

The Hereford Brand

VOLUME 13

HEREFORD, TEXAS, FRIDAY, DECEMBER 19, 1913

NUMBER 46

WITH COUNTRY NEWSPAPERS

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

Tulia Herald.—It now looks as though the Hon. Cullen F. Thomas will be the only gubernatorial candidate whose name will be submitted to the eliminators next March.

Lockney Beacon.—The Dallas slate-makers made a complete failure in their efforts to eliminate all but one candidate for governor. It was seen from the start that the move was in the interest of one man, the Hon. Cullen F. Thomas of Waco, and the people of Texas did not take kindly to the plan. In fact, the masses of democrats do not propose to let a bunch of politicians dictate to them as to their choice for governor. The old convention plan was regulated to the attic years ago, and any effort to resort to that corrupt method of naming candidates will be rebuked by the people themselves. Let the people rule.

WILL SUPPORT FERGUSON.

Lockney Beacon.—A charter has been granted for a daily prohibition newspaper to be published at Waco. The press of the state, failing to fall in line with the preferential primaries for governor, these political slate makers propose to start a paper of their own. The press has become somewhat independent in Texas politics and refuses to be fed from a spoon like mocking bird fashion. Newspapers of the past decade were the organs of this or that politician, and after being worked to a queen's state he was told to go away back and set down and be good, and make room for some ward healer. Newspaper men in Texas are going to support who they darn please for governor next year, and no ring or faction are going to dictate to them as to men and measures. As for the Beacon it is going to support the Bell county boy, the Hon. Jas. E. Ferguson, of Temple. He offers by far the best and most sensible, sound and sane platform. He pledges a business administration, and as a successful business man himself we believe him capable of steering the ship of state around the shoals of bankruptcy.

The Myers' Chorus class met as usual last Monday night at the Methodist church for their practice. The next meeting will be held on January 5, as the club decided to take a recess until that date.

W. B. Dameron spent the first half of the month over in the state of Oklahoma and enjoyed some of the luxuries of the slow train. He attended the government sale of land at Lawton.

C. W. Warren and family leave this week for the state of Oregon where they will make their future home. Mr. Warren was in the hardware business here for a number of years, but sold out his interest last spring. He and his estimable family will be missed by their many friends, but they wish them success and contentment in their newly chosen home.

Miss Nora Thompson has returned from Ft. Worth where she has been visiting her cousin, Miss Andy Epps. Her cousin, Joseph Epps, of New York City accompanied her home. Mr. Epps has just returned from a tour through South America, England, France, Spain, Italy and some important cities of the U. S., namely Chicago, Seattle, Boston, Philadelphia, Buffalo, etc. Mr. Epps does not know how long he will remain in our town. He is a nephew of Mrs. J. D. Thompson.

Warning: Keep Off the Grass.

At a recent session of the commissioners court a resolution was passed warning the public to observe the rule regarding the court house lawn. During this muddy weather a few have forgotten themselves and are walking across the grass. The commissioners ask that everybody "keep in the walks," and save the lawn and also some trouble.

Special Dispensation.

Woodmen of the World have on a special dispensation. Now you can join for \$3.00; regular price is \$10.00; you save \$7 by joining now. Call on any member and give your application. We need you in the society and your family will appreciate the insurance. We give a very attractive policy; our rates or reasonable; your policy is paid out when you are 70 years of age; you also get a monument at death worth \$100 dollars. We have one of strongest reserve funds in world of a Fraternal Society, amounts to nearly 18 million dollars at this time; our membership in Texas alone is about 180 thousand. If you need insurance don't delay, but come in now.

C. L. Sullivan,

Clerk of 920 W. O. W.

Christmas Trees.

Four of the churches will have Christmas trees as usual. The Sunday schools of the Baptist, Christian, Methodist and Presbyterian, as far as is known, are preparing trees.

John McLean made a trip to Amarillo in a "flying machine" last Monday afternoon, J. A. Fox being at the wheel. They left here at 1:13 p. m., and tho the roads were bad and had one bog down, they made the round trip and returned by 4:45. Ask John the whyforeness of such a hurry trip. He will grin, but may not tell.

D. R. Edwards, who came to Hereford from Idaho, left Tuesday afternoon for the Panhandle of Idaho where he will be engaged during the winter in the mining business. His family will remain in Hereford and he will return next summer.

C. P. Arthur is having some improvements made to his house in east Hereford. The attic is being ceiled and one large room will be completed. This will make a lot of room space to his elegant home.

Lawrence Johnson of Summerfield was in Hereford Wednesday.

Rings, Rings, Baby, Misses and Sigret at 65c, \$1.00, \$2.75, solid gold. Smith. 45-2t

Bounty on Rabbits.

County Commissioner John S. McCormick of Castro county told the Enterprise a few days ago that jack rabbits were getting so numerous in Castro county that the commissioners court of that county passed an order at its last meeting offering a bounty of 3 cents for each rabbit scalp brought in and also increased the wolf bounty to two dollars per scalp.—Tulia Enterprise.

Senior Christian Endeavor.

Song.
Scripture reading.
Prayer.
Leader's talk.
Song.
Reading of Luke 2-7:20—Miss Graves.
Why did Christ come to earth—Hal Fullerton.

Why was Christ born in a poor family—Miss Shirley.

Why did Christ come as a babe and not as a full grown man—Zula Wood.

Duet—Misses Elliott.

What does the word "Christmas" mean—Walter Nance.

How can we give Christmas gifts to Christ—Gladys Ivy.

In what spirit should we give and receive presents—Miss Garrison.

Piano solo—Ruth Ricketts.

How can we continue Christmas through the year—Nelia Carter.

To whom should we give Christmas gifts—Myrtle Bennett.

What is the spirit of Christmas and what is the opposite spirit—Miss Coulson.

Business.

Modern Woodmen Elects Officers.

Modern Woodmen of America held their regular election Dec. 9, 1913, and the following officers were elected: C. L. Sullivan, Venerable Council; W. A. Vaughn, Worthy Adviser; W. F. Orr, Banker; C. E. Smith, Clerk; Troy Womble, Escort; J. S. Orr, Watchman; J. K. Gray, J. A. Hughes, Will O'Brien, Managers. Next meeting will be 2nd Tuesday night in January at I. O. O. F. Hall. All members are urged to be present.

Street Crossing on Main.

The hat was passed around this week to have a crossing extended from the First National Bank corner across Main to the McMinn corner. The city will furnish the brick. Work will begin at once.

Misses Jessie, Bessie, Helen and Cotta Sisk, who are attending the Canyon Normal, will be in Friday to spend the holidays with homefolks.

Three Inch Snow Falls.

Tuesday morning snow began to fall at Hereford. The wind was from the south, but soon changed around from the north. The fall continued most of the day and by night as much as three inches had fallen. It melted the following days which made the streets and roads muddy.

Helping the Farmer.

The Sixty-third Congress has been asked to appropriate \$244,000 for the collection and diffusion of information concerning the marketing and distribution of farm products, and for the first time in history the marketing side of agriculture is having an inning in national political affairs. The Thirty-third Texas Legislature appropriated \$15,000 for the establishment and maintenance of a state bureau of markets and many other state law-making bodies have considered the selling problems of the farmer. Like any other business man, the farmer only wants a fair profit on his capital investment and a living wage for his labor. There is no better way of helping him make both ends meet than by giving him a profitable market for his products.

Dimmitt News.

Dec. 18.—Edgar Noble was in Dimmitt Friday.

Percy Estes was in Dimmitt electioning Friday.

C. F. Kerr was visiting schools in northwest part of the county.

Glen Greer was in Dimmitt Friday.

Arthur Boyd was in Dimmitt on business Friday.

Stub Rowan was in Hereford Saturday.

Edwin Ramey was in Dimmitt on business Saturday.

Brit Boyd was a Dimmitt visitor Saturday.

Edgar Ramey was in Dimmitt Saturday.

Mrs. B. Rowan was shopping in Hereford Saturday.

Sam Cooper and family were in Dimmitt Monday.

John L. Wilson of Hereford was in Dimmitt Monday.

