

The Hereford Brand

Vol. 10 HEREFORD, TEXAS, MAY 20, 1910 No. 15

HEREFORD OFFERS \$200,000 FOR TWO RAILROADS

COMMERCIAL CLUB MEETS

Regular Monthly Session Well Attended--New Business Up for Discussion.

Hereford is getting together. Not that she has "come apart" but sometimes the "hooks and eyes" pull off. If you had been at the Club meet Tuesday night, you would have seen the Ladies Aid sewing on all the buttons, hooks and eyes and fixin' up the young lady for her two new beaux. It'll all be told in this news item.

The newly elected president, the Hon. A. J. Lipscomb, took the chair and delivered his inaugural address outlining the policy that his administration purposes to follow. His address was optimistic and business like. He said that he was merely the servant of the Club and that he had no self interest to gratify. His address was well received by the fifty odd members present who frequently applauded his effort. At the conclusion of his remarks, he declared the house open and ready for business.

The remarks of Pres. Lipscomb had announced the resignation of Mr. Holman as secretary to accept a position in the state office. Mr. Holman arose and started into a neat little speech but said he was too full for utterance. He declared his unshaken confidence in the ultimate success of Hereford and thought that no distant day would see a city of 25,000 people. He closed his speech by saying that "Hereford is the best town on the may."

Mr. Shirley asked that suitable resolutions commending the good work of Mr. Holman be adopted by the Club. This was done by unanimous consent. Mr. Jarrott arose as a non-member and said that all the business men of the city who were not now members wished to add their endorsement to the resolutions.

A committee was appointed to draw the resolutions.

The next matter before the Club was the two beaux now knocking at the doors of Miss Hereford, two brand new railroads, one from the southeast and the other from the north to the south. Some of the members of the directorate explained the propositions. The first was that of Mr. Bassett and his associates. Mr. Barcus made a motion to offer these people \$75,000 in cash, right of way through the county a distance of 50 miles, depot grounds and stock yards. Mr. Shirley and others thought this a little too high. Messrs. Elliston, Gough, Fuqua, Dunlap, talked to the subject some favoring others opposing the figure. A vote was finally carried adopting the motion as presented. This was communicated to Mr. Bassett yesterday and he will place the matter before his board at Chicago. This line is supposed to begin at Spur in Dickens county and extend to the coal fields in New Mexico. Plainview and Hereford from Crosbyton are on a direct line.

The second proposition is a plan to revive the Colorado, Hereford & Gulf of which there is some 50 miles



RHODODENDRON IN BLOOM.

of grade built. This proposition is in incubation and not ready to break shell, but it will hatch out in due time. The men behind the plan are A. A. I. in Bradstreets and they like Hereford.

The names of the college committee was announced and a call made for the committee to meet at the secretary's office Wednesday afternoon at 5 o'clock. This committee has in charge the campaign to raise \$25,000 for the college.

The Club adjourned till next regular time in June.

Sewer Connections.

The city has passed an ordinance requiring connection to be made at once in certain districts. Fly time is here and the sooner the connections are made the better for the people. Don't wait to be called upon by the city authorities. Just get busy and do your duty, put in the connections and line up to your standard of right.

"Humming, Hustling, Hereford."

This is the slogan adopted by the Board of Directors of the Commercial Club as called for by the secretary. While of course, the bum boosters at this office who turned in a fine lot of slogans feel somewhat disappointed as they had already spent the \$5.00 in cold cash in anticipation of a full replenish from winning the prize, yet these self same boosters accept the verdict and fling to the world the new slogan "Humming, Hustling, Hereford" on a big banner and guarantee that "YOU'LL LIKE HEREFORD."

Wonder Berry plants for sale by Wallace Cox. 15-tf

Mrs. C. Schrimshere has taken charge of the restaurant and rooming house which she formerly conducted on Main St. Friends and former customers are invited to drop in at meal time when they are hungry and get a good meal for 25 cents. Home cooking and good service. 1t

Secretary Holman Resigns.

Seth B. Holman has resigned as secretary of the Hereford Commercial Club to accept a position in the office of the State Secretary of Commercial Secretaries, a promotion to which Mr. Holman is well deserving. Since coming to this city he has rendered valuable assistance to the work of the Commercial Club and has given entire satisfaction in the capacity of secretary. While his burdens have been many, his labors have been awarded by many successes. And while the Club at Hereford regrets to lose him, they rejoice in his promotion and wish him many long years of active service in the cause of town and country building. Since coming here, Mr. and Mrs. Holman have made many friends. The first thing they did after coming here was to erect a neat and modern bungalow in the city and to begin real housekeeping. Mr. Holman, as a diversion, is a chicken fancier and his pens contain some choice birds.

Mr. and Mrs. Holman left this week for the Panther City where they will sojourn for a while at least. May success and contentment hover of them.

J. R. Letton Goes to Kentucky

J. R. Letton of Friona was in Hereford Wednesday and reports that he has 90 acres of Irish potatoes planted and the first planting up and growing and in good shape. Mr. Letton has demonstrated that the Panhandle is a fine potato country.

But one thing which is to be regretted, Mr. Letton and his family are compelled to return to Kentucky where he has large mercantile interests that demand his attention. He will not, however, dispose of his holdings here and his father will conduct the ranch. He says he will return to Texas in a few months.

You can get a Washing Machine for two weeks free trial by calling at the Hereford Hardware Co's. 5tf

High School Play.

Tuesday night, next, May 24, the Senior and Junior High School classes will put on a play at the Opera House. In "She Stoops to Conquer," they promise to the public a splendid entertainment. While the play is a familiar one, its worth is recognized all over the country and it gives latitude for some good amateur acting. When it is known that the boys and girls have been trained by Mrs. J. D. Jarrott, the play-going public may rest assured that they will be fully repaid for the time spent and patronage given. Tuesday night, remember.

- Cast of Characters:
- Sir Charles Marlow ----- Prof Robertson
 - Charles Marlow ----- Sam Brunk
 - Geo. Hastings ----- Lloyd Snyder
 - Mr. Hardcastle (Landlord) ----- Pearl Brunk
 - Tony Lumpkin ----- Jesse Buckner
 - Diggory ----- Elwin Waterman
 - Miss Hardcastle ----- Ruby Wilson
 - Miss Nevell ----- Lora Guinn
 - Mrs Hardcastle ----- Una Norton
 - Maid ----- Gertrude Taylor
 - Servants ----- Maud Dean
Meda Woodburn
Letha Edwards.

Gaylord Bradley of Summerfield was in the city this week with his Shetland ponies. He had two of the small beauties hitched to a neat rig made especially for them and he and his mother thus came to town. He had allowed the little baby Shetland, named Tinkle, to follow. The rig, team and baby pony attracted a great deal of attention. Master Bradley is an expert horseman and seems to pride himself in the ownership of such an attractive turnout.

SCHOOL BOARD ELECTS SUPT.

Decatur Man Gets Place at Head of Hereford Public Schools.— Other Teachers Chosen.

At a meeting of the school board last night Prof. Ben Short of Decatur was chosen as superintendent of the Hereford public school. A partial list of teachers was made. All of the former members of the faculty who had made formal application were elected. Mr. Robertson, Misses Elder, Ivy and Turrentine. Miss Brown of Clovis was added to the faculty.

Prof. Short comes highly recommended. He is now county superintendent at Decatur and has taught in Wise county some twelve years, beginning in a small country school and going up successively from teacher, principal and superintendent of the Decatur public schools to county superintendent. He was elected on first ballot and unanimously.

J. A. Fox Sells Store

A deal was closed this week by which J. A. Fox sells his dry goods store on Main street to Batson Bros. of Endee, New Mexico, and Joe Killough of this city. The entire stock of about \$20,000 value will be moved to Endee and Mr. Killough will be manager.

The new location has a new cement block building 32 x 80 feet and the entire stock with fixtures will be moved. Invoicing will be completed today and packing has already begun.

Music Clubs Entertain

The Mendelssohn and Mozart Clubs of Miss Edward's music class gave a program at the Methodist church last night to a large number of interested friends, who filled the house. The pupils of the classes showed careful training on the part of their instructors.

Clovis 9. Hereford 5

That's the story. Wilson, Hereford's shortstop made a homerun. The game was not spectacular but a good lively game. Today's game promises to be a hard fought battle. The fans and rooters will be out in full force.

Today—Hereford, 7. Clovis, 0. That's short but sweet.

School Census.

Census taker, Henry Hnbert reports today that he has enumerated a little over 500 pupils in the district and has about one hundred more to take. He asks that if any one has been overlooked to be sure to notify him, and if any new people have moved in since he has covered the territory please call him up. He has yet to cover the West and North part of the district outside of the city.

Stambaugh's Windows.

Geo. A. Stambaugh has two very attractive windows down his way this week. They are especially designed for the College and High School. Purple and white form the pleasing and striking design for the College and blue and gold for the High School, both windows being alike except for the colors of each being used.

COMMENCEMENT EXERCISES

Hereford High School to Close With Appropriate Programs.

The Hereford High School will turn out an even dozen graduates this year, eleven girls and one boy. While each and every one of these "sweet girl graduates" deserve praise and credit, THE BRAND thinks this one lone boy needs a promo or something worth while for his ambition and ability to stay to the end. The graduates are:— Gertrude Taylor, Nellie Black, Ruby Wilson, Letha Edwards, Waldine Wilson, Price Bruce, Emma Dean, Una Norton, Jessie Sisk, Lora Guinn, Annie Price and Sam Brunk.

The Class-day program will be given at the Presbyterian Church, Saturday, May 21, 8:30 p. m. when the following program will be rendered:—

Invocation..... Rev. J. W. Story
Salutatory..... Nellie Black
Joker..... Waldine Wilson
Music..... Gertrude Taylor
Class History..... Jessie Sisk
Grumbler..... Lora Guinn
Class Poem..... Una Norton
Music..... Ruby Wilson, Lora Guinn
Class Prosechy.....
Misses Dean, Wilson Bruce and Edwards
Giftoarian..... Gertrude Taylor
Music..... Nellie Black
Obituary..... Annie Price
Valedictory..... Sam Brunk
Song..... Class

The graduation exercises will be held at the Opera House, Monday, May 23, 8:30 p. m. Tickets are being issued by the class to relatives and friends.

PROGRAM

Invocation..... Rev. W. M. Baker
"The Lark's Morning Song"
..... Carl Knoll
Mary Gallagher
Class Address..... Hon. R. B. Cousins
"Valse Elegante"..... Wachs
Gertrude Taylor
"Highland Gems Op. 30"..... W. Pape
Nellie Black
Awarding Honors and Conferring Diplomas..... E. H. Wray, Supt.
"Hexantanz Op. 17"
..... E. A. McDowell
Zollie Garrison
Benediction..... Rev. J. W. Story

The Baccalaureate Sermon will be preached by Rev. O. W. Dean Sunday morning at 11 o'clock at the Presbyterian Church.

The Senior and Junior Class play will be put on at the opera house Tuesday night, May 24, at 8:30.

Moves to Friona.

Dr. R. M. Johnson left Tuesday for Friona where he will open an office to practice his profession. Dr. Johnson goes to this growing little village at the earnest solicitations of the people of that community. He is well and favorably known throughout the Panhandle, having practiced at Hereford for a number of years. For the past two years he has been city physician for Hereford. Dr. Johnson is a man of wide experience in medicine and one that keeps up with the methods of modern practitioners by constant reading and familiarity with medical journals. He is an affable gentleman, kind and patient in the sick room, a good neighbor and an honest man. THE BRAND commends him to the good people of Friona. Mrs. Johnson will visit friends and relatives down in Texas for a month before joining the Doctor at their new home. In the mean time he will keep batch and get ready for Mrs. Johnson's return.

Important Notice.

