence Smith, 611 E. Third St., Hereford, Texas, says: "We have used Doan's Kidney Pills in our family, getting this remedy at Geo. E. Burns Drug Store. About two months ago I gave Doan's Kidney Pills to my child, who was suffering from kidney weakness, and they proved so satisfactory that I heartily recommend them. Doan's Kidney Pills made a permanent cure in this case after other remedies had been taken to no avail."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

Feterita Better Than Maize.

The feterita that was raised around Hereford last year proved to be far more suitable to this section than either kafir or maize. During the dry spells, it held its own while the other crops either died or was so badly damaged as to be of little value. Feterita will mature about three weeks earlier than kafir. Mr. Bainer, who has wide observation as to the adaptability of this new feed to the Panhandle, says: "Feterita, during 1913, proved to be one of the most drought resistant crops ever introduced into this country. It grows like kafir and milo, the feeding value of the seed being about the same as kafir while the fodder is not as good as kafir, but somewhat better than milo. It makes a good silage crop.

Summitt Breezes.

Winter has come in earnest with good sleighing, but we are minus the sleigh.

People are taking advantage of the snow to hunt rabbits and get the 3c bounty offered by the county for them. One family had over 60 rabbits to their credit in only a few days. At that rate the pests ought to be wiped out.

We have been informed that Mr. Ben Take is to become a resident of this neighborhood, having rented the Dameron ranch just vacated by Mr. Talley.

Hollis Galley has been under the parental roof a few days.

Miss Etta Vore of Canyon, took dinner with Mrs. Galley one day as she was going to Spring Lake to visit.

The 6 inches of snow delayed the proposed coyote hunt the sports of this neighborhood were to indulge in.

Ships Sheep to K. C.

C. H. Pratt, J. H. Head and E. E. Ramsey accompanied a shipment of fat sheep to Kansas City last week. The sheep belonged to Pratt, Head and Barnett. They left here in the big snow, and it is reported the whole bunch got left at Wellington and had to take the passenger in to K. C. They have returned in good shape.

Changes Name of Road.

The Lubbock-Texico Cut-off, which has recently been put into operation, has changed its name unofficially to "Short Route to Whisky." This road is doing a gripping business seldom seen, they say. Every

Don't Blame the Stove



The cause of the discomfort of yourself and family on cold, wintery mornings can be avoided if you will exercise good judgment when you purchase your coal. Before placing your order examine the Coal yourself. We have a good supply of the best Colorado Coal on hand. Buy now while it lasts.

Falwell & Son

Do You Read NEWSPAPERS?

It is only the reading man who is well informed. Only Newspapers furnish Topics for Current Conversation. If you would be an interesting conversationalist, read the newspapers and magazines.

In order to assist the readers of the Brand in securing the Best Reading at the least cost, clubbing arrangements have been made with a number of papers and magazines.

A Suggestion—The Brand suggests that the average reader needs at least five papers—The Brand for local news; a daily for general news, or, if too busy, a semi-weekly; a weekly magazine of current topics and a monthly magazine for the family reading. Look over the list below and select what you want.

Clubbing Rates

	Regular Price	Our Price
Semi-Weekly Farm News, Dallas, and The Brand	2.00	1.75
The American Boy, best boys' paper and The Brand	2.00	1.50
Farm and Ranch, best farm paper, and The Brand	2.00	1.50
Holland's Magazine, best family paper, and The Brand	2.00	1.50
Farm and Ranch, Holland's and The Brand, all three (all to same person)	3.00	1.75
The Commoner, Bryan's paper, and the Brand	2.00	1.50

Pick out what you want and we will make you any combination desired. A good combination would be: The Brand, Farm and Ranch, Holland's, Semi-Weekly News, American Boy. The price for all five papers is only \$3.15

Drop in and give us your subscription to The Brand with any of the other papers. If you are already a paid in advance subscriber to The Brand, your time will be extended. Out of town folks can send us their check; it's good.

The Brand Publishing Company

Hereford, Texas.

WANT ADS

MISCELLANEOUS WANTS

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

SUNDAY SCHOOL—The First Christian Sunday school wants you to attend and become a member of some of the classes. They are now studying the most interesting lessons in the greatest book in the world.

