

# The Hereford Brand

Vol. 10

HEREFORD, TEXAS, DECEMBER 2, 1910

No. 43

## HEREFORD AT THE CHICAGO SHOW

Grain Exhibit of the Panhandle Best at the Great Chicago Tribune Land Show.

L. Baskin is in receipt of a letter from Mr. McElhenie who is at the Land Show and a part is given showing that Hereford and the rest of the Panhandle is attracting no little attention.

"Mr. Mason and I spent Tuesday and Wednesday at the land show at Chicago, and it pleases me very much to inform you that the exhibit from the Panhandle is the best grain display there is on exhibition in the building. We are having printed, today, 10,000 open letters which we are going to take up there Sunday and stay until the end of the show and hand them out. There are quite a number of companies that have Mr. Chancellor, Secretary of the Amarillo Chamber of Commerce, handing out their literature. It looks like you people down there at Hereford have been very short-sighted in this matter. You should have sent some one up to have represented your country. However, commencing Sunday morning, it is going to be very well represented, as Mr. Mason and I intend to stay there the balance of the show. If you possibly can I would like to have you get a photograph of both of Mr. McDonald's wells in operation, and mail to me at Chicago, in care of Mr. Chancellor, Secretary of the Amarillo Chamber of Commerce, New Southern Hotel, cor. Mich. Ave. and 12th St. This will not only help us out, but also McDonald, as we are making our talk principally on irrigation, and it will pay Mr. McDonald to start the wells and run them long enough to secure these photographs. You will receive this letter Sunday, and by prompt action you can get these photographs to me by Thursday. The land show does not close until the night of December 4th. They surely have a magnificent display of fruits up there. In fact, it should be called an apple show. I noticed two Arkansas black apples in the Panhandle display that Mr. C. said came from Hereford, but he did not know who sent them. Do you? If so, give me the information. There is no better apple on display up there. Next week the International Live Stock exhibition will be on. Also, the apples that took the first prize at Seattle will be on exhibition in the Armory Hall, so there is going to be quite a lot going on in Chicago to attract visitors, and we will meet enormous crowds.

Very truly yours,  
MASON & McELHENIE,  
per Mc.

### Agent Bryant Will Leave.

Mr. and Mrs. R. E. Bryant were checked out the last day of November and they will leave the service of the Pecos Valley. They will move to Santone where they have property and will look after that for a while. Mr. Bryant may turn farmer for a year or two as he owns a valuable piece of land near San Antonio.

When your pipes freeze think of Zero Packing. Non-freezable.  
41tf Warren Hardware Co.

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

### Young Woman Dies.

Miss Mary Newhouse, daughter of Ex-Senator E. M. Newhouse, of Indiana, died at the home her brother at Bovina on Sunday, November 27th. She was sick about four weeks. The remains were shipped by E. B. Black Company to Greensburg, Indiana. Her father and brother accompanied the body back to the old home.

This was indeed a sad death. The young lady had come out to stay for pleasure with her brother who oversees a large ranch for the Ex-Senator and was stricken down.

## SMALL BLAZE IN BAKERY

Hand Brigade Puts Out Before Fire Department Arrives and Make Connection.

A small but threatening blaze occurred in the Hawkins Bake room last Tuesday just before noon. It seems that no one was in the baking department for a few minutes and when Jimmy Robinson the delivery boy went in and found the bread closet afire. Just about that time Buck Roberts happened in and the boy told him that it looked like that gasoline stove was going to do something. Buck assented and left the room, and turned in the alarm. The members of the Brand office with chemical hand fire extinguishers responded and soon had the blaze past recognition except for the charred condition of the room. About that time the fire wagon arrived and run out a short string of hose. The wagon made a second run and was ready to do service, but too late.

The morning batch of dough was on the tables ready for the oven, but they, save a few that got sprinkled with acid and soda, were as good as new, after being cooked.

The damage done to the building will amount to considerable.

### Junior Endeavor Program.

Song—  
Leader.—Ted Estes.  
Bible Be's Consecration Meeting.  
Scripture Reading, Eph. 5:1.  
Songs:  
Outline Talk.  
Prayer.  
Recitation.—Susie Lackey.  
Songs.  
Blackboard Talk.  
Recite the Shepherd Song.—Carl Soapher.  
Song.  
Benediction.

### A Card of Thanks.

I am very thankful to the many people of Hereford who have been so kind and sympathetic to us during the illness of Mrs. Boyd, and allow me the privilege of expressing to them in this way my sincerest gratitude.

Respectfully,  
J. C. BOYD.

### Death of Mrs. J. C. Mason

The many friends and acquaintances of Mrs. J. C. Mason will be grieved to learn of her death which occurred in Dallas on Nov. 26th. She had been an invalid for several years and it was for her health especially that she and her daughters, Mxie May and Grace, came to Hereford five years ago and remained here two years. For months she was under the care of a trained nurse and skilled physician but the call came. Her Christian character was above reproach.

## SANTA CLAUSE IS COMING

If You Will Write Him Your Needs He Will Visit Your Home.

The Brand will as usual open its columns for the publication of the Children's Christmas letters. For three years now, the admirers of the universal Patron Saint have poured out their wants and needs in the form of letters published in The Brand, and the event has proved to be so popular that the friends of the paper nor the management desire to discontinue the beautiful custom. So The Brand invites all the children to write their letters to dear old Santa. The Brand will publish these letters on December 16, but in order to give time for old Santa to read the letters and make up his big pack of presents, the letters must be in this office by December 8. There is no promise that any letters received after that date will be printed. Only letters of children who are ten years or under will be printed this year. The children who can write should not ask mama, or papa, or big sister to write their letters for them; and where the letters are written for the little tots, use their own words and phrases. If big folks try to fix the letters up in style, they will be sure to ruin the little letters. Let them be written in the simple and confident style of the children's own words.

Now don't forget the date—December 8—but send them in before that and it will help old Santa get them assorted and he will know how to arrange his big flying machine. You know he will leave his reindeers in the cold north where the snow flies, and when he gets into the sunny Panhandle, he will ride in a flying machine, unless it happens to snow just before Christmas day; then he will come in his old sleigh. Last year he came in an auto, but he says they are too uncertain to make all the visits in, as the gasoline engines usually balk when speed is most needed. So look out, if it is clear and sunshine is bright, dear old Santa will come in a flying machine; but if it snows, you will hear the sleigh bells ringing.

High School Play, Dec. 23. 1t

### C. W. B. M. Day Program

Song—All Hail the Power of Jesus name.  
Devotional—Rev. S. T. Shore.  
Invocation—Rev. T. G. Nance.  
Chorus—All Thy Works Shall Praise Him.  
Paper—The General Call of the Jubilee Year, Mrs. S. J. Dodson.  
Paper—This Year's Special Call to the Christian Woman's Board of Missions, Mrs. W. C. Jones.  
Music—Jubilee Song, Adelaide Gail Frost.  
Address—We are Able, Mrs. E. Ramsey.  
Call for Offering—Mrs. L. Gough Song—Souls in the Heathen Darkness Lying.  
Benediction—Rev. S. T. Shore.  
This exercise is to be held in the basement of the Christian church on Sunday evening, Dec. 4, at 7 p. m. Friends cordially invited to attend.