To those who are using the City's water and the Sewer, we beg to ad-

vice that you will be notified from time to time of the amount you are due the city for connection, rents etc.

It is necessary that you come forward and settle same at once, for it takes funds to maintain this system, and when no heed is given to the notices sent, the only alternative will be to have the Superintendent of the Sewer & Waterworks system to cut off the water of the water delinquents until remittance is made, then an extra fee will be charged for cutting this water off and again turning it on.

It is not the will of those in authority to be vindictive or to extortion on anyone, but simply to carry on matters in a business like way.

There is a fee of \$7.50 charged for water connection and the rents are at present \$1.50 per month, payable quarterly in advance.

The sewer rents are fully set out in the Sewer Ordinance, a copy of which will be given you on application to the City Secretary.

Respectfully,

J. H. HEAD, Mayor,
15-1f City of Hereford, Texas.

The College Glee Club.

The young ladies of the College Glee Club repeated their concert at the opera house Monday night to a small but appreciative audience. Many more would have attended but were under the spell of Halley's Comet and afraid to be out after night. The entertainment was first class in every respect, wholesome, pleasing and of high order. Those who did not see either presentation have missed one of the best evenings of the year.

Siwash Indians.

We cannot live like a bunch of Siwash Indians and expect to retain normal health. Modern civilized community life demands clean, sanitary environment. Good tight plumbing means good sanitation; good sanitation means good health. Remember that one case of typhoid fever costs more than a good job of plumbing. Give the plumbers a chance, the doctors and undertakers a rest—they need it. The Panhandle Plumbing and Heating Co. know how. Miles Ave. Phone 31. 15-4t

A Correction.

Last week The Brand stated that the Mothers Club had opened a new park on 25-Mile Ave. This was a mistake. It was the Woman's Benevolent Club who has charge of the Park and as stated was named in honor of the comet's visit—"The Halley Park." Messrs Warren, Barcus, Britan, Murchison and Snyder each gave a ten dollar bill towards the expenses. Mr. Warren also gave the piping for the water connections and Mr. Van Orsdale donated the plumbing work.

The city park on the Tierra Blanco just above the bridge, planted by the school children some two years ago and cared for by the civic league until last year is now under the care of this club. They have leased the ground to parties who will plant the plot in potatoes and sugar beets. The ladies of both the Mother's Club and the Woman's Club deserve much credit for their good work.

College at Tulia.

The Presbyterian church, U.S.A., have located a college at Tulia. Work will begin at once. Other towns were bidding for the school but Tulia's push and energy won out. All the good towns of the Plains have already built or are building private schools to supplement the work of the public school.

Clarendon vs Hereford.

Hereford took three straight games from Clarendon last week. While Clarendon put up a good game, they are not "on to the curves" like the Hereford bunch. But they are fleshy.

HOW TO GROW DAHLIAS.

Plant in Full Exposure to the Sun in Enriched Soil.

There are so many new and rare dahlias in addition to the old varieties that no home garden is complete without these beautiful flowers. They should be planted in full exposure to the sun. The soil should be thoroughly and deeply worked and should be well enriched. The bulbs should be planted from six to eight inches deep and from two to three feet apart. During a very dry period it may be beneficial to give the plants water, but many authorities believe artificial watering of dahlias and other plants to be more harmful than helpful, for the reason that as a general proposition it is insufficiently done. Dahlias should be thoroughly watered or not at all. When the first shoots make their appearance cut off all but the strongest one and pinch off the top of that. This will cause the dahlia to branch at the surface of the ground, will concentrate the strength of the root in this shoot and remove all of the first imperfect flowers which are so common to some varieties.

Bruce Stone DeAtley.



Bruce S. DeAtley, son of Mr. and Mrs. John W. DeAtley of this city, finished the course in book-keeping at the college last week, completing the work in the remarkable short time of ten weeks. He had been pursuing the regular literary course up to the time he began the work in the business department. He has also pursued the studies of penmanship and shorthand and has mastered the principles of shorthand and only lacks practice to bring up his speed. It will be remembered that young DeAtley completed the High School course last year, May, 1909, at the age of 16 years, graduating with second honors, and being so much of a boy at that age, wore his knickerbockers when he delivered his graduation speech. When a mere child, Bruce showed aptness in his studies and was taught at home by his mother and so thoroughly was the work done and the pupil was so far advanced that when he entered the public school at the age of six years, he was placed in the third grade. His father and mother have a just feeling of pride in their son, not only because of his school work but because of his clean habits and the moral standards to which he adheres. During the vacation he will spend another eight weeks in the further pursuit of the business course of the college and in September he will again take up his collegiate work.

Father at McKinney

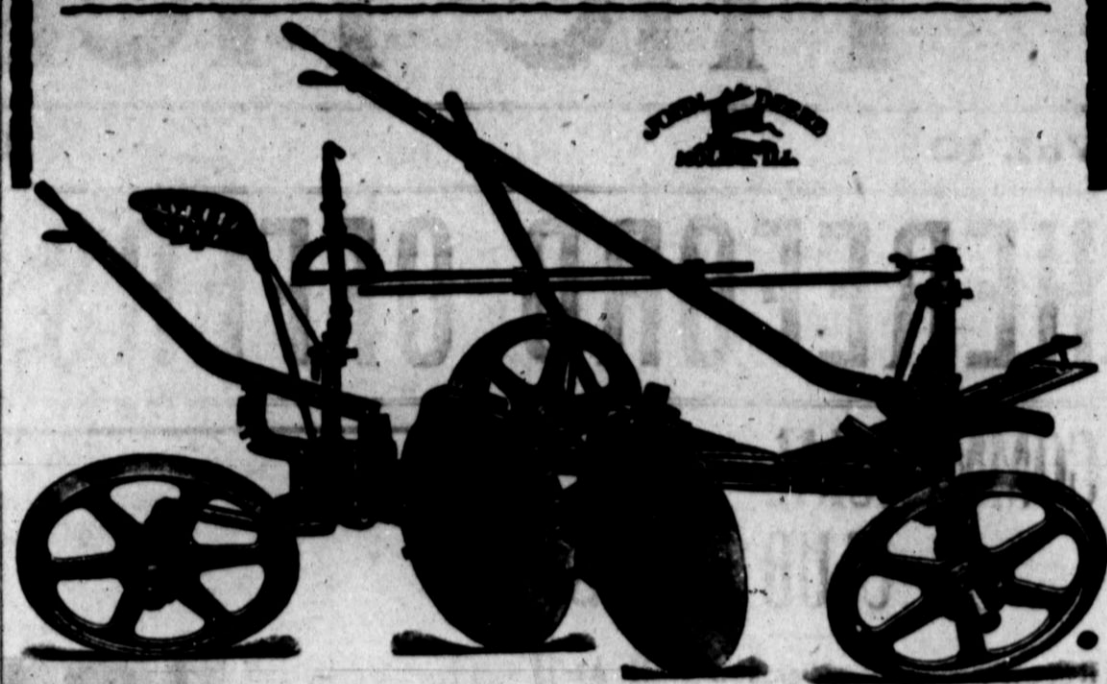
McKinney, Texas, May 17.—S.C. Mouzon of this place, received a telegram today from Nashville, saying that his son, Dr. F. D. Mouzon of the department of theology in the Southwestern University at Georgetown, Texas, was today elected bishop by the General Conference of the Methodist Episcopal Church South.

His brother, H. D. Mouzon, is a business man here.

Commencement Sermon for the Dimmit High School.

Rev. S. T. Shore of the Christain church of Hereford will preach the commencement sermon for the Dimmit High School, Sunday, at 11 a.m. May 22.

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

STORAGE COAL

The Price of Genuine Rugby Niggerhead Coal is reduced to

\$8.00 Per Ton

The quality is the best as you know and we can deliver the goods.

TELEPHONE NO. 76

WITHERSPOON & HARRISON

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

Buy the Best, It's the Cheapest

FAMILYLITE Oil and TEXAS Deodorized Stove Gasoline are the best and safest oils for household use. Ask for them

THE TEXAS COMPANY

GENERAL OFFICES HOUSTON, TEXAS
J. W. ENGLISH AGENT AT HEREFORD, TEXAS

Majestic Ranges and Buck's Cook Sweet potatoes, cabbage and tomatoes the standard of all cook price circular, T. Jones & Co., stoves and ranges. Warren Hard-ware Co. Clarendon, Tex. 9-1f

MYRICK'S SHOE AND CLOTHING SALE

A MONEY SAVER AND A STOCK REDUCER

IS NOW ON AND CLOSING SATURDAY, MAY 28, 1910

\$15,000 Stock of Reliable Merchandise at Price, Quality

Considered that will Appeal to Your Better Judgement

TO OUR CUSTOMERS AND TO THE TRADE: Most of you are familiar with our method of doing business and our earnest desire to please each customer and are familiar too with the High Grade lines of Men's Shoes, Shirts and Clothing that we are handling. Our policy has always been to give every customer of this store his money's worth. Do you know of a safer investment or a safer place to trade? We have repeatedly stated that we do not consider a transaction closed until you are satisfied, and we mean every word of it. We want you to tell "us" when anything goes wrong with the goods you buy here. Do you suppose that we could make such an offer unless we knew our goods were dependable? There are some specially good values offered during this sale—carefully go over the entire list and you'll find very few which you can afford to miss. The past and present conditions do not justify the very large stock we are now carrying. We know you appreciate reliable and dependable merchandise. Our prices during the sale means a saving to you. It means that you can buy the "best" in Shoes and Clothing for less than you have been paying for inferior grades. Every article in the entire stock marked in plain figures.

Read Carefully Below What We Can Save You. PRICES ARE STRICTLY CASH

PACKARD, EDWIN CLAPP, FLORSHEIM AND PETERS SHOES—THE FOUR BEST

Edwin Clapp Shoe

This line has the distinction of being the best high grade shoes made.



On \$6.50 Patent, you can save during this sale **\$1.00**
On \$6.00 Calf or Vici, you can save **\$1.00**

Peters Shoes

MADE FOR US BY
PETERS SHOE CO.
ST. LOUIS



All Patent Leathers:
\$6.00 Patent goes for **\$3.00**
\$5.00 Patent goes for **\$2.50**
\$4.50 Patent goes for **\$2.25**
\$4.00 Patent goes for **\$2.00**
In Calfs, Vici and Kangaroo:
\$4.50 Calf Vici for **\$3.00**
\$4.00 Calf or Kangaroo **\$3.00**
\$3.50 Vici for **\$2.50**
\$2.50 Vici for **\$2.00**

Trousers

Some houses make good pants, some make better pants, Sweet Orr & Co. make the best. That's the kind we sell. During sale you can buy the best pants at a small price.
You can buy \$7.50 Pants for **\$6.00**
You can buy \$6.00 Pants for **\$5.00**
You can buy \$5.00 Pants for **\$3.75**
You can buy \$4.00 Pants for **\$3.55**
You can buy \$3.50 Pants for **\$2.75**
You can buy \$3.00 Pants for **\$2.25**
You can buy \$2.50 Pants for **\$2.00**

When You Buy Clothing, Be Particular

You will not disagree with us, when we lay stress on the importance of good tailoring, good style and good fit in the making. We know, from our past experience that "our lines" completely satisfy the wearer. Their style, their quality and fit are always in keeping with the strict requirements of the best dressers.

Our \$35.00 Suits will cost you only	\$27.50
Our \$30.00 Suits will cost you only	\$24.50
Our \$27.50 Suits will cost you only	\$22.00
Our \$25.00 Suits will cost you only	\$19.00
Our \$20.00 Suits will cost you only	\$15.00
Our \$17.30 Suits will cost you only	\$12.50
Our \$16.50 Suits will cost you only	\$11.50
Our \$15.00 Suits will cost you only	\$11.00

Youth's Clothing

Young Men in Pants. Our stock is large in sizes 14 to 17 years of age, and at our price you can't well afford not to buy now.