On account of his health J. W. Barnett offers for sale the Hereford Garage. Inquire at the Garage or write him. 42tf

TYPEWRITER—A good standard second hand machine for sale at the Brand office; price \$25. Also another better one for \$45. Call and see them.

FOR SALE—A complete small electric light outfit, consisting of gasoline engine, dynamo, switch board, etc. In good condition having only been used a few months; has a capacity of 100 lights. Want to dispose of it in order to purchase X Ray machine. Adair Hospital, Clarendon, Tex. Address Whitfield Carhart, Sec., Paloduro, Tex. 46-4t

ONE CENT a word will place your ad or notice in this column; cash with the order. No ad for less than 15 cents. 48tf

FOR SALE—One full blooded Pecheron Stallion, four years old next May, color Brown with Star, will weigh 1,700 when matured; one Peter Schutler wagon, nearly new; one nearly new Deering row binder; one Haggood Tripplie Disk plow, in good shape. Inquire of H. H. Funk. 47-2tp

STRAYS—One white faced roan cow, right ear cropped, no horns; one white faced red yearling steer, underbit on both ears, has horns. H. H. Funk. 47-2tp

FOR RENT—5 room house and barn, 4 blocks town, west Geo. Karr's residence, \$5.00 per month. J. S. Warner, Russellville, Ark. 47-4t

TWO modern homes, equipped with hot and cold water, bath, toilet, etc., barns and other out buildings, plenty of fruit, wells and windmills. Price very cheap. See J. H. Pitman Land Co., Hereford, Tex. 47-2t

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

"YOU'LL LIKE HEREFORD."

For Sale at Public Auction Car Coal. Place, Hereford; county, Deaf Smith; state, Texas; date, Jan. 26, 1914; time, 9 a. m.

We will sell at public auction to the highest bidder for account of whom it may concern and for accumulated charges, the contents of M O & G car 3925 billed as 74900 lbs of coal on M O & G Ry by De-War Okla. W-B 1008 October 28th, 1913, shipped by Oklahoma Fuel Co. to Hereford Steam Laundry, which we are unable to obtain disposition for.

L. W. Ewing, Agent P. & N. T.

Date, Dec. 26, 1913.

Feterita Seed.

All those who have spoken for the Feterita seed raised on the land adjoining the Baskin-Hester irrigated farm, should call at once and secure what they have ordered. The heads were hand out in the field. The price is 5 cents per pound. See A. C. Elliott or B. M. Hester.

We may not be the nearest to you, but we will come the nearest pleasing you. Betts & Clark. 14tf

Professionals and Business Cards

M. G. SUGGS A. M. JONES
SUGGS & JONES
ABSTRACTERS

Complete Abstract of Title to Deaf Smith County Lands.
Hays Make Deaf Smith County Maps for Sale

HEREFORD NURSERY

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

W. E. Dameron ATTORNEY-AT-LAW

HEREFORD, TEXAS

C. D. WRIGHT Lawyer

Will Practice in District and Higher Courts
HEREFORD, TEXAS

D. F. ASHBROOK

Fire Insurance Life Insurance
All Kinds of Bonds;
Main St. Phone 272 Hereford, Texas
Tel-er-phone 367. 48tf

A. M. JONES

Fire Insurance.
Good Line of Companies
Notary Public
Hereford, Texas

train into Texico brings in a bunch of grip carriers, who load up and then return. It's a fine thing to be able to get what you want even if you have to go after it.

Old Policy Better.

The custom or habit of sending papers out to non-subscribers and those who fail to pay is poor business policy. After a person receives a paper for a year or more without paying for it, he will often become sorely offended if dunned for the back dues, saying that he never subscribed or did not want the paper "no how!" In order to not thus offend any one, the Brand will return to its old and better policy of "stopping the paper when the time is out."

Really this has been the policy all the while, but during the indifferent times of last year, a few subscribers have been carried over. These should come forward and pay up and let us start in the New Year with a clear record. So hereafter, watch your date label. If your "Time is Out" during January or any month back, your name will be dropped from the list on February first unless arrangements are made for the year. 48-4t

The Queen Quality Shoes are soft, flexible and will fit and wear. Let your next pair be Queen Quality. Geo. A. Stambaugh. 48-2t

Second hand furniture wanted at Smith's. 45-4t

Let It Slip And Was Ruined For Life.

