

The Hereford Brand

VOLUME 12

HEREFORD, TEXAS, APRIL 5, 1912

NUMBER 9

CONTEST OPENS WITH INTEREST

Fourteen Candidates Enter Contest for Merchants and Publisher's Valuable Prizes

Nothing in Hereford ever before has created such an immediate interest as the Merchants and Publishers' Contest. This office has been kept busy answering telephone calls and receiving visitors making inquiry about the Contest. The advertisements had scarcely appeared on the street when aspiring candidates for the Prizes began to enter the race. A good list of nominations have been made and each has been given 5,000 votes. Other nominations will be announced next week and as long as nominations are open, it is not too late to enter the Contest and win some of the Special Success Prizes, one or more of the Bonus Prizes and finally the beautiful piano at the close. A sparkling diamond ring, a lovely good bracelet, or a gold watch is in the grasp of every candidate, who will work and WORK WILL WIN. If you have friends, ask them to nominate you and help you secure some of these prizes, and while "the race is not always to the swift," this Contest may set at naught the old proverb.

The Brand and the merchants, who are supporting this advertising campaign stake their established reputation on the absolute fair management of this Contest. Every precaution has been made to guarantee to each candidate and their friends an equal chance; there will be no favorites, but all will be encouraged alike. And a word to the candidates in this connection. This is to be a friendly contest between friends. If you win, win with creditable honor; if you lose, suffer defeat with becoming dignity.

The candidates so far nominated are as follows: Mrs. Estelle Tucker, Hereford; Miss Margie Baker, Summerfield; Miss Edith Smith, Hereford; Miss Nannie Davidson, Hereford; Miss Lena Roberson, Summerfield; Miss Ora Ramey, Miss Maude Uyre and Miss Dollie Whitaker, Dimmitt; Miss Louise Oberthier, Hereford; Miss Lena Gregory, Kelso; Mrs. Allen Bell, Miss Elzina Mounts, Miss Eloise Pitman and Miss Percy Gallaher, Hereford.

On account of the rush of work this week and preparation of ballot

boxes, tickets, etc., the trade coupon votes, or votes received on subscriptions, have not been counted, but what have been voted will be included in the count next week. Don't forget that the First Bonus Prize will be given away April 20, regardless of the number of votes received, the highest number taking off the gold and pearl handle umbrella. So far, there are no candidates from Friona, Bovina, Farwell, Rhea, Hurley, Arney, Parrott, Nazareth, Umbarger, Spring Lake, Hart, Big Square, Vega, Adrian. All of these places should have a candidate. They can win one or more special prizes; they have a good chance to win some of the Bonus Prizes, and in the end may get the Grand Prize, it all depends upon their efforts. Subscribe for the Brand and come to Hereford to do your trading, get your friends to buy their supplies at Hereford, and thus secure a big bunch of votes. Trade Coupon votes are being given away, absolutely without cost, by D. R. Gass & Son, E. T. Woodburn & Son, Geo. A. Stambaugh, The Corner Drug Store, Oscar Cliett, E. B. Black Company, The Star Theatre.

Because you did not get your name in the list of nominations this week should not keep you from entering. Join the merry crowd of business getters and help advertise Hereford as a trading center and put the Brand in every house in all the country around.

TO CANDIDATES.

Candidates both in and out of town who have not as yet received their blank books for taking subscriptions, are requested to call at the Brand office at their earliest convenience and receive same, and let us explain to you any details of the Contest which you do not fully understand. But in the mean time you should not let lack of same deter you from entering actively into the campaign, both in securing subscriptions and accumulating Merchants' Trade Coupons. All communication concerning the Contest will be cheerfully answered. But we urge that every candidate call at The Brand office as soon as possible.

Where friends of candidates pay subscription at the Brand office, the votes will be issued to any candidate they suggest, but the request for votes must be made at the time the subscription is paid.

All candidates should keep in mind that the winning of Success Prizes does not depend upon being in the lead with the greatest number

AN EASTER PRAYER.

O Thou Sovereign Lord of Life and Light, our risen Saviour and Helper evermore, we bless Thee for the perfect and precious gifts imparted to sinful humanity through Thy atoning sacrifice and resurrection. Supreme above all measure of earthly mind the love which brought Thee from the Throne of God to walk among men, bearing their burden of sin along the sorrowful Way, and leading them upward to the glory of everlasting life and joy in the Father's home. Grant at this blessed Easter-tide that all darkened and troubled hearts may open to the light of the great Easter truth and wake to newness of life in Thee. Perfect in all Thy children the inspiring hope of Thy risen life, that they that are risen indeed with Thee may seek steadfastly those things which are above. Continue in all hearts the cheer and strength and courage imparted by the Easter message and bring all to a saving acceptance of eternal life through Christ our Lord.

of votes, but upon a specified number of Trade Coupons and Subscriptions. Look at the list, study the conditions, read all the advertising, come to the Brand and talk it over.

HOW TO VOTE YOUR TRADE COUPON TICKETS.

Trade Coupon Tickets are issued on all purchases amounting to 5c or more; each cent being equal to One Vote.

All 25, 50, 100 and 500 Vote Trade Coupon Tickets have a blank line at the bottom of ticket for the Candidate's name.

In voting any 25, 50, 100 or 500 Vote Trade Coupon Ticket, simply write the Candidate's name (either young lady or woman) on blank line at bottom of each ticket and drop them in ballot box; or if preferable give them to the young lady or woman Candidate for whom you wish to vote, and she will sign her own name and deposit tickets in ballot box.