Boone Kilgore was in Dimmitt Monday.

Mr. Shepard and wife of Parrot were in Dimmitt Wednesday.

Fred Schulz was a Dimmitt visitor Sunday.

Frank Cooper was in Dimmitt Wednesday.

Floyd Collup of Hereford was in Dimmitt Sunday.

"OCEANS OF WATER."

LAND COST

\$90 ACRE

Improved Farms Without Water Right Valued at \$197.54 in Arizona Project.

Unimproved land, without water right, in the Salt River Irrigation Project, Arizona, is held at \$90.68 an acre. Improved land, without water, costs \$197.54. Improved land, with paid-up water right, costs \$257.54, according to a Government bulletin just issued. There are other ways, too, in which the Arizona lands are not so attractive as ours, shown in the following statement from the Government:

"Salt River Valley in Arizona embraces the largest area of land irrigated by any reclamation project of the Government. This region is almost tropical in climate, the growing season continuing throughout the entire year. Its crops are varied and, where intelligent cultivation is practiced, the yields are large and profitable.

"A crop census just completed by the Reclamation Service for the year beginning October 1, 1912, and closing Sept. 30, 1913, contains much interesting and instructive data relating to the operations of this section. During that period the Government canals and reservoirs supplied water as required to 163,312 acres, of which 161,641 acres were cropped, on 2,680 farms, or an average of 60 acres per farm. The total crop yield is reported as \$4,552,879.40, or \$28.17 per acre.

"Alfalfa was the leading money crop. The total value of alfalfa hay and grain hay raised was \$2,412,380, or nearly 53 per cent of all crops. The value per acre of alfalfa hay was \$28 and the average yield 4 tons per acre.

"Among the high-priced crops and yields are the following:

"Citrus fruits, 706 acres produced \$84,780 or \$120 per acre.

"Watermelons, 350 acres produced \$35,000 or \$100 per acre.

"Deciduous fruits, 1,436 acres produced \$129,262 or \$90 per acre.

"Vineyard, 152 acres produced \$13,680 or \$90 per acre.

"Garden, 1,169 acres produced \$99,365 or \$85 per acre.

"Egyptian Cotton, 4,544 acres produced \$340,837 or \$75 per acre.

"Olives, 133 acres produced \$10,012 or \$75 per acre.

"Sugar cane, 487 acres produced \$56,562 or \$75 per acre.

"Cantaloupes, 980 acres produced \$58,830 or \$60 per acre.

"Among the cereals, wheat was first in returns of \$22.40, barley \$19.56, oats \$19.25, corn \$17.00 per acre.

"Sugar beets on 1,523 acres returned \$42.50, beans \$38.40, potatoes \$36.00 per acre, respectively.

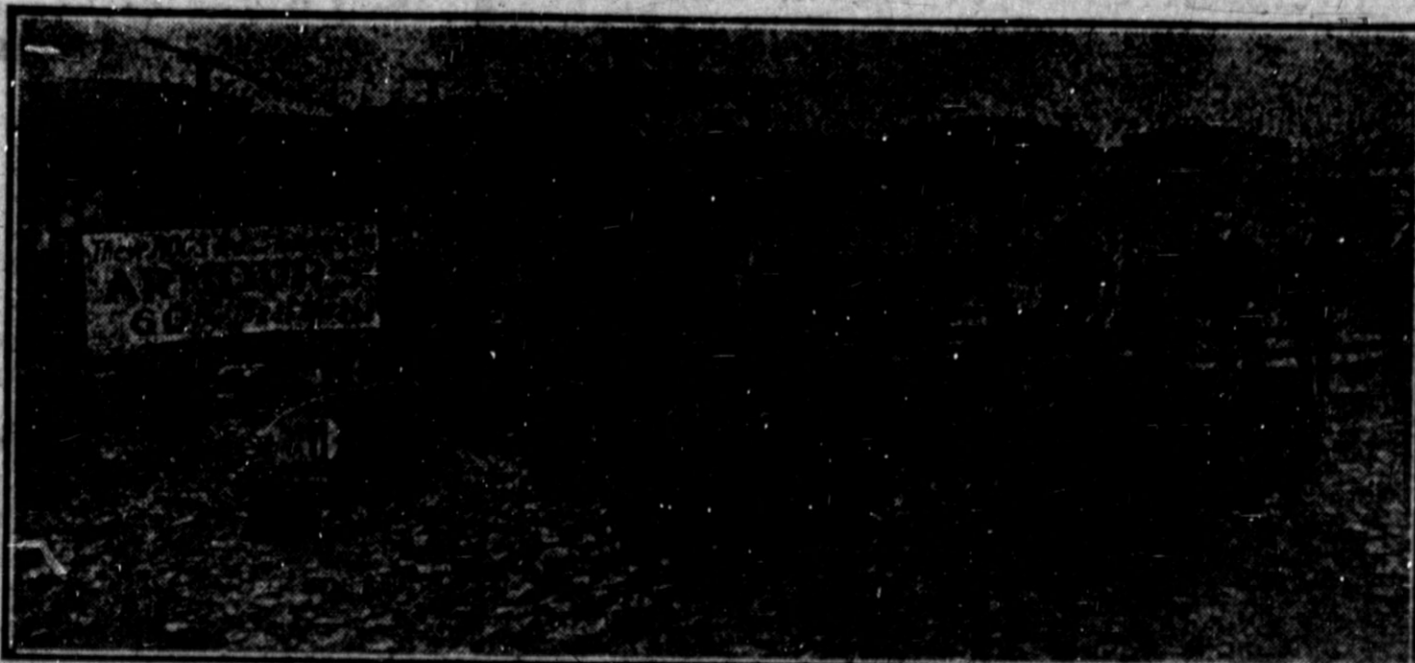
"The large acreage of suburban property in the vicinity of Phoenix and orchard and truck lands explains the high valuation of improved lands with water rights. The tenant farmers number 735 or about 25 per cent.

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

Arrests Man.

Constable Hubbard arrested a stranger last Monday, who was wanted in Floyd county. Sheriff Goens of that county came up Tuesday and returned with the man. He is charged with swindling.

BLUE RIBBON HOGS OF THE WORLD--TEXAS PORKERS WIN PRIZE



The World's hat is off to the Texas Hog. Competing with the finest products of the corn belt, for generations the prime hog producing region of the world, a magnificent carload of heavies, raised by Robertson Brothers, of Frisco, Collin County, Texas, captured the prize at the International Livestock Show at Chicago. The load also won the grand championship at the Fort Worth Fat Stock Show. This victory eloquently tells the world that Texas is no longer the home of the razor-back.

Palmer Lumber Company Sells It

THE old weather prophets say that the approaching winter is likely to be severe; but you can defend yourself against the cold blasts by having your house "fixed up:" window lights all in, doors adjusted. Your stock will also need attention; and there is no better time to erect barns and sheds than now. We furnish all kinds of building material. Phone 150

SOCIETY

A Musicales.