\$16.50 Youth's Suit for	\$8.25	\$15.00 Youth's Suit for	\$7.50
\$14.00 Youth's Suit for	\$7.00	\$10.00 Youth's Suit for	\$5.00
\$9.00 Youth's Suit for	\$4.50		

It is strictly a matter of good economy to buy early from this line as they won't last long at this price. Some excellent patterns and the quality is undisputed.



Packard Shoes

We can demonstrate to your satisfaction, that this is the best medium priced shoe we have ever handled.



On \$5.00 Patent you save during this sale **\$1.00**
On \$4.50 Calf or Vici, you can save **\$1.00**
On \$4.00 Calf or Vici, you can save **75c**
On \$3.50 Calf or Vici, you can save **50c**

Florsheim Shoes

In this line we have a full stock of sizes and widths and a variety of lasts that will fit any shaped foot.



On \$5.00 Shoe, we can save you during sale **\$1.00**

Boy's Shoes

We Can Save You Almost 33 1-3 per cent

\$2.50 Boy's Shoe	\$1.85
\$2.25 Boy's Shoe	\$1.60
\$2.00 Boy's Shoe	\$1.50

WORK FOR THE PIANO

During this sale we will give DOUBLE certificates with each purchase. For every \$1.00 spent you get \$2.00 in certificates

SHIRTS

Our well known line of Silver, Gold and Ide Shirts have a distinction that only high grade workmanship and material can give.

Our \$2.50 Shirt for only	\$1.75
Our 2.00 Shirt for only	\$1.50
Our 1.75 Shirt for only	\$1.30
Our 1.50 Shirt for only	\$1.15
Our 1.25 Shirt for only	\$1.00

You will never have a chance to buy a better shirt than we are offering for the money.

F. & McK. Shirts

\$1.00 Shirts for	75c
75c Shirts for	50c

These are exceptional values and a look will convince you.

BEAVER HATS

More Beaver Hats sold than any other hat made at the same price.

Our \$3.50 Beaver Special for	\$2.50
Our 3.00 XX Beaver Special	\$2.00
Our 2.50 Hat for	\$1.75

On Odd Patterns and sizes we will save you ONE HALF.

JNO. B. STETSON

This brand of hats needs no introduction to buyers.

Our \$10.00 Stetson for	\$8.25
Our 7.50 Stetson for	\$6.50
Our 6.00 Stetson for	\$5.00
Our 5.00 Stetson for	\$4.25

This is absolutely new goods, part of these goods just received.

Knee Pants

Big Assortment of sizes and patterns in the straight kind. Any pant you want for 1-2 regular price.

\$1.50 Pants during this sale	75c
\$1.00 Pants during this sale	50c
75c Pants during this sale	40c

These are good patterns and quality.

H. C. MYRICK

SURFACE CULTIVATORS

Single Row Surface Cultivators, Double Row Surface Cultivators, Six Shovel Pivotal Single Dutchman Cultivators, Go-Devil Disc Cultivators for listed ground, Captain Kidd High Wheel Cultivators. The kind of Implements that is a pleasure to run. Guaranteed to do first-class work or our goods. :- :- :- :- :- :- :- :-

Hereford Hardware Hereford, Texas

PUBLIC SCHOOL CLOSES THE YEAR

Appropriate Exercises to be Held—
Graduates Honored—Pupils Promoted.

The Public School of Hereford closed the year's work this morning. Promotion cards were distributed to all pupils who had attained the required standing in grades.

The work of the school this year has been most successful and the teachers deserve the credit due them. While they have labored under cramped conditions on account of the lack of room, both teachers and pupils have made the best of it without complaint.

The commencement exercises will begin tomorrow, Saturday, and will continue each day until Tuesday, as follows:

On Friday morning, May 20, the teachers will give out promotion cards to those pupils who have passed in the work of the present session.

On Saturday, May 21, at 8:30 p. m., the Senior Class-day program will be given at the Presbyterian church.

The Commencement Sermon will be delivered by Rev. O. W. Dean at

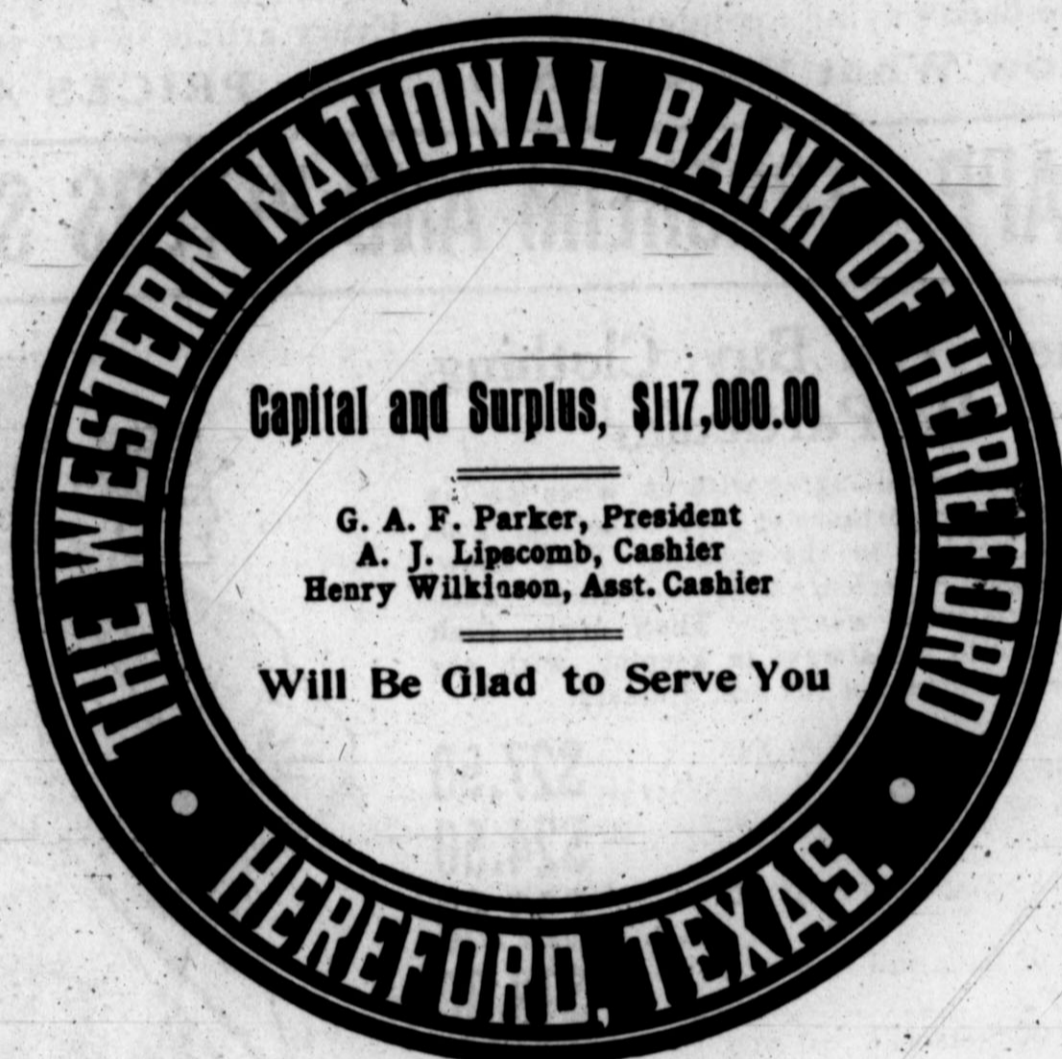


BUFFALO BILL

A large Black Jack, sired by Santo. A thoroughbred Black Spanish Jack imported direct from Spain. Buffalo Bill was shipped here 5 years ago by A. H. Elliston and used as a Jennett Breeder.

His dam, "Midnight" being a very fine large Black Jennett sired by Henry (2nd) he being a very large fine Black Kentucky Maltese and Mammoth Jack. Owners of good mares and fine Jennetts should see Buffalo Bill at once at my barn in West Hereford. See Terms of breeding at the barn.

VERN WITHERSPOON



the Presbyterian Church on Sunday, May 22, at 11 a. m.

On Monday, May 23, at 8:30 p. m. at the opera house, Hon. R. B. Cousins will deliver the class address to graduates of 1910, after which the diplomas will be conferred.

The Senior and Junior class play will be given at the opera house on Tuesday, May 24, at 8:30 p. m.

Panhandle Farmer.

The Panhandle Farmer was in Dalhart again Saturday to shake hands with all those who read about him in last week's paper. While in town I met a lot of my farmer friends at the hotel and told them about the new cattle I had ordered from Alabama. If they come I will drive the herd through this county and give every reader of the News a sample of the milk.

Well, sir, these cows are wonders, according to the directions that go with them. Each cow has a pedigree as long as a bed quilt and as wide as a kitchen apron, but I don't figure on the pedigree giving much milk; it's the cow I'm after. I'll give my country friends around here a little description of them and perhaps we can order a car load together. In the first place these cows are what you call slanting milkers; they are built just the reverse of other cows. You know that the hind legs of our cows are larger than the front legs, making them a little higher at the hind end than at the beginning. Well, it's different with these I'm going to get. This new breed has the hind legs in front and the front legs behind, and has a head where other cows have a tail,

and a tail where other cows have a head; so you see the whole thing is turned around. This makes the cow a little higher on the front end than on the back end and allows the milk to flow down hill to the reservoir without any effort on the part of the cow. This will make milking as easy as rolling off a sofa. You know that cows generally close their eyes and snooze when you milk them and forget all about their business of pushing the milk along, thus making you pull so much harder to make up for the cow's neglect to push.

Well, with these new cows that are built on the slope the milk runs down hill by the force of gravity brought about by this re-arrangement of the running gear, and any child can do the milking, no matter whether the cow is awake or dreaming about Christmas or the Fourth of July. The feature of having the head on the tail-end and the head-end is this: In summer, when the flies are as thick as the wool on Rastus' head they will always light on the tail end where the cow can't get at them to any advantage, but if the head of the cow is where the tail used to be the cow can snap the flies' heads off before they realize the change, and thus the fly population will be cut down considerable. And another thing: these cows have a tail with a loop in it like the average hog. When you go to milk all you have to do is to hook this loop over a fence picket, etc., and milk in peace. But the banner feature about these cows is the quality of the milk they give; one bucketful of this milk will go as far as a wash-tub of ordinary milk, and, frankly

speaking, is isn't milk at all, but soft butter that they give. After you get don't milking stand the dope in a cool place or put it in an ice box, and you have hard butter that needs only salt to complete it. When you want milk you have to put this milk into a botter churn and pound just the other way from what you now do to get butter and you will get cream. I mean that instead of pounding-up and down you have to pound down and up. After you have churned the butter into cream stand the cream into a crock and next morning skim off the milk. I like this feature all right, but I believe in the Panhandle we would experience some trouble in winter when it's cold. Before we could begin to drain this new milk or soft butter we would have to build a fire under each cow and warm her up. This fire business under the cows would not meet with the approval of the cows. Cows are a little touchy on the south side and the fireman would be in danger of getting his head kicked off. If I get the cows I will get Hulda to make a good warm mustard plaster for them and save the fire for biscuits. Watch the News for further particulars.—Dalhart News,

Contract for Plumbing and Heating.

The contract for the heating plant and plumbing in the High School building has been awarded to the Panhandle Plumbing and Heating Company of this city. This is a decided victory for local plumbers as the competition was sharp from outside firms. The heating will be done by steam and a first class plant is insured.