All 5 and 10 Vote Trade Coupons have no place for the Candidate's name and must be exchanged for Voting Ballots at The Brand Office. When a customer or Candidate has secured as many 5 and 10 Vote Coupons as will equal 100 Votes The Brand will issue to the holder a Voting Ballot good for 100 Votes and the Voting Ballot can then be cast in the same manner as the 25, 50, 100 or 500 Vote Trade Coupons.

(The above requirement in regard to 5 and 10 Vote Trade Coupons is made to facilitate the counting of the votes.)

All Merchants in the Contest will have Ballot Boxes with the exception of The Star Theatre. 5 or 10 Vote Trade Coupons received there can be exchanged for Voting Ballots as specified above and then cast in the Ballot Box at The Brand Office.

See that Trade Coupon Tickets issued you have thereon the signature or endorsement of merchant issuing same.

J. R. Nelson of Newlin, Texas, was in Hereford this week and paid this office a visit in company with J. A. Fox. Mr. Nelson owns the Williams' place and was here to close a contract to lease the land for this year. He will not move to Hereford until this fall as his business demands his presence at home, where besides owning several farms, he is president of the bank.

If you owe Hughes Co., come in at once and make settlement. 8-21

Car of Silos For The Plainview Country.

Plainview, Texas, March 30.—A car of steel silos will arrive at this town some time next month. G. A. Hunt, representing the all-metal silo, manufactured by The Harry Company of Oklahoma, took orders this week from the following Plainview parties: M. D. Leach, W. W. Wise, I. G. Seipp, T. J. McGill and W. U. Dannelly. It said that a large number of other progressive farmers will order silos shortly, built of metal, concrete or wood, and it is thought that the Plainview country will be as thickly dotted with them in time to can the 1912 crop as are the older settled sections of Northern states. Those who already use silos in this country claim that silage keeps stock in spring and summer condition the year round.

ANOTHER PUMPER BROUGHT IN

Big Well Near Town Affords Over One Thousand Gallons Under Long and Severe Test.

All day Friday and Saturday a string of autos and buggies kept the road warm out to the new big irrigation well on the quarter of Baskin and Hester. The well is only a mile northeast from town by direct line. Every body that saw the stream of water flowing out and filling the big ditch could not and did not restrain their expressions of favorable surprise. Really, the well is just like the Renfro well and the three McDonald wells, but each additional pumper brought in adds to the enthusiasm for irrigation. Pictures were made of the well. Preparations for a crop are going right along, the soil being in fine tilth and ready for seeding. Messrs. Baskin and Hester are considerably puffed up over their well, and they have a right to their feelings.

Rain Sunday Night.

After two or three days of cloudy, threatening weather, the Hereford country was drenched with a good rain Sunday night, the precipitation amounting to 0.90 inches. On Monday a small amount was added to this. The ground already had a good season and the farmers were busy sowing oats and preparing land for other crops. This last rain will put the right touch to the soil and give early planting a good start.

Texas Coal For Gunboat.

Galveston, Texas.—The United States gunboat, Wheeling, which was anchored in this port recently, was the center of much interest among visitors to this city. The vessel is bound for Guantanamo, Cuba, the practice grounds of the United States navy, where it will remain several weeks before heading north to Portsmouth, N. H. During her stay in this city, the gunboat filled her bunkers with Texas coal in preparation for the Cuban trip.

Light Plant Out.

During the rain last Sunday night, the plant of the Hereford Electric Light & Power Co., was damaged to such an extent as to put the town in darkness for a week or more. Old oil lamps and even the time-honored candles have been brought into use. Mr. Oberthier, the owner, was in Missouri and he could not be communicated with immediately; hence, there has been some delay in repairing the damage.

YOU'LL LIKE HEREFORD!

FIRST BIG WELL ON THE PLAINS

Was At Hereford—Other Towns Followed—Dallas News Gets Wires Crossed and Facts Mixed.

The pioneer irrigation well on the Plains was brought in at Hereford on February 21, 1910, by the D. L. McDonald Company. This statement is made to correct an error made by F. A. Briggs, staff writer for the Dallas News, when he says:

"A year ago last February, 1911, J. H. Slaton became the pioneer of irrigation in the Plains country. He pierced the inexhaustible soft water stratum which lies a little over one hundred feet below the surface, and startled the country with a well capable of producing 2,000 gallons per minute. The Slaton well marked the beginning of a new era—of new farming methods—and while there will continue to be an increased acreage farmed by ordinary methods, there is no doubt that irrigation will be the great wealth producer in future years."

If Mr. Briggs had stopped off at Hereford before he penned that effusion, or had cared to publish anything about the Hereford irrigation projects, he would not have written as he did. The News was offered an article, based upon scientific data, concerning the irrigation water of the Plains, not only covering the field at Hereford, but elsewhere, but the editor saw fit to turn it down; "not available" was the reply. The Brand knows that the article turned down is in keeping with the facts, and facts are what the people want. No, the News is not asked to correct Mr. Briggs mistake, let it go—Hereford is not depending on "hot air" to boost it.

Catches Clovis Man.