The first pre-nuptial affair complimentary to Miss Nellie Black, whose marriage to Mr. Jesse Stanford is to be solemnized December the 30, was given by Mesdames Roy Stocking and G. A. F. Parker, at the Parker home, on Monday afternoon of this week. From early childhood Miss Nellie's fondness for music and the painstaking care with which she has cultivated this talent, suggested to the hostesses "A Music Shower," and, truly, "A Shower of Music." The little air of expectancy on this and similar occasions, and the consciousness that "There is nothing half so sweet in life as love's young dream," brought to the guests a tender mood, a responsive feeling, the requisites for the highest appreciation of the following musical program, with Mr. E. F. Myers of Amarillo as director:

PROGRAM	
"Polonaise"	McDowell
Mrs. Myers	
"Faithful and True"	Wagner
Chorus	
"Little Women"	Osgood
Mr. Myers	
"Because"	Godard
Miss Lay	
"Not Mine But Thine Be Monarch's Throne"	Wade
Mr. Myers	
"'Tis Thy Wedding Morn," from "The Rose Maiden"	Cowen
Chorus	
"Water Sprites"	Warner
Mrs. Myers	

We were indeed fortunate to have at this time Mr. and Mrs. Myers, who have, by real merit and a pleasing personality, won for themselves a permanent place in the hearts of the music lovers in Amarillo and elsewhere. Mrs. Myers, a pianist, charms all who hear her, by the delicacy and freedom of her touch. Mr. Myers' voice, with its beautiful quality and finish, was especially pleasing in the rendition of "My Little Woman." His ability as director was shown in the Ladies' Sextette, and the Bridal Chorus. Miss Lay, with her violin is always

received with applause. Those appearing in the chorus were Misses Betts and Garrison, Mesdames Hawkins, Mountz, Norton, Parker and Messrs. Myers and Mitchell. The programs were miniature white bells, done in gold ink, and tied with white and gold ribbon, the colors to be used in the coming wedding. A very pretty feature of the entertainment was the "Music Shower." William Lewis Parker was an ideal cupid, seated on a little float, beautifully decorated with yellow chrysanthemums. As he was being drawn through the room by Josephine Stocking and George Wilson Parker, he shot his arrow straight at the heart of the blushing maid. The decorations were suggestive of the Yule tide. Garlands of greenery with red bells, red carnations, poinsettias, and wreaths of holly were tastily used in the hall, parlor and dining room, while green and white were the favored colors in the tea room. Mesdames John McLean and John Sherman, assisted by Misses Lay and Garrison, and Mesdames Norton and Mountz, served tea as the guests arrived. Refreshments at the close of the entertainment consisted of cream, molded in heart shape, white cake, and yellow mints. Other ladies in the house party were Mesdames W. A. Price, P. W. Price, R. N. Mounts, A. J. Lipscomb and A. C. Elliott.

A Dinner Party.

On Thursday evening, December 11, Misses Bertha and Frances Dameron were hostesses at a dinner party given in honor of Miss Berenice Graves of Denver, Colorado. The evening's mirth was begun by the guests themselves as each arrival vainly endeavored to register his name with the rubber point of a pencil. At six o'clock dinner was served to the young people and after the courses had been finished they tarried 'round the board to play "Ghost" and "Simon" and many a forfeit was gathered to be sold in the parlor later. Charades, blind fold and other old fashioned games were called for and enjoyed by the young people until the evening was spent. The

guests on this occasion were: Misses Shirley, Russell, Nance, Lucas, Graves, Bertha and Frances Dameron. Messrs. Estes, Burkhalter, Betts, Wilson, Woodburn, McClung and Dameron.

At the Presbyterian Church.

Rev. W. M. Baker will occupy his pulpit next Sunday morning and night. All are cordially invited.

A First Class Basket Ball Game.

Monday afternoon was celebrated by a basket ball game between the Hereford Private Academy and the Canyon High School. The game showed clean sportmanship from start to finish. The game proved to be an A No. 1. At the sound of the whistle to start the game both teams came on the court with high spirits and plenty of grit. The first five minutes the H. P. A. boys scored 2 points on their opponents. This was kept up till the whistle blew for time up for the first half. The score stood 16 points to 8 in favor of the Academy. The second half was a fight from start to finish to gain the ball. The motto being "Victory or Death," but with all of Canyon's hard playing they were no match for the H. P. A. boys and slow but steadily they played the game of victory. When the whistle blew for the close of the game the score stood 24 to 13 in favor of the H. P. A. boys.

Epworth League Program.

Sunday, Dec. 21, 1913.
Subject—Where is he that is born king of the Jews, Matt. II:1,13.
Leader—Ana Hall
Song—Joy to the World.
Prayer—J. I. Walker.
Song—I know I love the better Lord.
Reading—Nellie Parmer.
Special music—Lela Patton.
Paper, Story of Christmas—Grace Sites.
Talk on lesson—Clifford Acker.
Song—Hark! ten thousand harps.
Benediction.

A letter from Rev. R. H. Purser, who is visiting in Mississippi, states that he will return to Hereford the latter part of December.

School Notes.

First Grade.—J. B. Stamp was enrolled this week.

Goldie Brumley is absent on account of sickness.

Second Grade.—Lois and Ross Hall have withdrawn from school and have moved to Colorado.

The second grade are fixing Xmas decorations.

Alirna Utesch and Lucille Brumley are on the sick list this week.

Fourth Grade.—The fourth grade has organized a literary society with William Curtis, president; Mattie Mounts, vice-president; Mabel Barnhart, secretary. The first regular meeting will be held Tuesday, Dec. 23, at which time the name of the society will be decided.

Fifth Grade.—The fifth grade has lost two good pupils: Edwin Warren having moved to Oregon, and Charlie Carroll having gone to Dallas.

Tardy list for last week: first grade, two; second grade, two; third grade, two; fourth grade, five; fifth grade, four; sixth grade, two; seventh grade, none; eighth grade, eight; ninth grade, two; tenth grade, one; eleventh grade, nine.

Eleventh Grade.—Gladys Ivy was a visitor in Canyon from Friday to Monday.

The girls' L'Etoile Society will entertain the boys' A. D. S. and the high school faculty on Tuesday, Dec. 23.

School will turn out on the twenty-third for the holidays and convene again on January 5.

The high school boys' basket ball team played the Canyon high school team on the night of December 15, and won by a score of 28 to 26.

DON'T MISTAKE THE CAUSE

Many Hereford People
Have Kidney Trouble
And Do Not Know it.

Do you have backache?
Are you tired and worn out?
Feel dizzy, nervous and depressed?
Are the kidney secretions irregular?

Highly colored; contain sediment?
Likely your kidneys are at fault.
Weak kidneys give warnings of distress.

Heed the warning; don't delay—
Use a tested kidney remedy.

Read this Amarillo testimony.

Mrs. S. O. Winn, 605 Jefferson St., Amarillo, Texas, says: "I used Doan's Kidney Pills when I lived in Clayton and they gave me relief from backache after other remedies had failed to help me. I was also rid of languor and nervousness and my strength and energy was restored. I found Doan's Kidney Pills to be a very good tonic for the kidneys. Recently I got a supply of this remedy and it was just as beneficial as before."

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

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

J. P. Snyder came in yesterday with a number of prospectors from Illinois. There were some ladies with their husbands.

Corner Drug Store Makes Improvements.

The Corner Drug Store has removed all of their old style label bottles to the prescription department and in place of the open shelves have put in plate glass doors on that side of their store. In these are displayed their line of drug sundries and notions. This improvement adds much to the appearance of their already neat store and the proprietors are to be congratulated upon their progressive spirit.

Trade me your horses, mules, cows, hogs and farm implements for good, shallow water land or vendor's lien notes. L. Gough, Crosbyton, Texas. 45-2t

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

Better Biscuits Baked

With

You never tasted
daintier, lighter, fluffier
biscuits than those
baked with Calumet.
They're always
good—delicious.
For Calumet in-
sures perfect
baking.

RECEIVED HIGHEST AWARDS

World's Pure Food
Exposition, Chicago,
Illinois.
Paris Exposition,
France, March,
1912.



We Extend a Helping Hand

To our customers in time of need, and are always ready to advise and assist in any way possible.

Is there any reason why you should not be one of our satisfied customers? We want your business and will extend every courtesy in keeping with good business policy.

We are the only GUARANTEE FUND BANK in Deaf Smith County.


The First State Bank & Trust Company Of Hereford, Texas

"THE PEOPLE'S DEPOSITORY"

S. B. EDWARDS, President

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


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



Telephone and Find Out

What was the weather report?
 What is the market price of cotton?
 Has my team left town Is there any freight for me?
 Do you want to buy any butter or eggs?
 When is the meeting Who was elected?
 The telephone answers these and many other questions for thousands of farmers every day.
 The cost of a telephone on your farm is small.
 The savings great.
 Our nearest manager will tell you about it or write to:

THE Southwestern Telegraph and Telephone Co. DALLAS, TEXAS



Pupils' Recital.
 The recital given by the pupils of Miss Betts assisted by Miss Lay at the public school auditorium last Friday night was well attended and the program rendered was appreciated by all present. The numbers given by Miss Betts and Miss Lay were quite pleasing while all of the numbers given by the pupils showed that they were under good training. Such programs are a benefit to the pupils as it gives them an opportunity to test their progress.