Sugar Beet Seed
J. A. Johnson has a few sugar beet seed for sale. A test of their fertility has been made and shows 80 per cent. Try an acre of beets this year. tfb-j

YOU'LL LIKE HEREFORD!

18878

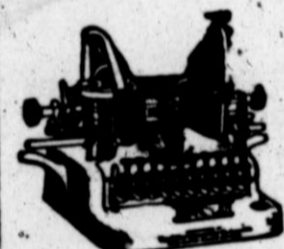
A \$100 Typewriter for 17 Cents a Day!

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

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

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

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



Scientific Condensed Keyboard" all

Yours for 17 Cents a Day

We announced this new sales plan recently, just to feel the pulse of the people. Simply a small cash payment—then 17 cents a day. That is the plan in a nutshell.

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

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

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

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

A Quarter of a Million People are Making Money With

The OLIVER Typewriter

The Standard Visible Writer

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

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

"An Oliver Typewriter in Every Home!"

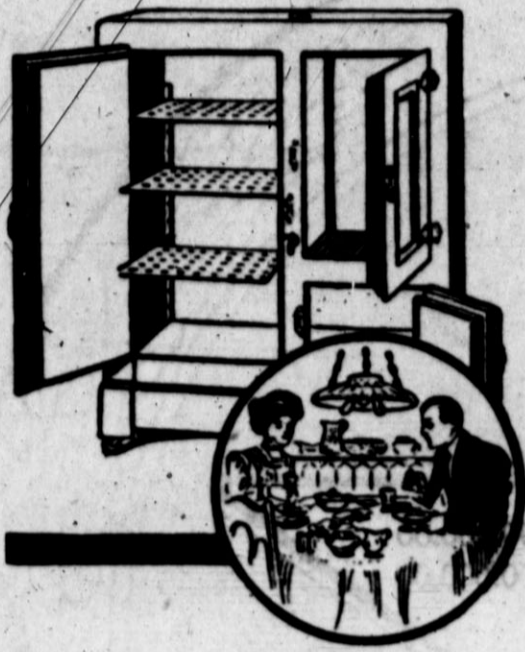
That's our battle cry today. We have made the Oliver supreme in usefulness and absolutely indispensable in business. Now comes the conquest of the home.

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

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

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

IT COSTS LESS TO HAVE THE BEST



When You Dine—

At seven, twelve, six or midnight. Whether the meal is simple, elaborate or merely a lunch. This is certain: You will often "thank your stars" you have an

Automatic Refrigerator

Unlike your neighbor, who has an ordinary refrigerator, you will never experience the annoyance of having to "send out" for cream at the last moment. (The cream she had in the ordinary refrigerator became tainted with the flavor of cantaloupe.) Your puddings will not taste of bananas. Food flavors simply cannot mix in an Automatic. The Automatic is the only refrigerator having a built-in, porcelain lined water cooler; merely turn a faucet for a glass of ice cold water. Automatics consume less ice than other refrigerators, because Automatics have eight walls of heat defying insulation and constant circulation.



Is Ice Worth Saving?

If so; then, in buying a refrigerator the question of insulation is one you must not overlook. The

Automatic Refrigerator

has eight walls of insulation. Three of water and air-proof paper, One of Mineral Wool, One of Porcelain, Enamel or Zinc, whichever lining you prefer, and One air space. If it were possible to surround a piece of ice with absolute dead air the ice would last forever, because dead air is an absolute non-conductor. The nearest thing to dead air is Mineral Wool, which is tiny threads of glass—fine as human hairs—and each tiny thread contains absolutely dead air. Mineral Wool then, is absolutely the best non-conductor of heat and cold known. The Mineral Wool wall in the Automatic is almost an inch thick. The outside heat simply cannot penetrate these eight walls of insulation. An even, low temperature is maintained with a small amount of ice.



When Friends Call

It will take but a minute to prepare a nainty lunch, if you have an

Automatic Refrigerator

in your home. And you will never know the embarrassment of unknowingly serving a dainty confection which has been ruined by absorbing the taste of some odorous food. Food flavors will not—cannot mix in an Automatic. Add to this feature the facts that the Automatic has a built in porcelain lined water cooler and that its eight walls of insulation reduce ice bills.



Why Food Flavors Cannot Mix in the Great Automatic Refrigerators

Warm air goes up. Cold air goes down. The warm air arising from the food chamber of the Automatic passes into the ice chamber, where it is purified by all the impurities being deposited upon the ice, and, becoming cold, it descends and enters the food chamber again. The arrows indicate this constant circulation. If it were not for this perfect circulation, the warm and cold air currents would meet, causing the moisture of the cantaloupe to condense. This moisture would then form on the foods, exactly for the same reason that dew forms on the grass, and non-odorous foods would taste of odorous ones. In an Automatic there can be no condensation; therefore food flavors simply cannot mix. Cantaloupe and Cream, Bananas and Meat or any other combination of foods can be placed in an Automatic at the same time.

"THE AUTOMATIC" IS ABSOLUTELY THE BEST REFRIGERATOR ever sold in Hereford. Ask your neighbor that has an "AUTOMATIC" bought of Arnold & Matthews last season. We are showing them in all sizes and kindly ask that you call

WE GUARANTEE ABSOLUTE SATISFACTION IN THE AUTOMATIC

J. M. GILLILLAND
Embalmer and
Funeral Director

ARNOLD & MATTHEWS

EVERYTHING
IN HOUSE
FURNISHINGS

Local and Personal

PLANTS at Nelsons. 1tf
L. Baskin was in Amarillo Sunday
A free proposition. Page 8. 1tf
Look for the Palace Barber shop. 9tf
Rev. S. T. Shore will preach at Dimmitt Sunday.
Carload of refrigerators at E. B. Black Co. 12tf
Two for a nickle Post Cards 1c at Nelson's. 1tf
Surface Cultivators at Hereford Hardware. 13tf
Stamp photos 5c at Flanders' Studio. 15-2tp
Campbell sub surface. Warren Hardware Co. 4tf
Beautify your home by planting shade trees. L. P. Landrum. 52tf
The Best in Surface Cultivators at the Hereford Hardware. 13tf
The big Barber shop next door to Cardwell Bros. 9tf
Walter Palmer returned this week from Trinity University where he has been attending school.
Haviland & Versailles chinaware at Warren Hardware Co. 4tf
"Mound City Paints may cost a trifle more, but—! Hereford Lbr Co"
Phone 99 about Roses, Flowers, Shrubs, Evergreens, etc. The Hereford Nursery. 52tf

Messrs Brown and Wear of Oklahoma City were here recently on important business matters.
P & O listers and double row planters. Warren Hardware Co. 4tf
The chest with the chill in it—the "Gurney" at E. B. Black Co. 12tf
Eclipse and Woodmanse wind mills. Warren Hardware 4 4tf
Nelson is the PLANT MAN. 1tf
Mrs. W. D. Kelibor has returned from a two weeks visit with homefolks at Mt. Pleasant. Her father has improved in health.
Mrs. Ross of New Mexico is visiting her mother, Mrs. Henry Garnet who has recently returned from a long visit in Missouri.
The Hereford Hardware guarantees their Surface Cultivators to do the work. 13tf
Mr. and Mrs. Estes Woodburn of Dimmitt were here yesterday visiting his father. Ernest Woodburn returned to Dimmitt with them.
Miss Atwood's music class will give a recital at the Presbyterian Church tonight to the friends of the class. Invitations have been issued.
A gift without strings. Page 8. 1tf
Call at Hereford Hardware Co's. and get a Washing Machine for two week's free trial. 5tf

If you want anti-freezing closets call Panhandle Plumbing and Heating Co., Phone 31. 12-tf

Judge Sam Merrell of Amarillo was here Monday and Tuesday attending to some cases in the district court.

We have a complete stock of disc harrows. Warren Hardware Co. 4tf

Rev. F. F. Grimm, secretary of Missions for the Territory of New Mexico, is here visiting with his friend Rev. S. T. Shore.

Grape Phosphate and Buck Eye Bounce are the Best Drinks in town. Sold only by J. G. Callens. 1t

Refrigerators time has come. Try a Gurney and you will be satisfied. E. B. Black Co. 12tf

You can get a Washing Machine for two week's free trial by calling at the Hereford Hardware Co's. 5tf

J. A. Fox and Joe Killough autoed over to Endee the first of the week, but they rode back. While there Mr. Fox bought some property in that young city.

You can get a Washing Machine for two weeks free trial by calling at the Hereford Hardware Co's. 5tf

If you want your sewer connected call the Panhandle Plumbing and Heating Co., Phone 31. 12-tf

N. J. Sechrist, agent for the Hereford Nursery left Monday for a trip in the South Plains, going in the big E. M. F. auto recently purchased by Mr. Landrum.

Did you find the Palace Barber shop? 9tf

Ladies vests at a bargain. J. G. Callens. 1t

Feminine Beauty



IF YOU are shapely and graceful you have the main essential beauty. If the beauty value of a HENDERSON CORSET were known by all women, there would be fewer unshapely women.

Regardless of size or proportion, your figure can be easily and hygienically moulded if you wear a HENDERSON CORSET.

WE are enthusiastic about the HENDERSON CORSET because all of our customers who are wearing these corsets are enthusiastic about them.

The fact that we guarantee these models to please you in style, fit, comfort and service should be sufficient to induce you to try one.

New shipment just arrived. Sizes from 18 to 34.

\$1.00 to \$3.00

Geo. A. Stambaugh

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

Address all communications to
THE HEREFORD BRAND

Entered April 17, 1901, as second-class
mail matter, post office at Hereford, Texas,
act of Congress of March 3, 1879.

Subscription Price \$1.00 Per Year,
Strictly in Advance

Any erroneous statement affecting the
character or reputation of any individual or
firm which may appear in The Brand, will
be gladly corrected upon being brought to
the attention of the publishers.

ANNOUNCEMENTS

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

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

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

For District Attorney 69th Judicial District:
J. W. SELLARS
J. C. O'BRYAN.

DEAF SMITH COUNTY.

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

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

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

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

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

For Commissioner Precinct No. 1:
L. R. BRADLEY

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

NO PLACE FOR POLITICS.

It is strange how some good people buck at a proposition of "politics in the pulpit." They don't object to politics in the saloon, but just as soon as a preacher expresses a political preference they "go up in the air" and fly into a rage of criticism. It looks like it is just as proper for a preacher to have an opinion and express it as it is for a lawyer or a doctor. Strange what fool notions some people have.—Memphis Democrat.

A preacher has a perfect right to an opinion and express it, but the pulpit is no place to talk politics. The preacher in the pulpit is there to preach the gospel, and let the politicians take care of the politics. The good churches would soon be shipwrecked if the preachers were to transform their exalted positions into a political campmeeting. Politics are bad enough at the best.—Hereford Recorder.

Be careful young men or you'll cross bats. But why shouldn't, yes, why shouldn't a preacher take a hand in politics? Is politics above the reach of the ordinary pulpit speaker? Is politics so bad that it would be a disgrace for a good man to mention THEM? (Say is this word singular or plural? Our state candidates all think now it is proper to refer to politics as THEM). Webster says that politics is the science of government. Is a preacher not able to comprehend so deep a subject? The book also says that politics refers to political trickery? Any how, why should not a preacher discuss the policies of the government under which he lives?

WONT PAY THE PRICE.

DURING the past few weeks this office has been visited by the agents of the big patent medicine companies and offering some very liberal (?*!!) contracts, but The Brand has failed, yes ingloriously failed to book these self same contracts. Reason: Our rates are too high for the medicine companies at least. They must be powerful poor. The Brand made them exactly the same rate that the merchants of town pay month by month. But they say we're way off the track. Perhaps so, but The Brand knows no difference between medicine ads and others. Just to show our advertisers what unmitigated and undiluted gall these agents possess, they are asking us to run \$115 worth of good advertising for \$35 but finally raised to \$42 50. What do you think of that? And yet, and yet, some of the Panhandle papers are taking these liberal contracts. These agents tell us that it is just that much extra money, sure pay, and that it dont cost anything extra to run their ads. Would'nt that beat an earthquake shock?