Another man by the name of Patterson seems to have gotten into the toils of the law this week by trying the "bad check" racket at Clovis. Tuesday night in a little back room, drawn curtain affair, Patterson gave a check for \$150 and in return got that much cash. The next morning the holder of the check communicated with the Canadian Bank and discovered that something was loose. The sheriff at Clovis phoned the sheriff's department at Hereford to look out for the man. When the train arrived at 7 o'clock Constable Hubbert spotted his man in the pulman and took him off. The Clovis sheriff instructed Hubbert to bring the man over to Clovis Wednesday night, but in the mean time Officer Dicus of Farwell, under pretense of phoning the Clovis sheriff, secured the release of Patterson and the matter was dropped, Constable Hubbert taking receipt from Dicus for \$110 of the money and a guarantee that the other would be paid. When the train arrived at Clovis, the sheriff was there to meet Hubbert and the check giver, but they were not found, whereupon the Clovis sheriff phoned Sheriff Baird to know what had become of the men. It was then learned that Dicus had played a trick on the officers, and had not instructed the release of the man. Thursday morning the Clovis sheriff came here and returned with Patterson.

F. H. Oberthier, proprietor of the Hereford Electric Light & Power Company, returned from Missouri last night and is having repairs made at the plant as soon as possible.

The Candidates

Entered in The Merchants and Publisher's Trade Campaign Contest Up to Friday Noon, April 5th

The Candidates Names in Merchants and Publisher's Trade Campaign Contest are placed this week in the order that the nominations were received at this office. Hereafter the names will be placed in order of the number of votes received.

Mrs. Estelle Tucker, Hereford	5000 Votes
Miss Margie Baker, Summerfield	5000 Votes
Miss Edith Smith, Hereford	5000 Votes
Miss Nannie Davidson, Hereford	5000 Votes
Miss Lena Roberson, Summerfield	5000 Votes
Miss Ora Ramey, Dimmitt	5000 Votes
Miss Maude Uyre, Dimmitt	5000 Votes
Miss Dollie Whitaker, Dimmitt	5000 Votes
Miss Louise Oberthier, Hereford	5000 Votes
Miss Lena Gregory, Kelso	5000 Votes
Mrs. Allen Bell, Hereford	5000 Votes
Miss Elzina Mounts, Hereford	5000 Votes
Miss Eloise Pitman, Hereford	5000 Votes
Miss Percy Gallaher, Hereford	5000 Votes

District Meeting.

The district meeting of the Pan-handle Christian churches will open April 9, at Plainview. Rev. T. G. Nance, Rev. S. T. Shore and Mrs. S. T. Shore of Hereford are on the program and will attend.

Only Newspaper Talk.

In conversational circles this expression is often heard, "It's only newspaper talk," or "There's nothing to it, it's newspaper hot air." Why this wholesale charge against the newspapers? Have all the papers turned to outright prevarication and downright lying. Only the other day the Brand news fakes heard a well read gentleman use these insinuating words about a certain newspaper not a thousand miles away from Hereford. "Only newspaper talk" is a sad reflection on the news gatherers and reporters. The papers should guard their columns against the publication of matter not verified by the facts. But many of the papers in their zeal to please a clientele of boosters have allowed themselves to fall into the habit of lying about the facts, and some writers mix up their editorial matter with the news items so that the average reader cannot distinguish the editor's hot atmospheric jets from real truth. It is perfectly proper for a paper to make editorial comment about the accomplishments of some good woman for the unsurpassed butter she churns or the success with which she persuades old speck to lay, or to commend some street curb politician for his efforts "to save the country again," but when it comes to saying that the said good woman laid 6 dozen fresh eggs on the editor's table in payment of a year's subscription, everybody knows "It's only newspaper talk."

Easter Suits for boys in Knickerbocker new style, single breast, Perfection make. Geo. A. Stambaugh.

Stands Ahead

There is something about Hunt's Lightning Oil that no other liniment possesses. Others may be good, but it is surely the best. It does all you recommend it for, and more. For sprains, cuts, bruises, burns, aches and pains it has no equal on earth. It stands head on my medicine shelf. Very truly yours,

T. J. Brownlew, Livingston, Tenn.
25c and 50 bottles. 9-4t



Elgin Shirts

CUTTER & CROSSETTE, Makers

You may have noticed that we guarantee every Elgin shirt that we sell to be perfectly cut and made to fit, and to be of as good or better material than is used in any other shirt sold in the United States at same price.

Come in and examine our line of these wonderful garments.

We are here to back up our guarantee.

The Fair



"PRETTY ankles always," decrees Dame Fashion. Clothe your ankles in America's Handsomest Hosiery—elegant, sheer

"BLACK CAT"

and have the satisfaction of knowing that no better hosiery than yours is worn anywhere in America.

Do you want stylish hosiery—perfect fitting hosiery—comfortable hosiery—hosiery of beautiful lustre and color—hosiery of splendid wearing qualities? Then be sure to come to this store and get Black Cat Hosiery, because it is guaranteed to be absolutely satisfactory in wear, style, fit, color, lustre and comfort.

Just received a new shipment in blacks, whites and tans in Cotton, Silk and Lisle.

Cotton, 15c and 25c
Lisle, 35c and 50c
Silk, 75c to \$1.50

CASH STORE

Geo. A. Stambaugh
THE STORE FOR SAFE BUYING

Dorothy Dodd
Slippers for Women

These famous Women's Shoes are always the last word in style, fit and comfort wherever they are sold the world over. The shipment we have just received is the latest this great manufacturer has to offer. Our customers this week have been delighted. You will have time to wear a pair for Easter.