Our conundrum is in true values at low price. With each purchase you are the lucky one. Each purchaser gets his prorata part when they make a selection from our lines of Jewelry, Cut Glass and all other lines. Buy from us and be made happy when the grand rush is over.
D. R. Gass & Son. 1t

Put this number in your telephone book, Barnhart & Rice Garage No. 325. 45-2t

R. N. Mounts is at the bed side of his aged mother, who has been quite ill. She lives at Depton.

We have an abundant stock of corn, corn chop, maize, maize chop, oats, bran, shorts, C. S. meal and cake, alfalfa, millet, creek hay, salt and ice. **E. W. Harrison. 46-2t**



The best dressed woman has her corset, like her gowns, fitted to her measure.

Spirella CORSETS

(NOT SOLD IN STORES)

are fitted to your measure in your own home by a trained corsetiere. You can never know all the beauty of your figure until you wear one.

My services are at your call. Appointment at your convenience with no obligation to purchase. Telephone or send postal.

Mrs. Robert Elliott
 Hereford, Texas Phone 153



Plenty of good Colorado coal on track at \$9.50 per ton; also New Mexico coal at \$6.00. **Fallwell & Son. 1t**

Plenty of good Colorado coal on track at \$9.50 per ton; also New Mexico coal at \$6.00. **Fallwell & Son. 1t**

Junior C. E. Program.
 Sunday, Dec. 21, 1913.
 Leader—Marjorie Dameron.
 Subject—Christmas, Luke 2:11.
 Song—No. 39.
 Bible lesson—Read by leader.
 Song—No. 31.
 Sentence prayers.
 Lesson story, Christmas Eve in Cherryville—Christine Nutter.
 Mission study, Beckley, West Virginia, Livingston, Tennessee—Dorothy Ramsey.
 Geographical questions.
 Song—No. 157.
 Mizpah.

Jr. B. Y. P. U. Program.
 Subject—Jesus, Lord of all the Life.
 Leader—Gladys Hicks.
 Song service.
 Scripture reading with comments, Matt. 5:1, 2—Mae Mounts.
 Prayer.
 Memory verse—Barnard Hicks.
 Lesson story—Marie Burns.
 Tell story found in Luke 10:25-37—Louie LeGrand.
 Tell story found in Luke 6:47-49—Francis Wilson.
 Tell principal points in Mathew 7:15-23—Clarena Terry.
 Minutes and roll call.
 Collection and closing prayer.

Free Wool.
 The new tariff law which went into effect December 1st placed raw wool on the free list, and fleece produced in foreign countries is now permitted to compete in price with the native product on our home markets. The first day the law was in force more than a million dollars worth of Australian fibre entered the United States duty free. Just what effect the removal of the protective tariff will have on the wool-producing business of the United States has not yet been determined. Sheep raisers around San Angelo report one of the largest fall clips in recent years, and numerous shipments of the downy fibre are being made to Boston markets and are securing the usual top notch prices from willing buyers.

Sells His Insurance Business.
 I have sold my Fire Insurance business to A. M. Jones. This with the line of companies Mr. Jones already had gives him companies that will write any line of business desired and companies representing several millions of dollars capital. I wish to thank my patrons for the courtesies shown me, and trust that they will see fit to continue their good will and patronage to my successor.
C. O. Lee.

We have in transit a car bulk 2 yellow corn. Nester price \$1.60 cwt; after sacked \$1.80 or \$1.85 delivered. **E. W. Harrison. 46-2t**

"FAGGED-OUT" WOMEN

Will Find Help in This Letter.
 Overworked, run down, "fagged out" women who feel as though they could hardly drag about, should profit by Mrs. Brill's experience.
 She says: "I was in a very weak, run-down condition. Life was not worth living. I could not sleep, was very nervous, stomach bad, and was not able to work.
 "I consulted with one or two physicians, without benefit. I read of Vinol helping some one in a similar condition so I began to take it, and it simply did wonders for me. I gained in weight and I am now in better health and stronger than ever. I can not find words enough to praise Vinol."—Mrs. W. H. Brill, Racine, Wis.
 Thousands of women and men who were formerly weak and sickly owe their present rugged health to the wonderful strength-creating effects of Vinol. We guarantee Vinol to build you up and make you strong. If it does not we give back your money.
 P. S.—For rough, scaly skin, try our Bazo Salve. We guarantee it.
The Corner Drug Store, Hereford, Texas.

Select Your Gift

Don't Wait until Tuesday afternoon to get your gift and have to take any old thing you can find, but come to town this afternoon and select you present for most everyone else is already selecting gifts.

The gift that best fits the occasion is the one that always reminds you so vividly of the same. **THE ANSCO CAMERA** is the most perfect reminder and also a very much appreciated instrument. From \$2.00 to \$25.00

Dolls and Doll Buggies

We still have a few Kewpies and some unbreakable dolls and some beautiful doll heads with natural hair.

Doll Buggies

Besides the cane carts we have a few steel framed, leather cushioned doll buggies. Prices from 50c to \$3.50.

Doll Beds

From 25c to \$2.00

Doll Furniture

Steel Ranges,	from 15c to \$2.00
Doll Dressers,	25c to \$1.50
Doll Dishes,	15c to .75
Sad Irons	15 and .25
China Closets	25c to 1.55
Doll Wagons	.25

Cheapest bunch of horses and cows to be found in Deaf Smith county 20c to .25

Dogs, Cats, Bears, Lions, Etc., .25

Beautiful Doll Trunks 25c to \$2.00

Tool Chests 25c to 2.00

Pianos, Drums, Air guns, Pop guns, Rattlers Horns, Automobiles and Trains.

"The Lucky Curve"

Parker Fountain Pen

Is a very useful gift for a man and a very necessary article for a school boy. Parker's Lucky Curve is guaranteed. From

\$1.50 to \$10.00

Music Rolls

We have a nice assortment of Genuine Leather music rolls and folders. Make your girl take more interest in her music by giving her a nice music roll. From

\$1.00 to \$2.50

Cut Glass

Is an article that delights the heart of every girl or Woman. We have a small assortment of Beautiful Cut Glass.

Real French Briar Amber Bit Pipes in cases from \$1.50 to \$7.50. Genuine Merschaum Pipes from \$4.00 to \$8.00. Cigar and Tobacco Jars and all-Brass Smoking Stands. All Kinds of Pipes without cases from 25c to \$1. Cigars 25 in box, each \$1

BETTS-CLARK, Drugs

The Hereford Brand

(A NEWS PAPER)

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be gladly corrected upon being brought to
the attention of the publishers.

NEXT week will be set apart for the enjoying the festivities of Christmas. Thursday will be the climax of hilarity. The old and the young alike love the day, especially Christmas eve. The Christmas trees and the preparation for the visit of Santa Claus is a thing in which all can have a part. It is a time for merry making, but all of the merryness should be attended with sanity. The day should not be one in which men and women take themselves down to the lower levels of humanity. In these enlightened times, the Christmas drunk should be relegated to the dark, dim past, and men should be able to stand out in the clear light of God's sunshine. All of this talk about a sane Fourth of July should make for a sane Christmas. If it be the day in which the Christian world celebrates the advent of their Savior, it should be observed with the proper decorum. While merry making would not be out of place, the outlawry and debauchery that usually follows in the wake of Christmas days, is a shame upon the Nation claiming to be Christian; and for a professed Christian, be he elder or layman, to excuse himself "just once a year" to drink with the publicans and sinners, is a downright insult to his Holy Name. The unseemly conduct of church members during the holidays makes more agnostics and infidels, doubters and scoffers, than all the Ingersols of the world. Let all be men, but especially let men be Christlike.