### Land Wanted.

Have a cash buyer for land within 10 miles of Hereford. Must be a bargain. Don't tell me about it unless the price is attractive. See me at once.  
40-2t  
A. C. ELLIOTT.

### Frie Items.

Mr. Rayzor of Hereford lectured here Sunday on Sunday School work which was much appreciated by all present. At the close of the lecture our Sunday School was reorganized with John Dendy, superintendent; Miss Jewell Dollar, secretary; and Miss Joe Green, treasurer. May the old and young come out and help keep the Sunday School from being abandoned again.

Steve Sanders and family entertained at dinner Sunday Misses Leta Satterwhite, Jewell Dollar, and Messrs Omer Dendy and Smith of Tulia.

Misses Sue Wilson, Maydoline Green, Claudia and Samy Sain were entertained at the home of Miss Maggie Ray Stanley Thursday afternoon.

Miss Alma Whiteford spent Saturday and Sunday with homefolks.

Matt Whiteford and family, Mrs. J. W. Beatty and daughters took dinner with W. B. Green and family Thanksgiving day. A comfort knotting being the order of the day, but our good neighbor Mr. Poth and wife invited us over to fish, so after partaking of Mrs. Green's good Thanksgiving dinner we all got in the wagon and drove to Mr. Poth's pond where 22 large fish and several small ones were caught. We then drove to Mr. Poth's house where the fish were fried and eaten. Late in the evening all departed for their respective homes, voting Mr. and Mrs. Poth ideal entertainers and feeling that they had all spent a very pleasant day.

Miss Maggie Ray Stanley spent a few days last week with Misses Alie and Alma Dendy.

Charlie and Miss Hagenstoz entertained the young folks Friday night very pleasantly before they leave for their future home at Peoria, Ill. They have lived in our midst for two years and have made many friends that will sadly miss them.

Cap Hammel and family spent Tuesday with J. O. Linsey and wife.

Willis Murrel was thrown from a horse one day last week. He was not seriously hurt.

J. W. Beatty and family had for their guests Saturday, Mrs. Matt Whiteford and daughter Alma, Mrs. W. B. Green and family and Miss Sue Wilson.

Mr. Hagenstoz and family spent Wednesday with Will Sain and family.

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.

D. N. Brockman and family will leave tomorrow for Topeka, Kansas, where they will make their future home.

W. H. Walker and family will leave Sunday for their former home at Red Water, Texas.

## SANTA FE READING ROOM

System Will Erect Display and Reading Rooms at All Important Stations Along Line.

The Santa Fe System thru its Education Department has planned to erect a reading room and display hall at all the important stations along the route in Texas and New Mexico. The advance agent was here this week and selected the location for the building, which will be on Main street on the right-of-way between D. R. Gass & Son's and the track.

Three or four large rooms will be constructed; one for a reading room, one for farm and garden display, and one for a ladies' rest room. Ten men will be here next week to begin work on the building.

Besides this work, the Santa Fe has employed a stereodican company and a male quartette to sing the praises of the Southwest thruout the north and east. Scenes of farm and ranch life, and views along the route will be given in every important town in the country. The advertising department of this road proposes to show the people what the Southwest is.

### Entertainment

There will be an entertainment at the Methodist church, Friday night, Dec. 9th, given by Mrs. O. E. Thomas' oratory class assisted by other local talent. A splendid program that every one will enjoy has been arranged. All are cordially invited and urged to come. Proceeds go to the Woman's Home Missionary Society.

Admission, adults 25c and children 15c. 43-2t

### The Little Folks

Dear Children: The Christmas Season is here and that means that Santa Claus is actually coming in about three more weeks. But my! how busy you should keep yourselves so he will not pass any of you by and not give you a present.

"Santa Claus is such a dear,  
A jolly good fellow, full of cheer.  
His laugh is so merry and his wink so cute  
As he rides along blowing a flute:  
You cannot see him far or near  
So he really has nothing to fear,  
But in at your window he may peep  
And hover near while you sleep.  
To see if all your errands were done  
Before you join in the jolly fun.  
So, be as good as little mice  
And before you act think twice."  
I have known Santa Claus for hundreds of years and so I've told you just this little bit about him.  
Your Christmas letters should be addressed in care of Mrs. Santa Claus. I shall write you again if I learn any news. All in a bustle.  
Mrs. Santa Claus.

YOU'LL LIKE HEREFORD!  
Mrs. W. D. Hawkins and children left Monday for Ochiltree, where Mr. Hawkins has a station. She stopped for one day at Canadian to visit with the family of Rev. M. E. Hawkins. Mr. Hawkins had preceded her with their car of household goods to Glacier, from which point they will go overland to Ochiltree.



at our mammoth furniture store now a new and attractive line of mattresses are displayed that will produce sound, restful rest. they have strongly made springs, goat hair tops with new, bright colored coverings. the kind that last. come and see them at the store that saves you money and gives you time. it's the big store with the little prices.

**E. B. Black Co.**  
FURNITURE AND UNDERTAKING—HEREFORD, TEXAS

**COLD DAYS**

**Hot Drinks**

THAT SOUNDS NICE, BUT THE REALIZATION IS NICER

APPETIZING, STRENGTHENING, SATISFYING

Chocolate,

Tomato Nectar, Beef Tea, Celery Bullion,

Tomato Bullion,

Clam Bullion, Vigoral,

Malted Milk Drinks

**E. T. WOODBURN & SON**

"THE NYAL'S STORE"

**Notice Stockmen.**

From now on I will make head quarters 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. 30-1f

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!

**Summersfield Issues.**

(Delayed from last week)

There is a new addition being built to the school house at this place.

Miss Mamie Bergman and Claudie Sain were out collecting chickens last week for the Ladies Aid Society to send to Buckners Orphans Home at Dallas, for Thanksgiving dinner. The girls collected over 70 chickens.

Mr. and Mrs. Frank Bradley were business visitors in Hereford Wednesday afternoon.

Grandma McMinn is improving, she is able to sit up a part of the time.

The Ladies Aid is quilting at Mrs. J. P. Roberson's last Tuesday. The society is going to send a box to the Orphans Home for Christmas.

There is talk of organizing a B. Y. P. U. at this place next Sunday, which will be a great help to the young people.

Mrs. W. J. McMinn and Miss Annie Stokes took Thanksgiving dinner with Dr. H. H. Taylor and family.

Misses Stokes and Bergman called on Rev. Bailey and family last Wednesday.

Mr. and Mrs. H. C. Bergman called on Dr. Walker and family Wednesday afternoon.

There was a large crowd at the Literary entertainment last Saturday night.

"Wild Rose."

**Echoes from Parrott.**

Messrs A. C. and I. D. Grant have a bailer and are doing good work. We are glad to have one in our neighborhood.

We were very glad not to lose our neighbors, Mr. and Mrs. Guthrie. We are delighted that they have decided that they have decided to stay with us.

Mrs. B. F. Neely has been very ill for ten days confined to her bed most of the time and Miss Bell has also been indisposed.

B. F. Neely, Ned and Charlton, ate Cranberries and Turkey with R. S. Neely and sister Mrs. Neely and Miss Bell were kept at home by illness much to everyone's regret.