We have the White Buck and Patent in the pretty Colonial Style. The Patent in the Strap, and some beautiful Tan Pumps. A call will be considered a favor.

Also just received a shipment of beautiful White Silk Hose in the guaranteed Holeproof Hose. A full line of this Hose also in the lisle in white and colors.

HUBBARD DRY GOODS & GROCERY COMPANY
"EVERYTHING TO EAT AND WEAR"

Are You a Woman?

TAKE

CARDUI

The Woman's Tonic

High School Papers.

Supt. Ben Short and Principal D. A. Shirley assembled and expressed to the State University a number of high school papers this week, consisting of class note books on physical geography and physics and examination papers. The work was all exceptionally good, most of the papers being models of neatness and showed to be careful and accurate work. The following pupils of the high school had papers in the list:

Eighth Grade Physical Geography: Mamie Feemster, Temple Sites, Allene Robinson, Bessie Robertson, Goochie Sisk, Grace Wilson, Travis Dameron, Lillian O'Connor, Allene Robinson, Bessie Robertson, Temple Sites, Ryan Estes.

Tenth Grade Note Books—Physics: Cotta Sisk, Clara Lambert, Mary Blacet, Nell Wilson, Lois Garrison.

Eleventh Grade Note Books—Physics: Mary Gallagher, Roy Feemster, Clyde Wilson, Inez Dunlap.

Examination Papers: Roy Feemster, Clell Cochell, Inez Dunlap, Ethel Fuqua, Clyde Wilson, Helen Sisk.

Corn, corn chops, oats, maize, alfalfa and millet hay! Come to see us. Hughes Grain Co. 9-2t

NO REASON FOR DOUBT.

A Statement of Facts Backed by a Strong Guarantee.

We guarantee complete relief to all sufferers from constipation, or, in every case where we fail, we will supply the medicine free.

ReXall Orderlies are a gentle, effective, dependable, and safe bowel regulator, strengthener, and tonic. They aim to reestablish nature's functions in a quiet, easy way. They do not cause inconvenience, griping, or nausea. They are so pleasant to take and work so easily that they may be taken by any one at any time. They thoroughly tone up the whole system to healthy activity.

ReXall Orderlies are unsurpassable and ideal for the use of children, old folks, and delicate persons. We cannot too highly recommend them to all sufferers from any form of constipation and its attendant evils. Three sizes, 10c., 25c., and 50c. Remember, you can obtain ReXall Remedies in this community only at our store—The ReXall Store.

Corner Drug Store.

T. F. W. C. Announcement.

Clubs of the First District are reminded that an interesting program is in readiness for the Convention in Wichita Falls. Among other questions of interest will be a debate on an educational question. All clubs are urged to be represented and chairmen to bring or send their reports. The Transportation Committee has gotten rates of one and

one third fares on all railroads leading to Wichita Falls. Tickets good from April 29th till May 2nd. Wichita Falls expects a full meeting, let her not be disappointed.

PRESS REPORTER.

Don't fail to see D. R. Gas & Son showing of new styles in Men's Oxfords and Ladies' Slippers. It

FOLEY'S HONEY AND TAR COMPOUND

FOR ALL COUGHS AND COLDS

For bronchitis, hoarseness and tickling in the throat. Especially recommended for children and delicate persons. No opiates. A medicine, not a narcotic. The Bee Hive on the carton is the mark of the genuine. Refuse substitutes.

Mrs. T. J. Adams, 522 Nor Kansas Ave., Columbus, Kan., writes: "For a number of years my children have been subject to coughs and colds. I used Foley's Honey and Tar Compound and found that it cured these coughs and colds, so I keep it in the house all the time."

Refuse substitutes.

BETTS-CLARK, Druggists

Local and Personal

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

Big reduction on cedar posts for cash. Hughes Grain Co. 8-2t

Buy your Easter Hat from Mrs. Heifner. 1t

Headquarters for field seeds. E. W. Harrison. 9tf

We have plenty Ice. Hereford Ice Co. 6tf

New Men and Women's Low Cut Shoes at Gass & Son. 1t

Kemp is selling lumber right. Try him. 1t

See A. M. Jones for Fire Insurance. 9tf

If you have anything to sell or exchange see Gough & Barnett. 9-3t

Claude Ricketts, who has been attending school at T. C. U., Fort Worth, returned home this week.

Just in, a car of nice alfalfa hay. Hughes Grain Co. 1t

Mr. and Mrs. Henry Cloyd went up to Amarillo Wednesday morning to spend a few days.

Big shipment fresh candies just received at Hereford Bakery & Confectionery. 8tf

Deputy Sheriff Chas. Dicus of Farwell was in the city Wednesday on business.

Cotton seed meal will advance in price 10c per sack May 1st. E. W. Harrison. 9tf

J. H. Pitman of the firm of Wear & Pitman is in Missouri and Illinois this week on business.

The best Red Cedar Shingles at Kemp's for \$3.50 per M. 1t

Just received a car of the best stock salt in Hereford. Hughes Grain Co., The Cash Store. 9tf

Bill Ferris has been playing "devil" in the Brand this week and acting as gasoline motor.

We have in transit a car of the Famous Gallup Cooking Coal, \$5.75 to nesters. E. W. Harrison. 1t

Mr. Robinson of Illinois, an old time friend of J. W. Barnett, is here on a visit.