THE Hon. Peter Radford, for a number of years head of the Texas Farmers Union, but more recently appointed as national lecturer by the American Farmers Union, is a receptive but not a self-chosen candidate for governor. Unlike all other candidates, he has enunciated his platform before he submits his candidacy, and while repeatedly urged by his friends to announce, he prefers "to let the office seek the man rather than the man the office." Splendid principle of action. If he offers his services to the great state of Texas, it will be at the call of the people and not at the beck of the politicians. Hence, if he gets in the race, the slate makers will be forinst him. The people will then have an opportunity to pit their votes against the "rule or ruin" crowd.

How would Texas farmers, who constitute 75 per cent of the population, like to have an actual farmer in the governor's chair? Let the farmers speak up. Every weekly and daily paper in the state, with rare exceptions, will give space to any one, farmer or others, to express their choice. Sound the toxin of war: "A Farmer for Governor"—if ye farmers want Peter Radford.

THE most sensible thing I have seen in many a day, said a farmer the other day in talking about Radford's platform of principles, which he had just read in the Brand. This was R. T. Mooney.

Notice of Stockholders Annual Meeting.

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

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

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

S. B. EDWARDS,
46-3t President.

Rev. J. W. Saffie of Plainview will preach next Sunday, Dec. 21st, at the Baptist church both morning and evening. An offering will be taken for Buckner's Orphan Home. A special program has been arranged by the Ladies and Junior B. Y. P. U. Everybody invited.

Alabistine and Kalsomine at Alfalfa Lumber Co. 1t

Mr. and Mrs. Geo. Karr had the pleasure of the following guests at their home last Tuesday when an appetizing dinner was served: Mrs. J. W. Karr and son, Charles, of Friona, Texas, Mrs. Clara Spohn of Black, and Mr. E. L. Barrow of El Paso.

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

E. W. Morgan is advertising for a dog; just any kind will do; he will pay a good price. In the absence of his wife, he is trying to do the cooking, and yesterday made some cake and he wants a good, stout dog to try it on before he feeds it to himself. He dares not try to make Southern biscuits for fear he would be pulled for having deadly weapons concealed about his person. His friends are going to take dinner with him if the dog lives

Hornless Phonograph at Smith's. \$25.00 machine and dozen records at \$12.75. 45-2t

\$25.00 Sealy Mattress, holiday sale price \$18.75. All other mattresses 25 per cent discount. E. B. Black Co. 1t

Mary Woods, who has been attending school in Hereford, will spend the holidays with her parents at Encino, N. M.

With each Dollar purchase during our big sale you get a coupon which entitles you to the big drawing contest. E. B. Black Co. 1t

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

Beware of Ointments for Catarrh That Contain Mercury
as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free. Price 75c per bottle. Sold by Druggists. Take Hall's Family Pills for constipation.

Woodmen of World Elects Officers.

At their regular annual election held Saturday night, Dec. 13, the Woodmen of World elected the following officers: C. L. Sullivan, Con Commander; Troy Womble, Adviser; W. A. Vaughn, Banker; W. W. Bennett, Clerk; P. A. Turnbow, Escort; J. B. Elliston, Watchman; Conly Bryant, Sentry; Dr. LeGrand, Dr. Hicks, Dr. Price, Camp Physicians; C. E. Smith, H. O. Hubbert, R. W. Baird, Managers. At this meeting Camp agreed to give an entertainment Dec. 27th for its members. All members and visitors are requested to be present. We guarantee you a pleasant evening. Committee on arrangements, Troy Womble, H. O. Hubbert and C. L. Sullivan.

C. L. Sullivan, clerk.
C. S. Cake advances in price Jan. 1st. E. W. Harrison. 46-2t

Get that window glass or putty at the Alfalfa Lbr. Co. 1t

If it is advertised go to Burns Drug Store for it. 1t

Link cuff buttons and bar pins for Christmas presents at Smith's. 1t

We have another car of New Mexico coal on track to sell at \$7.50 delivered. Fallwell & Son. 1t

The Star Mill & Elevator Co., carries all kinds of feed, flour, cotton seed meal and cake. 46-2t

2x8, 2x10, 2x12 good No. 1 grade at reduced prices in order to reduce our stock. Alfalfa Lbr Co. 1t

I have from 900 to 1,200 nice, young sheep to put out on shares. Harvey Cash, Dimmitt, Tex. 36tf

For Weakness and Loss of Appetite
The Old Standard general strengthening tonic, GROVE'S TASTELESS chill TONIC, drives out Malaria and builds up the system. A true tonic and sure Appetizer. For adults and children. 50c.

Plenty of good Colorado coal on track at \$9.50 per ton; also New Mexico coal at \$6.00. Fallwell & Son. 1t

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

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

ONE PIECE of clear, revenue bearing property to trade for section of land in Deaf Smith or Castro county. Address Box 188, Hereford, Texas. 44-4t

Mrs. J. E. Rowe will do plain and fancy sewing at her home at 500 E. 4th St. Prices reasonable. 44tf

Our Great Holiday Sale is attracting much interest. E. B. Black Co. 1t

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

Fine Woolen extra size blankets, large assortment. 25 per cent off during big sale. E. B. Black Co. 1t

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

Diamond rings make elegant Christmas presents—Smith has them from \$10 to \$55. 1t

We have another car of New Mexico coal on track to sell at \$7.50 delivered. Fallwell & Son. 1t

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

Special in spectacles at Smith's till Christmas for less than half the usual price. 1t

Chronic Dyspepsia.
The following unsolicited testimonial should certainly be sufficient to give hope and courage to persons afflicted with chronic dyspepsia: "I have been a chronic dyspeptic for years, and of all the medicine I have taken, Chamberlain's Tablets have done me more good than anything else," says W. G. Mattison, No. 7 Sherman St., Hornellsville, N. Y. For sale by all dealers.—Advertisement.

Look for the Big Lion Window, Santa Claus' Headquarters.

Queen Quality Shoes for women. Geo. A. Stambaugh. 46-2t

150 ft. 3 ft molded and wired picket fencing, close out price \$6.50. Alfalfa Lbr. Co. 1t

We have the finest assortment of handsome Rockers for the holiday trade ever shown in Hereford. 25 per cent off the regular price during the sale. E. B. Black Co. 1t

HEREFORD
SANITARY
STEAM LAUNDRY
H. L. BROADWELL, Manager

List of Prizes

Following is the list of prizes to be given away at the close of the "Trademarked Advertised Goods" Contest.

CORNER DRUG STORE—
One box Violet Dulce Talcum Powder. One box Violet Dulce Complexion Powder. One box Violet Dulce Vanishing Cream. One bottle Violet Dulce Toilet Water.

W. H. RAY—
One set of Rockford Silver Tea Spoons.

J. I. WALKER HDW. CO.—
Set Meakins Cups and Saucers.

MODEL GROCERY—
Three boxes Iken's Crackers for first week.

H. C. MYRICK—
Lady's or Misses' \$2.50 Sweater.

GEO. A. STAMBAUGH—
Two and one half yards Pure linen Table Cloth, One Dollar Grade.

D. R. GASS & SON—
Imported Hand Painted Salad or Cake Plate., value \$3.50.

GEO. L. BURNS—
50c Novel each week.

J. G. CALLENS—
\$1.50 silk gloves black or tan.

THE BRAND—
Capital Prize, \$5.00 in Gold.

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

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

We have some extra select violin strings at Smith's. 45-2t

Pumping Engine.
Sixty horse power Fairbanks Morse solar oil engine for sale at half price and terms. With guarantee first class condition. W. S. Hanson, Paducah, Tex. 44-3tp

Quarter Century Experience in Banking Business

Having a Bank Account

Is a good start for a young person toward learning business ways and acquiring business habits. We especially invite the young people to start their accounts with us. A bank account is invaluable to young people just starting out in life. Open an account with us—we shall take pleasure in seeing it grow.

The Western National Bank

Mutually Agreeable Accounts Solicited

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

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

RHEUMATISM SUFFERERS SHOULD USE

5 DROPS

The Best Remedy For all forms of Rheumatism

LUMBAGO, SCIATICA, GOUT, NEURALGIA, AND KIDNEY TROUBLES.