Miss Grant has gone to spend the winter with her mother. She is very much missed here. At Sunday School and in the neighborhood we find she has left a large place and we will all be glad when she comes back to fill it.

We were pleased to have Mr. and Mrs. L. Ricketts at Sunday School with us last Sunday. We need the help of all our good neighbors and we hope they will continue to come.

Remember that next Sunday in the month and we will have Mr. Edwards with us to preach. All come and give him a good house.

Mr. and Mrs. F. R. Metcalf and family took Thanksgiving dinner with Mr. and Mrs. Gus Miller.

Fannie Neely enjoyed a pleasant call from Mrs. Jennings Monday.

"Jack and Gill."

**Christmas Cards FREE!**

Not Cheap Trash but Ten Beautiful Ones.

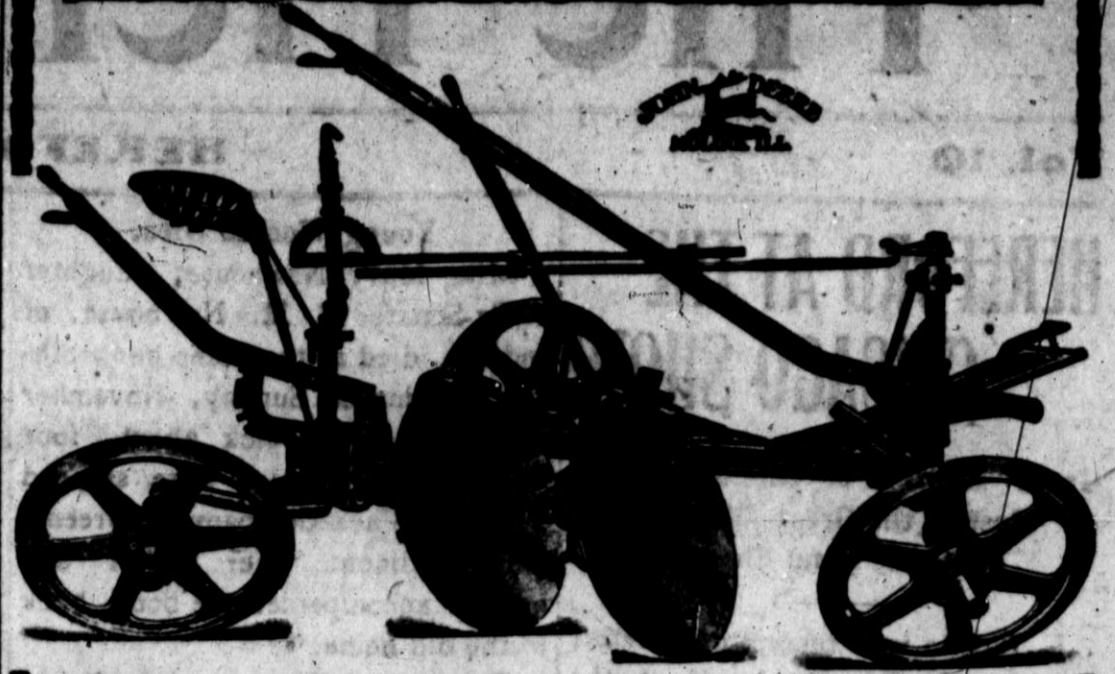
I want to send free to every reader of The Hereford Brand, 10 beautiful imported, embossed, colored Christmas post cards, all different, without any advertising on them whatever.

I do this because I want people to know the high grade cards I carry at manufacturers' prices. If you prefer beautiful New Years cards say so when you write. All I ask is that you send me 4c in stamps to cover postage. Address C. T. Johnstone, Pres., Dept. 1, Rochester, N. Y. 43-2tp

**Auto Livery**

Service, good; charges, reasonable; Phone 135. S. B. Moore. 42-4p

**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



**'Shelf Goods'**

(but not including all those shown in the illustration) constitute a strong feature of our

**Grocery Store**

As we cater to the best trade, we buy only first-class goods where quality is always conspicuous. Our stock being large and varied, if you want the best you should trade here.

Stock is fresh daily and price always close to cost

**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.

**If you read this you will learn something**

Maybe you already know it, if so, all right, if not, it is to your interest to know.

**Texaco Axle Grease**

has better lasting qualities and gives better satisfaction than any other axle grease on the market. It is truly the farmer's friend. Get some.

FOR SALE BY ALL DEALERS.

MADE ONLY BY

**THE TEXAS COMPANY**

GENERAL OFFICES, HOUSTON, TEXAS

### WHAT THE KIDNEYS DO

Their Unceasing Work Keeps Us Strong and Healthy.

All the blood in the body passes through the kidneys once every three minutes. The kidneys filter the blood. They work night and day. When healthy they remove about 500 grains of impure matter daily, when unhealthy some part of this impure matter is left in the blood. This brings on many diseases and symptoms—pain in the back, headache, nervousness, hot, dry skin, rheumatism, gout, gravel, disorders of the eyesight and hearing, dizziness, irregular heart, debility, drowsiness, dropsy, deposits in the urine, etc. But if you keep the filters right you will have no trouble with your kidneys.

Julius Rondot, E. Third St., Amarillo, Texas, says: "For a number of years a member of my family was subject to attacks of backache. Doan's Kidney Pills were finally used and they brought great relief. This remedy is deserving of endorsement."

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.

#### 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

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



We offer special inducements in quarter and half section tracts 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.



### Throw Away

that wash tub of yours for all work such as we do at this laundry. Our prices are so low for family washings that you can't afford to be harrassed and worried by home laundry work when we do it so reasonably and far better.

#### THIS LAUNDRY

solicits patronage of families as well as individuals. Superior work, low price and prompt delivery is guaranteed our patrons. Give us a trial.

ROUGH DRY  
6 Cents Per Pound

Hereford Steam  
Laundry

Telephone 246

## Society

#### WITH MRS. R. E. NORTON

In the wake of the Thanksgiving festivities came a dining by Mrs. R. E. Norton on Friday, Nov. 25, for her daughters, Misses Ruby and Una. A pleasing and palatable diversion from the imposing gobbler was crisp fried chicken with all the accessories.

Conversation, music and a shooting contest made the afternoon all too short.

Those enjoying the hospitality of this suburban home on this occasion were Mrs. D. A. Shirley, Misses Barnard, Lacy, Hagan, Carter, Cope and Hunter.

#### AT THE KARR HOME

A very pleasant affair and one of double significance was the one o'clock dinner given on last Thursday by Mrs. Geo. Karr. The guest of honor was Mr. G. S. Buster, of Leeds, South Dakota, eldest son of Mrs. Karr. Mr. Buster had been away from the parental home for six years, so this occasion was a family reunion, except for the absence of one daughter who is visiting in Oklahoma.

Other guests were Mr. and Mrs. George Burns and family, Mrs. W. B. Boyd, Mrs. C. G. Burns and daughter, Miss Mary.

Both the association of friends and the bounteous repast will be pleasant memories.

#### COMPLIMENTARY TO MISS WEAVER

Among the social functions of last week none were more enjoyable than the informal "42" party given Friday evening, Nov. 25, by Mrs. C. W. Warren, honoring her sister, Miss Weaver, who is with her for the winter.

