

The Hereford Brand

Vol. 10

HEREFORD, TEXAS, DECEMBER 30, 1910

No. 47

SPELLING MATCH AND DEBATE

Federated Clubs Challenge Other Clubs For Old Time Contest—
Date Friday, Dec. 30th

The Women's Federated Clubs of Hereford has challenged the men of the Hereford Business Clubs to a spelling bee and the challenge has been accepted. The contest is to occur in the basement of the Christian Church Friday night, Dec. 30. The Blue Back Speller is to be used.

Were this all, the excitement in Hereford would not be at such tension, but the ladies have also challenged the men of the club to a joint debate, putting the matter thus "Resolved, That the Women's Club is of more benefit to the town than the Men's Club."

The ladies take the affirmative, of course.

The three men who have been selected to meet the ladies in debate are A. J. Lipscomb, John P. Slajon and W. H. Ray. The debate will occur on the same night as the spelling bee, provided the gentlemen are still in the city at that time. But these gentlemen are of courage tried and true, seasoned debaters, and equipped in every way to defend the honors which their organization has earned. Their friends expect to see them emerge from the contest undismayed, unless it should be impossible for them to be in the city on the night set for the event.

The principal difficulty will not be so much to find three brave and able gentlemen willing to meet the ladies in this debate. The difficulty will be to find judges willing to serve who shall also be satisfactory to all concerned. But this difficulty will certainly be overcome—it will have to be overcome. The heart of the town is set on this debate. It will be the great event of the Christmas holidays, and anyone responsible for a failure of the program will lose in popularity. Also any gentleman who absents himself from the city in the meantime, will be suspected of conduct unbecoming the honor that has been done him.

K. of P's. to Install New Officials.

The K. of P. Lodge No. 411 will install on Tuesday night, January 3rd, 1911, the following officers for the ensuing term. J. C. North, C. C.; Albert Herbst, V. C.; W. R. Evans, K. of R. and S. M. of F.; Ben Short, Prellet; E. B. Posey, M. of Ex.; C. E. Wheeler, M. of W.; Odell Elliott, M. A.; Emmitt Cardwell, I. G.; Dalton Johnson, O. G.; R. E. Cook, Representative to Grand Lodge; C. S. Garrison, Trustee.

All of the members are especially urged to attend this meeting.

Holiday at Hereford

Sunday and Monday were observed at Hereford as a double holiday. All the churches had some special service partaking of the Christmas spirit on Sunday, and as the banks and postoffice observed Monday as legal holiday, that day, too, was observed. Little business was transacted. The round of parties and social functions has continued all the week.

Mr. and Mrs. E. B. Black and children are at Cleburne this week with friends and relatives. Word from them comes that they are enjoying the reunion.

The Happy New Year

Tomorrow the last good day of the year One Thousand Nine Hundred and Ten, Anno Domini, and of the One Hundred and Twenty-First year of our National Republic, the Year Book of our Lives will be closed and sealed. Whatsoever the record written therein may be cannot be changed; such record has been either for better and woe, admixed in proportion to the purposes of our desires and the success of our undertakings. The sum total of all the good we have done with the subtraction of all the bad may show little achieved, but with the approach of a New Year with the New Book clean and clear, let us strive harder to a better record.

With this, The Brand wishes for its many friends a more abundant success, an unbroken chain of happy events, and a full recognition of the opportunities and responsibilities of the dawning New Year of 1911.

LAND AND IRRIGATION COMPANY

Will Operate Model Irrigated Farm and Sell Irrigated Lands Around Hereford

A few men met on Tuesday of this week and made the preliminary steps toward the organization of a land and irrigation company. It is the purpose of the company to equip and operate a model irrigated farm and to sell irrigated lands adjacent to Hereford. A subscription for stock is being circulated and up to date about forty shares have been sold. The par value of each share is \$100. The capital stock will be fixed by the stockholders at their first meeting which will be held as soon as sufficient stock is subscribed.

At the meeting on Wednesday a few committees were appointed: one to solicit stock, one to draw up a charter and one to make a report on the estimated cost of installing pumping plants. This last committee was instructed to get estimates on different styles of pumps and engines.

This move is considered by those who have agreed to enter the organization as a very important one to Hereford and vicinity.

Those present at the two meetings were: L. Gough, A. W. Gregg, J. H. Bowers, T. E. Shirley, H. G. Hays, A. H. Elliston, P. W. Price, S. T. Shore, Ben Short, E. J. Ball, Burl Elliston.

Ice Skating for the Boys

The Brand has a well-laid plan to offer to the boys of Hereford to secure for them a real ice pond for skating. There are many boys who know how to skate and there are many more who do not know the joy of gliding over the ice. The plan is this: Petition the good mayor and council to allow the use of enough water to flood some vacant city block. There are several. With a little work with hoes and rakes, a small height dike could be thrown up around the half block; then the water turned on flooding the lots to a smooth level shallow lake about six inches deep would finish the job. This done at the proper time, the first really cold snap would convert the artificial lake into a fine skating pond. What do you say, boys? All who favor this, say aye. I-I-I! The Brand has in its eye two such fine locations for the skating

pond. Now, boys, get up your petition, sharpen your wits as well as your skates, and get very busy. The weather man will tell you when to turn on the water and Orion will convert it into ice. We'll have the time of our lives.

Later—The Brand has consulted with the Honorable Mayor and he promised to use his good auspices with the members of the council to obtain their consent to use the city water to flood the half block. But he remarked that he hoped to see all the boys act like men. Just what he meant by "act like men" must be surmised but The Brand takes it to mean that all boys who are of school age and who expect to enjoy the skating must be in school every day; in fact the city marshal seems to favor a resolution to the effect that no boy of school age should be permitted to skate during school hours, and The Brand favors this. Any boy who is well enough to skate is well enough to be in school and there is plenty of time for skating after 4 o'clock. So The Brand wants to see the Hereford boys "act like men," and it will see that they get the finest skating in the Panhandle.

SIX WERE KILLED IN THE EXPLOSION

El Paso Smelter Continues Operations as Though Nothing Had Happened

El Paso, Tex., Dec. 29.—Investigation today shows a total of six men killed in the explosion of powder yesterday at the plant of the American Smelting and Refining Co. five miles from this city. The number injured is now placed at thirty. The men were tunneling beneath the slag pile when the explosion occurred.

The smelter is operating as usual today. The dead are: Florentino Navarro, Guillermo Dominguez, Jose Luis, M. Reyas, Juan Tallamanez and Francisco Hernandez. The bodies of the first two have been removed from the pit.

Mr. and Mrs. J. N. Russell left yesterday for North Texas where they will make their future home. They may select Fort Worth as their home and will spend a short time there. Mr. and Mrs. Russell have many warm friends in Hereford who regret to lose them from their circle.

MEXICO REVOLUTION NOT ABATED

Daily Conflicts Between National Troops and Revolutionists Continue With No Definite Results

Dispatches from El Paso, Texas, bearing today's date are to the effect that the Mexican insurgents in the state of Chihuahua have been driven from Mal Paso after sharp fighting. The killed and wounded are not mentioned but those at the front agree that regular organized warfare will now be discontinued by the insurgents and predict several months of guerilla operations before tranquility is restored in the state.

A summary of past activities gives seventeen encounters between the Federal troops and the insurgents from Nov. 18 to Dec. 24 with about 210 lives lost besides the wounded.

The government now has in the disaffected district of the State of Chihuahua 3200 regular troops with artillery and machine guns, as against an estimate of 2000 insurgents, the latter not so well armed and equipped.

The dispatches say that the government officers are repairing the railroads and re-establishing telegraph lines and are actively operating now against the insurrectionists with success.

Special Edition.

Beginning early after the New Year, The Brand will commence the preparatory work of publishing a Special Edition. In order to give ample time to put out a creditable number, it is now thought that the issue cannot come from the press before April 1st.

Mr. J. N. Thornton, of Oklahoma, a gentleman of wide experience in the work, has been employed by The Brand to take charge of this number to which he will devote his time exclusively.

Our reason: The Brand believes that the Hereford country has a near bright future, and it proposes to let others know of our opportunities and advantages in no uncertain terms. Hence the Special Edition.

Mr. and Mrs. F. A. Edwards of Altus, Okla., and Mr. and Mrs. Miles Bivins of Amarillo spent Monday in this city visiting in the Kelly and Edwards homes. Mr. Edwards and Mr. S. B. Edwards are brothers Mrs. Bivins and Mrs. F. A. Edwards are sisters. The party came down by private auto.