DROPS

STOP THE PAIN
Give Quick Relief
No Other Remedy Like It

SOLD AT ALL DRUGGISTS

SAMPLE "5-DROPS" FREE ON REQUEST
Swanson Rheumatic Cure Co.,
100-108 W. Lake St., CHICAGO



Our Drug store is where to buy your Christmas Presents

THE Lines of gift goods in our stock all represent desirable things. That's why selecting is easy, here. It's impossible to fully appreciate what our careful buying means to the Christmas shopper until you see our goods and get our prices. See if there isn't something to interest you in the few lines mentioned below.

a
Christ-
mas
dream

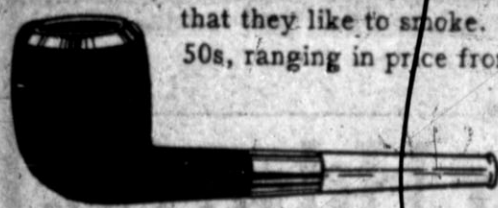


Someone in your family or your immediate circle of friends are hoping that Christmas will bring them a Kodak. You can give nothing that will give greater or more permanent pleasure and that's why gifts are given.

\$2 to \$20

Want 500 wives & Sweethearts

of 500 men who smoke, to remember that when puzzled as to what men like, the finest solution always is, that they like to smoke. Cigars in boxes of 10s to 50s, ranging in price from 60c to \$4.50. Pipes, 25c to \$9.00, ranging from cob to the finest meerschaum; also Cigar and Tobacco Jars. Smoker Sets, Ash



Trays, in fact anything the smoker likes to have around him.

Toilet Articles. A most complete line of all kinds of Brushes, Comb and Brush sets, Hand Mirrors, Puff Boxes, and Manicure Sets
Leather Good Hand Bags for women, Purses and Bill Books for men.
A Fountain Pen will make that boy happy Christmas.

Stationery

We have many beautiful and useful gifts in this line. Fancy Box Paper with silver and gold edges also with French border and the latest styles in Cran's Linen Lawn—a specialty with us.

Christmas Seals 25 for 10 cents. Christmas Tags, Stickers, Holly Tape, Etc. Full Line of New Years Cards.



Dolls For the little folks. Bring the little ones in and get an idea what will please them most. We have an excellent line for them to select from.

Christmas Cards and Booklets. The daintiest and most practical line we ever handled. 1c to 25c. Gift Calendars 5c to 25c.

Send your Christmas packages in a Holly Box. 5c to 25c.



Corner Drug Store
DEPENDABLE DRUGS

The Renall Store

Hereford - - - Texas



Local and Personal

J. C. Haney of Waco was in Hereford Tuesday.

J. W. Alexander of Dimmitt was in Hereford last Monday on business.

See Smith the jeweler about that new windmill; he has the latest, oil once a year. 45-2t

L. Baskin spent Sunday afternoon at Mr. and Mrs. Hanlan's, 14 miles southeast of town.

Mr. and Mrs. E. M. Kimbrough of Dimmitt were in Hereford last Monday doing some Christmas shopping.

\$17.50 fine leather Rocker for only \$11.25. E. B. Black Co. 1t

C. W. Gibson of Shamrock will spend the winter in Hereford with Mr. Morel and family and other relatives.

Mr. and Mrs. W. R. Evans returned Thursday from Illinois, where they have been in the interest of the land business.

Mesdames Ben Hubbert and W. H. Russell spent Wednesday in Amarillo visiting friends and doing some Christmas shopping.

Walk Over Shoes for men. Geo. A. Stambaugh. 46-2t

Messrs. Arnold and O'Brien were over across the border this week looking after their cattle and had a time getting back thru the mud.

Get our prices on silverware. We can save you some money. G. W. Smith. 45-2t

John Hanlan was called last Friday to the bed side of his father whose death occurred Thursday night. He will return home this week.

Earl Flint of Clovis, a relative of J. P. Wood, spent a day or two in Hereford recently for the purpose of buying the broom crop. There will be about one car load.

C. P. Arthur, C. H. Pratt of Hereford and Isaac Hatcher of Kansas went over to Plainview the first of the week to look at a bunch of steers in which they were interested.

The Star Mill & Elevator Co., carries all kinds of feed, flour, cotton seed meal and cake. 46-2t

Mrs. E. W. Morgan is visiting relatives and friends in Colorado and while gone Mr. Morgan is filled with lonesomeness and walks up and down the sidewalks looking every bit of it.

Gus Woodburn in company with H. B. Stephens in the latter's car made a visit to several places in New Mexico recently, visiting Mr. Stephens' sheep ranch near Clovis.

A fine Sewing Machine would make an ideal Christmas gift. We handle the best makes and can save you big money during this sale. E. B. Black Co. 1t

J. W. Deal, assistant general manager of the retail department of the Long-Bell Lumber Co., of which the Alfalfa Lumber Co., is a part, was here last week checking up the semi-annual inventory.

Prof. Eldridge Brodie of the Sherman High School will come in Saturday night, accompanying his sisters, Misses Mary and Inez Dunlap, who are returning from Georgetown University to spend the holidays at home.

Mrs. W. A. Stewart was the lucky person at E. B. Black Company's last Saturday, drawing a fine \$7.50 rocker. She held 332. Next Saturday at 4 p. m. sharp, another drawing will be held. All ticket holders must be present.

Otho Beene says he's running in the "intermediate" at present, will be in "high" by tomorrow.

New watches at Smith's, Hamilton and Waltham. 45-2t

Jesse Stanford, of Lorena, Texas; Frank Stanford of Texas University, Austin; and their sister, Miss Florence Stanford, student of Georgetown University, will arrive Saturday night to visit with friends in the city during the holidays.

A Christmas Gift that really amounts to something—A nice article of Furniture or a handsome Rug. Special reduction on every article during the holidays. E. B. Black Co. 1t

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

Fine American Red Cedar Chests, all sizes. 25 per cent off during our Great Holiday Sale. E. B. Black Co. 1t

Russell Carroll and family, who lived here for a number of years, but who some time back, moved to Salina, Texas, have returned. They were gone just three weeks.

They Make You Feel Good. The pleasant purgative effect produced by Chamberlain's Tablets and the healthy condition of body and mind which they create make one feel joyful. For sale by all dealers.—Advertisement.

FOR BUILDING
Of Any Description, and
MATERIAL

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

TO OUR CUSTOMERS

Christmas and New Years both come on Thursday, and on that account we will furnish current on Wednesdays before. Thereafter we will continue to run on Thursdays.

HEREFORD ELECTRIC LIGHT AND POWER CO.

Avoid Sedative Cough Medicines. If you want to contribute directly to the occurrence of capillary bronchitis and pneumonia, use cough medicines that contain codeine, morphine, heroin and other sedatives when you have a cough or cold. An expectorant like Chamberlain's Cough Remedy is what is needed. It cleans out the culture beds or breeding places for the germs of pneumonia and other germ diseases. That is why pneumonia never results from a cold when Chamberlain's Cough Remedy is used. It has a world wide reputation for its cure. It contains no morphine or other sedative. For sale by all dealers.—Advertisement.

We are constantly adding to our supply of accessories. Try our free air. Barnhart & Rice. 45-2t

G. A. Roth, operator at Black, Texas, spent last Sunday in Hereford.

The Best Medicine in the World. "My little girl had dysentery very bad. I thought she would die. Chamberlain's Colic, Cholera and Diarrhoea Remedy cured her, and I can truthfully say that I think it is the best medicine in the world," writes Mrs. William Orvis, Clare, Mich. For sale by all dealers.—Advertisement.

Deaf Smith County Depository

THE Season's Greeting

AND A SUGGESTION FOR A CHRISTMAS GIFT

What are you going to give that boy or girl of yours for Christmas.

Why not a Bank Book with the entry of the first deposit therein?

It is a gift that will last and prove more beneficial as the years go by.

Give them an early start in the saving habit and they will never regret it.

With the compliments of the season and best wishes we are yours to command.