What's the matter? Why are you letting this opportunity slip through your fingers? Don't you know that out there in the bustling business world opportunity is calling for trained men and women? How much longer will you stand aside and make excuses? Aren't you afraid that if you "Put it off" to another time that something will arise between now and then to prevent you from getting this training?

Stop making excuses and delaying! Invest your hours—invest your powers while you have a chance.

Tickle that tickle rock! Your chance is slipping by. Use your gifts—develop your latent talents—gain the ambition—arousing, skill-creating confidence—upbuilding training we stand ready to give you while you have the chance.

You can succeed. Other people—those who are succeeding—nature didn't give them a single extra bone or one more nerve or muscle than you possess. Their success was not a birthright. It came out of efforts—out of action. They used their gifts—as you should. They gained a training that developed and broadened and increased their talents—as you should. They took aim at success and fired away until they hit it.

Look around you! Wherever your eye turns you see some man or woman who had no better start than you—with no greater general education or "school learning" than you, but who was wise enough to become specially trained in some one special line and who today is going ahead fast and leaving in the rear those who thought special business training unnecessary.

You must not think of success as a kind of Santa Claus and expect it to drop presents into your stockings while you sleep.

You have the present hour—improve it. We are eager to give you the best, most thorough going training for business as a Stenographer and Bookkeeper, auditor or an operator.

The best way you can improve this very hour that finds you reading this, is to take the first step towards enrolling with us. THAT WILL BE YOUR FIRST STEP TOWARDS A GREAT SUCCESS.

You have made excuses and halted long enough. Your duty to yourself is to come to a decision NOW. Your best interests dictate a decision favoring an enrollment NOW.

When may we expect you? Write or wire America's largest business training school, with 2,000 enrollments this year, if further information is desired. Tyler Commercial College, Tyler, Tex. (adv. 1t)

To Prevent Blood Poisoning apply at once the wonderful old reliable DR. PORTER'S ANTISEPTIC HEALING OIL, a surgical dressing that relieves pain and heals at the same time. Not a tincture. 25c. 50c. \$1.00.

A Happy New Year

I wish to thank you all for your liberal patronage during the past year.

May health, happiness and prosperity be the portion of every family in and around Hereford during the New Year.

H. C. MYRICK

YOUR TIME'S OUT

Look at the yellow date date label on your paper or on the wrapper. If it reads

3 JAN 1914

or any date back of that, "Your Time's Out" and you should remit a Dollar at once.

E. B. Black Company represents the Amarillo Green House and will take orders for Christmas flowers. Phone 14. 46-2t

Hereford Garage and Machine Works can do all kinds repairing. Heavy Lathe and Planer work a specialty. Give us a call. 10tf

OVER 65 YEARS' EXPERIENCE.

PATENTS

TRADE MARKS, DESIGNS, COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$5 a year; four months, \$1. Sold by all newsdealers. MUNN & Co., 364 Broadway, New York. Branch Office, 625 F St., Washington, D. C.

MALT LIQUOR ESTABLISHMENTS

Mild Stimulants Taking the Place of Strong Drink.

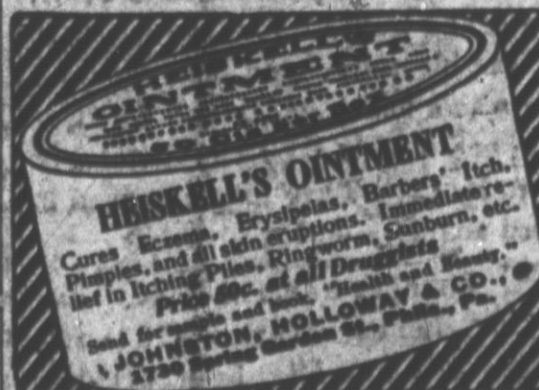
The manufacture of malt liquor ranks fifth in importance in Texas manufacturing industries from the standpoint of capital invested and ranks third in value added by the manufacturing process. According to the last Federal Census Report we have twelve establishments engaged in the manufacture of malt liquors, employing 931 persons, with an investment of \$7,027,000 and an annual payroll of \$900,000. The records of the Federal Government show that the capital invested, and the value of the Texas output, have been doubled during the past decade. During the past five years two new establishments have been erected and two million dollars of new money put into the manufacturing business. There are no distilleries in Texas and no whiskey is manufactured within the State.