POPULATION FIGURES FOR TEXAS

Texas Commercial Secretaries' Association Hands Out Some Interesting Reasoning.

Fort Worth, Tex., Dec. 29.—The Texas Commercial Secretaries' Association has given out the following statement concerning the 1910 Federal Census which gives Texas a population of 3,896,542, a gain of 847,832 over the last Census:

"There are at least a million people in Texas who have not been counted in the 1910 Census Report. The natural increase in population is greater than that shown by the Federal Census Report and we all know that the Immigration Agent has been a powerful factor in the state's development. We have a net increase in our births over the deaths of 79,000 per annum and the Immigration Agent during the past ten years has permanently located not less than 69,000 people per annum in Texas and according to the most conservative estimate estimate this makes our population not less than 4,500,000.

These figures can be verified by the Scholastic Census taken by the State Department of Education in 1910 for the purpose of apportioning the school fund of the state. This Census is taken by enumerators familiar with their work and can be verified by the roll call of the school teachers and checks are issued by the State Treasurer based on the enumerators figures and our Scholastic Census is therefore as nearly correct as it is possible to take a Census. The Scholastic Census for 1910 was 968,267 and multiplying this figure by five we have a total population of 4,841,335. The authority for using five as a reliable multiplier of the Scholastic population to ascertain the total population is obtained by making a comparison of the state Scholastic and Federal Census in counties having the largest population and where the Commercial clubs assisted the enumerators and checked up their work, while the enumerators in the rural districts did not have this assistance. The following list gives a comparison of the state scholastic and Federal Census report in the counties having a population of 100,000 and over:

Name	Census Population	Scholastic Population
Dallas	135,742	27,577
Bexar	119,676	24,028
Harris	115,693	26,581
Tarrant	108,572	20,597
Total	479,689	98,783

These totals give a ratio of 4.86, which used as a multiplier would give the total population of Texas 4,705,777.

It is customary to multiply the Scholastic population by six in order to arrive at the total population. However, all estimates must give way to actual count where the count is correctly taken but mathematical rules developed by correct computation and proven by actual application can always be depended upon to locate errors or omissions in the actual enumeration and there are in Texas omissions or errors of at least a million people in our Census Reports. We have no less than 4,500,000 people residing in the state.

Echoes from Parrott.

We have had a very merry Xmas and we wish all a happy New Year.

Mr. and Mrs. Guss Miller and sons took Xmas dinner with Mr. and Mrs. Metcalf.

R. S. Neely and sister spent Xmas with B. F. Neely and family.

Miss Ethel Jennings spent Friday with Fannie Neely and in the afternoon Hazel Hacker, Rachel Helpbery, Rhoda Bess Fincher, Mable Hacker met at Miss Neely's to pop and string corn for the Xmas tree.

Miss Wagner and her pupils deserve much credit for the admirable program that was given at the tree Xmas eve.

CHRISTMAS PROGRAM.

- Song—Happy Greeting to All
Seven Children
- Reitiation—What can We do to Help
Thomas Metcalf
- Recitation—Christmas Time
Ethel Jennings
- Dialogue—Christmas Time
Nine Children
- Recitation—Watching for Santa Claus
Hazel Hacker
- Song—Santa Claus has Come to Town
Five Girls
- Recitation—The Day After Christmas
Meta Wagner
- Recitation—Poor Papa
Harold Hanlan
- Recitation—A Letter from Santa Claus
Rachel Helpbery
- Dialogue—A Plan that Failed
Two Boys
- Recitation—A Note to Santa Claus
Ottis Edwards
- Recitation—Poor Santa Claus
Willie Metcalf
- Song—Christmas Chimes
Seven Children
- Recitation—A Christmas Grievance
Alva Metcalf
- Recitation—The Borrowed Stocking
Mabel Hacker
- Drill—Waiting for Santa
Eight Girls
- Recitation—Christmas on the Polly
Rhoda Bess Fincher
- Recitation—Jennie's Christmas
Gladys Hacker
- Dialogue—The Plum Cake
Three Children
- Recitation—A Question for Santa Claus
Waldo Jennings
- Song—Christmas Time
Seven Children
- Recitation—Santa Claus' Letter
Willie Fincher
- Dialogue—Aunt Martha on Societies
Seven Children
- Recitation—Hard Times for Georgia
Ned Neely
- Recitation—The Longest Day
Florence Hacker
- Recitation—A Funny Old Man
Charley Hacker
- Dialogue—The Doll's Sad Fall
Four Children
- Recitation—Story of the Unwise Man
Loreta Wagner
- Song—Little Lord Jesus
Six Girls
- Recitation—At Christmas Time
Emmett Edwards
- Recitation—Bobby Christmas Plant
Will Hacker
- Song—Jolly Old Santa Claus
Seven Children
- Dialogue—How She Cured Him
Three Children
- Recitation—Revised
Ethel Jennings

Mr. and Mrs. Hill and Miss Jones took Xmas dinner with Mr. and Mrs. Linn.

Mr. Emmerson Hacker and family called at Mr. John Hacker's Sunday afternoon.

"Jack and Gill."

Items from Lynch School House

Christmas was a most happy occasion at Lynch School altho it is our first year. Early on Xmas eve all the patrons and children and indeed almost everyone in the district met at the school and after many admiring peeps at the beautiful Xmas tree, the work of the skillful fingers of our most efficient teacher, Mrs. C. G. Hill, and Miss Jewel Jones, the committee on tables, went to work and placed a 4x12ft. table at the disposal of the ladies, Mesdames Dukes, Phillips, Pratt, Renfro and Lynch, who proceeded

to spread a supper that appealed to everyone who possessed a Panhandle appetite. One handsome Tennessee bachelor said it was the best supper he ever saw or tasted. Supper over, a good tho not very long program was rendered by the children, assisted by Mrs. Hill and Miss Jones. Then came the visit of Santa Claus with oranges for everyone—thanks to Mr. Wilson. At the teacher's request Santa stayed and helped to distribute the many pretty gifts. Everyone got two or three, and some many more. Thanks to the generosity of the teacher all the children had beautiful packages of candy and a most charming gift, some being books and others toys. The ladies all having pretty bags of candy and the men all received long pink stockings well filled with goodies. After the tree, all gathered around and sang the good-old fashioned songs. At about eleven o'clock all said goodnight and went home with "peace on earth, good will toward men" evident in every voice and manner—such was Xmas 1910. May we all live to attend many others like it.

Alfred Grant ate Xmas dinner with L. S. Dukes, who by the way feasted on a twenty-pound turkey.

Mr. and Mrs. Casey and little son, Ellis, spent Xmas with Mr. and Mrs. Claude Phillips.

Elmo Foster and Ellis Casey spent Xmas eve with Geo. Lynch, Jr.

Mr. and Mrs. C. G. Hill and family and Miss Jones ate Xmas dinner at Geo. Lynch's.

We were sorry to hear that Mrs. Dukes was on the sick list but are glad she is now better.

Mr. and Mrs. Hill and family left Tuesday for Hereford to visit the lady's parents, Mr. and Mrs. J. C. Jones. Old Timer.

Frio Items.

Church was well attended here Sunday.

Rev. Hussey will preach here next Sunday at 3 p. m. All come.

Alfred Stanley and family of Ama

rillo spent Saturday and Sunday with H. H. Stanley and family.

G. W. Cox and wife spent Sunday with J. W. Beatty and family.

Steve Sanders and family entertained at dinner Sunday C. Hammel and wife, Misses Maydolin and Lena Green, Omer Dendy and Rev. M. T. Johnson.

Miss Jewell Dollar attended the Christmas tree at Summerfield Saturday evening and spent the night and Sunday with the Misses Allie and Alma Dendy.

George Cox spent Sunday with R. T. Green.

H. H. Stanley and family entertained the young folks Monday evening and Chancey Tice and wife Tuesday evening with a party. All report a fine time.

Misses Clemmie and Callie Sanders, Omer Dendy spent Wednesday afternoon with Miss Maydolin Green Misses Maggie Ray and Gladys

Messrs Dorris Stanley, Walter Funk and Jim Sain spent Sunday evening at the home of Matt Whiteford and family.

Jim Sanders is spending the holidays with relatives at Frost, Texas.

Andy and Otto Morrison of Summerfield attended church here Sunday.

School will begin again Monday after a two weeks vacation.

Little Gladys Stanley was sick last week.

While at the party at Chancey Tice's Tuesday night, Willis Merrell had a razor and a few other things taken from a valise by some light figured person. The valise was in one of the vehicles. The lifting was supposed to be home talent.