The First National Bank

A Bank of The People
W. S. HIGGINS, Pres. E. B. POSEY, Cashier



GUARANTEED—ADVERTISED—GOODS

Cheap as from the Factory

Buy Your Christmas Presents NOW

Don't wait till the last day if convenient to come sooner. Then' too, we can give you better attention when the rush is not on in full blast.

Our stock is large and we can suit those who can't come till Christmas day, in nice things suitable for gifts.

A nice Fur Set Manicure Set Hand Bag Ties or Handkerchiefs in nice Christmas boxes. We have a big line of Firecrackers and Candles for Christmas.

WE SELL FOR CASH AND FOR LESS.

Geo. E. Stambaugh
THE STORE FOR SAFE BUYING

The Reason Why

As no company puts a fortune in advertising a poor article, we handle only advertised goods. Even our Christmas goods are in the advertised class. The following we sell at and below advertised price: Copyright and Popular Copyright Books, Genuine French Ivory Toilet Sets, Manicure and Military Sets, and Traveling Dressing Cases—Maltogany, Ebony and Birds Eye Maple Mirrors.

GEO. E. BURNS, Druggist

Backing Up Bill's Stuff

Look at our train this week and you will see that "Happy Hooligan" is backing up "Bill's Stuff." Happy says, "Bill's Stuff always makes good Wedding or Christmas presents because he always sells standard goods."

There is hardly an article in our stock that cannot be identified as to the maker. When an article we sell fails to give satisfaction, which will sometimes happen with the best lines of goods, we are always willing to make it good. Every one of our customers knows this to be a fact. Our policy has always been not to misrepresent goods in order to make sales, that is, to over-guarantee goods in order to impress the customer that he is getting more than is coming to him. Our policy is: Price according to quality.

W. H. RAY, Jeweler

[The above "Happy Hooligan" is not intended to refer to our local "Happy H," although we feel sure that he too, will recommend "Bill's Stuff."]

Selz-Schwab Shoes

We have decided to offer for the week our Entire Line of Ladies' and Children's Shoes at Greatly Reduced Prices

We have just received a shipment of Strictly New Shoes for Ladies and Children. Also something new in Evening Slippers—"The Tango."—Call see them.

We offer as a prize for the Contest, A pair of \$1.50, Black or tan Kid Gloves.

J. G. CALLENS
SPOT CASH

PRIZES FOR HOUSEKEEPERS.

For a little mental exercise and in order to test the efficiency of certain advertisements, The Brand offers, beginning this week, a number of PRIZES to the housekeepers.

The prizes are to be obtained through the medium of a Popular Contest to be known as the "TRADEMARKED ADVERTISED GOODS CONTEST"

This Contest is decidedly different from all others as it requires no canvassing and no outlay of money; housekeepers can do all of the necessary work at home. This Contest will be open to Housekeepers Only.

FOR THE BEST REASON

The Prizes are to be given for the nearest accurate list of "Standard-Trademarked Advertised Goods" found named in any and all advertisements in The Brand for the weeks ending November 28, December 5, December 12 and December 19, and

For the best reason "Why it is better to buy Standard-Trademarked Advertised Goods."

RULES

- 1.—Make a list of all advertisements in the Brand for each week and under each advertiser's name write down a "list" of the Standard Trademarked Advertised Goods mentioned in his ads.
- 2.—Place your "list," unsigned, in a plain envelope and mail it to the Brand not later than the following Tuesday following the date of the paper.
- 3.—Enclose with your list another envelope with your name and address sealed within. This is for the purpose of identifying your list and it will not be opened till the close of the contest.
- 4.—Each "list" will be numbered so that the judges of the contest will not know whose it is until your sealed envelope is opened.
- 5.—You MUST send in a complete "list" each week not later than the time mentioned but you can send in with your list as many Reasons as you wish and as often as you think of a good one. The contest hinges on the "reasons" as well as on the "lists."
- 6.—The Reasons "Why it is better to buy Standard Trademarked Advertised Goods" must not contain more than 30 words each.
- 7.—Prizes will be awarded for the best "reason" and for the best "lists" for each week but no one will be awarded more than one prize, except she may win the Capital Prize. See the list of prizes offered by the different merchants.
- 8.—The Grand Capital Prize will be given to the housekeeper who names the three best reasons and gives the three best lists.
- 9.—There can be no appeal from the decision of the Judges; their decision is final. See list of prizes elsewhere in the paper. More prizes next week.

Buy STANDARD ADVERTISED ARTICLES which you know about—the ones a manufacturer names and stakes his reputation on. They are the most reliable purchases for you; because they are the ones in which the makers, put their best efforts, have their greatest pride, and generally get least profit per article, but greatest number of sales.

RIGHT IN YOUR OWN TOWN is the best place to buy STANDARD ADVERTISED GOODS.

WAKE UP!

TAKE NOTICE

We desire to call the attention of the trade to line of Jewelry, Cut Glass and Imported, Hand Painted Chinaware which has a standard reputation and on which we are in a position to make you desirable prices according to their relative value for fineness and mechanical construction. Not only are the goods guaranteed by us but by the largest firms of Chicago, G. A. Soden & Co., John V. Farwell & Co., and the great wholesale and retail Merchant King, Marshall Field & Co., of whom no rival institution can say that they do not constantly keep in touch with all the new creations; they employ the most efficient and skilled experts to protect their interests and the interests of their customers. Call and see our stock and our Marshall Field Counter Sales Book and make your selection.

Ariston Rated, Elgin, Waltham and South Bend Watches
La Valliers, Pendants, Diamonds, Solid Gold
and Gold Filled Rings, all other Novelty Merchandise.

Headquarters for Santa Claus and his stock of toys.

See our big window display

D. R. GASS & SON

Make Up Your Mind

To Buy some useful Present. There is nothing better than nice Silverware and Dishes for the Table; nothing more appropriate than a neat Carving Set. There are many things in a Hardware Store that will help you make up your mind. Come in and look and you will be sure to find that suitable present.

J. I. Walker Hdw. Co.

Everwear
TRADE-MARK
Guaranteed Hosiery

For Men, Women and Children

\$1.00 to \$3.00 the box, 25c to 75c the pair
Pure Thread Silk, Cotton, Silk Lisle

This beautiful product has won its way to the esteem of those appreciative people who, by actual test, have been convinced that hose of exceptional strength and durability can be attractive in looks.

Everwear Hose presents no peculiarities in appearance. It is simply hosiery of exquisite weave and superior finish—yet so strong you are assured of perfect service and absolute satisfaction.

H. C. MYRICK, "Good Stuff"

Have You Tried "CRISCO"?

IF YOU HAVE, YOU LIKE IT.
IF YOU TRY IT YOU WILL
NEVER REGRET IT. IT IS A
PURELY VEGETABLE OIL.

It is the ideal shortening and works perfectly at the usual room temperature. For sale, and guaranteed by

The Model Grocery

PHONES 128 and 129

For Pies
Biscuits
Cakes, Waffles
or Muffins



Or anything else that is generally difficult to bake with economy and success—you'll find one heaping teaspoonful of

HEALTH CLUB

more efficient, purer and easier to use than any other Baking Power obtainable at any price.



In 10, 15 & 25 Cans
At all Good Grocers

Only One Cent an Ounce

TWENTY FIVE DOLLARS FOR YOUR THOUGHTS

The Housekeepers who read the Brand may get as much as Five Dollars apiece for their thoughts. It is easy; all you have to do is to read the ads in the Brand. Full instructions given on page 6.

Prizes First Week: First winner—All prizes given by the Corner Drug Store; Second winner—Model Grocery first week prizes and one novel from Burns'.

Second Week: First winner—Prize by D. R. Gass & Son; Second winner—Given by Walker Hardware Co., and novel from Burns'.

Third Week: First winner—Prize by W. H. Ray, Jeweler; Second winner—Novel from Burns' and prize given by Geo. A. Stambaugh.

Fourth Week: First winner—H. C. Myrick and prize from the Model Grocery; Second winner—Prize from J. G. Callens and novel from Burns'.

Capital Prize: Five Dollars in Gold by The Brand.

Prizes will be awarded Wednesday, December 24. All should have their lists in this office not later than Tuesday.

