

# The Hereford Brand

Vol. 10

HEREFORD, TEXAS, MARCH 4, 1910

No. 4

## HOME CAPITAL TO BUILD RAILROAD

ONE HUNDRED AND FIFTY THOUSAND TO BE RAISED AS A STARTER FOR LOCAL ENTERPRISE

### \$30000 SUBSCRIBED FIRST CALL

Story of the Farmer and the Lark To Be Repeated in Building North and South Line.

Tired of waiting for outside capital to come in to build a railroad, disgusted with intangible plans of promoters, the Hereford people have determined to undertake the construction of a railroad running north and thus repeat the familiar story of "The Farmer and the Lark."

Accordingly the Directors of the Hereford Commercial Club have been for the past two weeks, working on a plan to lay before the people. In a nutshell, the plan is as follows:

1. To incorporate a new company with a capital stock of \$150,000.
2. To sell all of the 1500 shares to local people before actual work on the line begins.
3. To build a road from Hereford north to a connection with the Rock Island in Oldham County.
4. That the name of the line be the Hereford North and South Railroad.
5. That the railroad company shall begin actual operations within 90 days from May 1.

This move on the part of the Club was brought about by the railroad committee who made their report to the Directors in substance as stated above. This committee was composed of J. P. Snyder, real estate dealer, S. B. Edwards, Pres. State Bank, T. E. Shirley, Farmer and Capitalist, G. A. F. Parker, Pres. Western Nat'l Bank, and Hon. Carl Gilliland.

Therefore, pursuant to a call by the Club, the business men and farmers met at the courthouse Wednesday afternoon and a session of two and a half hours was held discussing the plans and starting the "ball rolling." The courtroom was filled. It was not a frothy, foaming crowd, but a set of determined workers who had waited for their neighbors to harvest the crop.

The session was called to order by Mr. Gough, president of the Club, who stated the object of the meeting. He then called for a report of the committee which had been previously adopted by the Directors to be read and explained to the people. Hon. Carl Gilliland, attorney for the Club, read the report which was quite comprehensive and fully complete. This report with the omission of some of the legal forms is published herewith.

After the report had been read, interspersed with remarks and explanations by Mr. Gilliland, Geo. W. Barcus moved that the report be adopted which was done.

Mr. Shirley rose to explain about the report. He moved that the chair committees of 2 each should be to canvass the community for the purpose of securing subscribers. The chair asked for the names of the committees. The committees were named by Mr. Gilliland and the secretary of the Club be in-

structed to have all necessary blanks printed.

F. H. Oberthier made a talk about the security of the notes given in payment of stock and stated that all must be gilt edge paper and the kind that would be accepted by eastern concerns.

Mr. Shirley moved that the report be published in the local papers that the people may know the whole plan. While up, he took occasion to explain some features of the committee's recommendations. He stated that the name "The Hereford North & South Railroad" would give Hereford a great advantage in the point of advertisement, and while he suggested the name first, he claimed no particular credit. That the short line of 35 miles north to the Rock Island was a key to the situation and location of a north and south line thru Hereford. "If we are able to build north to the Rock Island, we will go south," he said. "The old story of the farmer and lark is most applicable," he added. "We want this road, we need it, and we're going to get it. There is just as much brains in Hereford as in other towns and what has been done, we can do."

G. A. F. Parker then arose and as his usual custom to be the first in such matters, being a good Methodist, stated that believed that it had come the proper time to take up a collection, whereupon he subscribed \$2,000 for the Western Nat'l Bank, "me and my folks" as he put it.

This started the ball and it went bounding around the room many giving it a kick until over \$30,000 was subscribed for stock.

S. B. Edwards was the next who said, "put me down for \$2,000 regardless of my folks." T. E. Shirley added \$2,000, Eli Dunlap put down \$1,000, Geo. Barcus came across with \$500, H. B. McKinley kicked the ball with another \$500, A. H. Elliston doubled that and called out \$1,000, C. W. Warren said "put us down for \$1,000."

All this did not seem to suit F. H. Oberthier who had sat thruout the meeting without saying a word. He arose, shook his leg to loosen up his pockets and said, "I don't like the way you men have started this off, you're not putting down half enough. This is a real business proposition and if we are going to build this road we'll have to get busy and quit playing at it." Mr. Oberthier then gave his left leg another good jostling down while he shifted his weight on the other and drawing a good deep breath said so everyone could understand "I will subscribe for \$4000 in stock if all you men will double your subscriptions."

This brought the first real demonstration from the house and it got results. Parker, Edwards, Barcus, McKinley, Warren, Elliston all doubled. The subscriptions came in right along from that time on and soon over \$30,000.00 was subscribed.

Here are the names:

Western Nat'l Bank	\$4000
First State Bank	4000
F H Oberthier	4000
T E Shirley	2000
A H Elliston	2000
C W Warren	2000
L Gough	2000
Geo W Barcus	1000
H B McKinley	1000
Carl Gilliland	1000
J. P. Snyder	1500
J D Thompson	1000
O A Thompson	1000
L R Bradley	1000
A W Gregg	500
L Baskin	500

D C Laird	500
H B Webb	500
J W Deatley	500
J M Sypert	300
E J Ball	300
J W English	300
S B Holman	200
G L Davidson	200

A motion to adjourn was made and the meeting broke up with an evident good spirit and a determination to succeed.

#### J. E. Head for Mayor.

The friends of Mr. Head have prevailed upon him to allow his name to head the ticket for city offices. He is at present a member of the council and has been an able and conscientious officer. When seen as to the mayoralty ambitions, he stated that he had no thought of offering himself and really felt that there were others better qualified, but if my friends see fit to elect me, I will do the best I know how. I believe in the rigid enforcement of all law, and, if elected, I shall insist upon the enforcement of every ordinance that tends to keep our city clean physically and morally. Sanitary laws are necessary to a healthful condition, morals are the backbone of good citizenship, and public improvements must be pushed forward as rapidly as are consistent with financial ability.

Upon this platform, Mr. Head stands with both feet.

There are three councilmen to be elected the terms of Messrs Witherspoon, Stroud and Mounts expiring, Messrs Kellehor and Head being holdovers. None of these men are self-appointed candidates but their splendid service will make their friends urgent for their re-election. When seen, Mr. Witherspoon said that he wanted it strictly understood that he was not a candidate, but will serve if elected. Mr. Stroud says that he wants to handle the money for the county and cannot permit his name to go on the city ticket and, if elected, he could not qualify. Mr. Mounts could not be found, but he's alright.

#### J. W. Sellers for District Attorney.

J. W. Sellers of Farwell was in Hereford this week and announced his candidacy for the office of District Attorney for the 69th Judicial District. Mr. Sellers is fully qualified to fill the place and is making a splendid showing wherever he goes in the interest of his campaign. He asks the voters of the District to investigate his record and look up his qualifications and if they feel he would be a safe man in the place, he wants their votes at the coming Democratic Primaries.

Don't forget the farmers' meeting tomorrow, Saturday, at 2 o'clock. Important matters up.

Mrs. T. N. Heifner with the Hubbard Dry Goods Company has returned from the Eastern Markets where she made a selection of millinery creations that will satisfy the most exacting.

C. S. Busingua of the western part of the county was in town yesterday and he reports that the wheat in his section is looking well. He is putting in two sections for feed crop and expects to reap a good harvest.

Miss Lula Wood has just arrived from St. Louis with the swellest and most up-to-date line of Millinery that has ever been show in Hereford. She will be found with the Fox Dry Goods Company the coming season.

#### Frank LeGrand.

The friends of the family will be grieved to learn of the death of Frank LeGrand, brother of Dr. LeGrand. He had been ill for two years or more and while the end of his life was not unexpected his taking off came as a shock to his aged mother and members of the family. He died Monday, February 28, at 12:45 p. m. The remains were buried in the City Cemetery, the funeral services being conducted from the Baptist Church, Pastor O. W. Dean officiating. A long concourse of friends following the body to its last resting place. The family have the sympathy of the entire community.

#### Texas Sunday School Association.

G. A. F. Parker, president of the 46th District of the Texas Sunday School Association, is in receipt of a letter from W. N. Wiggins, general secretary, urging a large attendance at the state convention in Dallas March 19 to 21. At that time such men as Rev. F. B. Meyer of London and Prof. E. O. Excell and others will be present and make addresses. The 46th District is composed of Baily, Castro, Deaf Smith, Lamb, and Farmer counties and at least 25 delegates are wanted from this district. Mr. Parker would be glad to have all who are interested to communicate with him and help get up a larger delegation.

#### Abstract Office Moved.

Suggs & Jones, abstractors, have moved their office into the First National Bank building occupying part of the first floor in the rear office. Notice their new window sign.

#### Club Meeting.

The secretary of the Commercial Club has sent out letters calling for a meeting to be held at the Club offices (Edwards-O'Brien Building) Saturday night at 7:30.

#### Dissolution Notice.

Notice is hereby given that the partnership heretofore existing between A. L. Sherk and James Stanek under the firm name of Sherk & Stanek is this day dissolved.

A. L. SHERK.

#### Intermediate Endeavor Program.

Sunday, March 6, 1910.

Topic—Christ our Guide. Luke 17: John 16: 13; Rev. 7: 16-17. Sony—All the way the Savior leads me.

The Lord's Prayer in concert. Bible lesson read by Roy Gough. Roll Call—Response with Bible verses.

Offering. Circle of Prayer. Two Minutes talks by Inez Ricketts, Roy Jewell.

Solo—Hazel Wilson. National Supt's letter read by May Gough.

Mission study No. 1.—Bessie Nance. Story—Robert Preston's Self Denial—Carleta McClary.

Mizpah. Leader—Clyde Kibbe. Don't Let Your Wheat Land Blow.

If you have worked the surface of your wheat land up too fine, you may find it blowing some of these windy days. Stop it. Don't let it blow. One man, E. E. Ramsey, west of town, found a strip of his wheat land drifting and he used a harrow on part and scattered a lot of straw over the ground. This worked like a charm. Try it.

#### Foreign Missionary Society.

The Woman's Foreign Mission Society will meet with Mrs. E. B. Black Wednesday, March 9th at 3 p. m. As this is the time for the appointment of officers for the coming year it is desired that every member be present.

After devotional exercise conducted by the president Mrs. M. E. Bullock, will be the lesson on Industrial Missions, given in "Gloria Christi" chapter four.

1. Connect the development of industrial missions with changing conceptions of education in the home.—Mrs. Roloson.

2. What light does modern psychology throw on the educational value of manual and industrial training for the primitive peoples.—Mrs. L. B. Harwell.

3. Which has the more direct bearing on character building, academic instruction or manual training.—Mrs. Black.

4. What light is thrown on the value of industrial training in mission schools by the experience of Tuskegee, Carlisle and Hampton in our own land?—Mrs. H. H. Hawkins.

5. Have our missionary societies yet given sufficient emphasis to the training of the hand as well as the head?—Miss Lula Edwards.

I will give, for the benefit of the members who have not heard it read, the report of the work of the year ending March, 1, 1910.

Members 43. Subscribers to Woman's Missionary Advocate, 10.