"I had been troubled with constipation for two years and tried all of the best physicians in Bristol, Tenn., and they could do nothing for me," writes Thos. E. Williams, Middleboro, Ky. "Two packages of Chamberlain's Stomach and Liver Tablets cured me." For sale by all dealers.

ASSOCIATED HOUSES
W. A. HUBBARD J. W. HUBBARD B. A. HUBBARD

Hubbard Hardware & Implement Co. Frederick, Okla.
Hubbard Hardware & Implement Co. Grandfield, Okla.
Hubbard Dry Goods Company Grandfield, Okla.
Hubbard Dry Goods Company Hereford, Texas
Hubbard Grocery Company Hereford, Texas

Hubbard Dry Goods & Grocery Co.

HEREFORD, TEXAS, Dec. 30, 1910

NEW YEAR'S GREETING.

The year 1910 has been a good one to us. We have asked for and received a liberal share of your business, and we want to heartily thank you and assure you that we appreciate every purchase you have made whether it be large or small. We hope and trust that the New Year will be a year full of good things for us all. We are going to try harder than ever to merit your patronage and confidence, and if square dealing, honest goods, a fair margin of profit and courteous treatment will do so we will expect to have you in our house often.

We wish for you a very Happy New Year and that it will be a most prosperous one for all the Panhandle.

Your friends,
HUBBARD DRY GOODS & GROCERY CO.

SPECIAL NOTICE.

Notice is hereby given that all City water rentals are due January 1, 1911, for the first quarter of 1911.

Please call at the office of the City Collector, one door west of the Post office and pay same.

It takes funds to maintain the water and sewerage system and we hope that you will be prompt in this matter.

Done by order of the City Council.

Witness my hand this 28th day of December, A. D. 1910. 47-2t

J. H. HEAD, Mayor.
Attest-A. M. JONES, Secretary.
(SEAL)

TO THE PUBLIC!

On the First of January, 1911, I will have in charge the Hawkins & Arthur Meat Market, and in this connection I want to say that the Bakery will be separate from the market. All meats, lards, etc., will be sold for CASH ONLY. I will appreciate all of the old customers and as many new ones as like prompt and courteous treatment and the best value for the least money possible. All coupon books against Hawkins & Arthur must be turned in by the first of the month.

Yours Sincerely,

HENRY CLOYD

Failed in Health

"My mother died six years ago," writes Miss Ruth Ward, of Jerseyville, Ill., "and left me to care for six children. I had never been strong, and this, with the shock of her death, was too much for me.

"I failed in health. I was tired all the time and did not want to go anywhere, nor care for company. I had the headache all the time and such bearing-down pains.

"A very dear friend advised me to take Cardui, as it had done her so much good, so I commenced to use it and now I am in good health."

Take CARDUI

The Woman's Tonic

Women's pains are relieved or prevented and women's strength is quickly restored, by Cardui, the woman's tonic. You yourself know best if you need it, or not.

If you do need it, do not delay, but commence to use it at once. Every day of delay, only lets you slide further down the hill.

Don't wait, then, but begin to take Cardui today, for its use, no matter how prolonged, cannot harm you and will surely do you good.

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

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

Herd Headed by Strike Six, No. 156847
Assisted by Texas Tom, No. 204446
Will sell a quantity of young stock either singly or in car load Lots

BAKERY CUSTOMERS

After the 1st of January, 1911, I will have in charge the Bakery Department of the Hawkins & Arthur Market. I will sell for CASH ONLY and give you the best possible value for your money. You will find at all times a full and fresh line of Bread, Pies, Cakes, Etc.

I will appreciate your patronage and give you courteous treatment at all times. Open Sundays untill 9 o'clock.

Yours truly

G. A. Lewis

UP-TO-DATE LIVERY and SALE BARN

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

A. L. SHERK HEREFORD, TEXAS

Doubt Disappears

No One in Hereford Who Has a Bad Back Can Ignore This Double Proof.

Does your back ever ache? Have you suspected your kidneys? Backache is kidney ache. With it comes dizzy spells, Sleepless nights, tired, dull days, Distressing urinary disorders. Cure the kidneys to cure it all. Doan's Kidney Pills bring quick relief.

Bring thorough, lasting cures. That's what Hereford sufferers want.

Profit then by another's testimony, Twice-told and well confirmed.

Mrs. H. C. Davis of Quanah, Texas, says: "I have a great deal of faith in Doan's Kidney Pills. In 1905 I publicly recommended them, after they had benefited me. The relief that Doan's Kidney Pills brought me at that time has proven permanent and I have no hesitation in confirming my former statement. I suffered from kidney complaint and my case was of long standing. I learned of Doan's Kidney Pills and judging their merit from the good reports I heard in their favor, I decided to try them. I procured a box and they proved of such great benefit that I never intend to change to any other kidney remedy."

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

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

Santa Fe Reading Room.

The Santa Fe will begin work in a few days upon the reading room as announced in the Brand some weeks ago. The one at Vaughan and Clovis, N. M., are being completed and Hereford is slated next. The building will be constructed of concrete with a pebble dash finish, and will be a credit to the road and town.

Cheap Land Wanted.

If you are long on Land and short on Spot Cash see us at once or write price and full description in first letter as we are making a new list of cheap land for quick sale. Buyers get our cash prices as our seven years experience with Hereford property and Panhandle lands may be worth money to you both.

A. H. ELLISTON & SON,

Four doors East Post Office, Hereford, Texas. Reference by permission First National Bank.

Joy Ride Ends

A number of young ladies last Sunday were out for a "joy ride," one of the number being at the wheel. They had spent about an hour in the pleasure, but when turning the corner at East 11th and D streets in swerving the off wheel broke loose and chased away at a tangent, leaving the machine stranded on its three legs. The girls walked back.

Every family has need of a good, reliable liniment. For sprains, bruises, soreness of the muscles and rheumatic pains there is none better than Chamberlain's. Sold by all dealers.

ARE YOU SICK?

PEP SENNA Produces Remarkable Results for Kidney Liver and Bladder sufferers

If you are run down, do not fail to make a request to the Woodworth Laboratory, 1161 Broadway, New York, for a sample of Pep-Senna, the great kidney, liver and bladder remedy, which is curing thousands. The well known saying that "delays are dangerous" applies more fully to kidney, liver and bladder diseases than to anything else. Diseases of the kidney, liver and bladder will stand no trifling, because there is no disease so deceptive; and nothing more fatal.

Look backward and recall to memory the many sufferers, and others who have died during the past year. Have you ever stopped to think how many of them could have been made well and happy just by the use of Pep-Senna, this great health restorer? If you feel down hearted and discouraged, send for a sample today.

THE BRAND LINERS 15 WORDS

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

MISCELLANEOUS WANTS

HOUSE WANTED—To rent modern bungalow, four or five rooms and bath, rent must be reasonable. Inquire at Brand Office.

WANTED—Your land and town property to list for sale and exchange. O. B. Pirkey, office with Park & Nesbitt over First National Bank. 45-tf

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

FIRE INSURANCE is so cheap now that it is in the reach of everyone. Better let me insure your home. R. E. Cook. 10tf

WANTED—Cheap mower and rake, also lister. A. H. Elliston 43tf

628 ACRES—well improved farm 5 1/2 miles southwest of Hereford and 1 1/2 miles east of Summerfield. Will sell or trade. See F. C. Bradley, Summerfield, Texas. 41-tf

SHOATS, FOR SALE—About 30 choice shoats from 20 to 75 pounds at bargains. Phone or write A. G. Bell. 44-tf

WANTED—Direct from owners, lands in and around the Hereford country that are for sale. Address Mason & McElhenie, La Salle, Ill. 1-tf

FOR RENT—Two nicely furnished, 5 and 6 room houses, close in, good side walk. A. H. Elliston & Son. 41tf

ENGRAVED Calling Cards at the Brand Office. Ask to see beautiful line of samples.

FOR RENT—Furnished house, 5 rooms, good barn and garden with water works. A. H. Elliston & Son. 46-2t

WANTED—50 good mules and fillies under 18 months old, must be well bred and price right. A. H. Elliston & Son. 46-2t

WANTED—Good second hand riding Lister, also Broadcast Binder. A. H. Elliston & Son. 46-2t

JERSEY—Thorough-bred jersey Bull and fresh cow for sale 15 miles north. See J. C. Brown. 1tp

FOR SALE—Two span of A-1 mules five and six years old at the H.D. Rucker Ranch 15 miles northwest of Hereford, telephone 214, party line 3 short rings. Also 1 registered Hereford Bull, 5 years old, and some good hogs. 47-4t

THE HEREFORD BRAND ONLY \$1.00 A YEAR



EXCURSIONS!