CAUGHT SOME.

That prize essay graft offered by that big insurance company caught a few of the weakly (spelled weakly) newspapers of the state and the surprise is that it hooked in one of the Panhandle papers. Don't let 'em get you, boys.

THE FIRST STATE BANK

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

OTHO H. VARDEMAN, Cashier

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



AND TRUST COMPANY HEREFORD TEXAS

The Quality Store

PHONE 25

HUBBARD GROCERY CO.

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

BEST FLOUR IN TOWN

Attention Readers

I will stand my Maltese Jack at my old ranch 14 miles north on 25 Miles Avenue and 3 miles west

TERMS: \$10 to INSURE FOAL

My Stallion will also make the season at the same place
Terms: \$10 to insure foal

J. D. THOMPSON

A big bowl of
Quaker Scotch Oats
is the best dish you can serve.

Delicious and nourishing
Good for all ages and all conditions.

Economical and strengthening.

Packed in regular packages, and in hermetically sealed tins for hot climates.

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



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

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

Insurance placed in best companies and policies looked after.

Office in Dunlap and Britain Building. Rooms 2 and 4

C. O. LEE Hereford, Texas

Our Want Ads Are Winners 5 Cents Per Line

"WOODBURNS HAVE IT"

LOCALS

Everything in dishes at Nelsons. 14tf

Table linen and towels at a special bargain price. J. G. Callens. 1t

Hon. Otis Truelove of Amarillo was here Wednesday.

Call at Hereford Hardware Co's. and get a Washing Machine for two week's free trial. 5tf

Men's fine shoes will be sold at a sacrifice for a few days. J. G. Callens. 1t

Arch Rogers of Amarillo is here mixing with old friends.

Harvey Cash from Dimmitt was in Hereford Wednesday.

Emerson Double and triple adjustable disc plows. Warren Hardware Co. 4tf

Lee Sullivan of Sanger is visiting his brother, C. L. Sullivan.

Prices will be cut very low on laces and embroideries. J. G. Callens. 1t

Geo. Spencer of Hull, Iowa, is here this week with excursionists.

Mr. Luther Cooper of Tulia was in Hereford Thursday.

Men's pants, 36 to 44 waist, will be slaughtered in price. J. G. Callens. 1t

Dr. Hendrickson of Kansas City brought in a number of friends yesterday to prospect in this section.

Call at Hereford Hardware Co's. and get a Washing Machine for two week's free trial. 5tf

J. M. Gollehon and sons, and Roy Green of the Nazareth community were in Hereford trading Thursday.

Nice line Men's dress shirts, underwaer and sox at a bargain. J. G. Callens. 1t

Miss Ida Thompson left Monday for a visit with relatives at Marietta, Okla., Gainesville and Fort Worth.

Bill Argo has accepted a position with the Corner Drug Store as dispenser.

Will have car bulk corn in a few days at \$1.50 per hundred for cash. Witherspoon & Harrison. 14tf

Your house cleaning wont be complete until you have bought that new set of Screen Doors from the A. O. Thompson Lbr. Co. 8-tf

Miss Imo Lacy left today for Chicago to join her father and mother.

Will have car bulk corn in a few days at \$1.50 per hundred for cash. Witherspoon & Harrison. 14tf

Mr. and Mrs. Bradley of Summerfield were here Tuesday on business.

For good hosiery go to Callens. Burson hose (no seams) for ladies. Bear brand for children. 1t

Miss Jessie Wright is acting as secretary for the Commercial Club, being promoted from the place of assistant.

Prices cut to the botton on slippers and shoes for ten days. Call and see them. J. G. Callens. 1t

R. L. Joss, Guy M. Nesbitt and W. B. Park autoed up to Vega Wednesday to get a better view of the comet.

Sweet potato, cabbage, tomato and other plants for sale, write for Price Circular. T. Jones & Co., Clarendon, Tex. 13-3tp

Mrs. G. W. Jessup and little daughter Naphelia, of Ft. Worth, were here this week on a visit to Miss Bertha Fuller.

India linens and white goods cheaper than any house in town. J. G. Callens. 1t

Rev. D. W. Hawkins returned today from Canyon City. He has been a week's meeting at Hoffman, Randall county.

Will have car bulk corn in a few days at \$1.50 per hundred for cash. Witherspoon & Harrison. 14tf

Rev. G. W. Muckley, National Secretary of the Church Extension Board of the Christian Church is visiting with Rev. and Mrs. Shore today.

The A. O. Thompson Lbr. Co. has just received a large assortment of Screen Doors all fresh and new. Call and see them. 8-tf

Mrs. F. W. Weaver of Kansas City was here this week looking after her large land holdings near Hereford.

Ladies, wash linen skirts cheap, also voiles and Panamas at a sacrifice. J. G. Callens. 1t

J. S. Warner returned yesterday from a visit to his mother in Iowa. She was seriously ill for a while but was much improved when he left.

The Gurney refrigerator is the most economic in the use of ice because of its superior construction. For sale by E. B. Black Co. 12tf

Paul Barnett of Texas is here visiting relatives. He and his brother Frank Barnett will open a gents furnishing store at Kingsville in a few days.

Will have car bulk corn in a few days at \$1.50 per hundred for cash. Witherspoon & Harrison. 14tf

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

Let the Gurney patent refrigerator preserve your foods and they will be pure and wholesome. E. B. Black Co. have them for sale 12tf

If its "Wil-low's"
Its not how
Cheap but how
Good—

Wil-low

Le Trefle Toilet Waters

Shampoo

Shampoo Fluff
(Dry Shampoo)

Liquid Green Soap

Face Powders

SWEET-NESS
(for disagreeable
body odors)

Spearmint Tooth
Powders

Cuticle Acid

Almond Cream

Cream of Roses

Violet Adorable
Powders

Phoenician Massage
Cream

Theatrical Cold
Cream

Le Trefle Perfume

Creme Rogue

Cucumber Cream

Butterfly Bloom

Hair Tonic

Creme Exquise

Wil-low

If its "Wil-low's"
its not how
Cheap but how
Good—

Dr. Barton of Hamilton, Ohio, was here this week on business matters. It was Dr. Barton who made the last stand for the C. H. G. & Construction Company.

We have a large lot of lawns, bastings, gingham, and suitings, including colored dress linens, which will be sold at a Special Sale Price. See them. J. G. Callens. 1t

The endeavor societies of the Christian church won the State Banner this year at the convention of the Christian Church held at Dallas recently. The Juniors won last year the National Banner for Texas.

Mr. and Mrs. James Harp and family left this week for their former home in Kentucky after a residence of two years at Hereford. While here they have made many friends who regret to see them leave.

N. J. Matthews manager of Arnold & Matthews furniture store has returned from the markets in the north where he purchased a big stock of the latest designs of house furnishings.

Christina, the little daughter of Mr. and Mrs. W. S. Rance died last Wednesday, May 11. Rev. Baker conducted the funeral services. The family have the sympathy of the entire community in their bereavement.

Let the "Gurney" refrigerator figure with you in cutting down the "high cost of living." For sale by E. B. Black Co. 12tf

Prof. David Harp who has held a position in Heretford College during the term closing today will spend the summer at his old home in Kentucky where his father and mother have returned.

Miss Griffith, principle of the Dimmitt school was in the city Saturday. Her school closes next week with appropriate exercises. There will be four graduates: John Turner, Ralph Stapleton, Roy and Dora Shepard.

We sell heavy team harness that will interest anyone who is in the market for this line of goods. Warren Hardware Co. 4tf

Mr. and Mrs. A. H. Elliston, Mr. and Mrs. C. O. Lee, Mrs. C. Smith and Walter Nelson returned in due time from Plainview where the I. O. O. F. Association held a profitable session. Hereford secured the meeting for 1911 and the local Lodge will give the visiting members a royal time.

The Hubbard Dry Goods Co., always, "The Store Ahead", enterprising have arranged one of the most attractive window's ever seen in the city especially designed in honor of the High School. The background a pleasing effect, the Class colors, Blue and Gold, being used with large placards bearing the initials "H. H. S." and the motto, "Finiens Tamen Incipiens," and a large horn of white roses, the class flower, with diplomas tied in the colors placed in the foreground is very pleasing to the critical eye.

For Sale.

One section of improved land at Summerfield, Texas. If sold in 60 days, half of the growing crop will go with land. For price and terms apply or write to P. C. PYLANT, Summerfield, Texas. 144p

James Bell, son of Mr. and Mrs. B. T. Bell, Sr., of Dimmitt, was here the other day greeting friends. He has recently returned from school at Louisville, Ky., where he was preparing himself as a missionary. He will be assigned to work at Fort Sill, Oklahoma, among the Red Men. Later he will enter the South American country, his chosen field.

160 Acres

One and a half miles from Barnsville, Minn., N. E. 1/4 Sec. 34, township 137, range 46, 40 acre cut. Fine agricultural land to trade for land near Kelso H H Hawkins, Hereford, Texas. 1t



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

To Late to Classify

EGGS.—White Wyandott eggs for sale. \$1.00 per setting of 17. See or Call Mrs. J. F. Collup. 15-4t

FOR SALE.—Quick 640 acres good land 17 miles from Hereford price, \$11.00 per acre, \$3.00 cash per acre Balance good terms. No trade. Address Box 512, Hereford, Tex. 15tf

320 ACRES.—6 1/2 miles of railroad station, good land, price \$16, \$2,000 cash, bal 1, 2 and 3 yrs., 7 per cent interest. Address Box 512. No trade. 15-tf

"Rough Dry"

Let us "rough dry" your family washing. 6c per pound will wash and iron all of your sheets, tablecloths, towels, napkins, pillow cases, etc., and wash, starch and dry all of your starched goods, soft goods, etc., ready to be ironed.

This work is washed with pure, sparkling water and with less wear than it would receive at home. We are doing this work for many of the most careful housewives in the city and are pleasing them. All the work is sweet and clean. The price is very reasonable. Why not give us a trial?

Hereford Steam Laundry

Telephone . . . 246

SMITH & ASHBROOK

HEREFORD, TEX.

Sell all kinds of Insurance

Fire
Tornado
Life
Accident
Plate Glass
and Live Stock

Office first door south of First National Bank

EVERYTHING IN THE DRUG LINE

Society Notes

Club News, Society Functions,
Personal Mentions, Etc.
Telephone 30 or 331

MRS. FOX ENTERTAINS

Mrs. W. G. Keiry was guest of honor at a charming afternoon reception, given Tuesday by Mrs. J. A. Fox, assisted by the members of the aid society. The beautiful Fox home, modern and elegant in every detail, was made especially pretty by an artistic arrangement of bowls and vases of pink roses in the reception suite. For a time conversation was the diversion, but it was in the rendition of a carefully prepared program that the guests received the greatest pleasure. The program was as follows:

Vocal Solo	Mrs. Haile
Violin	Blake Cogdell
Reading	Miss Withespoon
Vocal Solo	Mrs. Norton
Reading	Miss Gregg
Piano Solo	Miss Withespoon
Vocal Solo	Mrs. Roland
Reading	Mrs. Thomas
Vocal Solo	Little Grace Ferguson
Reading	Little Annie Wildy Lee
Piano Solo	Miss Isla Estes
Vocal Solo	Miss Gyles

The guests of this occasion were the ladies of the Presbyterian church and a few other friends. Ice cream with assorted cake was very daintily served.

AT THE WARREN HOME.