1 Bible Woman supported by one member, Miss Lena Edwards \$60.00. Paid for dues \$33.00.

Conference Expense \$8.55. Pledge for support of Missionaries, \$105.25.

Thank offering, \$9.16. Superannuate fund, \$1.75. Total amount paid \$218.51.

MRS. L. B. HARWELL.

#### Name Omitted.

In some way the name of R. J. Kibbe has been omitted from the list of candidates, and the Brand takes this method of begging Mr. Kibbe's pardon and assuring his many friends that he is still in the race for commissioner presinct 2.

#### Rhode Island Red Breeders.

Phone 232 for eggs from single comb, special matings. Only a few settings for sale.

#### Smith Moves.

The G. W. Smith Music Store has been moved into the building until recently occupied by G. W. Orr's racket store.

Wincenty Kopetzak of Illinois was here last week and bought a farm for his two sons who will move to the Panhandle this spring. The land is located in Castro County and was sold thru the O. K. Land Company and the firm of McElhoin & Mason of LaSalle, Illinois.

#### 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.

#### Weather Forecast

Special to the Brand. New Orleans, March 4 10 a. m. Tonight and Saturday fair weather. Rising temperature. CLINE.

# Charter and Escrow Instructions

The following is the Charter and Escrow Instructions prepared by the Railroad Committee and adopted by the Mass Meeting.

## Charter.

### ARTICLE ONE.

The name of this corporation shall be The Hereford, North & South Railway Company, by which it shall contract and be contracted with, sue and be sued, and transact all of its business.

### ARTICLE TWO

This corporation is formed for the purpose of surveying, locating, grading, building, constructing, owning, maintaining and operating a standard gauge railway from a connection with the Pecos & Northern Texas Railway Company at the City of Hereford, Deaf Smith County, Texas, in a north and northwesterly direction through the counties of Deaf Smith and Oldham to a connection with the Rock Island in said last named county. The length and distance of said railway shall not exceed 50 miles.

### ARTICLE THREE

Said corporation shall exist for a period of fifty years, commencing with and from date of filing of these articles in the office of the Secretary of State of the State of Texas.

### ARTICLE FOUR

The capital stock of said company shall be ONE HUNDRED AND FIFTY THOUSAND (\$150,000) DOLLARS, divided into 1500 shares of the par value of \$100 (ONE HUNDRED DOLLARS) each.

### ARTICLE FIVE

The business of said corporation shall be transacted by NINE Directors, who shall be stock holders in said corporation, and shall be elected annually by the stock holders, on the \_\_\_\_\_ Monday of \_\_\_\_\_

### ARTICLE SIX

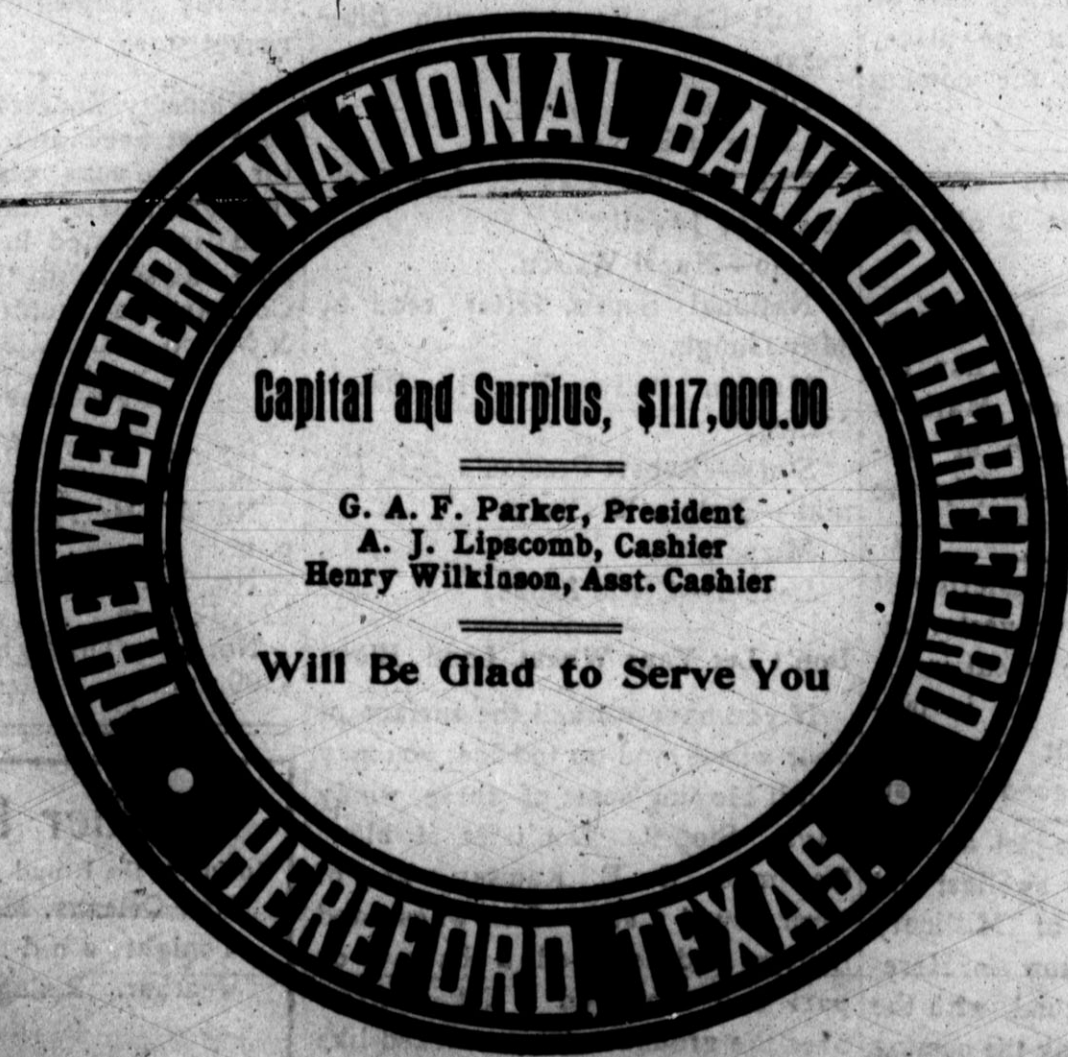
The following named stock holders are hereby selected to be Directors of the corporation for the first year: \* \* \* \* \* each and all of whom are residents of the State of Texas.

## Escrow Instructions.

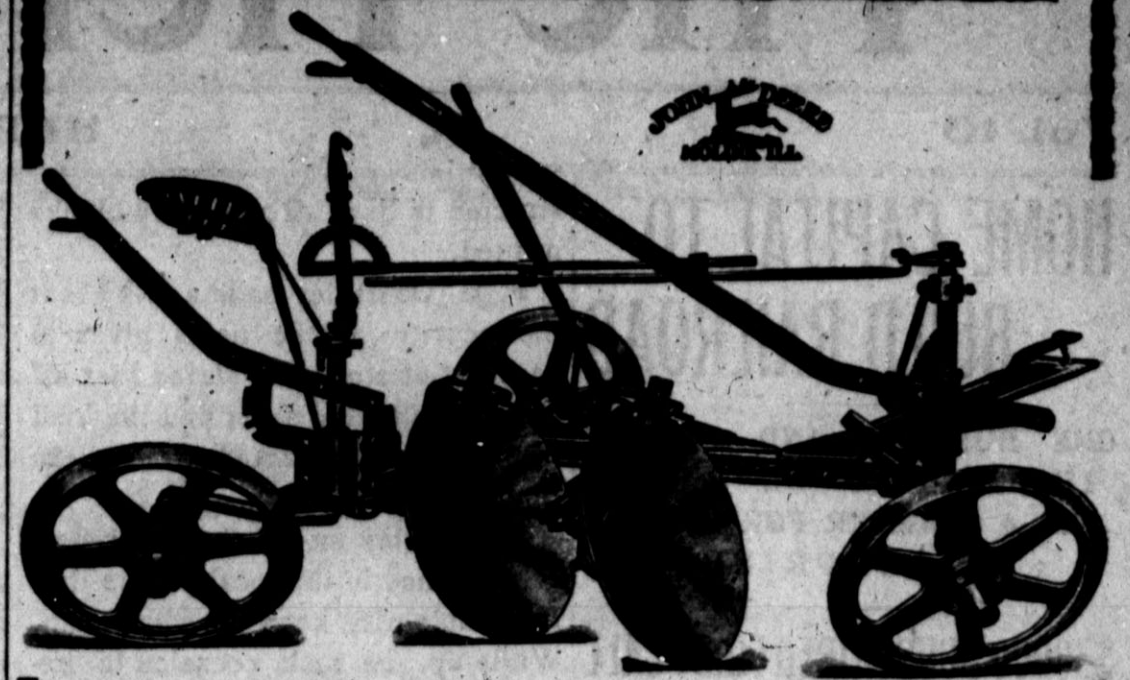
I hereby deliver you my subscription for \_\_\_\_\_ shares of stock in the Hereford, North & South Railway Company, also two notes payable to The Hereford Commercial Club (also a Deed of Trust on the lands described therein securing the payment of said notes) or a collateral note with collateral security; and you are instructed to keep and hold said stock subscription notes and securities until such time as the entire capital stock of such corporation shall have been subscribed and paid in, either in cash or notes, and if in notes or partially in notes, then you are instructed to keep and hold such subscription and notes and securities until such time as the Directors of the Hereford Commercial Club shall have examined said notes and shall have pronounced said notes good, solvent and collectable, but if the entire capital stock is not subscribed for and paid in either in cash or in good solvent notes and pronounced so by resolution of the Board of Directors of the said Club within ninety days from the First day of April, 1910, then said stock subscriptions, notes and securities will become void and you are instructed to return same to me, time being of the essence of this instruction.

You are further instructed that if within 120 days from the first day of July, 1910, The Hereford Commercial Club shall pay or cause to be paid, to you \_\_\_\_\_ Dollars, then you will deliver to said club the aforesaid notes and securities, but if said Club does not pay to you the said amount within 120 days from said last named date, then the aforesaid stock subscription, notes and securities shall become void, time being of the essence hereof, and you are instructed to return same to me, unless on or before the said 120 days from the said last named date there has been paid into the three banks of Hereford, Texas, on stock subscription, an aggregate of \$100,000 in cash, or unless notes given by other parties on stock subscription to said Company have been cashed for a sufficient amount equal the said \$100,000 and the said amount deposited in the three banks of Hereford, or in any one of them, it being understood that if the entire capital stock is subscribed and paid for as as heretofore provided, and \$100,000 in cash, either paid by subscriptions or realized on the sale of said notes, or a part of them, at par, then the stock subscriptions, notes and securities accompanying these instructions shall be void, but should the notes herewith delivered be sold as provided herein and within the time herein provided for the sale, and the said \$100,000 is not deposited in the said bank as and when provided herein, then the said notes shall not be sold for less than par and the proceeds of such sale shall be returned to me in cash.

It is understood that the notes herewith delivered with the stock subscriptions payable to the said Club are executed by me in trust to said Club for the purpose of paying for the stock subscribed by me, the certificates of which should be issued to me at such time as said railroad shall have constructed its line.