Some beautiful new shapes just received at Mrs. T. N. Heifner's. 1t

Buck Green of Castro county was in Hereford Monday wearing a smile that was quite epidemic—it had rained again on his farm.

Corset Demonstration at D. R. Gass & Son April 8th to 13th. 1t

Mrs. Leslie Moreman and her friend, Mrs. Estelle Tucker, paid this office a pleasant visit Monday afternoon.

Car Rock Salt in transit \$9.00 per ton to nesters who take a ton or more. E. W. Harrison. 9tf

J. I. Walker of the firm of Walker-Perkins Irrigation Company came in Tuesday from a trip in the interest of his company.

This is the time of the year when you need to feed your horse or cow some Stock Food. Buy a 75c package from Hughes Grain Co., and get a good buggy whip Free. 9tf

Fresh chocolate and marshmallows at the Hereford Bakery & Confectionery. 8tf

W. J. Killough of Castro county has been here for some days attending the bedside of his brother, Joe Killough, who has been sick for some time.

Home grown dwarf maize seed and shumac sorghum seed for sale. Curtis & McNeerney. 8-4tp

E. B. Orr has been confined to his room for the last several days, but his friends are hopeful of a speedy recovery to his usual good health.

A good buggy whip Free with every 75c package Seneca Stock food. Hughes Grain Co., The Cash Store. 9tf

N. S. Woodfin, who has been sojourning in New Mexico for some months, has returned and will engage in his usual occupation—selling fruit trees for the Hereford Nursery.

If it is in our line we have it and can save you money. R. H. Kemp Lumber Co. 1t

Jim Moss of Ft. Worth is here visiting his friends and daughter, Mrs. John Mauk. He has been down at Portales visiting another daughter, Mrs. Carr.

D. R. Gass & Son can show you the very newest styles in Men's Oxfords and Ladies' Slippers. 1t

"My little son had a very severe cold. I was recommended to try Chamberlain's Cough Remedy, and before a small bottle was finished he was as well as ever," writes Mrs. H. Silks, 29 Dowling Street, Sydney, Australia. This remedy is sold by all dealers.

Just received a car of Texas Red Rust Proof Panhandle Seed Oats. E. W. Harrison. 1t

It is about time the leading lights of the Ramsey admirers were organizing a club. The campaign is waxing warm and there is going to be something "didding" at the forks of the creek.

Gough & Barnett will sell you "what you want, where you want it and when you want it." Try them. 9-3t

Mrs. Clara Ross of Hollene, N. M., and E. P. Garnett of Amarillo, daughter and son of Mr. and Mrs. H. Garnett, are here attending the bedside of their mother, who has been seriously sick at her home.

You can get flooring from Kemp at \$1.75 per hundred feet. 1t

Mrs. T. E. Shirley left yesterday for a visit down in Texas. She will be at Fort Worth with Miss Harriet Shirley for a short while, and will then go to Ladonia to visit her sister, Mrs. Clinkenbeard.

Car Bran and shorts. E. W. Harrison. 6tf

Miss Newhart, an expert corsetiere, will demonstrate the famous American Beauty Corsets at D. R. Gass & Son's from April 8th to 13th. 1t

Atty. Geo. Barcus came in this week from San Antonio and will be here for some two months in connection with the county and district courts. In the mean time Mrs. Barcus will visit relatives and friends at Lorena, Texas.

Mrs. T. N. Heifner is receiving new Millinery goods each day. You are extended a cordial invitation to call and see them. 1t

District Attorney J. W. Sellars and wife are here to make their home. Mr. Sellars will spend two weeks at Farwell in the district court, after which they will reside permanently at Hereford.

You can get expert corset advice FREE from April 8th to 13th at D. R. Gass & Son's, at which time Miss Newhart of Kalamazoo, Mich., will demonstrate the American Beauty Corset. 1t

Miss Lena Gregory, whose name appears in the list of candidates in the Merchants' and Publishers' Contest, has consented to send in items from her community, and so the Brand readers may expect some interesting news from the western part of the county from time to time. She is the daughter of Mr. and Mrs. John Gregory.

New style single brest, Knickerbocker Suits. Buy now and have a new suit for Easter Sunday. Geo. A. Stambaugh. 1t

Emmett Cardwell, who has been here for some time closing up the old affairs of Cardwell Bros., tells that J. H. Cardwell and family will soon be back at Hereford. They have sold their store in Dallas and may be looked for any time.

State of Ohio, city of Toledo, Lucas County, ss. Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of HALL'S CATARRH CURE. FRANK J. CHENEY. Sworn to before me and subscribed in my presence, this 6th day of December, A. D. 1888. (Seal) A. W. GLEASON, Notary Public. Hall's Catarrh Cure is taken internally and acts directly upon the blood and mucous surfaces of the system. Send for testimonials free. F. J. CHENEY & CO., Toledo, O. Sold by all Druggists, 75c. Take Hall's Family Pills for constipation.

Easy Way to Cure a Cold

It will pay you to keep Nyal's Laxacold handy—it cures a cold in such a hurry—is so easy to carry that it's unnecessary to neglect treatment. You are not obliged to take many tablets before the cold disappears—it's absolutely no trouble to take them—no time lost and the treatment is not interrupted.