To LOS ANGELES or SAN DIEGO, CAL. and return, \$75.40; Final limit, 6 months from date of sale.

To SAN FRANCISCO and return, \$84.00. Final limit nine month from date of sale.

To MINERAL WELLS and return \$17.65; Final limit sixty days from date of sale.

For further particulars apply to

R. E. BRYANT, Agent



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Complete Abstract of Title to Deaf
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HEREFORD, TEXAS

YOU'LL LIKE HEREFORD!

S. D. BETTES, M. D.

EYE, EAR, NOSE AND THROAT

HOURS, 9 TO 12 NOON, 2 TO 5 P. M.

CORRESPONDENCE SOLICITED

NEW BIVINS BLDG. AMARILLO, TEXAS

The Rev. Irl R. Hicks 1911 Almanac
The Rev. Irl R. Hicks Almanac for 1911, that guardian Angel in a hundred thousand homes, is now ready. Not many are now willing to be without it and the Rev. Irl R. Hicks Magazine, Word and Works. The two are only \$1.00 a year. The Almanac is 35 cents prepaid. No home or office should fail to send

for them, to Word and Works Publishing Company, St. Louis, Mo., or drop a \$1.50 on the desk of The Brand and get The Magazine, the Almanac and The Brand for one year.

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

Hereford Brand
Published by
The Brand Publishing Co.
G. 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.

IRRIGATION EDITION

The Brand has already laid plans to issue in the early Spring a Special Irrigation Number. This Special Edition will feature the town and country in as attractive a manner as may be possible. Not only will Deaf Smith County be properly represented but Castro County as well. Our special representative, Mr. J. N. Thornton, will visit that county and obtain the information for publication first hand.

The Brand believes in Hereford and its future and for this reason shall endeavor to let the world know what opportunities await the home-builder and investor. While a part of the edition will be devoted to a water supply and irrigation possibilities—other resources of the Hereford country will receive ample attention.

The edition will be fully illustrated, and from 32 to 40 pages will be required to carry the material outlined. The number of copies to be issued will depend upon the support tendered by those interested, but is contemplated that 10,000 copies will be the least number. This will require about two tons of paper and will make 50,000 ordinary weekly newspapers.

The Brand guarantees that this edition will be a credit to the town and country and that its contents will be properly written and carefully edited. It, therefore, solicits the co-operation of all who wish to see Hereford enter upon a new era of prosperous success. Lend a hand.

Poll Tax Payments.

All who fail to pay their poll taxes before February 1, 1911, will be barred from voting on the prohibition constitutional amendment, when it is submitted to the people. No real man ought to allow himself to be placed in such a predicament.

In view of this prospect, every man, between the ages of 21 and 60 is urged to immediately pay his poll tax and urge his neighbors of like faith, to do the same thing. That vast army of young men who will not be 21 before February 1st but will reach that age before the day on which the vote is taken on the prohibition amendment, are urged to supply themselves with exemption papers, which the law requires tax collectors to furnish. Men over 60 years of age, and therefore exempt from poll tax payments, need to get from the tax collector exemption papers in order to be able to vote.

No words will adequately express the vital importance of these matters. Let every man equip himself to do a good citizen's part in this contest.

THERE is one thing quite pleasing about Uncle Sam's census report for Texas. There is not a "naught" (knocker) citizen in the whole lot. Look at it—3,896,542. No not a zero, all good round numbers. Good so far.

DEAR DALLAS and other smaller towns of North Texas,—Hereford has enough water to furnish the boys a winter skating pond and to irrigate a whole county like Collin.

All Don't Look Alike

Neither do all see alike but where there is a difference it should be observed. The publication of a newspaper is a business just like banking and the dry goods business. Banks sell money, dry goods stores sell clothes, etc. Newspapers have two things only to sell—subscriptions and "space." Some newspapers have a job department in which they do all kinds of printing. Of the two commodities "space" is the most valuable and profitable to the papers. They must sell "space" or they cannot maintain themselves in a respectable business way.

No one would think of asking the job department to give them 1,000 letter heads, few men have the temerity to ask a merchant to give him a suit of clothes or even a necktie, and there is no one who would walk into a bank and ask the cashier to count out a hundred dollars for no consideration whatever. Then what? why should a newspaper give away his only valuable commodity "space"? There is no reason under high heaven, and a newspaper man who caters to the free space solicitors either must lose his position or go broke or both. The free space editor is always on the move.

Now, therefore, The Brand has "space" to sell. True, hundreds of news items go into print which are virtually advertisements but where the item is presented in a news form and of interest to the subscribers as "news," no first class paper hesitates to publish the items. But those who would use the news columns should distinguish a difference between items that would promote some private interest and a news item of public import. It is an easy matter to draw the dividing line. When writing an item intended for the paper, or when asking the manager to publish an item, this question should be asked: Do you or your associates expect to receive a direct money return from the publication of the item? If the answer is yes, then it should be paid for.

A question: Then should churches, charitable and public societies be charged for their notices where they expect the public to patronize some entertainment, supper or affair where a fee is charged? The answer can be but one way. The press has always been liberal towards all public societies in publishing their news items. When soliciting committees go out, the editors and managers are never overlooked. If they happened to be members of some church, the deacons and stewards do not pass the hat over their heads; and, if the writer does say it, as a class newspaper men are the most liberal of all men. They never turn down a call, (if they have the wherewithal). Hence, being a contributor to all public affairs and a liberal patron of dinners and entertainments, the newspaperman should not be doubly taxed because he deals in "space." A fair deal and square deal is all they ask.

The Brand is perhaps better understood in this matter by its friends than many of its contemporaries.

The people of Hereford are quick to distinguish between "pay space" and news items. Not often is the Brand asked to give "space," thanks to the good people.

SAMPLE FREE

Are Your Hens Laying?
CONKEY'S LAYING TONIC

Will make them lay without injuring the birds. A Liberal Sample and Valuable Book on Poultry to all who bring this ad to.

Stocking & McLean

The First National Bank

HEREFORD, TEXAS

Capital, Surplus and Profits - \$130,000.00

Total Resources Over - \$500,000.00

OFFICERS: { J. L. FUQUA, President
A. HERBST
E. B. POSEY } Asst. Cash.

DIRECTORS: { L. GOUGH, J. L. FUQUA,
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.

TELL ME If You have Bargains to Offer in City or Country Property.

I have frequent inquiries for both. I make a specialty of exchanges.

Insurance of all kinds sold in strong reliable companies whose Financial Strength and past Record is their best advertisement. Any work entrusted to us will receive careful attention. Satisfied customers is our constant effort.

YOUR NOTARY WORK SOLICITED

Office in Dunlap and Britain Building, Rooms 2

C. O. LEE

Hereford, Texas
Phone 310

THE FIRST STATE BANK

S. B. EDWARDS, President
H. B. WEBB
1st Vice Pres.

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



AND TRUST COMPANY HEREFORD TEXAS

Want Ads 5c Per Line—Try One

Local and Personal

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

Mr. and Mrs. G. W. Barous are visiting in San Antonio this week.

See A. O. Thompson Lumber Co. for Mules and Horses. 43-tf

Wm. Linville is in Missouri on business matters.

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

W. B. Beach is in Amarillo today on business.

"Mound City Paints may cost a trifle more, but—! Hereford Lbr Co"

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

C. W. Warren spent the holidays at San Antonio.

Mules and Horses. See A. O. Thompson Lumber Co. 43-tf

J. D. Jargott spent the holidays with homefolks.

FOR SALE—Four mare mules. See J. H. Pitman. 47-2t

C. E. Edwards of Chicago came in last week to see home folks.

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

Mrs. R. A. Tines and daughter are spending this week at Estelline, Texas, with her parents.

Miss Pattie Estes returned from Baylor University Saturday to visit home folks during the holidays.

Mr. and Mrs. Posey are spending the holidays with relatives at San Angelo.

Mrs. W. R. Anthony of California is spending the holidays with her daughter, Mrs. D. R. Gass.

J. Ray, editor of the Vernon Record, was in the city Friday on business.

Atty. Sam Bratton of Farwell was in Hereford this week on business and visiting.

Miss Hattie Shirley who has been attending T. C. U. at Fort Worth is spending the Xmas days at home.

Miss Lucy Woods is at home from Childress where she has been engaged in the millinery business.

Mrs. Joe Kaliehor, of Floydada, spent the holidays with her parents, Mr. and Mrs. L. McBride.