## 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

## Spring Millinery

I desire to announce to my friends and patrons that I have just returned from the eastern markets, where I made an exhaustive search for the best and most fashionable in the Millinery line, and therefore feel that I offer to the people of Hereford the best this season they have ever had, and that money and experience could procure.

I have also secured the services of a first class trimmer. Hats on display now, and new goods coming in every day. Spring Opening will be announced later.

## Mrs. T. N. Heifner

With Hubbard Dry Goods Co.

At 6 Per Cent Interest, Section of land in Deaf Smith County in Capital Leagues for sale on long time and small payments. First payment begins after two or three years provided purchase money on the land and makes improvements. Good property for young man with small amount of means. For price, terms, etc write J. C. H. care Brand office. 311

# Many Roofings Fail

at the laps, the cement is poor. The lap cement used with **TEXACO ROOFING** makes the joints absolutely secure.

It will pay you to investigate if you intend to use roofing.

MADE ONLY BY

## THE TEXAS COMPANY

GENERAL OFFICES HOUSTON, TEXAS

J. W. ENGLISH, Agent at Hereford, Texas

### EXHIBIT.

Showing receipts and disbursements of the various county funds, for the year ending February 18th 1910. Showing the amount received and paid out under each fund, and the amount remaining on hand, on February 18th, 1910, as follows:

#### JURY FUND.

Feb'y 10th, 1909. Balance on hand	\$3990.66	
Amount received during year	4628.40	
		\$8619.06
Amount paid out during year		4537.77
Leaving Bal. on hand Feb. 18, 1910	\$4081.29	

#### ROAD AND BRIDGE FUND

Feb'y 10th, 1909. Balance on hand	\$5300.26	
Amount received during year	7711.52	
		\$13011.78
Amount paid out during year		2309.91
Leaving Bal. on hand Feb. 18, 1910	\$10701.87	

#### GENERAL FUND

Feb'y 10th, 1909. Balance on hand	\$5354.97	
Amount received during year	7239.87	
		\$12594.84
Amount paid out during year		8429.30
Leaving Bal. on hand Feb. 18, 1910	\$4165.54	

#### COURT HOUSE AND JAIL FUND

Feb'y 10th, 1909. Balance on hand	\$3000.00	
Amount received during year	5219.25	
		\$8219.00
Amount paid out during year		5961.53
Leaving Bal. on hand Feb. 18, 1910	\$2257.72	

#### SINKING FUND

Feb'y 10th, 1909. Balance on hand	\$ 934.00	
Amount received during year	1055.00	
		\$1989.00
Amount paid out during year		574.00
Leaving Bal. on hand Feb. 18, 1910	\$1415.00	

#### ESTRAY FUND

Feb'y 10th, 1909. Balance on hand	\$130.58	
Amount received during year	66.83	
		\$197.41
Amount paid out during year		17.04
Leaving Bal. on hand Feb. 18, 1910	\$ 180.37	

#### SCHOOL FUND

Feb'y 10th, 1909. Balance on hand	\$4589.43	
Amount received to Sept. 2, 1909	420.07	
		\$5009.50
Amount paid out to Sept. 2, 1909		5009.50
Of amount paid out to Sept. 2, 1909 there was turned over to First Nat'l Bank, County Depository for School Fund	\$2064.40	

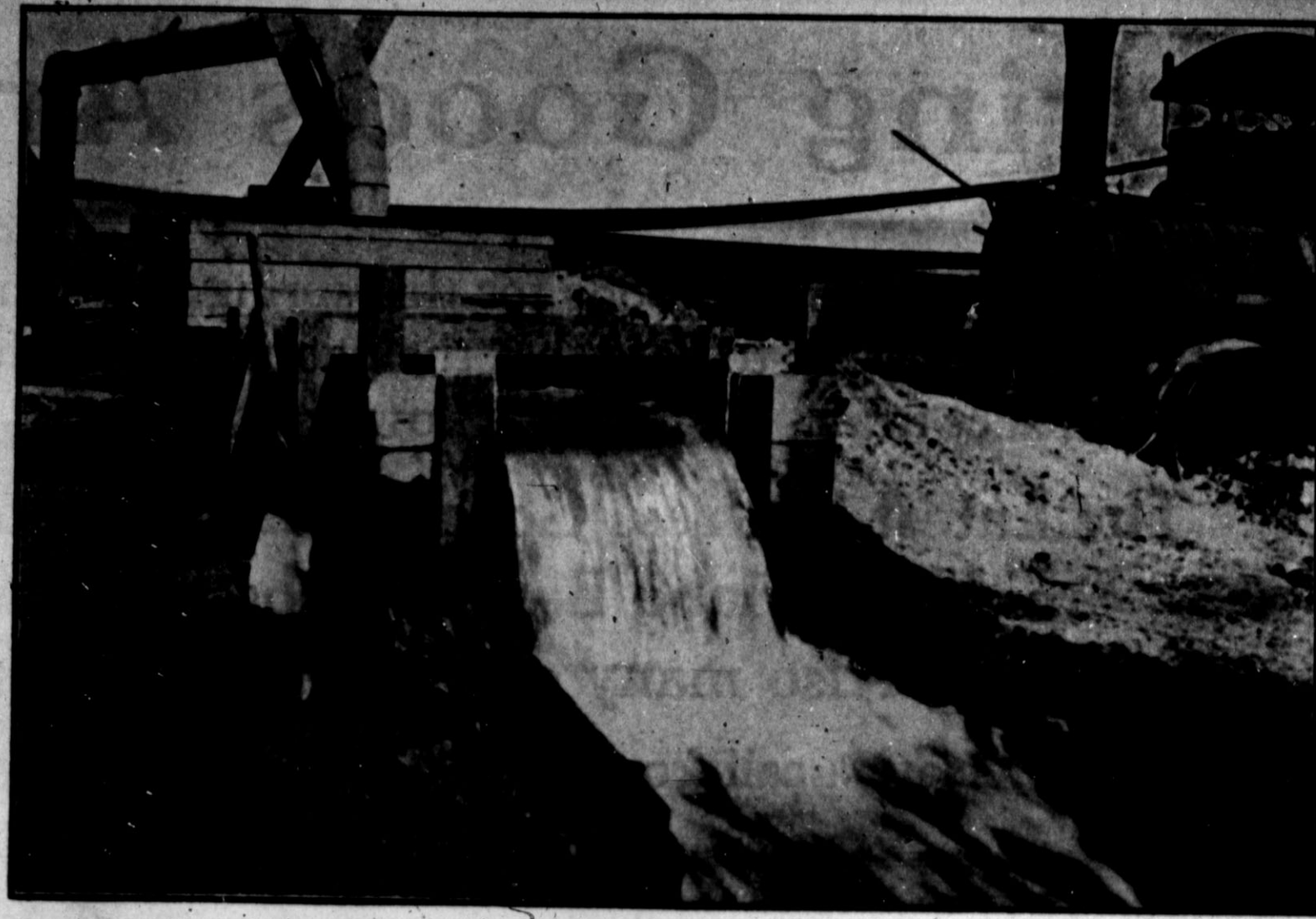
#### COUNTY DEPOSITORY SCHOOL FUND

Sept. 2nd, 1909. Amount received from County Treasurer	1606.76	
Amount received since September 2nd, 1909	1606.76	
		\$3671.16
Amt. paid out since Sept. 2, 1909		2460.24
Leaving Bal. on hand Feb. 10, 1910	\$1210.92	

#### RECAPITULATION.

Amt. to acct. of Jury Fund, Feb. 18, 1910	\$ 4081.29
" " Road and Bridge Fund, Feb. 18, 1910	10701.87
" " General Fund, Feb. 18, 1910	4165.54
" " Court House & Jail Fund, Feb. 18, 1910	2257.72
" " Sinking Fund, Feb. 18, 1910	1415.00
" " Estray Fund, Feb. 18, 1910	180.37
" " School Fund, Feb. 10, 1910	\$1210.92
<b>Total Amount on Hand all Funds</b>	<b>\$24012.71</b>

I, W. M. Cogdell, County Clerk of Deaf Smith County, Texas, do hereby certify that the foregoing statement is correct.  
 W. M. COGDELL, County Clerk.  
 By O. B. Pirkey, Deputy.



## WELLS FOR IRRIGATION

Test Well Near Hereford Attracts Wide-Spread Attention—Gives Big Flow of Water.

Last week a short notice of the McDonald well south of town was given but a full and complete history of the well and two snap shot views are given this week for D. Thomas' sake.

The first view shows the water flowing from the weir box, (a box for measuring the flow) and the stream measures 2 feet wide and about 4 inches deep. The second view shows the end of the 6 inch discharge pipe and sluice of water flowing from it into the box.

The well is 130 feet deep. A pit 6 feet in diameter was put down 26 feet to the "water level," that is to say where they first "struck water." From that point down 104 feet a .14 inch hole was sunk by means of the ordinary drill. Into this a 13 inch casing, perforated its entire length, was dropped. A No. 6 American Centrifugal pump was placed at the bottom of the pit with an 8 inch suction pipe 40 feet long into the water. A discharge pipe 34 feet long lead from the pump to the weir box.

This well has been pumped two or three times but the "cave in" of quick sand interfered with the flow. About a carload of sand has been pumped out. Last Monday week, however a 40 H-P engine was at-

tached and a splendid test made. Beginning at 12:30 Monday and running an average of 7 hours per day, the pumping was continued until Thursday at 4 o'clock. The discharge of water varied from 500 to 800 gallons per minute and a regular spring branch ran off down the ditch. During the time a number of town's people went out to see the well and all were convinced that Hereford had plenty of water.

This well is located on the N. W. quarter of section No. 86, Block M-7, Deaf Smith County, 2 miles south and 1 mile east of town. Mr. McDonald is preparing to irrigate about 120 acres of oats and 10 acres of Irish potatoes. A main ditch about 1.2 mile long has been constructed and laterals will be made at once. A 50 H-P gasoline engine will be attached to the pump and the pump and well fixed up in good shape.

#### Ralph Joss Goes to Kansas City

Ralph L. Joss formerly of the J. F. Joss Lumber Co. of this place left Sunday afternoon for Kansas City, Mo. via Fort Worth and Denton, Texas. It is the intention of Mr. Joss after an investigation of the lumber business advantages at that place to locate permanently.

During the year of his residence in Hereford he made a host of friends and was popular in both business and society circles. His many friends regret the departure of this worthy young man and their heartiest wishes for much continued success follow him to the new home.

Just arrived at Gass and Son a full line of new goods. 4t2

## COURT HOUSE ARCHITECT HERE

Splendid Modern Structure for County Capitol Shown On Blue Prints.