NYAL'S LAXACOLD

Being free from quinine you experience no unpleasant effects—relieves the fever and pains in the head—acts directly on the catarrhal conditions and relieves you of this unpleasantness.

35 Tablets—Enough For Several Colds—25 Cents

Absolutely tasteless—can be taken without water.

Whatever a good drug store ought to have—and many things that other drug stores don't keep—you'll find here. Come to us first and you'll get what you want.

E. T. WOODBURN & SON

"The Nyal Drugstore"

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

We have in transit a car of the Famous Gallup Cooking Coal, \$5.75 to nesters. E. W. Harrison. 1t

The best stock salt in town at Hughes Grain Co. for cash. 8-2t

Best candy values in town at Hereford Bakery & Confectionery. 8tf

More New Goods

We have just received a New Line of Ladies and Childrens Slippers and Pumps in White, Black and Tan **AT BOTTOM PRICES**

Also our stock of White Goods, Figured Goods, Linens, Embroideries and Laces, Hosiery and Underwear for Ladies and Children. Men's Soft and Dress Shirts and Neckwear at Bargains not offered by Other Houses in Hereford. **THE CASH HOUSE.**

J. G. CALLENS

New shipment, very latest styles Men's Oxfords and Ladies' Slippers at D. R. Gass & Son. 1t

A. M. Jones represents several first class Fire Insurance Companies. See him. 9tf

REMEMBER!

that we have everything required for the toilet of the most fastidious woman. Creams, greasy and non-greasy; Powders, the finest to be obtained; Toilet Waters of every variety, triple strength Perfumes. Call on us when you need anything in toilet requirements.

BETTS-CLARK, Druggists



Bigger Profits.

SPRAYING can no longer be considered by the up-to-date farmer or grower as an expense. It is rather an investment. The man who sprays his orchard systematically and with the proper materials is sure to have a larger crop and more perfect fruit than the man who does not spray.

SHERMAN WILLIAMS LIME-SULFUR SOLUTION

is a universal fungicide and insecticide for destroying San Jose Scale and other sucking insects and mites. As a Fall spray it should be used 30 days after the leaves have dropped, and as a Spring spray it should be applied just before the trees come out of their dormant state. The Spring spraying is effective against the Peach Leaf Curl as well as the scale. The proper use of this solution at the right time will increase the proportion of perfect fruit in your crops many times.



O. E. THOMAS
EMBALMER AND FUNERAL DIRECTOR
Night Phone 299

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

HEREFORD, TEXAS
DAY PHONE
Number fourteen



Easter



My Happiest Easter

By H. B. Sonnborn

Distinguished for sweet saintliness it drew me nearer to the large and kindly side of human life.

It was a happy thought, to ask me to relate the story of the delightfully picturesque Easter which I passed at Justin's not so many years since. If in my unskilled way I can trace the faces, note some of the soulful utterances, and limn the effect which contact with the meek spirits over at the low red cottage near the hill, inspired in me, 'twill make me joyous of heart, and stir my soul with thanks. And inasmuch as Easter is symbolical of spirituality,

budding after a winter of worldliness, and each Easter we blossom forth anew with a desire for more spirituality, it's comforting that in thought, at least, I may turn to the scene which uplifted my aims and ambitions. It's because of this that I try to coax back to mind the incidents of genial good-fellowship which humanized the occasion of which I am about to speak.

Right after sunrise there assembled in the crowded combination room in the low frame dwelling, known for miles as Justin's, thirteen of us, eight children and five adults. It was a rare company. The old grandfather, slightly bent—a luxury of bushy hair turned white—hands thin and knotty, always outstretched in welcome, and Janie, the dearest little minx that ever reigned, at his side, coaching him if he should fail to discern the speaker, graciously acted as hosts, and made us all feel very much at home. The atmosphere was so peaceful there that one could not help but be drawn to the others present. Like an enchanted fairy's, Janie's golden locks shed a splendor all about the room, but with this glimmer was outshone by the illuminated countenance of the grandfather which radiated the light from within.

Weeks ahead, Janie had confided to me her design to get all the really poor children to come up to her place for some Easter joy. To use her own phrase, "I want to give all the poor kids a lot of fun on Easter morn." In this I consented to act as procurer to the extent of inducing one little cripple to promise for my sake—that was the way I put it—to accompany me to Justin's. This little chit of a girl, Agnes, was weary of heart because of the thought that her own widowed mother, whose life's blood was going out fast, could not muster enough strength to attend, but she did not evince any sign of agitation for fear that it might cause a gloom to settle

on the enthusiasm of the others. I have always believed that one of the happy moments in Agnes' life was when Janie embraced her in her arms, and literally smothered her in her small bosom with all the warmth that she could exude.

Hardly had the word been given that all was ready for the egg hunt, when I offered my arm to Grandpa, who, with his eyes always turned in my direction, from habit, nodded a gracious acceptance as he suited action to the word and hitched his arm into mine. Off we strode. The whole company, divided off in twos, threes and fours, scampered over the ground, examining every foot of soil to locate the nests of colored eggs, chocolate bunnies and other goodies which had been secreted the day before by John Choppe, who alone did not join in the search. One moon-faced, round, chubby brood of a boy, failing to extract any information from John Choppe as to the whereabouts of some of the "plants," was wandering off by himself, sulkingly, when there suddenly was great rejoicing and shouting.