A most charming affair was the reception given on last Friday, May 13th, at the home of Mrs. C. W. Warren by the thirteen members of the Woman's Benevolent Club. The receiving hours were from four to six, and during that time a large number of guests called. The spacious rooms of the receiving suite were tastily decorated in pink and white, the club colors, pink roses being used in the parlor and sweet peas, the club flower, in the dining room.

As the guests arrived they were served to fruit nectar by Misses May Gough and Mable Owens. Delicious refreshments of pink Neapolitan cream and white cake were

daintily served by the following thirteen little Misses. Jewell Barnes, Ora and Eva Clair Lancaster, Jessie Clen Bullock, Cora Lee Gough, N. Anna, Edna and Emma Bell Elliott, Alice and Hattie Fullerton, Blanche Warren, Elzina Mounts and Louis Obertheir.

Piano selections by Mrs. Douglas A. Shirley, Mrs. M. E. Bullock, Elzina Mounts, and Jewell Barnes were enjoyed by all.

Altogether this was one of the most enjoyable receptions of the season.

DINNER WITH MR. AND MRS. GASS

A delightful three course dinner was served at the home of Mr. and Mrs. D. R. Gass, Wednesday, May 18th. Those present were Prof. and Mrs. W. H. Wray, Mrs. Bess Allen of Morganfield, Ky., Mrs. Francis Walters of Post City, Tex., and Miss Amelia Wilson. A very pleasant hour was spent in this hospitable home.

A DINING

Mrs. C. C. Ferguson entertained with a six o'clock dinner on Monday last complimentary to Mrs. Keiry. The table was decorated with a bowl of beautiful geraniums and ferns. Places were laid for Mrs. Keiry, Mrs. Lea, Mrs. Elliott, little Misses Annie Wildy Lea and Grace Ferguson, Mr. and Mrs. Ferguson.

Attention Eastern Star Chapter.

There will be a meeting of the Chapter at the Masonic Hall Saturday, May 21, at 3 o'clock. Every member, fail not, is urged to be present as there is important business to be attended too, also new members. Refreshments will be served.

Attention Everybody.

Everybody is urged to meet at the City Cemetery next Thursday, May 26, at 2 o'clock p. m. for a general clean-up day. Bring shovels, hoes and rakes and assist in the good work.

Tuesday Night

...May 24...

OPERA HOUSE - - FIVE ACT

The High Class Comedy

**"She Stoops
to Conquer"**

BY THE

Senior and Junior Classes

OF THE

.. Hereford High School ..

Admission 25 and 35

No Reserved Seats

Curtain Rises at 8:30 p. m.

A FREE GIFT WITH No STRINGS TO IT

Absolutely free of any charge, whether you trade a cent's worth with me or not. I will give every baby in Deaf Smith and Castro county under one year old a gold ring free. I have just installed a new jewelry department, with up-to-date, guaranteed goods, not junky stuff. I am giving 20 per cent in coupons with all purchases amounting to 50cts. or more. These coupons can be turned in as cash in our Jewelry department. This advantage to you is not on account of a below cost sale, I don't sell below cost. My prices remain the same, which you surely know are the cheapest in Hereford. This "give away," "cut price" proposition is born by the wholesale jewelry people for a short time to advertise their high class goods. I have secured a contract from them to furnish every baby a gold ring free. It costs me nothing, it costs you nothing, bring your baby in and get it. I have everything in variety goods, Second Hand goods and don't forget the Garden Plants. I have the best plant business in Panhandle.

WALTER NELSON, Prop.

The "Square Deal" Man

The Racket ^A/_D 2nd Hand Store

CORNER MAIN STREET AND THE RAILROAD

Bethel News.

B. F. Hodges has been on the sick list the last few days, but is better at this writing.

W. R. Higgins and family attended Sunday School and took dinner at Henry Dailey's.

J. L. Park is serving on the grand jury again this week.

J. W. Cenrup and wife of Summerfield visited in this neighborhood the first of the week calling on E. W. Short, J. W. Miller, D. H. and E. E. Brubaker.

Miss Dessie Short accompanied her brother, Tod Short home last Sunday at the A. G. Bell ranch returning home Tuesday.

A. M. Brown, D. H. Brubaker, and J. W. Miller visited at E. E. Brubakers' last Tuesday.

At the school meeting last Monday it was unanimously decided to raise the vote of taxation for school purposes, so there will be a longer term of school hereafter, which will be appreciated by all.

The services announced in these columns last week were filled by Eld. W. P. Bosseman of Oklahoma. A well filled house was present each time, interest and attention were good. He gave a message to his hearers with earnestness and power.

You will notice a change in the name of the news this week. The Sunday School on last Sunday unanimously decided to change its name from Berve Union S. S. to Bethel Union S. S. Hereafter you will know these notes by Bethel News.

J. W. Miller visited in Hereford at A. M. Brown's Sunday night.

A nice shower of rain fell in this vicinity last Wednesday.

Revival Services.

Pastor Dean announces that revival service will begin at the Baptist Church Sunday night next, May 22. Rev. S. J. Mimms, a noted evangelist of Brownfield, Texas, will conduct the meeting. Bro. Dean will begin the services Sunday night. Rev. Mimms will preach his first sermon Tuesday night. All

Notice to Candidates.

To those interested in the matter, I deem it wise to make the following suggestions with reference to how you can get your name on the official ballot for the July Primaries. The law requires each candidate to make an affidavit that he is in the race and file affidavit with the county chairman on or before June 18th, 1910. The form of affidavit is as follows:

Hereford, Texas, 1910.

To G. W. Barcus, Chairman of Executive Committee of Democratic Party:

I hereby request that my name be placed upon the official ballot for the primary election to be held on the 23rd day of July, 1910, as a candidate for the office of

My occupation is

My postoffice is

The State of Texas, County of Deaf Smith.

Before me the undersigned authority, on this day personally appeared, personally known to me to be the person whose name is subscribed to the foregoing instrument of writing, and acknowledged to me that he executed the same for the purposes therein stated.

Notary Public in and for Deaf Smith County, Texas

If the candidates will cut the above affidavit out and go before some notary public and swear to same and hand to me by the 18th day of June, 1910, then their names will go on the ticket provided they pay the amount assessed against them for expenses.

On the third Monday of June there will be a meeting of the executive committee at my office in Hereford, for the purpose of determining the expense of the election and making the assessments against the candidates to defray same.

All of the candidates for the various offices are invited to be present. The meeting will be held at 10 o'clock in the morning of the 20th of June.

The executive committee is composed of the following persons:
C. V. Walker, J. H. Bowers, Will McIntosh, Kelly Gray, J. T. Womble, John Gregory
G. W. BARCUS,
County Chairman.

Christians of the town are invited to join in the services.

For Quick Sale

A 440 acre farm nearly all planted in cotton, well and other im-

provements; all new and A-1. All crops goes in and immediate possession given if sold at once. For further particulars see or write, A. H. Elliston, Hereford, Texas. If

WIERTZ

A Black Percheron Stallion, 5 Years Old

And weigh 1900 lbs., owned by the Hereford Percheron Horse Company. This horse will make the season at my place, 1/4 mile S.W. of town.

TERMS: \$15 to insure foal. Colts will be held for service fees. Good care taken of stock but not responsible for accidents. **See or PHONE**

Vern Witherspoon
Hereford, Texas

Ansley Realty Company

Investment Bankers. Capital \$50,000

Have handled more land than any firm in Texas. If you want to buy, sell or trade land or property, write us. Tell us your wants. Location or distance cuts no figure, we "deliver the goods." Write us right now.

Ansley Bank Building
Plainview, Texas

HEREFORD VIEW STOCK FARM

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

A few reasons why you should Buy Berkshires from me.

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

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

R. H. NORTON, HEREFORD, TEXAS
Drop me a card if you would like to read a little book "Berkshire Excellence & Progress"

Halley's Comet May Put You to Sleep

But don't allow yourself to be caught napping by not buying your screen doors and ready-made screen windows from us. We have the best and most complete line to be had in Hereford. Let us sell you your house bill, you will be so well pleased the Comet will not cause that sleepy effect.

A. O. THOMPSON LUMBER CO.
CORNER SIXTH AND MAIN HEREFORD, TEXAS

This is The Car



A car with the trouble left out. Easy to understand, easy to handle and easy running. The upkeep is less than horse and buggy.

Prices \$1000, \$1250, \$1400 and \$1500

J. H. King, Agent

THE COLLEGE RALLY

Good Work Started Sunday After to Put School on Firm Basis.

"Hereford College faces crisis" was the head line of an open letter to the people of Hereford from Pres Haile in The Brand last week and on Sunday afternoon the subject was more thoroly discussed and brought to the ears of those present. A good sized crowd had gathered at 3:30 p. m. at the new church. Rev. S.T. Shore acted as chairman, introducing the speakers. President Haile was the principal speaker. He told of the present condition of the school and outlined somewhat the remedies that would bring relief. His address was a strong appeal for local pride and college support.

Mr. Haile was followed by Bros. Baker, Dean and Story, all of whom make telling points for the college. Others added short remarks. The last speaker, Mr. Story, brought the meeting to a climax by asking for 5-year pledges to the school funds to be used for betterments and expenses. About \$7,000 was raised as follows:

First National Bank	\$1,000
T. E. Shirley	1,000
L. Gough	1,000
Western National Bank	1,000
R. J. Kibbe	1,000
Eli Dunlap	500
Ladies' Aid Christian Church	500
A. H. Elliston	500
F. H. Obertheir	500
L. P. Landrum	100
R. H. Norton, First year	100

It is proposed to raise \$25,000 for the school, that is \$5,000 per year for 5 years, the pledges being made payable August 1st of each year.

A committee appointed by the Commercial Club will make a thorough canvass of the town. It was suggested by those nearest the school that for every dollar put in by Hereford that an equal amount would be paid in by outside friends of the school. This money for the first year will be used to liquidate some local indebtedness and to put the present buildings in good condition, a heating plant being the first work to be undertaken. The walls are to be refinished and all the rooms made presentable and comfortable. If the desired amount is raised in a few days, Pres. Haile will continue the school otherwise the school will be closed. But if suitable arrangements can be made a vigorous campaign for students will be made and the school opened in September with a large enrollment.

The Jumbo Loaf

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

Announcement to Catholics.

Catholics of Hereford, Bovina and Friona will have divine services in the Hereford court house this coming Sunday, May 22, 10 a. m. It is the last chance for all to comply with their Easter Duty of Holy Communion. An important business meeting will be held after services. Catholic Sunday School at W. D. Kelihor's at 2 o'clock next Sunday.

Respectfully in the Lord,
Rev. CHRISTIAN WEIGAND,
St. Mary's Rectory,
Umbarger Texas.
Hereford, May 16, 1910.

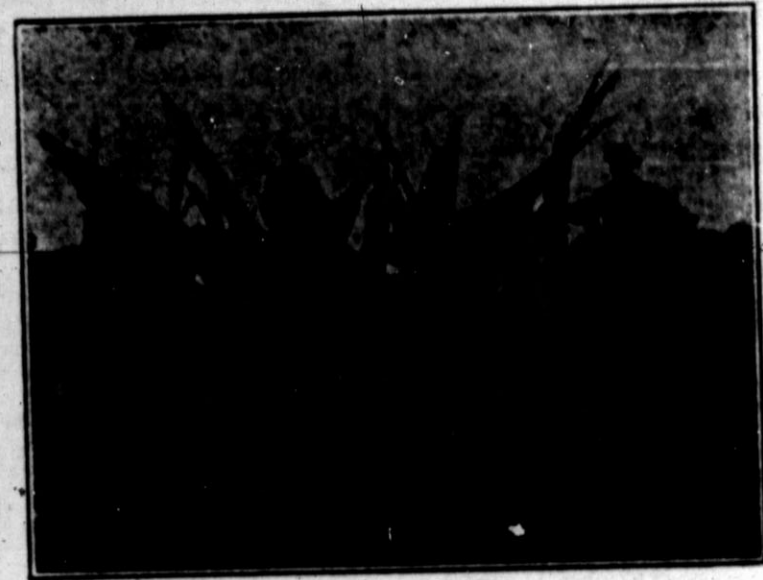
THE HEREFORD BRAND ONLY \$1.00 A YEAR

Quality and Price

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

Kemp Lumber Company

C. L. CARTER, Manager



Shipping Trees by the Carload

HEREFORD NURSERY

L. P. LANDRUM, PROPRIETOR



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

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

R. E. BRYANT, Agt.

J. F. COLLUP

DEALER IN

COAL, HAY AND GRAIN, FIELD SEEDS AND STOCK SALT

ACME HORSE FEED. Try a sack. Just received a supply of Blue Grass and White Clover seed.