No authoritative figures are available on the amount of foreign malt liquors consumed in the State, but reliable estimates indicate that 22 per cent of Texas' consumption is manufactured outside the State. Probably 95 per cent of the Texas products are consumed within the State. We consume in Texas approximately 2 per cent of malt liquors manufactured in the United States, while we have 4 per cent of the population. The Texas products have taken first premium at world's fairs, and their purity and perfection is universally recognized. We manufacture in the State approximately 700,000 barrels of beer per annum.

The factory value of the annual Texas output is shown by the census enumerators at \$6,464,000, and the value of the raw material used in manufacturing is \$1,695,000. The value added by the process of manufacturing is \$4,769,000. The principal materials used are barley and rice.

The manufacture of malt liquors in the State has shown an increase of 60 per cent against an increase of 27 per cent in population during the past decade. The increase in malt liquor manufactured in the United States during this period is twenty per cent. Less than one per cent of malt liquor establishments of the United States are located in Texas.

The increased demand for malt liquor indicates that mild stimulants are taking the place of strong, poisonous drinks and is evidence of more temperate drinking and sobriety.



Close in rooms to rent. See J. M. Boone. 48tf

Two modern homes, equipped with hot and cold water, bath, toilet, etc., barns and other out buildings, plenty of fruit, wells and windmills. Price very cheap. See J. H. Pitman Land Co., Hereford, Tex. 47-2t

Christian Science Society. Carl Bld., N. Main St. Subject, "God." Sunday, 11 a. m.

"OCEANS OF WATER."

FOR BUILDING Of Any Description, and MATERIAL Call on

J. L. JOHNSON General Contractor, Hereford, Tex.

Are You a Woman?

Take Cardui

The Woman's Tonic

FOR SALE AT ALL DRUGGISTS

F. M. Carter of Amarillo, was here New Years Day.

A GIFT

We want to give you a lot in West-Light, at Pecos, Texas. "Pecos" is a county and federal court seat, a jobbing and Railroad center, has oil refinery, 300 flowing wells and many other things to make it great.

All you have to do to secure a gift is to send us the names of four property owners of your district and a 25 cent fee, to apply on postage and recording. You will not be out another cent, we mail deed as soon as names are received.

Our object is, listing land in your locality for northern buyers and to add to our Panama Exposition list of names which we are compiling. Won't you help us? The lot is a dear and valuable present and it is yours for the asking. Send while you think. Address

Note: Let us tell you an easy way to earn a round trip pass to the Panama exposition.

United Oil and Land Co. PECOS, TEXAS

COULD SCARCELY WALK ABOUT

And For Three Summers Mrs. Vincent Was Unable to Attend to Any of Her Housework.

Pleasant Hill, N. C.—"I suffered for three summers," writes Mrs. Walter Vincent, of this town, "and the third and last time, was my worst."

I had dreadful nervous headaches and prostration, and was scarcely able to walk about. Could not do any of my housework.

I also had dreadful pains in my back and sides and when one of those weak, sinking spells would come on me, I would have to give up and lie down, until it wore off.

I was certainly in a dreadful state of health, when I finally decided to try Cardui, the woman's tonic, and I firmly

believe I would have died if I hadn't taken it.

After I began taking Cardui, I was greatly helped, and all three bottles relieved me entirely.

I fattened up, and grew so much stronger in three months, I felt like another person altogether."

Cardui is purely vegetable and gentle-acting. Its ingredients have a mild, tonic effect, on the womanly constitution.

Cardui makes for increased strength, improves the appetite, tones up the nervous system, and helps to make pale, sallow cheeks, fresh and rosy.

Cardui has helped more than a million weak women, during the past 50 years. It will surely do for you, what it has done for them. Try Cardui today.

Write for: Chattanooga Medicine Co., Ladies' Advisory Dept., Chattanooga, Tenn., for detailed instructions on your case and for a book, "Best Treatment for Women," sent in plain wrapper. 3-48

A HAPPY NEW YEAR

We wish all our friends and customers a happy and prosperous New Year. We wish to thank the public for the good business we have received since our beginning and especially for such good holiday trade.

During the coming year we wish to ask everyone to give us a portion of your business and we will try to please you. Our resolution is

TO PLEASE EVERY CUSTOMER

GEO. E. BURNS