Far away—yonder by the sharp elbow in the stream where the enormous chestnut tree branches hang

low—in that secluded spot, Janie carrying a little tot in her arms and leading caressingly my crippled friend, Agnes was seen, holding high over her head what looked as a particularly rich find. It was a large rooster in chocolate. Immediately from every part of the field came groups of anxious eyes who wanted to examine the find at close range. There was great glee.

After all the eggs that had been hidden by John Choppe had been uncovered, and there had been a generous distribution of the plunder, the company started to retrace its steps through the blossoming plum trees and peach trees, along an alley where the foliage in its symphony of green adorned the group of merry Easter children. It was here that Grandpa Justin drew us all nearer to him. He stood up in the center, all alone, and asked us to surround him, and be seated on the soft turf. His voice was like a song in a minor key.

"I have long yearned for this opportunity to say a word to you, and this occasion is most favorable to thought and meditation." He was not preachy. He spoke in that gentle tone for which he was known all his life. "I want to converse with myself and with you," he continued, "and make it possible for us to live closer to the inner life. I want to be more conscious that I am worshiping right, that I am using the God-given grace for silencing suffering and sorrow, and strengthening the weak and the meek." His state of soul was of that delicate softness.

As it is difficult to be happy and be away from divine influence, is it not best to creep up as close to the fountain head of the precious love of the Master and Savior of Man? It was this thought that I have carried with me since that sermon of Grandpa Justin on that memorable Easter morn.

You will look a good while before you find a better medicine for coughs and colds than Chamberlain's Cough Remedy. It not only gives relief—it cures. Try it when you have a cough or cold, and you are certain to be pleased with the prompt cure which it will effect. For sale by all dealers.

Origin of Easter

The lily is, in the great nations of the world, being considered as important nowadays, on account of its symbolism, as the holly or the evergreen. Indeed, there seems to be little difference between the importance accorded to Christmas and that given to Easter. Each stands in its symbolism for a deep religious event, and each in its place holds a significance not to be filled by the other.

It is regretted by some people that an observance such as the Easter festival had its inauguration in a ceremony that was an outgrowth of a pagan festival. But to the broad-minded the fact appears as an evidence of the lasting traits of man, recurring in different ages, and modified to suit the conditions of the times.

The twentieth century celebration is the modern evolution of heathen ideals influenced by those of the Christian religion. From time immemorial man has celebrated the birth of spring—the passing of the gloomy days of winter.

Easter, through the happy initiative of the Emperor Constantine in the fourth century, was celebrated not on the day of the Jewish Passover, but the Sunday after. The variation of the date depends upon the fact that the vernal equinox, of the 21st day of March, is the point from which the first Sunday after the full moon is reckoned.

The first observance of Easter dates back as far as 63 A. D. From that time it has meant much to Christians, and in the joyous rebirth of Christ there is a general heartfelt resolution to emerge into the springlike freshness of newer ideals and better things.

Victor Hugo's Easter Hope



Feel in myself the future life. I am like a forest once cut down, the new shoots are stronger and livelier than ever. I am rising, I know, toward the sky. The sunshine is on my head. The earth gives me its generous sap, but heaven lights me with reflection of unknown worlds.

You say the soul is nothing but the resultant of the bodily powers. Why, then, is my soul more luminous when my bodily powers begin to fail? Winter is on my head, but eternal spring is in my heart. There I breathe at this hour the fragrance of the lilacs, the violets and the roses as at twenty years. The nearer I approach the end, the plainer I hear around me the immortal symphonies of the worlds which invite me. It is marvelous, yet simple. It is a fairy tale, and it is history.

For half a century I have been writing my thoughts in prose and verse, history, philosophy, drama, romance, tradition, satire, ode and song—I have tried all. But I feel I have not said the thousandth part of what is in me. When I go down to the grave I can say, like so many others, "I have finished my day's work." But I cannot say, "I have finished my life." My day's work will begin the next morning. The tomb is not a blind alley; it is a thoroughfare. It closes on the twilight, it opens with the dawn.

—VICTOR HUGO

The Easter Festival

By Lena M. McCaulley



The world itself keeps Easter Day," begins an old carol in recognition that Easter is a festival of spring. While the Christian faith accepts it as a movable feast depending on the time of the Paschal moon, it is always within the period when nature is awaking from winter to a renewal of life. Each day the sun rises earlier, its warmth drawing the frost from the ground. As if by magic the dull fields are velled in tender green and the flowers bud in the sheltered places.

In the first days of human history the cave man rubbed dry sticks together to steal fire from the sun. When the spring melted the ice of winter, he bowed more profoundly to the great luminary in the sky as it appeared in the east, and later when he built his altars he renewed the fires when the sun turned northward.

The word Easter is from the Saxon "Eostre," the name of the goddess of spring. "Eostre" lived in the east with the rising sun. She was the most gentle of all the deities of the pagan world. As she tripped across the meadows the grass came out, the flowers blossomed, the ice was broken in the brooks, and the streams sang merrily. All the earth rejoiced, for the fairer seasons of the year were at hand.

Significant of Resurrection.

Each year Eostre was born again significant of the resurrection from the dead of the Christian faith. The young plants awoke to life from dry seeds, the chicks from the eggs, and everywhere in nature the springtide under the spell or Eostre became lovely after the winter's sleep.