PHONE NO. 1

WE HANDLE ALL KINDS OF POSTS.

P. R. Purcell & Sons

Livery, Feed and Sale Stables

GOOD SADDLERS GENTLE DRIVERS

Special Conveniences for Drummers

HEREFORD TEXAS

The Patronage of the General Public is Cordially Solicited.

The Arcadian Cafe

C. H. (Dad) BAKER, Proprietor

The Fashionable Place of the City. Serve Both Meals and Short Orders. Transient Trade is Especially Solicited.

Open all day and Until 12 o'clock at night

NEIGHBORHOOD NEWS

Letters Written by Staff Correspondents of THE BRAND

Items from Summerfield.

The past week of cloudy weather has been putting the wheat in good trim. Farmers are all planting and a general stir is on in these parts.

Miss Lula Edwards of Hereford, spent Thursday and Friday here, with her sister Miss Clara, taking in the festivities of the last day of school.

Mr. and Mrs. Ed Hudson are all equipped with a covered wagon, and will start out on a trip to see different parts of Texas, returning in time to harvest their wheat.

Ray Roberson who underwent an operation for appendicitis is recovering nicely, for which his many friends are rejoicing.

Mr. and Mrs. Frank Glaspell from North Hereford were visiting in this community over Sunday. They are recently from Iowa and say they come to stay.

All lovers of good horses should visit the F. C. Bradley ranch where they would see fine bred colts of all ages. We would make special mention of his shetland ponies, and of the little baby colt which is about three weeks old. The children have named him Trinket.

A Mr. Clayton of Artesia, New Mexico, spent a few days at this place. He is a town site promoter and thinks he sees wonderful possibilities for this little berg.

Last Friday Miss Clara Edwards closed another most successful nine months term of school with a picnic which was enjoyed by both parents and children. How the table did groan with its good things to eat. After dinner ice cream and cake put on the finishing touches, suffice to say no one went home hungry. Miss Edwards is a fine teacher and parents have seen a great advancement in their children from her instructions. All are highly pleased that she will return to us again another year.

AWOI.

Echoes from Parrott.

We have been blessed with a glorious rain. The best one since we have been in the Panhandle. Every one in our neighborhood is very happy.

Mr. and Mrs. E. Scruggs and family and Mrs. A. P. Helphrey took Sunday dinner with Mr. and Mrs. Varrell.

Mr. and Mrs. Guthrie and Gladys Hacker took dinner with Mr. and Mrs. Henley Sunday.

Bernice Hubbard and brother and Gladys and Floyd Hacker spent Sunday afternoon with Carl and Basel Jennings.

Mr. and Mr. John Hacker spent Sunday afternoon with Mr. and Mrs. Dukes.

F. R. Metcalf and family accompanied by Miss Fannie L. Neely dined with Mr. Shepherd's family recently and a most delightful time was enjoyed by all.

Mr. and Mrs. B. F. Neely, Ned Charlton and Miss Daisy Bell took a buffet luncheon with R. S. Neely and sister Sunday evening.

Miss Fannie L. Neely called on Mrs. Mann, Mrs. Dukes sister, Tuesday.

Sunday evening Mr. and Mrs. Scruggs called on Mrs. Mann.

JACK and GILL.

Kelso Items.

We have had several small showers last week, looks like raining some more.

Wheat looks nice in this part of

the country. Will need rain before long tho.

Luther Gregory spent Sunday with the Ellison Bros.

Born.—To Mr. and Mrs. John Gregory, Saturday, May 7th, a ten pound girl.

The Kelso Well Drill Co., are drilling a well for Mr. Bippus who is moving in near Mr. Sager 10 miles northwest of Kelso. Mr. Bippus is from Iowa. His son and daughter are with him. The rest of the family will follow later. Mr. Bippus has a Gasoline engine and intends to put in a large crop. We welcome all these people among us.

We also have another family moving in by the name of Swain who is from Minnesota, and is about six miles from Kelso, near C. E. Chappell.

The Kelso School closed last Friday.

W. G. Harris and Bro. Honea made a business trip to Hereford Saturday.

Miss Lena Gregory spent Saturday night with Mrs. Ruth Harris.

Mrs. John Gregory's sister, Mrs. F. M. Dunn of Endee, N. M. has been spending this week with her.

Mr. and Mrs. Will Palmer visited Ed Chappell and wife Friday.

W. J. Kanna of Colorado was out to see his land seven miles southwest of Kelso where he is thinking of having a well drilled.

Miss Lena Gregory visited at Mrs. Palmer's Friday evening.

Jay Gregory was in Hereford on business last Saturday.

Mr. W. S. McDaniels and family and C. E. Chappell and wife and baby visited John Gregory and family last Sunday evening.

Mr. and Mrs. Will Palmer spent Saturday with Mr. and Mrs. Will Harris.

Mr. Harris will move from Kelso to a farm near Friona where he intends to raise a crop.

AUNT JUDY.

Frio Items.

Next Sunday Rev. M. F. Johnson will preach here at 11 a. m. and at 4:30 p. m.—Come.

Mrs. J. O. Linsey is slowly improving.

W. P. Henstis is on the sick list.

Will Sain and wife spent Sunday with the Mrs. Robison of Summerfield.

Matt Whiteford and family were the guests of H. H. Stanley and family Sunday.

Frank Axe and family Ed Stanley and family called on J. W. Beatty and family Sunday afternoon.

There were not many present at the party at W. B. Green Friday night on account of the bad weather but those present had a good time.

Mesdames Baxter, Easter, Frank Axe and Miss Bernice Hubbard called on Mrs. J. O. Lindsey recently.

Carroll Whiteford spent Sunday with Austin Dollar.

Omer and Olen Dendy spent Friday night with Joe and Jim Green.

The mist, warm and cold days we are having.—“Halley's comet gets the credit of it all.”

On June Sixth

W. O. W. Decoration Day all Woodmen will be expected to meet in hall at 2 p. m. on this date and help with ceremonies. Will march with Band from hall to cemetery. Speakers of day W. H. Ray, L. Gough and Jas. A. Hughes. 9-11 C. L. SULLIVAN, Clerk.

CONDENSED STATEMENT OF THE CONDITION

OF

The First National Bank

HEREFORD, TEXAS

At the close of business February 5th 1909.

RESOURCES		LIABILITIES	
Loans and Overdrafts	\$367,953.14	Capital Stock	\$50,000.00
U S Bonds and Premiums	51,800.00	Surplus and Profits (net)	61,563.87
Banking House and Fixtures	13,038.50	Circulation	50,000.00
Redemption Fund	2,500.00	DEPOSITS	369,828.09
Demand Loans	64,345.32		
Cash and Exchange	31,755.00		
	\$531,391.96		\$531,391.96

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

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

SAFETY DEPOSIT BOXES FOR RENT.

This Bank is well equipped to handle all business entrusted to its care and respectfully solicits your account.

Advertisement.

GOUGH SAYS HIS CHANCES GOOD

Senatorial Candidate Will Find Rough Sailing Here as Voters Believe in Fair Play.

L. Gough of Hereford, candidate for state senator, was in Childress last Friday in the interest of his candidacy. He was shown over town by friends and made the acquaintance of a large number of people. In a short visit at this office he stated that he considered his chances for his election to be good. He was of the opinion that Candidate Johnson of Memphis, would not cut the figure in the race he had thought he would.

Judge Gough stands upon about the same platform that the other candidates do. Upon the prohibition question we have found them to have the same views. All are for submission, and if they cannot get submission are for statutory prohibition. Judge Gough having made a special study of soil culture in the plains section of the state pays a little more attention to that part of the political matter.

The Index cannot say that it favors Judge Gough very much, as he came out, seemingly, to defeat Judge Slaton of the same town. When Slaton suggested that the two men leave their candidacy to the voters of their home county Judge Gough refused, and in our opinion that demonstrates he is afraid to meet Slaton on the stump in his home county. This paper cannot see how he can consistently ask other counties to support him when he is afraid of his home county. As stated once before, the chances are that Johnson will get more votes than his opponents and that Gough will be the rear man in the race by a large majority.—Childress Index.

Garden Planting.

There never was so much work being done in the gardens as at present. Thousands of plants of all kinds have been set out and seeds of all kinds planted. Sweet potatoes seem to take the lead and if any thing like a fair crop is raised a small canning factory would profit well this year. Hereford has also furnished many of the surrounding towns with plants. Thousands have been shipped out.

For Sale

A dairy herd of registered and high grade Jersey cows; thirty head of matured cows and 7 young heifers, together with complete dairy outfit and good route. A snap. Call or phone 153. ROB'T. ELLIOTT.

Diamond Special Shoes

Let's have a good Understanding

are made for you, Mr. Texas Man. They are made the way you want them — classy in style, soft and easy in fit, with the right stuff in them to wear. Our lasts are right for Texas, the shoes keep their shape and they'll please you. Don't take our word for it, but ask your dealer and make us prove up. Peters' shoes will "make good". We know it because that's the way we make them.

If you can't get them in your town, write us.

Peters Shoe Co.
ST. LOUIS.

When Buying Groceries

Bear in Mind

the difference between

Cheap and High Grade GROCERIES,

the difference between

Healthful and Unhealthful GROCERIES,

the difference between

JARROTT & WILKINSON'S Groceries

and Other People's Groceries

LUMBER

Best Grades, Best Prices, Most Complete Stock
Modern Planing Mill in Connection
Let Us Figure Your Next Lumber Bill

T. M. Palmer Lumber Co.



YOU NEED A BIG BASKET

if you expect to buy all the nice things we have in

FRESH VEGETABLES

What a welcome change they are from the canned goods of winter. Come and see how we have ransacked the markets to secure the freshest and best. Note our moderate prices

and the generous measure we give. Come early. It's the best time. Stock is fresh daily and price always close to cost

Cardwell Brothers

Professional and Business Cards

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Hereford, Texas.

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

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

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

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

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

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

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ALL KINDS OF INSURANCE AND LOANS. Phone 273.
Office 1st door South of First National Bank

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HEREFORD, TEXAS

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C. G. Witherspoon & Son
Dealers in Panhandle Lands
Abstracts prepared on short notice. All kinds of stenographic work done. Exclusive agents for Western Union Land Co.'s Lands
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Abstracts of Castro and Bailey Counties. Your business solicited.
DIMMITT, TEXAS

We Can Do It.

Build Towers,
Do Repair Work,
Oil Mills and Fix Old Mills, and Doctor Them for you

HODGES & BURNAM
Phone Hereford Hardware

PLANTS

Sweet Potato, Tomato, Cabbage and Pepper now ready. Send for price list. All kinds of garden and field seeds. Send for catalogue.

Roswell Seed Co.
ROSWELL, N. M.

Notice Stockmen.