The gracious manner of the Warren household made this occasion one to be pleasantly remembered by the many guests. The spacious rooms of the receiving suite were artistically decorated with potplants and chrysanthemums. Quite a number of games of "42" were played and the good natured rivalry of the players to see who could get the greatest number of punches added to the merriment of the evening.

Miss Potter rendered several piano selections to the delight of all.

A dainty salad course was served.

#### IN HONOR OF JOWELL AND VAUGHN

On Saturday evening, November 19th, Mrs. A. C. Elliott, in her home on 25-Mile Avenue, entertained in honor of her very good friends, the Misses Nannie Jowell and Mildred Vaughn.

One always considers themselves especially fortunate to receive an invitation to the Elliott home, for they are assured before hand of a most pleasant and congenial evening, and on this occasion the expectation ran even higher, for it had been intimated that the beautiful Elliott chrysanthemums were in full bloom, and they in themselves are a rare treat.

Mrs. Elliott has a really rare collection of chrysanthemums of probably a dozen varieties, and these regal flowers were banked deep in the large double windows of the parlor, while in the dining room was another hardly less splendid show. The many exclamations of admiration which the guests bestowed showed their full appreciativeness.

The evening was devoted chiefly to "42" being interspersed with piano selections by Mrs. D. A. Shirley and the Misses Gyles and and Elliott. While a reading by Miss Lola Lacy as she stood in front of the large bank of flowers was hardly less charming than the flowers themselves.

Most delicious coffee and dainty chicken sandwiches were served as refreshments.

A GUEST.

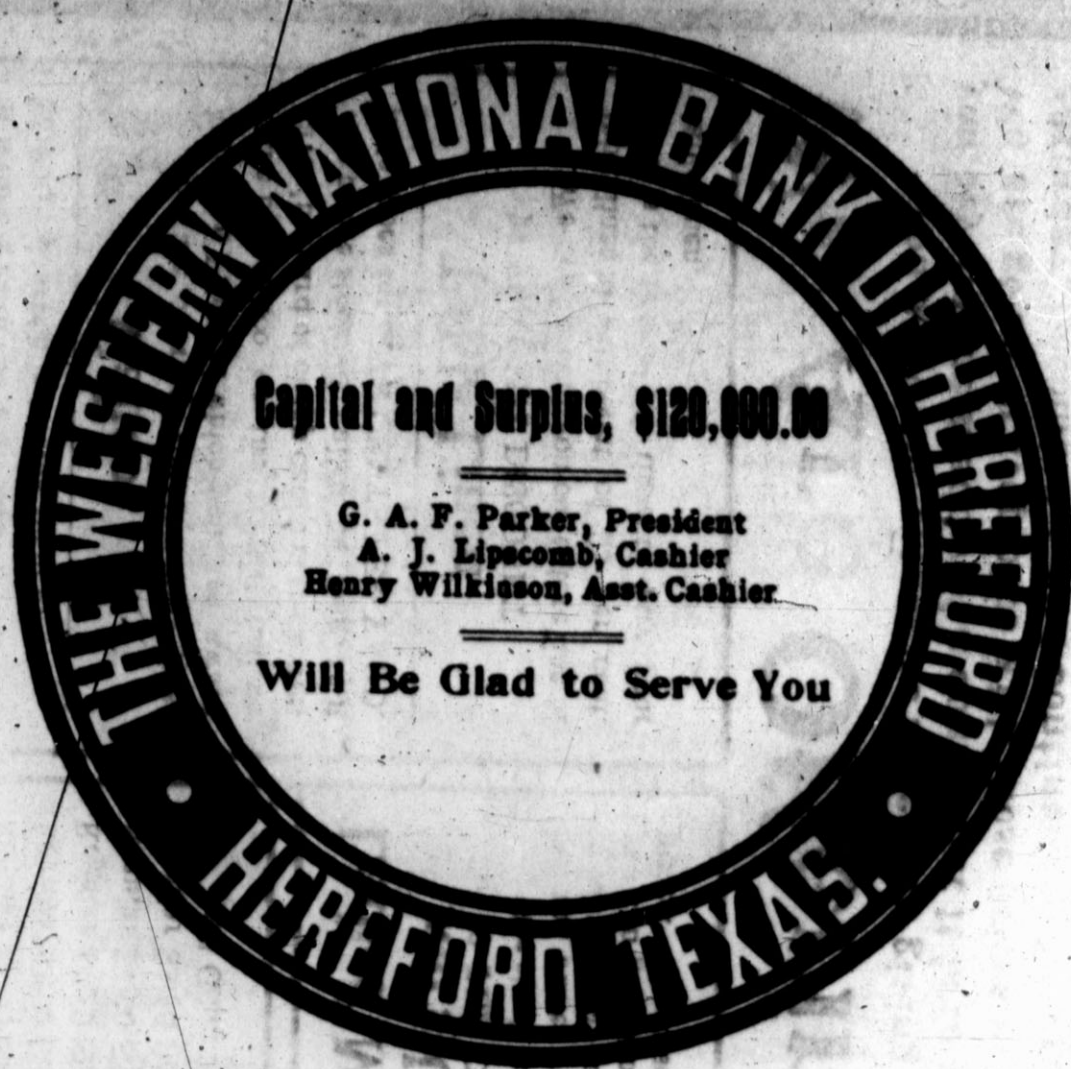
#### Keep Your Profits

Save those annoying, over-heated throats by placing in the drinking water

#### Conkey's ROUP CURE

It kills the germ. Prices 50c and \$1. CONKEY'S BOOK ON POULTRY free if you call or send 4c postage. For sale by

Stocking & McLean



# 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	\$20.00
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

#### Anti-Cigarette League

The Anti-Cigarette League will meet at the Methodist church on Tuesday, December 6, at 3 p. m. All members are urged to be present.

#### Trapping Party.

Geo. Dent, H. G. Tucker, and Martin Simpson are spending the winter in the mountains of New Mexico trapping. Reports from them indicate that they are meeting

with success, and besides having a lot of pleasure they are reaping a good profit.

Zero Pipe Packing the kind that will not Freeze. Warren Hardware Company. 41ft

# THE HUBBARD DRY GOODS AND GROCERY COMPANY'S GREAT KNOCK-OUT SALE

## BEGINNING SATURDAY, DEC. 3, CLOSING SATURDAY, DEC. 24

Right at the time when you need the goods we are going to offer them to you at prices that will stagger you. We offer you a clean stock of merchandise equal to any in the Panhandle. The Holidays will soon be here and if you are going to need anything in the Dry Goods and Grocery line, it would be to your interest to come in and look our stock over while it is complete. In conducting our sales we have always done just as we advertised, and if we have ever had a dissatisfied customer it is unknown to us. Remember this sale is for CASH and nothing will be charged at prices quoted below. Keep in mind the opening and closing date, and do not fail to visit our store during that time for the bargains we are offering you are truly marvelous even when it is for the cash only that you can secure them. This is the very best opportunity you will have this year to buy high quality merchandise at such bargain prices. Get busy, let us show you the goods.