Mrs. J. E. Kelley and daughter, Josephine, left Tuesday for Quanah where she is visiting her parents.

Mr. and Mrs. Henry Cloyd spent Sunday in Amarillo with Mr. Cloyd's sister, Mrs. McLeroy.

Wanted—Your land and town property to list for sale or exchange. O. B. Pirkey, office with Park & Nesbitt, over First National Bank. 45t3

E. M. Halle of Chicago came in last week to look after some business matters.

J. S. Warner came back last week from Iowa, Arkansas and Kansas to spend the holidays at home.

Mrs. W. M. Cogdell and son are visiting in Oklahoma during the holidays.

Mrs. J. A. Laney and two daughters, of Lockhey, came in today to visit Mrs. Laney's parents, Rev. and Mrs. J. M. Sherman.

LAND FOR RENT—Smooth half section 6 miles east. Well improved. 250 acres in cultivation. See J. H. Pitman. 47-2t

Miss Martha Frederick of Canyon has accepted a position with the Hereford Telephone Company and is now at her duties.

Miss Zolla Garrison, who has been attending the Normal at Canyon, is at home to spend the holidays.

Misses Fern Churchill and Letha Edwards, Canyon Normal students, are spending the festive days at home.

Wanted—Your land and town property to list for sale or exchange. O. B. Pirkey, office with Park & Nesbitt, over First National Bank. 45t3

Miss Hattie Edwards, who is teaching music at Valley Mills, Texas, is in the city to spend the holidays with her mother.

Miss Maude McLean, one of our public school teachers, is spending the holidays with home folks at Clarendon.

Miss Ethel Edwards, who has been attending Clarendon College the past term, is spending the holidays here with friends and relatives.

Mr. and Mrs. W. P. Edwards of Wildorado, Texas, are spending the holidays in this city with friends and relatives.

Dr. L. N. Pennock and two children of Plainview visited with their friends Mr. and Mrs. S. T. Shore last week.

S. B. Moore returned last week from Illinois where he has been closing up his matters to the purpose of making Hereford his permanent home.

See Troy Womble for Windmill work, either new or repair. Experienced in the business. No jobs too large or too small to receive my attention. 44-tf

F. L. Vanderburg, formerly editor of the Recorder, has accepted a position with the Hillsboro Mirror as city editor and advertising manager.

When you have a cold get a bottle of Chamberlain's Cough Remedy. It will soon fix you up all right and will ward off any tendency toward pneumonia. This remedy contains no opium or other narcotic and may be given as confidently to a baby as to an adult. Sold by all dealers.

Miss Lucy Woods entertained quite a number of young people at her home last Tuesday night. A nice time was reported by all.

Mrs. E. B. Black and children left for Cleburne Thursday morning to visit her aunt Mrs. English. Mr. Black goes down Saturday, and Miss Nellie will join them from Georgetown.

Mr. and Mrs. Geo. W. Barcus, and son, left for a ten day's holiday trip Thursday morning. They will visit relatives at Waco and Santone.

Gus Woodburn returned home the first of the week from Waco, where he has been a delegate to the Masonic Grand Lodge.

Mrs. G. A. F. Parker was called by wire last Sunday to the bedside of her father, Mr. Wilson, whose home is at Belton. Mr. Wilson has been an invalid now for some years. Word comes back that he is somewhat improved.

A party composed of S. T. Shore, Ben Short, Claud Rickets, Moyer Shore, with Albert Moore at the wheel, made a 154-mile trip to New Mexico last Monday. Moyers Shore remained with his grandmother, Mrs. Moyers.

Last Monday Mrs. H. D. Rucker left for Kentucky to visit relatives. She will also visit friends and relatives in Cincinnati, Chicago and Kansas City before she returns. Dr. Rucker and his college students are batching at Mrs. Rucker's ranch during her absence. Tonight they are having a big party.

Few realize that we are sleeping over a veritable gold mine. The shallow and unlimited water supply under sixty thousand acres of extremely fertile land around Hereford, is destined to make this one of the most favored spots in the Southwest. No other section on this line of the Santa Fe Ry. from Kansas to New Mexico, has shallow water sufficient to irrigate. The next few months will demonstrate that we have just what thousands of investors are looking for. Keep your eye on the "Hereford Country", the time is not far distant when you will see more activity here than we have ever had in the past. So sure as night follows day; Prosperity follows irrigation. 43tf

L. BASKIN.

Epworth League Program
Topic—Whence Our Life Derives Its Character.
Scripture—John XV 1-7; 1 John III 24; V 12; cf. Ps. V 1-3.
Song—1
Prayer.
Talk on Topic—Mr. Cochran.
Song.
Vocal Solo—C. E. Edwards.
Song.
Leader—Miss Bessie Lay.

The 1911 World Almanac is the archway to a storehouse of reliable information; full details of the 1910 census and of the most important and exciting Congressional Election in fifty years; 10,000 facts and figures about politics, labor, religion, sports, farm statistics, finance, trade, commerce, insurance, money and banking information about our own and all foreign countries, the armies and navies of the world, Panama Canal, aerial navigation, growth of the United States, universities and colleges, postal information, naturalization laws and qualifications for voting; Constitution of United States, population of largest cities of the earth, of 100 largest cities in United States, of all United States cities of 5,000 or more; in fact the 1911 World Almanac will tell you something about everything and everything about a great many things. Price 25c. at bookstores (west of Buffalo and Pittsburg 30c.) by mail 35c. Address The New York World, New York.

Christian Science.
Rev. S. T. Shore, pastor of the First Christian Church, has announced that he will deliver a lecture on "Mrs. Eddy and Christian Science." He has set the time for Sunday, January 8th. Friends invited.

A Card of Thanks
We take this means by which to express our many, many thanks to the good people of Castro County and also those of Hereford who were so very kind to us in our sad bereavement, the murder and suicide of our dear mother, husband and brother-in-law.
The Ramey Children.

Facts

YOU LOSE MONEY

when you allow any of your stock or poultry to remain sick a day.

They give you less results in beef, pork, work, or eggs, when they are not in perfect health. Take a little interest in your own pocket book and doctor them up with


Black-Draught Stock and Poultry Medicine

It will pay you to do this. It has paid thousands of other successful farmers and stock and poultry raisers.

This famous remedy is not a food, but a genuine, scientific medicine prepared from medicinal herbs and roots, acting on the liver, kidneys, bowels and digestive organs.

Sold by all druggists, price 25 cents, 50 cents and \$1. per can.

Write for valuable book: "Success with Stock and Poultry." Sent free for a postal address Black-Draught Stock Medicine Co., Chattanooga, Tenn.



NEW YEARS GREETING

Our Best Wishes to You for the Coming Year

At the close of the present year we desire to extend to all our customers our sincere thanks for their liberal patronage. For the coming year we are already making active preparations to make it eclipse all other past years in every department. With greatest values to offer, larger stocks and additional lines, we feel that we can serve you better than ever before.

Fine New Furniture

At frequent intervals displayed on our floor you will find all the latest and best designs. Whether you buy a piece at a time or complete sets, you can insure your satisfaction, both as to values and quality, from our stock. We have taken special pains to make it easy for the buyer who selects an article at a time.

The Superiority of Our Furniture

is assured by careful selection from factories which have established their reputations on the basis of QUALITY. As an additional safeguard, we make a personal inspection of all furniture before we buy. Thus we offer double assurance as to quality, material, workmanship and finish.

Consistent With The Times

we have marked every article in the house down to the very lowest possible price, thus offering the greatest values to the buyer obtainable anywhere. We propose to make a dollar go farther and count for more in our store at this time than ever before.

If you want Furniture you cannot afford to Overlook Our Prices but you can afford to Look Over Our Values.

"WE HAVE IT AND SELL IT FOR LESS"

201 Main St. **E. B. Black Co.** 201 Main St.

Dairying in the South.

Students of agricultural conditions in the Southern states agree that there is no better section in the country for profitable dairying and stock raising. The cattle tick pest has been a serious drawback and has had not a little to do in discouraging dairying in the South. With this pest eradicated by the aggressive work of the state and federal authorities there is now no reason why the farmers of the south should not appreciate the advantages of dairying.

Some of the finest dairy herds in the country are found in the extreme Southern Southern states and dairying is more profitable there than in the colder sections where dairying is so largely carried on.

There are several reasons for this. Cattle need not be housed so expensively and for so many months in the year. Pasturage is cheaper and forage crops grow abundantly. Cottonseed meal, one of the cheapest and most efficient dairy feeds, is produced in abundance, and markets are unsurpassed.