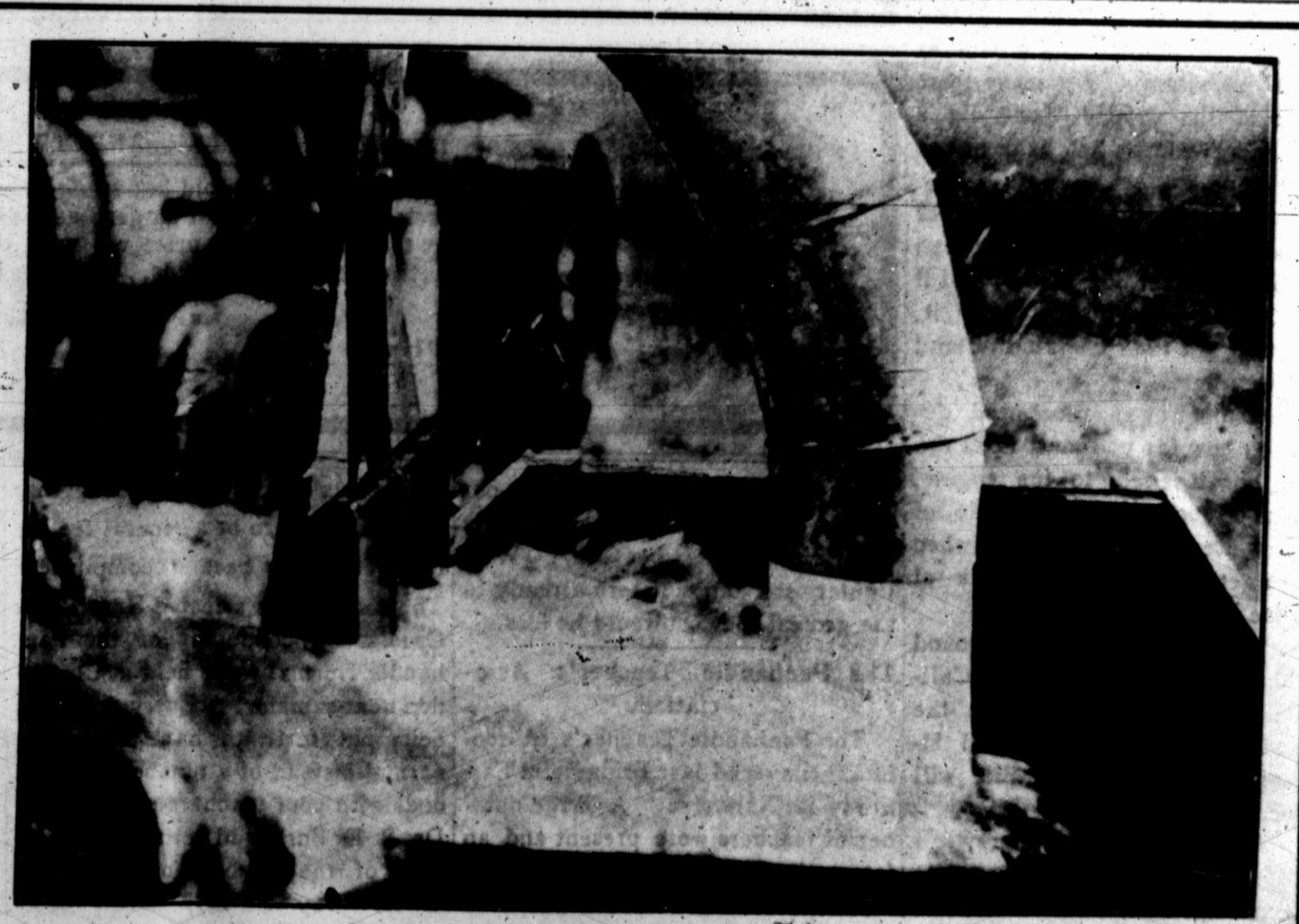
Walter Chamberlin, architect, who secured the contract for drawing plans for the new courthouse was here this week and laid before the county officials a complete set of plans. The prints show that Deaf County will have the most modern capitol building in this section of the state.

The court was in session two or three days looking over the plans and making criticisms, asking for a few changes in the floor plans which would add to the convenience of the courts and the people. These changes will be made and a final approval given.

Campbell sub surface. Warren Hardware Co. 4tf

#### Walked Six Miles.

Last Monday night while Messrs R. N. Mounts and C. S. Richards in the former's auto were coming from Amarillo with Mrs. O. H. Parker of Oklahoma who was trying to reach the bedside of her brother, Frank LeGrand, before he died, the gasoline was exhausted at about six miles from town and while Mr. Mounts was trying to get a fresh supply, Mr. Richards and Mrs. Parker determined to walk in, but unfortunately they arrived a few minutes after young LeGrand had died.



# Spring Goods Arriving Daily

Our line of new goods for this spring and summer are without doubt the prettiest and most up-to-date that the people of Hereford have ever had an opportunity to select from. A few as follows:

**The Latest in Dress Goods, Trimmings of all kinds, Laces and Embroideries, Hand Bags, Combs and Barrettes and Hair Goods; Also many other novelties to please the ladies.**

We will appreciate a call from you and an opportunity to show you through the entire line.

*The Store  
Ahead*

**Hubbard Dry Goods Co.**  
HEREFORD, TEXAS

*The Store  
Ahead*

## PUMPING WATER FOR IRRIGATION

Earl Warren Tells How They Do It in New Mexico, Giving Cost, Etc.

Some weeks ago, The Brand received a letter from Earl Warren who lived at Hereford until recently but now resides at San Marcial, N. M. in which he encouraged the pump irrigation project about to be undertaken at Hereford. In answer to the letter, The Brand propounded a lot of questions which Mr. Warren answers. His letter will be a source of valuable information.

Dear Sir:-

In answer to your questions, will say our wells are fifty feet deep and we raise the water 26 feet. It requires quite a lot of power to raise a stream of water 6 inches in diameter 26 feet. We burn about 16 1/2 gallons of gasoline during 12 hours. (By actual test.) It costs us 17 cents per gallon. We count \$3.00 for gasoline and \$3.00 for an engineer which makes a run of 12 hours cost us \$6.00. We pump 989 gallons per minute. But could pump more if our wells would afford the water. We have to use two wells at the same time to get 989 gallons. We have two groups of wells and each group consists of two wells. We will water 90 to 100 acres in all. We construct our ditches 1 1/2 feet wide in the bottom with a bank as high as necessary. We make them on top of the ground, don't dig a ditch and give the ditch bank a one to one slope.

We are watering 4 acres each 12 hours but our land is new and rough lots of high and low places, and it takes lots of water to get over it, and it is not the same kind of land you have there.

The amount of gasoline used depends on how far you must raise the water, how it is fed to the engine, the size of engine and the grade of gasoline used. We use Naptha when we can get it. (When I speak of gasoline I mean Naptha.)

Our pumping plant cost us around \$1700.00 We shipped it from California. Wish I could be on the ground with those that intend installing a plant. Hoping this will suffice. I remain

Very truly yours,  
Earl Warren.

According to Mr. Warren's state-

## New Goods Just In

We are pleased to announce to our patrons that we have just received a shipment of new goods it the following lines:

**Ladies' Suits and Skirts, Hair Goods and Hair Ornaments.**

Our patrons know that our selections in these lines and values we offer have always been above the ordinary and this season we can truly say we have secured the cream of the markets. We will take great pleasure in showing you our stock and the great values we offer for the price.

## Ladies' Furnishing Store

YEWER OWLDE  
HATZ  
MADE NU

for ONLY A DOLLAR AND TWENTY-FIVE CENTS EACH.

Every man has an old hat lying around which can be made to look and wear almost as good as a new one. Until March 15, at the above named price we will clean, reblock, using new outside and sweat bands. Any kind or style of hat.

G. E. FULLER

Phone 350

The Suitorium

ment, it is costing him \$1.50 per acre to saturate his land and he is covering 4 acres per day. With tighter soil and moisture already in the ground the cost would be less.

The Panhandle Teacher's Association.

The Panhandle Teacher's Association convened last Friday and Saturday in Clarendon. A large number of teachers were present and an interesting program was carried out. All teachers present had prepared

their parts so there was no dragging.

There seemed to be a general feeling that good had been accomplished.

The Association selected Hon. R. B. Cousins as conductor of the Panhandle Normal to be held at Clarendon next summer. Every effort is being put forth to have one good normal instead of a number of small ones with poor teachers poorly paid. Dr. S. E. Burkhead retired as President of the Association and Prof. E. H. Wray was unanimously elect-

ed to fill the place. The next meeting will be held at Canadian. Owing to the courteous and hospitable treatment of the people at Clarendon the visiting teachers will always have a warm place in their hearts for them.

A Fine Picture.

Of your stallion or Jack placed in the paper will attract attention. The Brand is prepared to furnish you just what you need.

btf

10870

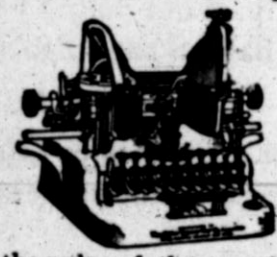
## A \$100 Typewriter for 17 Cents a Day!

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 close 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

# To The People That Care



## THE NEW WAY

We can please the most particular in this line.



## THE OLD WAY

Let us show you the New



## THE NEW WAY

Insist that your cabinet be a "MCDUGALL"

The Furniture Store That is Pleasing

# ARNOLD & MATTHEWS

FURNITURE AND UNDERTAKING

J. M. GILLILLAND, Embalmer and Funeral Director

## METHODS OF IRRIGATION

W. H. Olin, of Denver, Colo., in Scientific Farmer Gives Valuable Information.

Bulletin No. 145, from U. S. office of Experiment Station, upon "Preparing Land for Irrigation and Methods of Applying Water," will give helpful information to new settlers upon irrigated farms. Following are some condensed and pertinent statements from said Bulletin. Owing to extreme conditions of soils, land surfaces, crops, and water supply, it is impossible to give exact statements of the cost of preparing land and applying water, and, therefore two sets of figures are given, one showing an average minimum cost any the other an average maximum cost. When conditions are favorable the cost will approach the lower estimate. On the other hand, when the land is uneven, the water supply scanty or permanent structures be introduced, the cost may be increased to the higher limit.

ures be introduced, the cost may be increased to the higher limit.

### THE CHECK METHOD

A light sandy soil on a comparatively level slope of from 3 to 15 feet to the mile is usually looked upon as best suited to the formation of checks. The same method may be used on heavy clay loams, providing the surface layer will not bake after being flooded.

A field having a steep slope should not be irrigated by this method. Some other plan of wetting the soil should be used. The size of checks in common use varies from three-fourths of an acre to two or three times that area.

This method is seldom used in Colorado, Utah or the northwest, but is quite generally used in California and the southwest, and in the irrigated regions of Asia, Africa and Europe.

The crops usually grown under this method are alfalfa, grapes grain and sugar beets. This method requires a large head or volume of water. Farmers not able to obtain a head of from 5 to 10 cubic feet per second should use some other method.

### SUMMARY OF COST FOR A FIVE YEAR PERIOD BY CHECK METHOD

Period	Requirements	Av. Min. Cost per a.	Av. Max. Cost per a.
1st year	Building check, etc.	\$8.00	\$16.00
	Irrigating	.50	1.50
2nd year	Repairing and Irrigating	.75	1.75
3rd year	Repairing and Irrigating	.75	1.75
4th year	Repairing and Irrigating	.75	1.75
5th year	Repairing and Irrigating	.75	1.75
Average yearly	cost	2.30	4.90

### FLOODING FROM FIELD DITCHES.

This method is the one commonly used for practically forty years, in the major portion of irrigated sections of Colorado, Utah, and adjoining states for practically all grain and grass crops.

ions of Colorado, Utah, and adjoining states for practically all grain and grass crops.