### MISCELLANEOUS BARGAINS

#### Bleached and Brown Domestic

We are going to offer you this line at an unheard of 15 per cent discount, which enables you to buy for less than it's really worth at the mills. We hardly think that any intelligent buyer can afford to pass this opportunity by as these goods are staple at all times.

#### Gloves

We are very heavily loaded on both men's and ladies' gloves, and in order to move them we are offering you anything in this line for either men or ladies at a discount of 20 per cent.

#### Trunks, Grips, Etc.

We have the latest things in this department, and at prices that you can't afford to pass up. If you need a trunk or

and we have quite a variety to show you in the new novelties in Neckwear, Hand Bags, Hair Goods, Etc., which we are going to offer you at 75c on the Dollar.

#### Handkerchiefs

We will make it to your interest to look through this line, as our stock is very complete and well bought. We are making a reduction of 20 PER CENT in this department.

#### Oil Cloth

We have nothing cheap to offer you in this line, as we only handle the best grades that can be bought, but we are going to offer our regular 25c seller for only 18 CENTS PER YARD. Now is the time to buy your oil cloth.

#### Lace Curtains

We have the most complete line in Hereford. It's the last chance you'll have to get quality goods like these at a discount of 50 PER CENT. We hardly think there is a lady in the Hereford vicinity that cannot afford a pair of lace curtains at these prices.

#### Quilts, Blankets and Counterpanes

In this department we have the best assortment that can be found in the city. We are throwing this line on the market at a discount of 25 PER CENT. It will be worth your while to look them over.

#### Calico

We are offering you the very best American Prints of which you are aware is the best calico on the market and we haven't a yard of cheap calico in the house. The entire stock of calico as long as it lasts, goes for FIVE CENTS PER YARD.

#### Table Linen

We are offering you our entire line of table linen at a discount of 25 per cent. Now is the time of all times to buy your table linen.

## Men and Boy's Clothing, Overcoats, Extra Pants

### Men's Clothing

All brands of Clothing except the Hart, Schaffner & Marx goes in this Great Knock Out Sale at just HALF-PRICE. If you are in the market for a suit, you will surely take advantage of this great sacrifice. We are cutting the price square in two.

Regular \$25.00 Men's Suits	\$12.50
Knock-Out Sale Price	
Regular \$20.00 Men's Suits	\$10.00
Knock-Out Sale Price	
Regular \$15.00 Men's Suits	\$7.50
Knock-Out Sale Price	
Regular \$12.50 Men's Suits	\$6.25
Knock-Out Sale Price	

All the Famous Hart, Schaffner & Marx Suits go in this Knock-Out Sale, at 33 1-3 Per Cent Discount



### Boy's Clothing

All boys suits go at 50c on the Dollar—just HALF-PRICE. This includes the famous Hercules Brand. We are closing all of them out, in order to make room for our spring line. They are all of good quality and the price we know is such as will appeal to you. All boys Extra Pants go at the same discount.

### Men's Extra Pants

We have just received a nice shipment of the latest styles and patterns in this department. We offer you the greatest reduction on Men's Pants that you ever heard of in Hereford. We include the well renowned makes such as Hart, Schaffner & Marx, Penant, and the

All other Pants go at the same discount including the Corduroy and Whipcord

REMEMBER THESE SALE PRICES ARE FOR CASH ONLY

### MISCELLANEOUS BARGAINS

#### 9-4 and 10-4 Pepperal Sheeting

15 PER CENT DISCOUNT  
This is the last opportunity you will have for some time to buy this grade of merchandise at such low prices, as we all know that everything in this line has advanced rapidly in the past few months. This opportunity gives you a chance to buy your sheeting for even less than you did at the cheap cotton prices.

#### Sheets, Pillow Cases

We carry in this stock a line not excelled anywhere. Owing to the fact that we are too heavily loaded in this department and in order to turn them into cash, we will throw the entire stock on the market at a discount of 15 Per Cent. You will bear in mind that all goods of this kind have advanced greatly in the past few months, but having had a large stock on hand, we are able to offer you gingham for less money than you could buy at wholesale.

#### Wool Dress Goods

Ladies, here's an opportunity to buy your new dress at 75 per cent on the dollar. We have a large assortment of dress goods including Panamas, Voils, Serges and Broadcloths. In fact anything you will find in a first-class dress goods dept. All go at 25 Per Cent Discount.

#### Silks

This line is complete carrying with it the latest patterns and designs. There is no chance for you to lose by purchasing anything in this department, especially at the cut throat price of 25 PER CENT discount.

#### Ladies' Petticoats

20 PER CENT OFF  
We have a full line of Heatherblom, Sateen and Silk Petticoats for ladies that we are offering you at 20 per cent on the dollar.

#### Ladies' Skirts

Ladies' top Skirts go at 1/3 price. Now is the time to buy your new fall skirt at 50 per cent on the dollar. It will pay you to see our line before buying.

#### Sweaters

for Men, Ladies and Children  
We have a complete line of Sweaters that we are offering you at a great bargain. All shades and patterns go at a discount of TWENTY PER CENT.

#### Head Scarfs

Will go during this sale at cut throat prices. Your choice of the entire assortment at a discount of 25 PER CENT.

#### Ribbon

Now is the opportunity of your life to supply your wants in this department as we are offering you the entire stock of ribbon, which is very complete, at a discount of 25 Per Cent

and noblest materials and the quality is beyond dispute. Don't let this opportunity to buy an Overcoat get past you.

REMEMBER THESE SALE PRICES ARE FOR CASH ONLY

### Embroideries and Laces HALF PRICE

Ladies, here is your opportunity to get your Embroidery and Laces at almost a song. We have a nice line for you to select from and are offering you the entire stock at just ONE-HALF PRICE.

## FREE! FREE! FREE!

To the one holding the lucky number Saturday December 3rd, at 3:30 will receive \$3.50 in Merchandise either in Dry Goods or Groceries. Remember ticket and ticket holder must be in the house at the time of the drawing. With every ONE DOLLAR CASH PURCHASE we give you a ticket which entitles you to some valuable presents. Every Saturday at three-thirty for the next few months.

### Dress Trimmings.

In this Department we have the most complete stock to be found in Northwest Texas, including Lace, Silk Banding, Over Lace, and Yoking. In fact everything pertaining to Dress Goods. We offer you this line at a discount of 33 1-3 per cent.

### SHOES! SHOES!

Never before were you offered such bargains in high quality Shoes. We offer you Hanan & Sons, J. E. Tilt and Dr. Reed Shoes at 50 per cent discount—just HALF-PRICE. All other brands go at a discount of 25 per cent or ONE-FOURTH OFF, including Burt & Packard "Korrek Shape" Shoe for Men; Dorothy Dodd Shoes for Ladies; and the Webster School Shoe for Children, the shoe that put St. Louis on the map. We also have a full line of house shoes for both men and women. You will find our Shoe Department very complete.  
Regular \$6.00 Shoes, Knock-Out Sale Price...\$4.50  
Regular \$5.00 Shoes, Knock-Out Sale Price...\$3.75  
Regular \$4.50 Shoes, Knock-Out Sale Price...\$3.35  
Regular \$4.00 Shoes, Knock-Out Sale Price...\$3.00  
Regular \$3.50 Shoes, Knock-Out Sale Price...\$2.65  
All Other Shoes Go at the Same Discount

### Ladies' and Misses Coats and Coat Suits ONE-HALF OFF

Our line of Ladies and Misses Coats and Coat Suits for this season comprises one of the most beautiful lines ever brought to the city. A great deal of care was used in their selection and we believe that we are justly proud of the values that we are able to offer you. You will find them in the very latest styles and materials, and consider that they go at HALF PRICE, it is an opportunity that you cannot, in justice to yourself, afford to pass by. Call and let us show you the large line we have in stock and the price they will be sold at and we are sure that you will buy.