Perhaps the greatest benefit that can come to the South through the promotion of dairying is the increased fertility of the land. The land will not only produce greater yields but increases in land values must follow.

Dairying consistently followed by the farmers of a community always increases land values. This is due not only to increased productiveness

of the soil, but to the fact that the business itself is a very remunerative one.

The Southern farmer who is anxious to improve his circumstances, and who may not be fully convinced of the benefits of dairying, should ascertain the truthfulness of the above claims before deciding his course. He can secure such information from the U. S. Department or from any of the state experimental stations.

The dairy cow will do more for the farmers of the South than she has done for the farmers of North because conditions there are even more favorable for dairying.

Southern statesman and others in position, to do so should appreciate this great truth and be willing at all times to preach the gospel of the dairy cow to the Southern farmer.

THE NATIONAL DAIRY UNION.

Cotton a Success in the Panhandle.
Plainview, Tex., Dec. 14.—Hundreds of farmers all over Hale and surrounding counties are now getting land in shape to plant cotton next year. One man in Hale county will plant 300 acres in cotton, 300 acres in millet, 400 acres in maize and 500 acres in broomcorn. It is estimated that not less than 1000 acres of cotton will be planted in Hale county next year. A big cotton gin is one of the many new things to be built at Plainview in the next few months. Everybody who had cotton this year made a fine crop. Where can I get cotton seed? and what is the best kind? and how do you plant cotton? are some of the many questions asked by the farmers just now.

Claude, Tex., Dec. 17.—Daniel Garrison last week brought in his last four bales of cotton. The price obtained for the last of his cotton crop was not given out but as the price was nearly one cent above the quotations when he made his first shipment it is reasonable to place the price at not less than \$70.00 per bale. Counting the seed at \$1.00 per bushel (and that is what they sold for at the gin) we find that Mr. Garrison realized \$100.00 per bale for his cotton—\$700 for a side crop.

This crop was only an experiment and did not receive as careful at-

tention as other crops, but so pleased is the gentlemen with results that he expects to double his acreage the coming year.

The example set by Mr. Garrison promises to bring forth good fruits as a large number of our farmers intend planting from ten to fifty acres in 1911. The idea heretofore has been that this country would not produce cotton, but this impression no obtains. It may be true that our lands will not prove as prolific as those of the Mississippi valley, yet with proper attention we can safely count on half a bale per acre, and that is above the average for the state. A crop that will more than doubly pay for the land on which it is grown is worth looking after, and cotton did that in Armstrong county this year.

Ladies Program

The following program will be rendered at the Christian Church Sunday night:

- Song—Rock of Ages.
- Scripture Reading—Mrs. T. E. Shirley.
- Prayer—Mrs. C. E. Wheeler
- Song—The Kings Business.
- The Woman of the Hour—Mrs. W. H. Garrison.
- Solo—Miss Pattie Estes.
- The C. W. B. M.—Mrs. E. E. Ramsey.
- Quartette—Young Ladies.
- Ladies' Aid Society of the Bible—Mrs. L. Gough.

MILLIONS OF LIVES.

An Awful Toll Collected by Consumption—Many Unnecessary Deaths.

If people could only understand that systematic catarrh is an internal disease that external applications cannot cure, they would not need to be warned so often about this malady, which, when neglected, paves the way oftentimes for consumption, at the cost of millions of lives every year. Yet catarrh may be cured, if the right treatment is employed.

The only way to successfully treat catarrh is by employing a medicine which is absorbed and carried by the blood to all parts of the system, so that the mucous membrane or internal lining of the body is toned up and made capable of resisting the infection of consumption and other diseases.

We have a remedy prepared from the prescription of a physician who for thirty years studied and made catarrh a specialty, and whose record was a patient restored to health in every case where his treatment was followed as prescribed. That remedy is **Rexall Mucu-Tone**. We are so positive that it will completely overcome catarrh in all its various forms, whether acute or chronic, that we promise to return every penny paid us for the medicine in every case where it fails or for any reason does not satisfy the user.

We want you to try **Rexall Mucu-Tone** on our recommendation and guarantee. We are right here where you live, and you do not contract any obligation or risk when you try **Rexall Mucu-Tone** on our guarantee. We have **Rexall Mucu-Tone** in two sizes, 50 cents and \$1.00. Very often the taking of one 50-cent bottle is sufficient to make a marked impression upon the case. Of course in chronic cases a longer treatment is necessary. The average in such instances is three \$1.00 bottles. Remember you can obtain **Rexall Remedies** only at our store—**The Rexall Store**

For Sale at Corner Drug store.

Program for C. W. B. M.
Jan. 3rd, 1911.

- Hymn.
- Bible Lesson—1 Timothy 4:2; 2 Tim. 4:5.
- Prayer.
- Evangelistic Work in Jamaica—Mrs. B. K. Nutter.
- Work in Porto Rico—Mrs. Lee Davidson.
- Evangelistic Work in Montana—Mrs. C. H. Garrison.
- Quiz on Evangelistic Work in the United States.
- Leader—Mrs. L. Gough.

The quicker a cold is gotten rid of the less the danger from pneumonia and other serious diseases. Mr. B. W. L. Hall, of Waverly, Va., says: "I firmly believe Chamberlain's Cough Remedy to be absolutely the best preparation on the market for colds. I have recommended it to my friends and they all agree with me." For sale by all dealers.

Don't waste your cream by leaving it in the milk. Get a

SHARPLES TUBULAR CREAM SEPARATOR

and get all the cream. It will save enough to pay for itself in a short time. Come to our store and see it.



At the same time we will be glad to show you our line of Charter Oak and Garland Stoves, Velie Buggies, Moline Wagons, Star and Leader Windmills, John Deere Plows, Van Brunt Grain Drills and anything else in the line of General Hardware.

MAKE OUR STORE YOUR HEADQUARTERS

Garrison Brothers

YOUR CHRISTMAS ORDER

isn't only half complete. you've forgotten about those

Plum Puddings, Nuts, Raisins and Fruit

Have us jot them down while you think about it.

Yes, it's often true in the excitement incident to Xmas that we forget a few things. Here you'll always find a "choice."

FULL STOCK CHRISTMAS GROCERIES AND FRUIT



CARDWELL BROTHERS

IF IT'S LUMBER,

YOU WANT TO SEE

The T. M. Palmer Lumber Co.

We can make it to your interest to buy your lumber from us. Let us give you our figures—they are a convincing argument. **MODERN PLANING MILL IN CONNECTION**

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.

Your wheels will never squeak and will always run smoothly if your axles are greased with

TEXACO AXLE GREASE

the highest grade axle grease on the markets

FOR SALE BY ALL DEALERS.