The expense incurred in preparing the land to receive water is small in comparison with some other methods.

In old established colonies, in northern Colorado one of the best irrigated sections of the west, field laterals for flood irrigation are laid out according to the lay of the land, the way the water must run. Formerly, irrigators made these laterals 200 to 300 feet apart and forced water to cover entire surface intervening. Experience has taught them that time and water are both saved by making these laterals from 75 to 90 feet apart.

The successful irrigator seeks to cover the higher portions of the field between laterals first and advance the sheet of water uniformly over the area irrigated so that all parts of that section of the field to which water is being applied may receive as far as possible, the same amount of water. Canvas dams are placed in the laterals so as to back up the water for a distance of at least 75 feet and the water is allowed to flow through cuts made in the bank at stated intervals, just where the irrigator desires it to go.

With a head of two to two and one half cubic feet per second, the irrigator usually finds he can spread water over his fields between laterals placed as named above, with comparative ease. In some regions with a certain type of soil, like the San Luis valley, Colo., laterals are placed much farther apart and a somewhat different system of irrigation is practiced. Here the water "subs" up between the laterals and after proper distance is determined laterals made and water turned in, the fields practically irrigate themselves.

It is a system of irrigation peculiar to certain soil formations and

one must become familiar with local conditions or the irrigator, as one has well said, may irrigate 80 acres underground while he is getting one acre on the surface well moistened.

### SUMMARY OF COST OF FLOODING METHOD FOR A PERIOD OF 5 YEARS

Period	Av. Min. Cost per a.	Av. Max. Cost per a.
1st year	Grading and ditching \$2.00	\$5.00
	Irrigating 1.00	2.75
2nd year	Repairing, irrigating 1.20	2.75
3rd year	Repairing, irrigating 1.20	3.00
4th year	Repairing, irrigating 1.30	3.00
5th year	Repairing, Irrigating 1.20	3.00
Average yearly cost	1.56	3.95

The writer has not been able to obtain detailed cost for sub-irrigation as explained with the illustration of San Luis Valley practice, but it is not as expensive as the usual flood method practiced more generally over the west.

### FURROW IRRIGATION

This method of irrigation is the one used for root crops and by the orchardists throughout the west. The method of planting sugar beets and potatoes is favorable to this system, altho some sections of the sugar beet regions use the flood method for the first irrigation of that crop.

The distance which a stream of water can be successfully run in furrows depends upon the texture of the soil through which they extend, and the lay of the land. Where the soil is coarse and absorbs water quickly, the distance for the same head of water must be shorter than where the texture of the soil is finer and absorbs the water more slowly. The stream in the furrows must be made to flow with a velocity sufficient to carry it to the lowest extremity of

the field, or the next lateral below, but at the same time, must not flow with such swiftness as to cause scouring of the furrow or cutting deep into the furrow. Certain potato farmers use a special implement for "farrowing out" these row laterals, which gives a furrow of sufficient depth for them to run a head of water thro the furrow, which wets the potatoe roots, but does not wet the tuber bed. They contend that this plan enables them to produce a very superior quality of potatoes. Many potatoe growers practice the method of alternate row irrigation. They will irrigate all odd numbered rows one day in a given area and the even rows the next day. This moistens but one side of the potatoe hills and lessens chance of over irrigation, allows sub-absorption of water for all potatoe roots, and will absolutely prevent any possibility of sun scald while irrigating. Orchard irrigation is in a class by itself and one needs to make a study of the kind of fruit to be irrigated, char-

(CONTINUED ON PAGE EIGHT)

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.

## SMITH & ASHBROOK

HEREFORD, TEX.

Sell all kinds of Insurance

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

Office first door south of First National Bank

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.

For District Attorney 69th Judicial District:  
J. W. SELLARS

### DEAF SMITH COUNTY.

For County Judge:—  
W. H. RUSSELL  
C. D. WRIGHT

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

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)

For Commissioner Precinct No. 2:  
R. J. KIBBE

### CITY OF HEREFORD.

For Mayor:  
J. H. HEAD  
For Marshal and Collector:—  
C. L. SULLIVAN  
J. B. ROGERS  
For Secretary and Treasurer:—  
A. M. JONES

NO TOWN can hope to become a great city unless plans are laid for the future.

HEREFORD is by far the best located town in the Panhandle in three things:—soil, water, topography.

THE HEREFORD North and South Railroad. How does that fit your mouth? Try it a little and it sings itself.

Takes Five on us.

While not an unusual thing and not a custom of The Brand to mention every man who pays an honest subscription, there must be some interest when a man calls and sends the paper back to each of his four brothers and takes an extra one

for himself. This was the case of Jno. W. Guthrie of Parrot. He believes in the county and thinks the best way to get people to come here is to send them The Brand. We (editorial) think so too.

### The Royal Line.

Did you know every garment is guaranteed all pure wool, to fit and to satisfy. 500 new robbly spring samples. This line is for men and youths. Let us measure you for a new spring suit. \$17.50 to \$40.00.  
GEO. A. STAMBAUGH.

“You can lead a horse to water  
But you cant make him drink  
You can send a boy to college  
But you cant make him think”  
You can lead a man to battle  
But you cant make him shoot  
You can send a man to Dickens  
But you cant make him root.  
You can persuade men for better  
But you cant choke them out  
You can laugh them into anger  
You cant make them shout.

### Dissolution Notice.

The undesirable partnership existing between your suit and dirt or grease can be dissolved to mutual benefit and satisfaction. Our cleaning and pressing always gives satisfaction. G. E. Fuller, the Suttitorium, Phone 350.

### In Memory of Little William Burks.

Who went Home, Wednesday, February 23, 1910.

Over on that other shore,  
A radiant little angel stands,  
He's waiting there to welcome us,  
With eager outstretched hands.

Around his little rosebud face,  
The glory of the Father's love,  
Is shining like a beacon light,  
To guide us to that home above.

He does not need us any more  
He's safe from harm and pain and care,  
But our hungry hearts so yearn for him

And we shall see him over there.  
Father, mother, loved ones dear,  
I cannot come again to thee,  
But if you watch and hope and pray  
You may some day come to me.

A FRIEND.

### The Jumbo Loaf

Burnam & Dobbins are now putting out a special loaf, called the Jumbo Loaf on account of its size, weighs 16 ozs. and is wrapped while hot in parchment paper, thus retaining the needed moisture and flavor, making the crust sweet and palatable. While the Jumbo Loaf weighs 3 ozs. more than the ordinary kind, it sells for the same, 5c straight. 1tf

### The City Plumbing Co.

Can furnish you anything wanted in the plumbing line. You can find us at the Hereford Hardware. 2-t2

B. M. Hester has for sale a quarter section of land 3½ miles south of Hereford awful cheap. See him. 6-tf

### Market Wagons Off.

On the first of the month and until conditions change, our delivery wagons will not be used. Our phones will also be disconnected. This is done because of the rapid advance in the price of slaughtered meats and we do not believe our patrons will be willing to pay the advanced prices. With the expenses somewhat cut down by stopping to deliver and the phones out, we will be able to give good meat at the following prices:

Loin and Round Steak	17 cents
Chuck Steak	14 "
Rib Roast	10 "
Fleshy Roast	12½ "
Pork Chops	17 "
Pork Roast	17 "
Pork Sides	17 "
Lard, 10 lbs.	\$1.90

Our patrons will please remember that these prices are cash.

STANEK & ROOD.  
BURNAM & DOBBINS.

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

PLOWING.—I will take contracts to plow sod with steam plow outfit. L. Sawyer, 20 miles N. 4tp

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

# THE FIRST STATE BANK

S. B. EDWARDS, President  
W. B. BEACH,  
1st Vice Pres.

OTHO H. VARDEMAN, Cashier

J. THOS. WEBB, Asst. Cashier  
W. S. HIGGINS,  
2nd Vice Pres.

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

STRONG AND RELIABLE

AND TRUST COMPANY HEREFORD TEXAS



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

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		
	\$531,391.96		\$531,391.96

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

# Would You Like To Own A PIANO?

## HERE IS YOUR OPPORTUNITY

### Magnificent \$350 Cote Piano Given Away Free

#### A Word About Our Regular Business

It has always been the policy of this store to carry goods that the people want, and to sell these goods at fair prices. The giving away of this piano will not in the least affect this policy, and we want all who trade with us to look at this contest in the spirit in which it is intended—the piano will be given away as a free-will offering to show our appreciation of the business brought to us by our many customers. It is with the hope that we may be brought in closer touch with those who have been our customers in the past, and that we may meet many who will become our customers, that we make this offer.

This picture does not do justice to the beautiful piano now on display at our store. A delightfully sweet toned piano. An instrument desirous of the place of honor in any home.



#### THE PLAN

Here is your opportunity to get a high priced piano, absolutely free, and at the same time save money on every purchase you make at our store. We are giving with every purchase of merchandise made at our store, a certificate or certificates for the amount of the purchase. These certificates are transferable from one to another, and may be secured by everyone who pays cash for his goods. The person or society, church, lodge, etc., securing the greatest value in cash certificates by September 3, 1910, will be presented with this piano absolutely free.

#### Square Deal to All

The certificates will be counted and the piano awarded by a committee of prominent citizens and everything regarding the contest will be open and above board.

### Make Your First Purchase Today and Save Every Certificate

Get your friends interested in your behalf. Have your out-of-town friends make their cash purchases here and transfer their certificates to you. You will be surprised how quickly these certificates accumulate, and you can win this piano if you try. Get a good start by coming to the store today. There is something of interest to you in every department of our immense stock and there will be special sales on various lines of merchandise every day. By paying cash for the goods you buy, you will save money and may get this elegant piano free. This piano will be awarded to someone on September 3, 1910.

Here's a Piano for You to Win

# H. C. MYRICK

If you don't wish the piano for yourself, then help a friend or society get it.

### Local and Personal

Garden Seed at Nelson's. 1t  
 Broom corn seed at Collup's. Phone 1. 1-4t  
 See Nelson for garden seeds. 1t.  
 Joe Huckert and brother were in town yesterday on business.  
 Haviland & Versailles chinaware at Warren Hardware Co. 4tf  
 Sell your chickens to me for cash. Walter Nelson. 1t  
 Dr. W. E. Robertson is spending a few days in Hereford with friends.  
 Cash for hens Walter Nelson. 1t  
 A beautiful line of Ladies' skirts just arrived at D. R. Gass and Son. 4t2  
 Eclipse and Woodmanse wind mills. Warren Hardware Co. 4tf  
 Mrs. C. H. Cocking was in town yesterday doing some shopping.  
 Let me furnish your garden seed. Walter Nelson. 1t  
 J. P. Helphrey of Parrot was in town Tuesday with his blue wagon.  
 Beautify your home by planting shade trees. L. P. Landrum. 52tf  
 We have a complete stock of disc harrows. Warren Hardware Co. 4tf  
 M. W. McKey of Wyand, Ill., was here this week looking after his land located northeast of town.  
 Pure Ribbon Cane Syrup in 5 gallon kegs at Jno. A. Johnson's Grocery. 52tf  
 Read about garden plants, page 8.