### HATS AND CAPS

We are offering you a great reduction on Men and Boy's Hats and Caps, all the new styles and shapes are included in this sale. We carry the Jno. B. Stetson, and the famous Three Dollar Star & Kingsbury Hat, both in stiff and soft shapes. We are offering the entire stock at 33 1-3 per cent off.  
Regular \$6.00 Hats, Knock-Out Sale Price...\$4.00  
Regular \$5.00 Hats, Knock-Out Sale Price...\$3.35  
Regular \$4.00 Hats, Knock-Out Sale Price...\$2.50  
Regular \$3.00 Hats, Knock-Out Sale Price...\$2.00  
All Other Hats Go at the Same Discount

### Men's Sox, 20 Per Cent Off

Do you wear sox? We have the finest selection of Men's Sox that can be found in the city.

### Ladies' Men's & Children's Underwear 20 PER CENT DISCOUNT

Our stock is very complete in both fall and winter weights. Now is the time to supply your needs in this line while you can get them at such ridiculously low prices. Come see them for yourself.

## Hubbard Dry Goods and Grocery Company

HEREFORD, TEXAS

### Towels

15 PER CENT OFF  
We have a full line of towels, including bath towels, linen towels and huck towels; also huck and crash toweling that we are offering you at a 20 PER CENT discount.

## We Are Offering Great Values in Our Grocery Department

You know the values we have been giving you in our Grocery Department for the past several weeks. You know that the CASH has gone a long ways. We believe that we have proven to you beyond the shadow of a doubt that it is to your interest to buy your Groceries from us. The price reductions in the Dry Goods Department are truly sweeping in their power to move the goods. We are going to keep pace with those prices in our Grocery Department and if such be possible even excel in the values we will offer you during this GREAT KNOCK-OUT SALE which begins Saturday, December 3, and continues to Saturday, December 24—TWENTY-TWO DAYS OF UNEQUALLED OPPORTUNITY TO BUY GROCERIES. Our big stock of first class Groceries is in fine shape to enter this Great Knock-Out Sale and we are surely going to do our part in making this the greatest of all sales ever held in Hereford. We are truly proud of the Grocery Bargains we can offer you. The length a LITTLE CASH will go will astonish and please you. Groceries are something you must have and we are the people who are going to give you prices in that line that cannot be equalled elsewhere. Space does not permit us to quote prices but we can assure you that if you will call in and see the goods and the prices you will not go elsewhere.

**The Hereford Brand**  
Published by  
**The Brand Publishing Co.**  
S. 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.

**FIGURE IT OUT FOR YOURSELF.**

It is easy to figure out the time to which you have paid your subscription. If the figures on the little yellow label reads

1 Dec. 10

that means that you have paid up to December 1, 1910 and that one dollar will be due on that date. If the little label reads

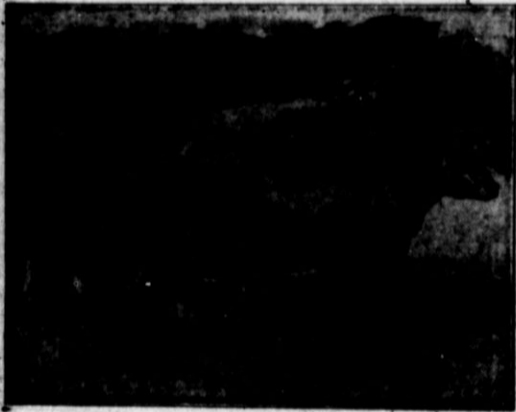
15 Aug. 10

that means that your subscription expired on August 15, 1910, and that your name is liable to be dropped from the "roll up yonder" at most any time. The postal laws presume that all newspapers drop all names when the time expires and in order to keep the mails from being loaded down with delinquent subscriptions, the authorities require that names be dropped after a certain period of delinquency or postage must be paid by stamps. This no publisher can afford to do, as it cost 52 cents per year to deliver the paper.

Therefore, The Brand calls upon all subscribers whose time is now expiring to come across with another good American Dollar if they want the paper another year. This is not a threat but a dun and it is to be hoped that this due notice will spur your memory to immediate action. It takes money to run even a hot air furnace.

**THE JERSEY COW.**

Now that Hereford farmers are beginning to ship cream it is time to begin the search for good dairy cows. The jersey has been awarded the highest honors as a butter maker.



It is a waste of time and money to keep a cow that does not give enough milk and butter to clear some profit. The butter fat contained in the cream is bringing 28 cents per pound at present. A number of farmers are shipping cream.

**BETTER THAN AN OIL WELL.**

Since the announcement that oil had been discovered in Deaf Smith county, many papers have republished the facts and a score or more of inquiries have been received asking for more information. But the Tierra Blanca Valley has something far better than oil wells—and that is, water in every well. These wells if properly developed and the water properly applied will increase the value of all the land in the valley from its present price to \$100 and \$200 per acre. A well with a capacity of 500 gallons per minute on an 80-acre unit will make any farmer independent and independence is

better than riches. Unlike an oil well an irrigated farm will continue to produce profit and will grow better and better. And it will not cost near as much to sink a good water well. Oil wells are uncertain things anyway. More men lose on the gamble in oil wells than ever make a dollar. Yes, a good well in the Tierra Blanca Valley is better than oil wells, every time the wheel of fortune turns.

RECENT census figures show that the large increase in Texas population is due not only to the exodus from the cities and towns of other states, but that farmers from the Northern and Eastern states have moved within our borders by the thousands, which proves beyond a doubt that Texas is an ideal farming state, possessing a soil not equalled in any other state in the Union besides winters that are delightful and summers that are comfortable.

**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.

**Notice.**

By request of the Board of School Trustees and the President and members of the Anti-Cigarette League, all parties, whether members of the Anti-Cigarette League or not, are asked to not use the outdoor Gymnasium on the public school grounds at all unless some teacher is present.

No one is allowed on the School grounds on Saturdays and Sundays, or holidays.

C. L. SULLIVAN,  
41-2t City Marshall.

**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 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,  
E. 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.

**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 Buildings, Rooms 2 and 4

**C. O. LEE** Hereford, Texas

**THE FIRST STATE BANK**

S. B. EDWARDS, President

H. B. WEBB,  
1st Vice Pres.

J. THOS. WEBB, 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

Want Ads 5c Per Line—Try One

### In Bad Fix

"I had a mishap at the age of 41, which left me in bad fix," writes Mrs. Georgia Usher, of Conyers, Ga. "I was unconscious for three days, and after that I would have fainting spells, dizziness, nervousness, sick headache, heart palpitation and many strange feelings. "I suffered greatly with ailments due to the change of life and had 3 doctors, but they did no good, so I concluded to try Cardui. "Since taking Cardui, I am so much better and can do all my housework."