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

THE BRAND LINERS 15 WORDS CENTS

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

WANTED—Applicants for Hail Insurance on growing crops. C.O. Lee. 11-tf

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

FOR RENT.—The rear of City Barber Shop. See Beene or Bennett. 1

FOR SALE—Double disc plow, double row cultivator, corn planter and small wheat drill. See R. J. Kibbe. 7tf

FOR RENT—My old O. K. land office near P. O. good stand for Tailor, Barber, Butcher, Baker, Shoe Maker or Restaurant and Rooming, A. H. Elliston. tf

FOR sweet milk, butter milk, blue-john, or clabber, Just ring phone no. 9. The Lone Star Dairy. 5tf

BABY CHICKS—Rhode Island Reds for sale at 15 cents each. Call 262. Dr. U. T. Miller 204 B St. tf

PIANO—Will trade good Adam Schaff piano for gentle family buggy horse. Call at Brand office. t-f-e

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

LIVE STOCK FOR SALE

TEAM—Good work team, 5 years old. Apply to C. A. Butler. Phone 20. 15-tf

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

ONE cent a word or 5 cents per line gets into these columns. Try 'em.

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

REAL ESTATE FOR SALE

FOR SALE or trade—160 acre farm 20 miles west of Kansas City well improved, good location, near school and church, good land, fine water. See or write J. H. Bowers, Hereford, Texas. 11-tf

TRADE—200 acres unimproved black land, near Ada, Norman Co., Minn. German settlement. Heart of wheat belt to trade for Panhandle land. Security Land Co. tf

FOR TRADE—215 acres, 3 miles from good railroad town in Ralls county, Mo. Good houses and barns, well fenced and hog proof. Will trade for Panhandle land. Call or write to O'Brien Land Co., Hereford, Texas. 14-4t

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

CITY PROPERTY

LAND FOR TRADE—Desirable residence property in Hereford for half section of raw land. Address P. O. Box 255. 15-tf

FOR SALE—Eight room two story house, east front, on cement block foundation, with cellar beneath, has hall on both upper and lower floors, house is nicely finished and painted, lot is 115x200 feet, with well and wind mill, stable 12x16, chicken yard poultry fenced. This is a splendid house and in a choice location, for price and terms, see C.O. Lee 11f

FOR SALE.—Our 30 H. P. steel gear, steam plow engine, plow hitch, water tank on engine, holds 300 gallons, 13 bbl. water tank on wheels, also, thresher 30x60 complete, belts, feeder, stacker etc. Located near Vernon, Wilbarger Co. Run 1 season, practically good as new. Cost \$3,500. \$2,500 cash or good notes buys it. D. L. Green, Vernon, Tex., or C. P. Smith, Amarillo, Texas. 15-2tp

A Good Example

"I am a good example," writes Mrs. R. L. Bell, of McAlester, Okla., "of what Cardui will do for suffering women.

"I suffered with my head and back, for over six years, and although I tried everything, I never could get anything to do me any good, until I began to take Cardui.

"Cardui has surely helped me and built me up and I am so thankful that I have found something that will do me good. I feel so much stronger and better than I have in a long time."

It is well to make up your mind before you are sick what medicine you will take when you are sick.

Take CARDUI

The Woman's Tonic

You will be glad to take it when you are tired, miserable and when life seems a weary grind. It will put new thoughts into your head, fresh courage into your mind.

If not sick now, at least burn Cardui on to the pages of your memory, so that when you are sick you will ask for it without thinking.

If sick or weak, get a bottle today. At all druggists.

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

Your Meat and Baking Together

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

Burnam & Dobbins

Tierra Blanco Herefords

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

...BREEDERS OF...

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

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

THREE GOOD PAPERS

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

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

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

OUR COMBINATION

The Semi-Weekly Record	\$1.00	Our Price	
The Hereford Brand	- \$1.00		\$1.75
The Brand Magazine	- .50		For Three

Subscribe at This Office, 316 Main.

THE HEREFORD BRAND

The Hereford Brand--\$1.00 the Year

"The Store Ahead"

"The Store Ahead"

"The Store Ahead"

Hubbard Dry Goods Company's Great Knock-Out Sale

Beginning Saturday, May 21st and Closing Saturday, May 28th

In order to raise a specified amount of money at once, we are going to offer you Merchandise at prices that you cannot help but appreciate. We think that we have a reputation of doing just as we advertise and are going to keep up our reputation by giving you more merchandise for your money than you have ever been able to get before. Our Sales have always been far beyond our expectations, and we are going to show you our appreciation by offering you a large assortment of clean merchandise at prices lower than you ever bought them. It will be to your interest to get busy and look our stock over while it's complete. All of our stock is included in this sale, in fact everything goes at a discount except O. N. T. Spool Cotton. Below we quote you a few prices to give you an idea how ridiculously low we are going to sell them.

Mens' Pants
We have the largest stock of highest grade pants ever shown in Hereford, including Hart, Schaffner and Marx, Pennants and Curlee, all of which are as good as can be made for the money, all go at 25 per cent discount.

Regular \$6.50 Pants, Knock Out Price	\$4.88
Regular \$6.00 Pants, Knock Out Price	4.50
Regular \$5.00 Pants, Knock Out Price	3.75
Regular \$4.50 Pants, Knock Out Price	3.35
Regular \$4.00 Pants, Knock Out Price	3.00
Regular \$3.50 Pants, Knock Out Price	2.65
Regular \$2.00 Pants, Knock Out Price	1.50

All others go at the same discount.

Mens' Shirts
At 25 Per Cent Discount.
Now is the opportunity to buy your shirts as our stock is very complete, and contains some of the latest shades. We include the Famous E. & W. Shirts at 25 per cent discount.

Regular \$2.00 Shirts, during Knock-Out Sale	\$1.50
Regular \$1.50 Shirts, Knock Out Price	1.15
Regular \$1.25 Shirts, Knock Out Price	.95
Regular \$1.00 Shirts, Knock Out Price	.75
Regular 75c Shirts, Knock Out Price	.60
Regular 60c Shirts, Knock Out Price	.38

Mens' and Boys' Belts and Suspenders
We have just received the largest assortment of belts and suspenders ever shown in Hereford, and we are offering the entire stock including the latest novelties in belts at a discount of 20 per cent.

Mens Hats and Caps
33 1-3 OFF
We are offering you a great reduction on mens hats and caps. All the new Spring styles are included in this sale. We carry the John B. Stetson and the famous \$3 Starr and Kingsbury, in stiff and soft shapes, we are offering you the entire stock at 33 1-3 per cent discount.

Regular \$6 Hats Knock out Price	\$4.00
Regular \$5 Hats Knock out Price	3.35
Regular \$4 Hats Knock out Price	2.50
Regular \$3 Hats Knock out Price	2.00

All Caps including the new Spring caps go at the same reduction.

Trunks and Grips
We have the latest thing in this department and at prices that you can't afford to pass up. If you need a trunk or grip now is the time to buy it. We are offering you everything in this line at a discount of 33 1-3 Per Cent

FREE! FREE!! FREE!!!
Remember every dollar purchase entitles you to a ticket to a 41 Piece Dinner Set, and also the \$400 Piano that we have in our store, for the one that holds the lucky number.

MENS' AND BOYS' CLOTHING

Half Price We still have a few winter suits left of which we are going to offer you at a reduction of 50 PER CENT. These are good values at the Regular price but in order to move them we are going to let them go at HALF PRICE.

33 1/3% Off We have just received a nice assortment of the latest patterns in Spring Suits of which we are going to offer you at a discount of 33 1/3 PER CENT. Including the Hart, Schaffner & Marx and Daube-Cohn Co. You cannot afford to miss this opportunity of clothing yourself at the following prices:

Regular \$30.00 Suits, Knock-Out Price	\$20.00
Regular \$27.50 Suits, Knock-Out Price	\$18.35
Regular \$25.00 Suits, Knock-Out Price	\$16.65
Regular \$20.00 Suits, Knock-Out Price	\$13.35
Regular \$18.00 Suits, Knock-Out Price	\$12.00

All Spring Suits go at the same Discount



SHOES! SHOES! SHOES!
We are giving you a discount of 25 per cent on everything in this department, our entire stock of shoes go at these prices, including the famous brand Dorothy Dodd for Ladies, Burt & Packard and Hanan & Son for Men, and the celebrated Webster school shoes for Children, all of our spring shoes are included. We will quote you a few prices as follows:

Regular 6.00 Shoes, Knock out price	4.50	Regular 5.00 Shoes Knock out price	3.75
" 4.50 " " " " "	3.38	" 4.00 " " " " "	3.00
" 3.50 " " " " "	2.65	" 3.00 " " " " "	2.25
" 2.50 " " " " "	1.88	" 2.00 " " " " "	1.50
" 1.50 " " " " "	1.15	" 1.25 " " " " "	.95

Quilts and Counterpanes
In this department we have the best assortment in the country, we are throwing this line on the market at a discount of 25 percent. It will be worth your while to look over them.

Laces and Embroidery
Ladies here is your chance to get your embroidery and laces at almost a song, as we are very heavily loaded in this line you will have a nice assortment to select from. We are offering you the entire stock at just half price.

Ladies and Misses Skirts
Our line in this department is very complete, we have just received a shipment of the latest weaves and patterns, your failure to buy at this knock out sale will be your loss, if you buy it will be our loss. All skirts including the latest patterns, go at a discount of 25 per cent.

Mens' Underwear
In this department we are strong, having a very complete line. This is your opportunity to buy your spring and summer wear below wholesale.

CORSETS
Having a very large stock on hand it is our aim to reduce the stock in this department, in order to do so we must offer you the liberal discount of 25 per cent. Now is your opportunity to buy a high grade corset at 75 cents on the dollar. Don't overlook this department.

GLOVES
25 per cent DISCOUNT
We are very heavily loaded in this department. In order to move them we will offer you anything in this line at a discount of 25 per cent. Now is your opportunity to get your gloves at less than wholesale prices.

Ladies' Dress Goods
Here is an opportunity to buy your Dress Goods. Everything at 25 per cent discount. 75c does the work of \$1.00.

Bleached and Brown Domestic
We are going to offer you this line at an unheard-of 20 per cent discount. Don't miss this opportunity.

Gingham
We have just received a large shipment of Red Seal and other Gingham which are all the new and latest patterns. We are going to offer you anything in this line that you desire at the following prices:

Our 15c quality, Knock-Out Price	12 1/2c
12 1/2c quality, during Knock-Out Sale	10c
10c quality, Knock-Out Price	8 1/2c

This will enable you to buy your Gingham for less money than you could buy at wholesale.

Ladies and Childrens Muslin Underwear
25 PER CENT DISCOUNT
Our stock is very complete in both spring and summer weights. Now would be the time of all time to buy your underwear while you can get them at such ridiculously low prices. We have a very large stock on hand and must unload them. Don't let this opportunity pass.

Ladies and Childrens Hose
20 Per Cent Discount
Our stock is complete in sizes and weights. Now is the time to supply your needs in this line as we have just received a large shipment of both ladies and childrens hosiery all latest shades and colors, all go in this Knock-Out Sale. This is your opportunity to buy hose at prices never heard of in Hereford heretofore.

Pepperal Sheeting
9-4 and 10-4
20 Per Cent Discount
This is the last opportunity that you will have for some time to buy this grade of merchandise at such low prices as we 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.

LADIES NECK WEAR
We have quite an assortment of ladies' collars, in fact everything of the latest in ladies' neck wear, it will be to your interest to inspect this line as it is all new and up-to-date, all go at a discount of 25 per cent.

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 25 per cent.

Ladies' Kimonas
33 1-3 PER CENT OFF
All the latest patterns at knock out prices go in this sale at a discount of 33 1-3 per cent. If you are in need of a Kimona, you can't afford to miss this opportunity, come early and make your selections while the stock is complete.

"The Store Ahead"

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