F. T. Roloson left last Saturday for Illinois where he goes on legal business.  
 Mr. and Mrs. H. H. Stanley of Frio Draw were trading in town yesterday.  
 Phone 99 about Roses, Flowers, Shrubs, Evergreens, etc. The Hereford Nursery. 52-tf  
 Frank DeVore from the southwest part of the county was in town Tuesday.  
 P & O lists and double row planters. Warren Hardware Co. 4tf  
 See the new line of Ladies' Tailored wash Suits at D.R. Gass and Son. 4t2  
 M. W. Sadler and son Wallace Sadler of Coryell County, Texas, are here visiting with relatives and taking a look at the country.  
 The Ladies' Furnishing Store has just received new goods in several lines. Call and see them. 1t  
 Judge C. F. Kerr of Dimmitt was in Hereford Tuesday and Wednesday of this week.  
 If your shoes need a shine, see Charley Brunk at the City Barber Shop. He can do the work. 3 tf  
 Editor J. Ray of Vernon was mixing with friends and attending to business in Hereford Monday of this week.  
 Ladies' Suits and Skirts, Hair Goods and Hair Ornaments just received at the Ladies' Furnishing Store. 1t

I want to buy your 2nd hand goods Walter Nelson. 1t  
 Emerson Double and triple adjustable disc plows. Warren Hardware Co. 4tf  
 Mrs. O. H. Parker of Okla. and Miss Elizabeth LeGrand of El Paso were here this week attending the funeral of their brother Frank LeGrand.  
 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-tf  
 Mrs. Ora Newsom who lives one mile south in the Frio neighborhood was a pleasant caller at the Brand office Saturday last.  
 See the Bargain counters at the Rackett Store Cor. Main and Railroad streets. 1t  
 Miss Mary Randle of Dallas, expert trimmer, has accepted a position with the Hubbard Dry Goods Company.  
 Two good incubators for sale, at Nelson's 2nd Hand Store, Corner Main and Railroad Street. 1t  
 A limited amount of broom corn seed on hand. You'll have to hurry J. F. Gollup. Phone 1. 1t4  
 J. H. Bowers of the land firm of J. H. Bowers and Brother left Monday for Kansas City to close up a deal in the sale of some land.  
 We sell heavy team harness that will interest anyone who is in the market for this line of goods. Warren Hardware Co. 4tf  
 We can most certainly please you in shirt-waists. New and up-to-the-second patterns have just arrived. D. R. Gass and Son. 4t2

Miss Fannie Neely of Parrott was in the city yesterday shopping and made a pleasant call at the Brand office.  
 Majestic Ranges and Buck's Cook stoves the standard of all cook stoves and ranges. Warren Hardware Co. 4tf  
 Plant information on page 8. 1t  
 Mr. and Mrs. H. G. Hays were in town Wednesday, Mrs. Hays meeting with the ladies of the C. W. B. M. of the Christian Church.  
 The prettiest line of new embroiders and laces in town, just in at D. R. Gass and Son. 4t2  
 For incubators see Walter Nelson.

C. C. Gains, inspector for the fire insurance companies of Texas, was in Hereford this week, making an insurance map for use in making new rates.  
 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-tf  
 Editor Callahan and wife of Dimmitt were in Hereford Tuesday. They were accompanied by Miss Bessie Beedle who has been teaching in Castro county.  
 Mr. and Mrs. J. P. Henderson of Poyales were here this week on their return from Estellene and visited their son, Eagle, who holds a responsible position with this office.

### 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**

# Society Notes

Club News, Society Functions,  
Personal Mentions, Etc.

MRS. B. S. ARNOLD, Society Editor Phone 161

## AT "FORTY-TWO"

A beautiful expression of hospitality occurred at the home of Mr. and Mrs. Seth B. Holman. Where Mrs. Holman assisted by Mrs. L.A. Ricketts entertained at "42" on the afternoon and evening of Tuesday, March 1st, 1910. The receiving hours for the afternoon were from 3 to 5 and the evening 8:30 to 11. At the afternoon period the married ladies were entertained and in the evening the young people with a few newly married friends. These genial hostesses left nothing undone to add to the pleasure of the guests and at the eight tables the "42" players enthusiasm ran high. When the hour came for serving bright repartee played a permanent part. Very superior homemade candy was enjoyed during the games and a luncheon of sandwiches, olives, cheese balls and coffee was daintily served by the hostesses assisted by Mrs. Gibson.

Little Misses Louise Ricketts and Virginia Laird, prettily attired in dainty white dresses gracefully assisted in entertaining the guests by distributing score cards and doing many little courtesies fitted to the ability of their dainty little hands.

Profound expressions of appreciations from the following guests were manifest at the close of the pleasant afternoon and evening.

Mesdames. Killough, Warren, Sullivan, Price, Barker, Slaton, Bell, Garrison, Matthews, Lea, Bisco, Ferguson, Laird, Elliott, Gibson, Irwin, Lipscomb, Jarrott, Hawkins, Myrick, Arnold, Black, Hough, Johnson, Hill, Ricketts, Jones, Ed-

wards, Russell.

Misses. Hammock, Pearson, Gyles Stroud, Head, Woodburn, Mercer, Weaver, Elder, Milam, Hill, McGarr and Mrs. Tucker. Messrs. Herbst, Daniel, Pirkey, Cardwell, Betts, Cross, Woodburn, Mercer, Nesbitt, Fox, Elliott, Carter, and Mr. and Mrs. Emmitt Cardwell and Mr. and Mrs. Ezra Norton.

The Bayview Reading Club met Thursday with Mrs. W. A. Price. The subject for discussion included a historical sketch of the reigns of Henry VII and VIII from "Englands Story" and "The Bard of Avon" from the magazine. All of the members responded to roll call and after a very interesting lesson the hostess assisted by her daughters served a luncheon consisting in nut sandwiches, chocolate and olives as the first course and white grapes as the last. The meeting this week was held March 3rd, with Mrs. J. D. Jarrott as hostess and on March 10 with Mrs. A. M. Jones.

The following young people enjoyed a pleasant evening with Mr. and Mrs. A. C. Elliott on Thursday, February 25. Misses. Potter, Elliott and Arthur. Messrs. Harp, Elliott and guest Aubrey Elliott of Dalhart. A number of "42" games were played and the refreshments of chocolate and assorted cake served by the hostess added to their pleasure.

Mr. and Mrs. A. L. Gibson entertained Misses Stroud and McGill. Messrs Joss and Nesbitt at "42" Friday evening.

## METHODS OF IRRIGATION

(CONTINUED FROM PAGE FIVE)

acter and texture of soil and slope of the land, as well as age of trees and space between rows.

### SUMMARY OF COST OF FURROW METHOD FOR A PERIOD OF FIVE YEARS

Period	Av. Min. Cost per a.	Av. Max. Cost per a.
1st year Mak-ditches, etc.	\$1.00	\$10.00
Irrigating	1.50	2.25
2nd year Furrow-ing, irrigating	2.00	2.75
3rd year Furrow-ing, irrigating	2.00	2.75
4rd year Furrow-ing, irrigating	2.00	2.75
5th year Furrow-ing, irrigating	2.00	2.75
Average cost	\$2.10	\$4.65

It will be seen that the average maximum cost by the most expensive method of irrigation is less than five dollars per acre. This is a crop insurance, for you get the water when you want it, and in the proper amount to absolutely insure maximum plant growth. The tendency with the new settler is to over irrigate. From experienced farmers who irrigate most successfully, permit the writer to quote;

1. "Run the main lateral along the highest portion of the farm. It will command the greatest irrigable area and will save future labor, time and therefore money.

2. "See that your laterals are laid out to the best advantage at the outset and that your fields are thoroughly graded. You cannot prepare your fields too well for irrigation purposes.

3. "In furrow irrigation always

place a check dam in head ditch opposite the lowest furrow of the strip, to hold the water at the desired elevation and to distribute the flow between the furrows. The number of furrows which should receive water at one time will depend on the crop, the volume of water in the head ditch and the smoothness and texture of the soil.

4. "See that the streams flow down each furrow in an equal quantity without damming and flooding the crop.

5. "As soon as soil is sufficiently dry, fill in the furrows and cultivate space between the rows.

6. "Sometimes it is desirable to irrigate grain, clover, or alfalfa from corrugations or shallow furrows on account of liability of the soil to bake. These are usually formed by home made implements. The distance between corrugations or shallow furrows varies with character of crop and slope of ground from six inches to thirty inches apart.

7. "The frequency of irrigation and the amount of water to be applied each time must be decided by each farmer in accordance with the character of his soil and the crop he is growing.

"You cannot irrigate by the clock you must put water on when the crop needs it and eake it off when the water is supplied. Enough water is better than too much.

"Two irrigations are usually sufficient for small grains and grass. Four or five are required for young orchards. Melons and sugar beets should have no water for some time previous to maturity of the crop. Alfalfa, clover and timothy should have no water during the maturing of the seed, if seed is desired. Some foresight is required in using the water at your command, so that sections of the land may be irrigated

## INFORMATION ABOUT PLANTS

This season there will be plenty of Potato, Cabbage, Tomato and pepper plants raised in Hereford to entirely satisfy the demand. My potato beds are one block north of city Meat Market, and the Cabbage, Tomato and Pepper beds are in South Hereford at the residence of A. L. Skeen. You may prepare your ground with the assurance that there will be plenty of the best quality of plants to be had at a just price. I will furnish the famous PUDDLED PLANTS again this year. Let me furnish your garden seed.

## WALTER NELSON

Corner Main Street and Railroad Avenue

## SPRING TAILORING OPENING

MARCH 7th, 8th and 9th

When we shall have on exhibit more than six hundred styles of the latest effects in foreign and domestics for men's wear, and fashion plates showing the newest styles.



WE cordially invite you to be present. We know of no way in which the finest grade of high-class men's tailoring can be obtained as satisfactorily and as cheaply as this. The cloths shown represent the very best materials; the workmanship is superior hand-tailoring by master-mechanics.

ONE OF  
**SCHLOSS BROS & CO.**  
EXPERT CUTTERS AND FITTERS

who is a specialist of fashions will be on hand to show you the newest fabrics and styles; to demonstrate the SCHLOSS Tailoring system, and to take orders. His advice will be most valuable. All orders are sent to the Schloss Tailor-Shops in Baltimore and made up in the finest way.

Even if you have no intention of ordering now we urge you to call and meet this specialist, whose services are entirely free and at your disposal during the days mentioned. BE SURE TO COME IN.

## D. R. GASS & SON

consecutively for economy of both water and labor of applying it. Above all, watch your work. Each little stream requires attention."

Above suggestions will be found most helpful to all rainbelt farmers coming into the irrigated districts of the west.