# Take CARDUI

The Woman's Tonic

Do not allow yourself to get into a bad fix. You might get in so bad you would find it hard to get out. Better take Cardui while there is time, while you are still in moderately good health, just to conserve your strength and keep you in tip top condition. In this way your troubles, whatever they are, will gradually grow smaller instead of larger—you will be on the up-grade instead of the down—and by and bye you will arrive at the north pole of perfect health. Get a bottle at your druggists' today.

### 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  
Ankled by Texas Tom, No. 204446  
Will sell a quantity of young stock either singly or in car load Lots



## Peters' "Diamond Special"

This is Style No. 2605.

We named it "Sky High" on account of its all around good

qualities. It is made of fine Gun Metal Calf, with good, honest, Solid Leather Soles that will wear like iron. The Button Upper adds a Snap and Style that puts this shoe in a class by itself.

We are covering the feet of thousands of Texans who are highly satisfied with Peters' Shoe Co.'s "Diamond Specials." Ask your dealer to show you a pair. If he does not have them—write us.

Peters' Shoe Co. ST. LOUIS.

## 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

The Rev. Irl R. Hicks 1911 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.

### For Sale or Trade

No. 1—320 acres. A fine farm and stock proposition. About 130 acres good farm land, 70 acres in cultivation, balance fine grass. 28x28 ft. house with 4 rooms, some out buildings. Patented land, perfect title. Price \$15 per acre. \$1080 encumbrance, 8 per cent interest. This land is located 7 miles from Wheeler, the county seat of Wheeler County, Texas.

No. 2—640 acres in Wheeler County, Texas, 4 miles from town, 18 miles from railroad. 580 acres of this land is fine farming land with 400 acres now in cultivation. 3 sets of improvements with good well and windmill at each house. School house on corner of section. Price \$27.50 per acre; encumbrance \$3,400 of which runs for four years at 6 per cent interest. Will take half in good trade. \$2500 cash, balance on good terms.

No. 3—160 acres of good land in Wheeler County 1 mile from good little town. 130 acres in cultivation. Can all be farmed; fenced with road on two sides. Will grow good corn, cotton and alfalfa. Price \$40 per acre; \$3000 encumbrance; \$2000 of which runs four years yet at 6 per cent interest. Owner will exchange this for good well located property in Hereford, unimproved land, good young mules or good clean stock of groceries.

No. 4—662 acres of farm and grazing land in Wheeler County, Texas, 8 miles from county seat 250 acres good farm land, 120 acres now in cultivation. 3-room house, sheds and other out buildings. Good well of water, 39 feet deep with windmill; a fine orchard of about 5 acres. 502 acres of this is school land; 97 1-2c due the state. \$2200 encumbrance. Price \$17.50. Will exchange equity for any good trade worth the money. This is a fine proposition and a money maker.

No. 5—160 acres, 3 miles from good little town in Wheeler County, Texas. This is a beautiful quarter section, all smooth; 100 acres in cultivation, fair house and out buildings, good well and windmill. Clear. Owner will exchange this for a good clean Grocery stock to the amount of \$1500 or \$2000 and give good terms on balance. Price \$27.50 per acre.

No. 6—160 acres of land, 3 1-2 miles from good little town in Wheeler County; 140 acres good farm land, 45 acres now in cultivation, 80 acres fenced; no other improvements. Price \$15 per acre; encumbrance about \$350. Owner will exchange his equity for good residence in Hereford.

No. 7—640 acres raw land in Wheeler County, 7 miles from McLean a R. R. town. 300 acres good farm land on this section, balance fine grazing land. Price \$16 per acre; \$4100 encumbrance. Owner will trade equity for Livery stock, land or grocery stock.

No. 8—9 1-4 sections of land, 7 miles from Wheeler, Texas, all fenced with 5-wire fence; spring water; 80 per cent good farm land. Will quarter well. Price \$17.50 per acre; \$42,000 encumbrance which will run five years at 6 per cent interest. Owner will consider any good trade for half this amount and give good terms on balance.

I have many other good trading propositions.

If there is any one in the Hereford or Dimmitt country who has good well located town property or land to exchange for any of the above property, write or call on

J. A. WEAR, Hereford, Texas.

Warren Hardware Company will be glad to show you some Lap Robes at a price that will interest you. 40

## THE BRAND LINERS 15 CENTS

A good place to advertise anything you want to sell or rent. When you want to buy something, a Liner 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

FOR RENT—good 5-room house with well, sheds, corrals, garden orchard and 5 acres of land. A. H. Elliston. 31-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

MAIZE—35 acres of maize in shock and about 15 tons in stack for sale. Also about 4 tons of June corn fodder, and the same amount of millet hay. F. C. Bradley. 412c

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

WANTED TO BUY—A few young mules and mares. See Vern Witherspoon, Hereford, Tex. 42-3tp

FOR RENT—A well improved 10 acres of ground, good house, big mill, 1000 gallons per hour, will irrigate several acres, one acre bearing vineyard. Acre in orchard. D. W. Hawkins. 41-3t

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.

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

WANTED—The Hereford Nursery wants a few hundred second hand sacks. 43-2t

## 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

### Attention!

We now have a first class boot and shoe maker. We solicit a share of your business. Norton-Powelson Saddlery Company. 3514



## 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, \$84.90. Final Limit nine months 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



Shipping Trees by the Carload

## HEREFORD NURSERY

L. P. LANDRUM, PROPRIETOR

### Professional and Business Cards

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

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

F. T. ROLOSON  
Attorney at Law  
Miller-Walker Building  
HEREFORD, TEXAS

HILLCREST FARM  
"TURKEY RED WHEAT"  
L. GOUGH  
HEREFORD, TEXAS

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

D. F. Ashbrook Geo. W. Dale  
ASHBROOK & DALE  
ALL KINDS OF INSURANCE  
AND LOANS. Phone 273.  
Office 1st door South of First National Bank

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

YOU'LL LIKE HEREFORD!

S. B. 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

**Local and Personal**

High School Play, Dec. 23. 1t  
I'll meet you at the Corner Drug Store. 38tf  
Don't forget to come see Santa Claus down at Gass & Son's. 1t  
Week's Break-up-a-cold Tablets, 25 cents per box at Betts & Clark.  
Everything in the Harness line at the Hereford Hdw. Co. at cost, 34tf  
"Mound City Paints may cost a trifle more, but—! Hereford Lbr Co"  
Lap Robes at prices that will please you. Warren Hardware Co. 40-tf  
Mules and Horses. See A. O. Thompson Lumber Co. 43-tf  
Miss Avis Beard of Canyon City visited friends here Sunday.  
Cole's Hot Blast Heaters at the Hereford Hdw. Co's. 34tf  
Warm running water and alfalfa pasture for horses at Sulphur Park. 43-4t Geo. W. Irwin, Jr.  
J. W. Alexander of Dimmitt was in Hereford Wednesday.  
When your pipes freeze think of Zero Packing. Non-freezable. 41tf Warren Hardware Co.  
One half pound, two, three and five pound boxes Lowney's candy, just received, Betts & Clark. 4212  
If you want any help in making Xmas gifts or dressing dolls cheap, call on Mrs. Dent. 43-2t  
I. N. Dillard was in Amarillo Wednesday and Thursday on business.  
Now is the time to buy Berkshire pigs at R. H. Norton's. 41-4t  
Harness to go at Cost at Hereford Hardware Company's. 34tf  
Warm running water and alfalfa pasture for horses at Sulphur Park. 43-4t Geo. W. Irwin, Jr.