MADE ONLY BY

THE TEXAS COMPANY

GENERAL OFFICES, HOUSTON, TEXAS



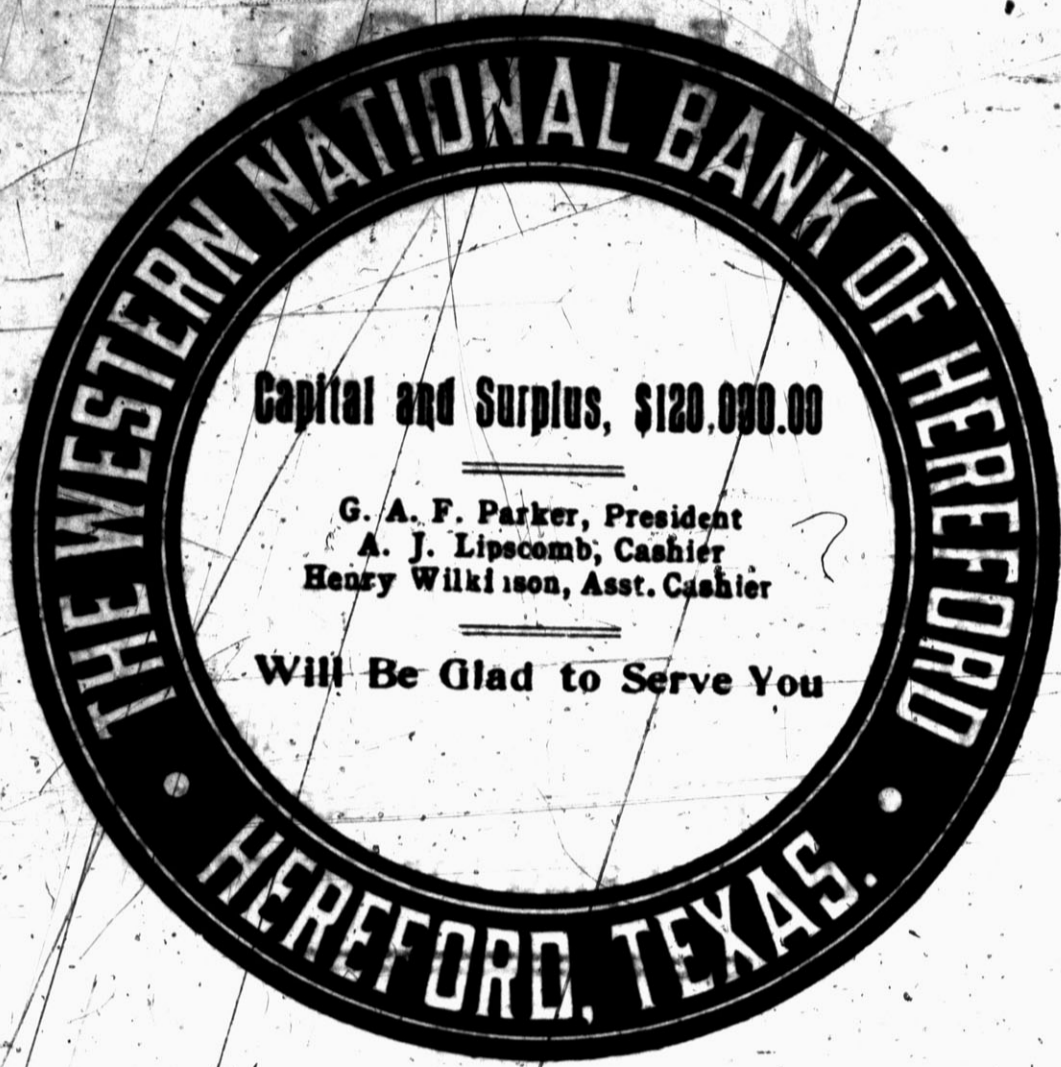
We offer special inducements in quarter and half section tracks close in to actual settlers. We have some on easy payments. Hereford is in the shallow water belt. Write us for particulars. Address **BASKIN LAND COMPANY** HEREFORD, TEXAS.

A Happy New Year
To Our Customers

We take this method to thank our friends and customers for their patronage during the year 1910. You have been liberal in your buying and we trust we have been liberal in the amount and quality of goods we have given you in return for your money. We ask for and assure you we will appreciate a continuance of the same during 1910.

Wishing you a very Happy New Year, we are
Yours for business,

Hereford Hardware



Our New Home

is in the Hereford Grain Co's. old stand, south of the Passenger Depot and east of the Hereford Lumber Co's.

We invite all who want high quality products at reasonable prices to pay us a visit. We are aware of your needs and have set our prices accordingly. Take notice of some of our prices:

Corn, bulk	\$1.20 cwt	Cotton Seed Cake, per ton	\$29.00
Corn, sacked	\$1.35 "	Cotton Seed Meal, per cwt.	\$1.70
Corn, chops	\$1.50 "	Oats, per bushel	47 1-2c
Bran	\$1.25 "	Millet Hay, per bale	40c
Bran, mill run	\$1.50 "	Prairie Hay, per bale	50c
Shorts	\$1.65 "	Alfalfa Hay, per bale	60c

We are strictly bidding for cash and prompt "30 day trade" and will make it to your interest to stay with us. If you think we are discouraged or have any idea of leaving just come and look at our immense stock. By the way Bill, we have been out of coal but have some on the road, and it is good, too. It is the best Colorado Coal. Don't buy any other. Our coal gives satisfaction. We handle Rock Salt and International Stock Food.

Remember the place and that we want your trade and will save you money if you will only stay with us. We carry the most complete stock in Hereford. Phone same as before, 76.

Yours to serve,

Witherspoon & Harrison

Bethel News.

Mrs. B. F. Hodges went to East Texas last week to spend the holidays with her parents.

Uncle Joe Hasser returned from Missouri last Saturday, having been there on special business.

The Xmas program rendered by the school last Friday night was a good one. A good crowd was present. The teacher remembered the pupils by giving them a treat and they in return gave her a present.

Henry Daily and wife spent Saturday night and Xmas at Chas. Hbdges in Hereford. Mr. and Mrs. Hodges had a big Xmas dinner.

Frank Glaspell and family took dinner at W. J. Hamilton's Christmas day.

Chas. Brown and children have had an attack of "Influenza" the past week but are improving nicely.

A. M. Brown and family of your city and J. W. Miller and family partook of the many good things on the table at W. C. Russell's Xmas.

Mrs. W. J. Van Garden is just recovering from a severe attack of neuralgia.

John Dailey ate turkey at C. E. Hopkin's Xmas.

Mr. and Mrs. Deibel of South Hereford spent Xmas at C. C. Bowman's.

B. F. Hodges is sick with an attack of acute indigestion, we hope he will soon be well again.

Geo. Weir has moved on the place formerly occupied by E. W. Short.

T. B. Ridgeway went to Mo., last week on business. He is to return this week.

J. W. Miller and B. F. Hodges helped W. C. Russell butcher on Tuesday.

Buy Your Calendars

For 1912 from a home institution. The Brand can and will save you from 25 to 50 per cent on all orders. Traveling commission drummers will visit the merchants of Hereford within the next sixty days, but you do not have to buy until July if you place your orders with The Brand. Wait until you see our 500 samples from which to select; then buy from a home institution.

Notice of Intention to Apply for Special Law.

Notice of intention to apply to the Legislature of Texas, which convenes in January, 1911, for the passage of an act authorizing the Gulf, Colorado and Santa Fe Railway Company to lease that portion of the railroad of The Pecos and Northern Railway Company extending from Coleman, Texas, to Sweetwater, Texas, or to authorize The Pecos and Northern Texas Railway Company to contract with the Gulf, Colorado and Santa Fe Railway Company for the operation by the officers of the Gulf, Colorado and Santa Fe Railway Company of said Railroad from Coleman to Sweetwater.

The undersigned will apply to the Legislature of Texas, which convenes in January, 1911, for the passage of an act authorizing the Gulf, Colorado and Santa Fe Railway Company to lease the railroad of The Pecos and Northern Texas Railway Company extending from Coleman, Texas, to Sweetwater, Texas, or in the alternative to authorize The Pecos and Northern Texas Railway Company to contract with the Gulf, Colorado and Santa Fe Railway Company for the operation by the officers of the Gulf, Colorado and Santa Fe Railway Company of said railroad, for account of The Pecos and Northern Texas Railway Company. GULF, COLORADO AND SANTA FE RAILWAY COMPANY, BY E. P. RIPLEY, President. THE PECOS AND NORTHERN TEXAS RAILWAY COMPANY, 4215 By E. P. RIPLEY, President.

MAIL ORDER PRICE LIST!

You save the freight when you buy from us.

A. & H. Soda 4 lbs for	24c
Good clean Rice, per lb	3 1/2c
Good Roasted Coffee per lb	18c
Dry Salt Meat, per lb	16c
Smoked Meat, per lb	17c
10 lbs. Pure Hog Lard	\$1.60
25 lbs. Pure Cane Sugar, (not beet sugar) only	\$1.50
25c Can K. C. Baking Powder, only	19c
2 lb extra good crushed Oats, only	9c
Fresh Barrel Kraut, per gallon	40c
25 lbs Salt, only	20c
7 5c sacks Table Salt for	25c
20 lbs. extra good bulk Crackers, only	\$1.50
7 Bars good laundry Soap only	25c
1 gallon of Fancy Table Syrup, only	45c
Home Ground Wheat for Hot Cakes, Whole Wheat Bread or Breakfast Food, per lb	5c
3 cans good Corn for	25c
Evaporated Peaches, good and fresh, per lb	9c
50 lbs. of above Peaches for only	\$3.95
Search Light Matches, per box	4c
Extra good Colorado Potatoes, per lb	2c
Flour Star Special, 48 lbs, only	\$1.35
Royal XXX Flour 48 lbs, only	\$1.40
Amarillo's Best Flour, 48 lbs, only	\$1.40
Panhandle Flour, 48 lbs, only	\$1.55
Meal, 17 1/2 lbs, only	40c

The above is only to give you an idea of the extremely low prices we are making on 1st quality Groceries. Take them and compare them with any Mail Order House's price list. We guarantee to save you money.

Come to our store and examine the quality of our goods—they are sure to please you.

"WE SELL IT FOR LESS"

THE SPOT CASH GROCERY

JARROTT & WILKINSON
PHONE 81 HEREFORD, TEXAS

Notice Stockmen.