Hereford High School Wins.  
The Hereford High School basket

ball team met and defeated both the Clarendon High School team and the Clarendon College. They went down with the expectation of playing only the High School, but the College team having challenged the winning team, our team had to play the college. The Clarendon H. S. team was in good trim. They put

up a good fight. The score stood 4 to 3 in our favor. After a short rest of 15 minutes our team entered the contest with the College team. The enthusiasm ran high in this game. Twice they tied the score and once they were ahead, but during the last three minutes our team made good twice, making the score 16 to 13 in our favor.



## 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 30 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, Side-walks, Curbing and Hitching Posts; Brick Work and Plastering; Block or Brick Flue Building. All work Guaranteed to be first class.

Factory Opposite Courtthouse **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**

## Chick-Season Bargain Sale!

Hatching and seeding time now! You're getting your tools for the season's work. Tested ideas—instructive reading—are your best tools. Here's a kit of them at a bargain!

1—It's worth dollars to you, now, if you can raise 9 chickens from every 10 eggs set. 15 chickens from 15 eggs, was one beginner's recent experience. He did it without lamp or oil, in a **Firdens Hatcher and Brooder**, built by himself according to **THE NEVITT SYSTEM**. Nevitt spent seven years—thousands in cash—testing his ideas on chicken raising. Now chickens keep him. These hundreds of "how-secrets" a complete manual of money making with chickens—he has crammed into a brief, easy-to-read book, "The Nevitt System of Profitable Poultry Culture," formerly sold at \$1; now to be had only as told below.

2—**FARM AND RANCH**, the Southwest's greatest farm weekly, will lighten your work, increase your yields. It is edited by a successful farmer from the farm. It averages 24 pages packed with live, practical ideas, plans and pictures that mean better farming; more profit in livestock and chickens; fruit and garden truck; easier work for the housewife; fun for the youngsters. Ask your neighbor about its 27 years' record.

3—Then for clean, snappy, inspiring stories and pictures, you want **HOLLAND'S MAGAZINE**, the biggest first-class monthly printed for a dollar a year. It's worth the dollar twice over to each one in your family. Buy ever taken—zebras, striped lions and rhinoceros at close range—are now appearing month by month. They are by Dugmore, the world-famous photographer—"the man who beat Roosevelt" and camera-hunted East Africa last year. Dugmore's story is thrilling and authoritative; you want every word of it.

4—Finally, **THE LOCAL NEWSPAPER** is a necessity in your home. So this is our "Chick-Season offer" on the best agricultural weekly, the most successful poultry guide, the tip-top dollar magazine and your favorite newspaper:

**FARM AND RANCH, HOLLAND'S MAGAZINE, and the Nevitt System** (amounting at regular rates to \$3) with this newspaper, at a reduction of **ALMOST EXACTLY ONE-HALF!**

Subscriptions are for one full year. All must go to one address; however, and this bargain is absolutely limited to March 31. Nowhere else can you get such a year's reading at the price.

Plan for the winter days now! Order as below and get your money back this month in more and healthier chickens.

### Bargain Number One

ALL FOR	THE HEREFORD BRAND	\$1.00	ALL FOR
ONE	Farm and Ranch, Dallas	1.00	\$1.75
YEAR	The Nevitt System of Poultry Culture	1.00	

### Bargain Number Two

ALL FOR	THE HEREFORD BRAND	\$1.00	ALL FOR
ONE	Holland's Magazine, Dallas	1.00	\$2.25
YEAR	Farm and Ranch, Dallas	1.00	
	The Nevitt System of Poultry Culture	1.00	

## DON'T LIKE WHISKERS

Missouri Gentleman Tells Some of His "Thinks" in a Real Funny Strain.

The following letter from a real "show me" gentleman is a happy change from the usual type of letters when such a one is parting with a dollar and sending it to the "wild and wooly west." But he changes his mind. His questions will be answered after his letter.

St. Joe, Mo.,  
Feb. 25, '10.

Editor Hereford Brand,  
Hereford, Texas.

Dear Sir:

A few days ago I sent a request on a postal card for a sample copy of a good local paper printed in Hereford as I own real estate about 17 miles west of you and want to keep posted. I am well pleased with the accounts given in your spicy sheet. You seem to be a wide-awake hustling crowd and if I don't sell that 240 acres I may come down to locate.

Can that brick store you have advertised be turned into a hotel? I am surprised at the size of your city and to think you have all the modern conveniences. I look on Texas as a wild and wooly country abounding with coyotes, prairie dogs and ignorance; but your paper gives me a side winder, I was not looking for. Just think what the grocery man, Cardwell, might do if he was standing on his feet instead of his head. He claims to be selling goods, as it is, turn him up right and watch him snake.

There is Lee, the real estate man, he seems to be in dead earnest and by his looks I am sure he is onto his job, but I would have more confidence in him if he took that mustache off, the men in Missouri don't wear them. Now I am getting personal. Please excuse, I am not really all business and like a joke, that's all. I am sending a one dollar bill in this letter and want the Brand a year and really think by that time the fire will spread, but I hope will not consume the Brand.

I see that you are terribly religious, so I suppose you snatched your Brand from the fire the Methodists tell about. I am from Missouri, "show me" the fire. Luck to you, V. V. Holden

The brick store might be turned into a small hotel—it is 25x80 feet. You need not be surprised at the size of the town, counting the coyotes, prairie dogs and ignorance we have at least 10,000 people. No, the people of Texas are made up from the best people from Missouri, Iowa, Kentucky, and other states and why do you think them ignorant? The grocery man "on his head" because he is selling so much stuff, and our man Lee is from North Missouri. No, we do not keep the Brand in the fire all the time, we use it sometimes to "Brand" the cattle in a round up. No the Methodists are not keeping up the fire, as the Panhandle is too near heaven for them to work at it. Come again, whiskers, we like your jokes.

Junior League Program.

Song.  
Leader.—James Story.  
Bible Lesson.—Eph. 6:10-17.  
Roll Call answered with Missionary in Mexico.  
Chain Prayer.  
Song.  
Recitation.—Ervin Cochran.  
Story.—Mary Sue Bullock.  
Reading.—Bessye Snyder.  
Song.—Elizabeth Black.  
Dismiss with The Lord's Prayer.

## 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



Shipping Trees by the Carload  
**HEREFORD NURSERY**  
L. P. LANDRUM, PROPRIETOR



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.

**R. E. BRYANT, Agt.**

## J. F. COLLUP

DEALER IN

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

**ACME HORSE FEED. Try a sack.**  
A Limited amount of **BROOM CORN SEED**  
on hand. Call Quick.  
**PHONE NO. 1**

**WE HANDLE ALL KINDS OF POSTS.**

## 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.

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

# NEIGHBORHOOD NEWS

Letters Written by Staff Correspondents  
of THE BRAND

## Spring Lake News 1.

The Farmer's Association met at Spring Lake Saturday and had some very interesting talks concerning the different products to be grown in the Panhandle this summer.

Mr. Carpenter and family have moved to their new home at Spring Lake. They formerly lived at Plainview. We heartily welcome all such good people to our community.

Mrs. Phipps and Mrs. Ott spent a pleasant evening at Mrs. Barnison's Saturday.

Mr. and Mrs. Rouse spent last Sunday at Mr. Stuck's.

The Upper Draw school went over to the Rouse school house to celebrate Washington's birthday and had a nice program.

Wallace Phipps received a card from his friend Gilbert Fox, stating that he was recovering from a spell of fever. We had not heard of his sickness, and are indeed glad he is able to be up. He was one of our neighbors while we lived in Hereford and one we esteemed highly.

The party at C. Stuck's was well attended and all report a fine time.

Evat Stuck, wife and son, Clifford drove to Canyon City Saturday and returned home Wednesday. They visited Mrs. Stuck's sister who has just recently moved to that place.

Several of the neighbors gave Uncle Benjamin Barnison and wife a pleasant surprise the 17th. It was their silver wedding day. They received a nice set of silver knives and forks and teaspoons. May the dear old couple live to see many more such happy days together.

Mr. Boisdon and brother bought a nice section of land of Mr. Hayden of Missouri. The land lays 2 miles south of Spring Lake. They will move to it this spring.

Mr. Huffman and family have moved into their new house this week. 3 1-2 miles west of Spring Lake.

Dwyte Axtell took 115 bushels of millet to Hereford this week.

Mr. Orval and Dr. Axtell have been bailing this week.

Mr. Giest went to Hereford this week.

The friends of Miss Goldie Giest will be pleased to learn that she is having a pleasant visit with her friends in Kansas and Oklahoma.

ANGIE.

## Echoes from Parrott.

The box social at the school house passed off very pleasantly. All report a nice time. The proceeds were \$21.75.

A. P. Helphery, wife and daughter dined with Mr. and Mrs. Wagner Sunday.

We had a delightful sing at Sunday school last Sunday. It seems good to have our organ again.

Mr. and Mrs. Skruggs and children took Sunday dinner with Mr. and Mrs. F. R. Metcalf.

B. F. Neely and A. T. Henley have been appointed directors of our South District.

A. C. Grant and Miss Grant were entertained Sunday by Mr. and Mrs. Dukes.

I. D. Grant, one of our most estimable young men, went to Oklahoma last week. Dame Rumor said to take unto himself a wife. For once the most worthy Dame was right. Mr. Grant returned Saturday bringing the lady of the choice with him. This means a new home in our neighborhood. We are glad to

welcome such young people in our midst. Mr. Grant was married to Miss Rosie Richardson at Snyder, Okla.

Mr. Tally called on E. Hacker Sunday.

A. T. Henley, wife and children spent Sunday evening with Mr. and Mrs. Jennings.

Miss Fannie Neely called on Mrs. I. D. Grant Monday.

We are being cheered now daily by the gay rollicking song of our dear meadow larks.

We are sitting by a beautiful mission oak library table planned and constructed by Mr. Kopp. If any one wants a nice piece of furniture they had better talk to Mr. Kopp.

JACK AND GILL.

## Frio Items.

Rev. M. T. Johnson filled his regular appointment here Sunday.

There will be preaching here next Sunday at 3 p. m. The presiding elder will preach for us. Everybody invited.

W. B. Green and family gave a party Friday night in honor of their guest Wesley Keathley, it being his 20th birthday. A large crowd was present to which they served refreshments consisting of fruit and cake. At a late hour they all left for their respective homes voting Mr. Green and family ideal enterainers and wishing Mr. Wesley many more such pleasant birthdays.

Mrs. Newsome rides in a new runabout.

Miss Jewel Dollar and Gladys Stanley are on the sick list.

Miss Alma Dendy was the guest of Miss Clemma Sanders Sunday evening.

J. W. Beatty and family entertained Claude Whitford and sister Alma Lena and Emma Green Sunday.

Mrs. Myrick of Hereford spent a few days with Mrs. Steve Sanders.

Capt. Hammel and family spent Sunday with Mr. and Mrs. Lindsay.

Chancey Tice and family, Rev. M. T. Johnson spent Sunday with W. B. Green and family.

## MRS. NEWCOMER.

## North Union Items.

The Sunday school at Berve schoolhouse is getting on nicely.

Mr. Dorian Brubaker and wife, and J. W. Miller and wife visited Roy Eshelman in Hereford Sunday. It is the intention of Mr. Eshelman and his family to move to California in the near future.