Christmas Dinners

Are not complete without

- Jams
- Preserves
- Jellies
- Mincemeats
- Relishes

A fresh supply just received and they are just as good as homemade

Pure Ribbon Cane Syrup is good any time; we have a can for every household

We do our best to please you; phone your orders.

Our numbers are 81 and 271

Cardwell Bros.

WANT ADS

MISCELLANEOUS WANTS

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

BINDER FOR SALE—Deering Broad cast, 6 ft; and also 6 ft. mower. See T. B. Kellow. 23tf

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

LOST—Gold watch and fob; Betty Ross make; initials M. J. R. in back. Finder please leave at this office or notify Mrs. Roberson at Summerfield and receive reward. It

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

FARM 4 miles S. E. for rent. See W. M. Cogdell. 46-2t

FOR SALE—One mare coming two years old. C. R. Holman. 46-2t

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

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

FOR TRADE OR SALE—3 room house with well; near Nursery. See Chas. Hodges, Hereford, Texas. 46-2tp

LOST—Bunch trunk keys on ring. Finder please return to this office. 1tp

Sixteen Cents Per Day.

For sixteen cents per day you can become the owner and user of the best typewriter in the world—the Royal. If you buy one of these machines, you will form a friendship with it that becomes lasting and improves with the passing of time. The Royal has the right name. See one in actual use at the Brand office. 46-2t

Notice.

Every patron of the public water service, who shall permit others who are not patrons of said public water service to use or carry off water supplied to them by said public water service either in buckets, through a hose or otherwise shall pay for each and every one so using said water a sum equal to the regular monthly rental applicable under this ordinance. R. P. Brazil, Collector. 1t

Notice.

Several parties having expressed a desire to take the Book-keeping course now being taught at the Private School, will advise those desiring to avail themselves of the opportunity a night school will be started, giving a complete four months course, for the sum of \$15.00 for the course, books and material necessary for the course will cost about \$5.00 additional. This course will cost at the average commercial college about \$60.00. Call on Mr. Fred Baird for more complete information. 46-2tp

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

Professionals and Business Cards

M. G. SUGGS A. M. JONES

SUGGS & JONES

ABSTRACTERS

Complete Abstract of Title to Deaf Smith County Lands.

Hays Make Deaf Smith County Maps for Sale

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Good Line of Companies

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Hereford, Texas

Saved Girl's Life

"I want to tell you what wonderful benefit I have received from the use of Thedford's Black-Draught," writes Mrs. Sylvania Woods, of Clifton Mills, Ky.

"It certainly has no equal for la grippe, bad colds, liver and stomach troubles. I firmly believe Black-Draught saved my little girl's life. When she had the measles, they went in on her, but one good dose of Thedford's Black-Draught made them break out, and she has had no more trouble. I shall never be without

THEDFORD'S BLACK-DRAUGHT

in my home." For constipation, indigestion, headache, dizziness, malaria, chills and fever, biliousness, and all similar ailments, Thedford's Black-Draught has proved itself a safe, reliable, gentle and valuable remedy.

If you suffer from any of these complaints, try Black-Draught. It is a medicine of known merit. Seventy-five years of splendid success proves its value. Good for young and old. For sale everywhere. Price 25 cents. [1-53]

Don't Blame the Stove



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

Falwell & Son



To Cure a Cold in One Day
Take LAXATIVE BROMO Quinine. It stops the Cough and Headache and works off the Cold. Merchants refund money if it fails to cure. W. GROVE'S signature on each box. 25c.

Buy a Useful Christmas Present

We Suggest:

- A Carving Set
- Rogers Silver Knives and Forks
- Rogers Silver Spoons
- A Savoy Roaster
- Pair of Keen Kutter Scissors
- Set of Haviland China Cups & Saucers
- An Aluminum Percolator

And many other things that you will find at

Garrison Bros.

Hereford, Texas

DR. PRICES' CREAM BAKING POWDER

A Pure Cream of Tartar Powder

Indispensable to best results—saves worry—saves work—saves money—saves health—saves complaints at table

160 acres good land, 3 miles north on 25 Mile Ave., 48 feet to water, for sale at low price on good terms. Would divide tract. See me at Carl's boarding house. Wm. Smay.

You cannot afford to miss our great Holiday Sale. It means considerable savings to you on every purchase. E. B. Black Co. It

Baby buggies 25 per cent off during our Great Holiday Sale. E. B. Black Co. It

A Marvelous Escape.

"My little boy had a marvelous escape," writes P. F. Bastians of Prince Albert, Cape of Good Hope. "It occurred in the middle of the night. He got a very severe attack of croup. As luck would have it, I had a large bottle of Chamberlain's Cough Remedy in the house. After following the directions for an hour and twenty minutes he was through all danger." Sold by all dealers.—Advertisement.

We have a large assortment of trunks, suit cases and traveling bags that will go at 25 per cent discount during our Great Holiday Sale. E. B. Black Co. It

New violin cases and bows just received at Smith's. 45-2t

Have your radiator filled with our anti-freeze compound and save trouble of draining. Barnhart & Rice. 45-2t

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

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

600 1x3 4 ft. flat painted pickets, close out price 2 1/2 cts each. Alfalfa Lumber Co. It

ACTS ON THE LIVER

Dodson's Liver Tone Livers Up the Liver—Is More Than a Mere Laxative.

Calomel was for years the only known medicine that would stimulate the liver. But calomel is often dangerous, and people are not to be blamed for being afraid of it.

Within the last few years many medicines have been put out to be used instead of calomel, but their effect is on the bowels—not on the liver. Betts-Clark drug store says that the only real liver medicine to actually take the place of calomel is Dodson's Liver Tone, a mild, harmless, vegetable liquid that Betts-Clark recommended to take the place of calomel and which gives prompt relief in cases of constipation, biliousness and sluggish liver.

So confident are Betts-Clark that they give their personal guarantee with every 50-cent bottle of Dodson's Liver Tone. You can be sure that you are getting Dodson's by asking at this store if they are giving you the medicine they personally guarantee to refund money on if unsatisfactory.

All Woodmen will please take notice that on Dec. 28, Sunday, we will unveil the monument of Sov. H. B. Shelton, deceased. Let all members meet at hall at 2:30 p. m., if the weather is favorable.

C. L. Sullivan, clerk.

Mr. and Mrs. Laban G. Dameron of Denver will arrive Sunday to spend the week's holidays with homefolks.

Draughton's Business College

AMARILLO, TEXAS

Teaches Bookkeeping, Banking, Shorthand, Type writing and all necessary auxiliary branches

Positions secured for graduates.

No vacations; enter any time

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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



HOLIDAY RATES

CHRISTMAS & NEW YEARS

To Texas and New Mexico points, One and one third fare for Round Trip. On sale December 20th to 26th inclusive and December 31st and January 1st. Return limit January 6th.

On December 20-21 and 22, limit January 18th, to Alabama, Mississippi, Kentucky, Tennessee, Kansas City and other points East.

E. R. Read, Agent

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

D. F. Ashbrook returned last Friday night from Missouri.

USEFUL PRESENTS

And Presents that can be kept for an indefinite time are the most desirable presents for Christmas. A nice piece of Silverware, Hand-painted China or Cut Glass will suit the occasion better than anything else.

Signet Jewelry with appropriate engraving, and Cameo Jewelry are more popular this season than ever. Silver Toilet Sets and Military Brushes are never out of date. We have a few nice French Ivory sets left. Smoking Sets, Gold Mounted Pipes and Traveling Sets are always acceptable by the gentlemen. Gold

Brooches, Gold Neckwear, Gold Bracelets and Gold Rings will always please your wife or lady friend. It makes no difference what the occasion is, we have something that will make an appropriate gift.

We are going to engrave, free of charge, any article you buy, costing One Dollar or more. Many of our customers bought early this season and we are in a better position to do our engraving up right.

Remember That Our Prize for December This Year Is
A Fine Diamond Ring
Worth \$115.00

W. H. RAY, the Jeweler

See our other ad elsewhere in this issue