From now on I will make head quarters at Stanek & Sberk'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. 30-1f

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

School Reports.

The Brand has printed a supply of quarterly reports for the pupils' grades, etc. These are suitable for any public school.

YOU'LL LIKE HEREFORD!

Record Contest.

Miss Jessie Sisk has been nominated as one of the contestants in the Fort Worth Record Prize Contest. She asks that her friends save all the coupons and place them to her credit. Leave them with J. M. Boone. 36-9t

Society

AT MRS. C. SMITH'S

Last Monday at the noon hour Mrs. Clarence Smith for the pleasure of her two grown sons, Leslie and William, set a dinner for a number of young men. The table was heavy with many good things at the beginning of the feast but light at the end. Turkey with the usual "fixins" and other things too many to name constituted the appetizing menu as only a good woman like Mrs. Smith knows how to prepare. The young men hung around the board for more than an hour and all were fully satisfied. They were E. E. Wilson, J. E. Henderson, O. J. Beene, G. M. Nesbitt, Marvin Cross, Leslie and William Smith.

AT THE LIPSCOMB HOME.

Among the number of social functions which last week brought, none was more enjoyable than the reception given on Friday evening, Dec. 23, by Mr. and Mrs. A. J. Lipscomb, complimenting Mr. and Mrs. J. N. Russell. The Christmas spirit together with the artistic touches of the hostess, had made the receiving rooms beautiful and bright. Holly, mistletoe and autumn leaves were used to produce the effect.

A little booklet had been prepared by Mrs. Lipscomb and in this friends were asked to write wishes for honor guests. Another pleasing diversion was a tree contest which tried the memory of the contestants to the utmost. A matching of tiny stockings was the signal for the couples thus formed to repair to the dining-room where elegant refreshments were served.

Those present are indebted to Mr. and Mrs. Lipscomb for an exceedingly pleasant evening.

A FAREWELL TO MR. AND MRS. J. N. RUSSELL

Mr. and Mrs. Russell have been shown many courtesies the past few weeks, the last of which was extended by Mr. and Mrs. Geo. Irwin on Tuesday evening, Dec. 27. The gracious hospitality of this home is always dispensed in a manner to make each guest feel the real welcome. In pleasing contrast to the lavish use of "winter greens" for decoration Mrs. Irwin used to good effect, large bowls of blooming sacred lilies, the sweet perfume of which filled the house. The passing of dainty score cards, each having a Christmas greeting, announced the game of "42". After a number of progressions were made the guests were invited into the dining room where a delicious two course luncheon was served. At this time Mr. Irwin, in a few well chosen words paid a fitting tribute to Mr. and Mrs. Russell, voicing the sentiment of their many friends. To this Mr. and Mrs. Russell both very beautifully responded. Mrs. Irwin was assisted by her daughter, Miss Louise, and sister-in-law, Mrs. Will Evans.

FOR MR. AND MRS. WARNER.

Yesterday evening, Thursday, December 29th, Mr. and Mrs. W. F. West, in their pretty little bungalow home on 25-Mile Ave. entertained a number of the married couples of the town by giving a very unique and delightful little farewell party to Mr. and Mrs. Joe Warner who will leave in the near future for Russellville, Ark.

There was more or less anticipation of something out of the ordinary when the invitations were extended and a request added to come masked in costume. So when the guests began to assemble it was a rather interesting and varied spectacle,

school girls, grandfathers, cooks, witches, indians, colonial dames, high prelates, etc., etc.

Pretty little score cards were passed announcing "42" and the ever popular game was given a new zest in the wondering of who was who behind the masks. After the fifth progression the masks were removed and little exclamations of delight were heard from those who were correct in their surmises as to identities.

Delicious refreshments consisting of chicken sandwiches, waldorf salad and coffee was served, followed by two vocal selections by Mr. West which received a hearty applause of appreciation.

The evening was thoroughly enjoyable and it was with much reluctance that the adieu were made to Mr. and Mrs. Warner and the genial host and hostess.

A CLUB RECEPTION.

One of the most delightful affairs of the season was the reception given by the members of the Bay View club, on Thursday afternoon, at the home of Mrs. F. T. Roloson. The receiving hours were from 3 to 5 and a large number of ladies responded to this club invitation. Under the soft light of many candles the reception suite was beautiful and quite artistic, mistletoe and pepper berries being used to good effect on the library mantel, while on a table was a vase of real poinsettias, the first many of the guests had ever seen. Ferns and blooming Chinese lillies were the decorations that made the dining room pretty. To the delight of all Miss Pattie Estes gave several vocal selections, and instrumental numbers were rendered by Mrs. D. A. Shirley and Miss Bertha Witherspoon. As a pretty little courtesy the young matrons of this club were pleased to have Mrs. W. T. Stanberry as honor guest. Mrs. Hanson of Friona, a friend of Mrs. Roloson, was also a special guest. Misses Gregg, Jowell, Arthur, and Gyles were included in the house party. Dainty refreshments were served after which favors of mistletoe were given. Many were the expressions of appreciation for a delightful afternoon.

The Younger Set

This season of the year brings to notice numerous little social affairs by the younger set, the first of which was at

THE OBERTHIER HOME

On Wednesday afternoon, Dec. 21, Miss Erina Mounst was at home with Miss Louise Oberthier to a limited number of their friends. After a little frolicking about these little Misses took their places at three tables and played "42" with a zest peculiar to their ages. After a jolly good time for two hours little Elizabeth, assisted by her mother served delicious cream and cake.

FOR SON

The hospitable home of Mr. and Mrs. Oberthier was again open on Monday evening last that they might welcome the friends of their son Fred. Quite a number of the girls and boys gladly accepted this invitation, knowing that a jolly evening was in store for them. Music and progressive games made the time pass all too quickly. Bon-bons, chocolate, and cake were daintily served by Miss Louise and Elizabeth Oberthier.

SUNDAY SCHOOL CLASSES

The great awakening of Sunday schools everywhere to reach a Front Rank basis is having noticeable effect on our city Sunday schools. It is a time of talking, planning and working in the different departments that one class or department be not outstripped by another.

Looking to this end the Interme-

HURRAH FOR 1911!

We hope that it will be the best year that has ever come your way. We want it to be full of all kinds of good things for you. And we want to thank you for the large share of your patronage you have given us during the past year. We appreciate every sale we have made and ask that along with the New Year resolutions you make, that one of them will be to trade more constantly with us. We will always make you glad for the resolution.

For instance, we will start the year out by giving you a chance to buy any Ladies' Tailor-Made Suit in the house at Wholesale Cost. Come see them and remember they go at Absolute Wholesale Cost.

D. R. GASS & SON

Grown in the Hereford Country; Buy It

THERE'S NO RISK.

If This Medicine Does Not Benefit You Pay Nothing.

A physician who made a specialty of stomach troubles, particularly dyspepsia, after years of study perfected the formula from which Rexall Dyspepsia Tablets are made.

Our experience with Rexall Dyspepsia Tablets leads us to believe them to be the greatest remedy known for the relief of acute indigestion and chronic dyspepsia. Their ingredients are soothing and healing to the inflamed membranes of the stomach. They are rich in pepsin, one of the greatest digestive aids known to medicine. The relief they afford is almost immediate. Their use with persistency and regularity for a short time brings about a cessation of the pains caused by stomach disorders.

Rexall Dyspepsia Tablets will insure healthy appetite, aid digestion and promote nutrition. As evidence of our sincere faith in Rexall Dyspepsia Tablets, we ask you to try them at our risk. If they do not give you entire satisfaction, we will return you the money you paid us for them, without question or formality. They come in three sizes, prices 25 cents, 50 cents and \$1.00. Remember, you can obtain them only at—The Rexall Store.

THE HEREFORD BRAND ONLY \$1.00 A YEAR

Church Notice

Evangelical Lutheran Services Sunday afternoon at five o'clock and Sunday school at 10 o'clock at the pastor's home.
A. M. Loonan
601 E. Third Street

YOU'LL LIKE HEREFORD

When your feet are sore and hot and your body chills through and through from exposure, take a big dose of Chamberlain's Cough Remedy, bathe your feet in hot water before going to bed, and you are almost certain to ward off a serious cold. For sale by all dealers.

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

Keep Your Profits

Save those annoying, profit-killing birds by placing in the drinking water

Conkey's ROUP CURE

It kills the germ. Please try and it

CONKEY'S BOOK ON POULTRY (see if you

call or send for postage. Price 10c

Stocking & McLean

Patronize the Home Farmer