Mack and Tod Short visited their parents Sunday.

Harvey Berve visited his parents Sunday.

Ina Berve visited Rolie Patterson in Hereford Saturday night and Sunday.

Several of the young people had the pleasure of attending a social at Mr. Bob Vaughn's Monday night at Hereford.

Mrs. Berve who has been suffering with her eyes is improving.

John Ivans is in Missouri on business.

Ed Short, wife and daughter spent Wednesday at Mr. Bob Higgins.

Rev. Story of Hereford will preach at Berve school house Sunday at 3 o'clock. Everyone invited to be present. Sunday school will be held at 2 o'clock.

KENTUCKY.

# You can broil steak every time as good as the best New York Chef with COLE'S Hot Blast Range

## A broiled steak.

You think of the magic work of a high-salaried chef—or some famous cook. You think of expensive restaurants or hotel grill rooms. But why not have perfectly broiled steaks at your home any day—every day? You can. Because there is one range with a perfect broiler. You can own one. We sell it.

## Cole's Hot Blast Range Has a Perfect Broiler

Study this picture and see how the broiler sets before the front broiling grill. You really broil the meat with live coals this way. You do not coal-smoke it, or burn it, or crisp it, as you are liable to with flame leaping up under it, as with a top stove broiler. And see how you increase your cooking capacity with this. You save all the top of the stove for other cooking while your broiling is going on.

**IMPORTANT!** All the smoke and odor of broiling goes into the stove and up the chimney with this Cole's Broiler. None escapes into the room. Contrast this with the old-style top broiler where odor, smoke and gas all go into the room and through the whole house. There is no comparison, of course, and that is why so many people who like broiled steaks, fish, chicken, ham slices, chops and toasted bread and muffins consider that

## Cole's BROILER Alone is Worth all the Range Costs

Come to our store and see how this new smokeless and odorless broiler and toaster works—and the other splendid, special features which mark Cole's Hot Blast Range as different from and superior to all others.

## See—

The Cole's Hot Blast Draft.  
The New One-Piece Boiler Plate Oven Construction.  
The Heat-Resisting Coleized Steel Parts.  
The Oven Thermometer.  
The Extra Large Warming Oven.  
The Double-Capacity Ash Pan.  
The Cast Iron Back Flue and Creosote Pocket.  
The All-Fuel Fire Box.  
The Instantaneous Heating Lids.  
The New Method of Heating Water.  
The Lift Key Plate—and other fine points.

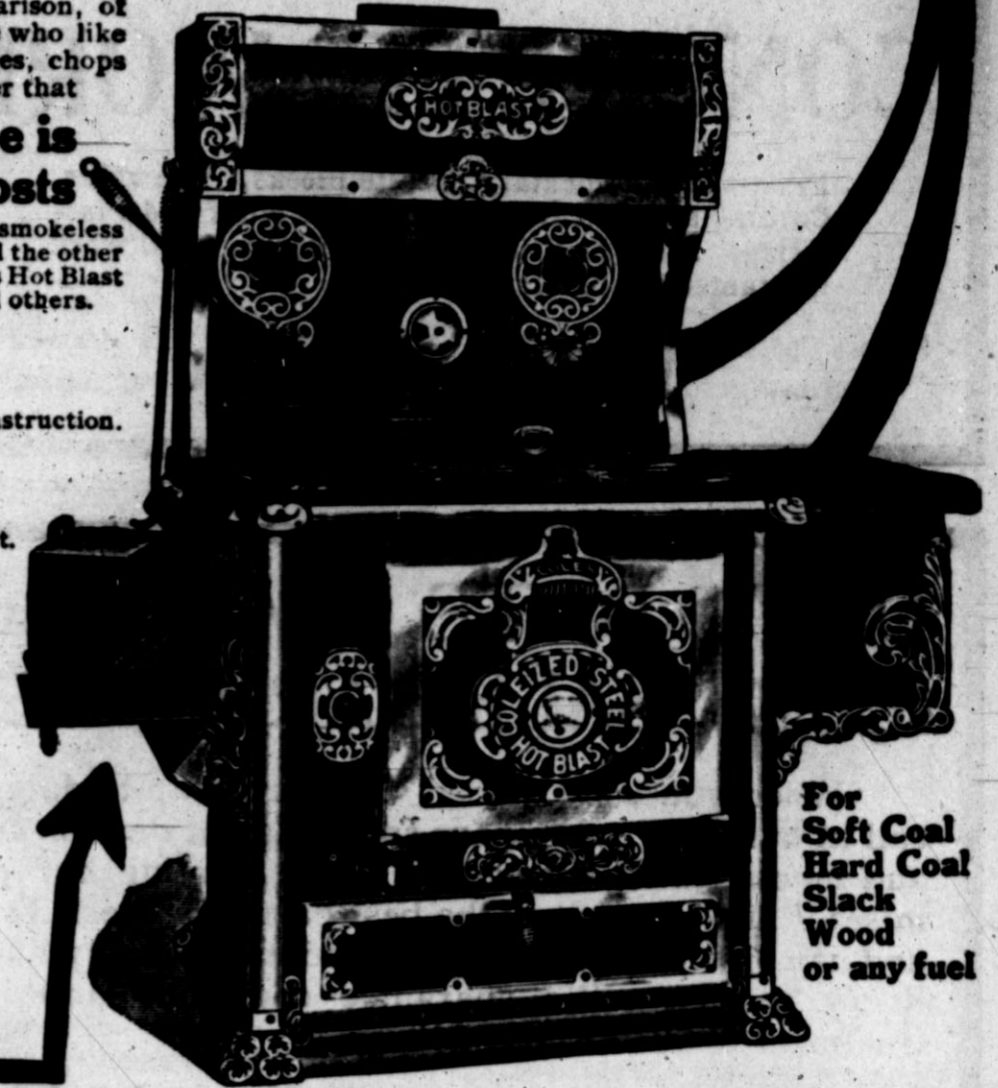
The Handsomest Range Built.

The 50% Fuel Saver.

A Lifelong Satisfaction.

But remember! Cole's Hot Blast Range features are special. You cannot get them with any other range, because they are covered by Government patents. Come and see it.

Hereford Hardware Co.



For Soft Coal  
Hard Coal  
Slack  
Wood  
or any fuel

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



## MARCH 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."



Large and Small Buyers are treated with equal courtesy at this market. If your family is not large you cannot 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

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

# 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

L. R. BRADLEY, Owner      W. T. WOMBLE, Manager

...BREEDERS OF...

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

### Registered Hereford Cattle

Head Headed by Strike Six, No. 156847

Audited by Texas Tom, No. 204446

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

### 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. ROLSON**  
Attorney at Law  
HEREFORD, TEXAS  
Rooms 5-7, Miller-Walker Building

**KING REALTY CO.**  
Lands, Loans and Insurance  
Notary in Office  
Abstracting a 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**      **HILLCREST FARM**  
ALFALFA HAY AND SEED      TURKEY RED WHEAT  
**L. GOUGH**  
HEREFORD, TEXAS

C. G. Witherspoon      W. Claude Witherspoon  
**C. G. Witherspoon & Son**  
Dealers in Panhandle Lands  
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  
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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

## SEEDS

Irish Potatoes, Sweet Potatoes, Onion Sets, All kinds of Garden and Field Seeds. Mail Orders receive prompt attention. Send for catalog

**Roswell Seed Co.**  
ROSWELL, N. M.

### 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.

## THE BRAND LINERS | 15 WORDS CENTS

A good place to advertise anything you want to sell or rent. When you want to buy something, a Limer will bring you an offer quick. Customers not carrying regular ads will please pay cash. Count one cent for each word including initials, numbers and address. Stamps from out-of-town customers will be accepted. PHONE NO. THIRTY

### LOST AND FOUND

LOST—Gold watch, hunting case, Elgin 15 jewel movement, shoe string for chain. Lost somewhere in Hereford. Reward. Leave at Brand Office. A. P. Helphrey.

FOUND—Gold signet ring. Owner can secure same by identifying it and paying for this ad. 3-2t

### FOR RENT—HOUSES

ROOMS—Furnished rooms for rent. See I. H. Spratt at Hubbard's Dry Goods Store. 4t2p

FOR RENT—Furnished house close in to rent for 12 months. O. K. Land Company. 4t2

FOR RENT—Office recently occupied by Suggs and Jones, just east of post office. Apply to W. H. Ray. 4-t2p

FOR RENT—20 acres just northwest of city limits, 15 acres in cultivation, well improved, orchard, windmill, sheds, good six room house, etc. Inquire at J. A. Johnson's Grocery Store. 4tf

FOR RENT—Furnished rooms with electric light and bath. No 301 E. 3rd street, cement walks all the way. 2t3

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

### MISCELLANEOUS WANTS

SIGNS — "For Rent" and "For Sale" signs at this office. 4tf

FOR SALE—320 acres, W 1/2 Sec. Block 8. L. Platt, Manchester, Iowa. 4t2

HOUSE—and lot for sale at \$1,700 cash. See Mrs. J. E. Givens. 2t5p

TEAMS — Good work mules for sale on time to suit buyer. See G. R. Ward. South Hereford. 3 tf

CHOICE SETTING EGGS—From best mating pens. Single and Comb Rhode Island Reds and Black Langshangs. \$1.00 for 15. 3tf Dr. W. I. Joss.

FOR SALE CHEAP—Large safe. Protectograph. J. W. English. 2tf

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

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

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

EGGS—Thoroughbred Rhode Island Red, single comb, \$1.00 per setting. Phone 342: 4-4tp

FOR SALE—1 dozen full blood Barred Rock hens and one cockrel. See Arthur Lay, west Hereford. 1tp

### REAL ESTATE FOR SALE

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

FOR SALE—North 1-2 Sec. 95, Block K-6 Deaf Smith County. Write J. W. Dewein, Burlington, Iowa, 1632 South Central Ave. 3-2t

### CITY PROPERTY

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

### LIVE STOCK FOR SALE

WANTED — Direct from owners, lands in and around the Hereford country that are for sale. Address Mason & McElhenie, La Salle, Ill. 1-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—Span of good young buggy horses for sale cheap. Will trade horses for well work. See P. W. Price. 2-t3

FOR SALE—20 head of horses and mules, most all work stock. Also complete set of farm tools. M. V. Robertson. 2tf

FOR SALE—Four room residence, bungalow style, east front, stable with feed room, well and wind mill, lot 100x200 ft deep, located near the College. Price \$1350. Will accept as part pay span of good horses. If interested, see C. O. Lee. 2-tf

FOR SALE—All of block 90, 91, 92, 99, 100, 101, 102, 103, 104, 106 and 107, in Friona, Texas. Price, \$1450. G. S. DeMots, Hull, Iowa. 2-4tp

# LUMBER

Best Grades, Best Prices, Most Complete Stock  
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MORE FARMERS IN 1910

500

**THE 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

The cost of house depends upon the size and finish. A good and substantial 4-room house can be built for \$500 to \$800. Smaller or larger houses in proportion. A well without a mill will cost about 50c per foot down to 100 feet deep. A barn suitable for horses and cows can be cheaply built.

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