Mrs. C. M. Hunt was called to Seymour last Tuesday on account of the illness of relatives.  
The best of all heaters—Cole's Hot Blast—at Hereford Hardware Company's. 34tf  
At Gass & Son's you will find most acceptable presents for the older folks as well as for the children. 1t  
Jack Killough of Castro County was in Hereford Monday and Tuesday.  
**Santa Claus Headquarters will be at D. R. Gass & Son's this year. 1t**  
Buy your Christmas toys early. You will find them in all sorts and kinds at Gass & Son's. 1t  
Judge C. F. Kerr and W. D. Woodlee of Dimmitt were in Hereford last Saturday on business.  
High School Play, Dec. 23. 1t  
I'll meet you at the Corner Drug Store. 38tf  
Work and buggy harness at cost at Hereford Hdw. Co. 34tf  
R. E. Cook took up his duties as Justice of the Peace last Monday. Several cases were disposed of.  
Zero Pipe Packing the kind that will not Freeze. Warren Hardware Company. 41tf  
**Men's Suits and Overcoats, 25 per cent discount for 10 days.**  
Come and see our large stock of Grain and Hay just south of Passenger Depot. Witherspoon & Harrison. 42-14  
It's a Cole Hot Blast Heater you want this winter. Hereford Hardware Company. 34tf

Hugh Gill, of the Recorder force, returned Monday from a week's visit to El Paso.  
Children come down to Gass & Son's and see the many beautiful things they have for Christmas. 1t  
Place orders for grain and hay early with us. Witherspoon & Harrison. 42-12  
See A. O. Thompson Lumber Co. for Mules and Horses. 43-tf  
If you are in the market for Berkshire pigs. See R. H. Norton. 41-2  
W. B. Beach was in Mobeetie this week closing up a deal by which he becomes owner of a fine section of land through J. A. Wear.  
Warm running water, natural protection and alfalfa pasture for horses. Sulphur Park. 43-4t Geo. W. Irwin, Jr.  
The Arcadian Cafe this week moved from the Walker side of the Miller-Walker building to the side owned by Mr. Miller.  
When your pipes freeze think of Zero Packing. Non-freezable. 41tf Warren Hardware Co.  
Gus Woodburn and S. B. Edwards were at Amarillo Monday evening to take the Knight Templar degree of the Masonic order.  
Big assortment Lowney's Candies just received at Betts & Clark. 4212  
Come to see us in Hereford Grain Co's. old stand. Witherspoon & Harrison. 42-4t  
Mrs. O. S. Thomas who has been here on an extended visit to her sons, O. E. and O. S. Thomas, Jr., returned to her home at Honey Grove, Wednesday.  
Warm running water, natural protection and alfalfa pasture for horses. Sulphur park. 43-4t Geo. W. Irwin, Jr.  
Palmer's exquisite perfume and Toilet waters at Betts & Clark. 4212  
Mrs. T. J. Lovelady of Clovis, who has been visiting her sister, Mrs. J. E. Garrison, left last week to spend the winter, in Central and South Texas.

L. Gough and T. E. Shirling were delegates to the Missionary Convention of the Christian Church at Clarendon last week. They gave a most interesting report at the local church last Sunday.  
**Big Reduction for ten days on Ladies' Suits and Coats and Childrens Coats Ladies' Hats 1-3 off. Geo. A. Stambaugh's Cash Store.**  
Oscar Taylor, son of Dr. and Mrs. A. L. Taylor has gone to Roswell where he will open a real estate office to sell Pecos Valley land.  
Miss Nellie Berry came in Tuesday to spend a day with her father and left Wednesday afternoon for El Paso where she has accepted a position with the Southwestern Immigration Company of that thriving city.  
Lap Robes at prices that will please you. Warren Hardware Co. 40-tf  
Miss Lula B. Wear, daughter of J. A. Wear, returned last Saturday from Plymouth, Illinois, where she has been for sometime on a visit to her grandparents. She says that she was glad to get home and that Hereford looks good to her.  
Come in and let Warren Hardware Company sell you a Lap Robe at cost. 40-tf  
Buckner Orphan's Home Rally Tuesday night, December 8th at the Baptist church the following program will be rendered:  
Song ..... Congregation  
Scripture Reading ..... President  
Prayer. Song.  
Reading ..... Miss Lacy  
Violin Solo ..... Ruth Wilson  
Song ..... Boys  
Quartette  
Reading ..... Mrs. Jarrott  
Solo ..... Mr. Powelson  
Quartette  
Reading ..... Miss Lacy  
Song ..... Eloise Pittman  
Talk ..... Rev. Boyd  
Offering. Benediction.

**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, NEXAS

**For Sale—10 Rhode Island Red Hens. \$1 each or 10 for \$9. Mrs. Geo. A. Stambaugh.**

Come in and let Warren Hardware Company sell you a Lap Robe at cost. 40-tf  
C. G. Bratton of Farwell is here this week attending the bedside of his brother-in-law, W. B. Palmer, who has been quite sick with pneumonia the last ten weeks.  
I'll meet you at the Corner Drug Store. 38tf  
Warren Hardware Company will be glad to show you some Lap Robes at a price that will interest you. 40  
Gus Woodburn duly elected delegate of the Hereford Lodge leaves tomorrow to attend the meeting of the Grand Lodge of Texas.  
We are not night-hawks and neither does our wagon leave the store after 6 p. m. Place your orders accordingly. Witherspoon and Harrison. 42-14  
There were so many Thanksgiving dinners in Hereford and community that it has been impossible to ever get a list of them. Anyway there are a few less turkeys since that day.  
I have a 3-story hotel in East Texas to trade for good unencumbered land in the Panhandle. Must be near railroad. Write or see A. C. Elliott, Hereford. 43-2t  
Zero Pipe Packing the kind that will not Freeze. Warren Hardware Company. 41tf  
**YOU'LL LIKE HEREFORD!**

**You'll have money left - to buy those Christmas presents**



**MR. DRESSER:**  
YOU WILL HAVE MONEY LEFT TO BUY CHRISTMAS PRESENTS IF YOU BUY YOUR CLOTHES FROM US. BECAUSE WE WILL SAVE YOU ENOUGH ON A SUIT OR OVERCOAT FOR YOU TO AFFORD TO GIVE PRESENTS TO YOUR FRIENDS.

THERE IS NO USE OF THROWING YOUR MONEY AWAY. \$15.00 WILL BUY A GOOD, WELL CUT, ALL WOOL SUIT OF CLOTHES OR AN OVERCOAT FROM US AND IF YOU PAY US \$20.00 OR \$25.00 YOU WILL GET CLOTHES THAT WILL MAKE YOU FEEL LIKE A MILLIONAIRE.

**H. C. MYRICK**