The Romans adopted the Saxon Eostre as their goddess Aurora. When the Christian fathers were naming the

(Continued on Page 5)

Easter in Jerusalem



AFTER the wonderful midnight mass on the eve of Easter, when at 12 o'clock bells sounded within the church, and, as each one of the thousands assembled lighted his candle, the cry went up, "Christ is risen!" came the Easter morning ceremony in the court of the holy sepulcher.

Ah, how gentle, how tender, how touching, how vital it was, that simple greeting of the wonderful morning after the delirium and the fury of the holy fire! Robert Hichens says in the Century. All hearts were excited to frenzy by the holy fire. The Easter morning procession moved hundreds to tears, held them tensely silent. Instead of the blue dome, spangled with artificial stars, a faint blue sky was over our heads. Instead of the glare of the torches, the sunbeams fell mildly upon us. Instead of the yelling multitudes, we heard the sound of the wonderful bells. They began to peal forth just before the procession entered the court from the city.

Down below me I saw tears streaming over the seamed faces of many Russians as they signed themselves, kissed one another, told one another, "Christ is risen!" answering to the triumphant proclamation of the bells, which, unwearied, reiterated their marvelous message to the children of men. And the canvasses in blue and red and gold came slowly into the court, and a man carrying the cross, and boys in red and gold with swinging lamps on chains, and many priests in black. And there followed a priest with his arms full of flowers, and behind him another bearing on high the Risen Christ crowned with a halo of gold and framed in a glory of blossoms.

Then there rose from the thousands of pilgrims a cry of sweet exultation, and the bells seemed to grow louder as they told Jerusalem that the marble house was empty, that the stone had been rolled away. The bishops appeared in pale yellow, pearl color and gold, all holding lighted candles. And last of all came Damianos, bearing a staff and a jeweled picture of the risen Christ. The procession stopped. The bells were silent. There was a pause. Then the patriarch took a step forward, gazed at the immense crowd of adoring pilgrims, lifted the jeweled picture of Christ, held it out toward them and said, "Christ is risen!"

As his voice died away the priest

with the flowers raised his arms and showered blossoms over the crowd; the bells pealed forth again; the procession moved on and the pilgrims, eagerly lighting their candles and embracing one another, closed in behind, crying, "Christ is risen! Christ is risen!"

YOU'LL LIKE HEREFORD!

Why He Was Late.

"What made you so late?"
"I met Smithson."
"Well, that is no reason why you should be an hour late getting home to supper."
"I know, but I asked him how he was feeling, and he insisted on telling me about his stomach trouble."
"Did you tell him to take Chamberlain's Tablets?"
"Sure, that is what he needs." Sold by all dealers.



AN EASTER MYSTERY

CLEAN GROCERIES

PROMPT SERVICE

Do you want Quality Quantity and service when you buy Groceries?

Do you want exactly what you order and pay for?

Do you want full weights and measures?

Do you want clean fresh things to eat?

Do you want to pay for a costly premium and let someone else take it home?

Do you want your account kept correctly?

Do you want to trade with the most up-to-date Clean Grocery in Hereford?

We want you to say 81 to central, she will put you right.

HOMER WILKINSON

TELEPHONE NO. 81

HEREFORD, TEXAS

COMING SOON!

The Rumley OIL-PULL Engine Company will give a demonstration at Hereford of their Famous Plowing Tractor one day during the week beginning April 8th. These people also manufacture distilate Pumping Engines. Don't fail to attend the demonstration, it may mean a great saving of money to you. Call at Hereford Hardware for exact date after Monday, Apr. 8.

HEREFORD HARDWARE

TELEPHONE NUMBER 239

ONION SETS--SEED POTATOES
(IRISH AND SWEET)

Our stock is in—can fill your orders promptly. Ask about Swift's Fertilizer.

ROSWELL SEED CO., ROSWELL, N. M.

Don't be surprised if you have an attack of rheumatism this spring. Just rub the affected parts freely with Chamberlain's Liniment and it will soon disappear. Sold by all dealers.

YOU'LL LIKE HEREFORD!

AN EASTER FESTIVAL

(Continued from Page 4)

feasts of the church it was a wise thought that brought the old nature worship and the Easter resurrection into harmony.

The Emperor Constantine, at the beginning of the fourth century, resolved to fix the time of Easter that it should not conflict with the Jewish Passover. To prevent disputes, he made the rules which were accepted at the Council of Nice in 325 A. D. The twenty-first day of March was known as the Vernal Equinox, the next full moon was the moon of Nisan, or the Jewish Passover, and the Lord's Day following was Easter Day. But if the full moon happened on a Sunday, Easter Day was the Sunday after that.

Old Easter customs, while differing widely according to religions and localities, had some things in common. The Easter flower has always been sacred to altars. Today we speak of the Easter lily, meaning the St. Joseph lily, and in other parts of the world the daffodil, or the narcissus, or the calla lily may be regarded as the Easter lily.

The colored Easter eggs, as gay as the Easter flowers in the fields, are universal. In Russia and in Paris, and in fact today in all large cities of the world, imitation eggs are made of confectionery, and jewelers go so far as to make eggs of gold and silver and to set them with gems for the Easter trade.

Easter Symbols Universal.

The Christian church introduced the most beautiful celebrations of all. Easter is the inspiring feast of the year and its celebration means a renewal of faith. Even in remote parts of the world, where priests and their little flocks assemble, the Easter lights burn on the altars and faithful congregations sing Easter carols with joy.

The most solemn celebration of all is that held in the Church of the Holy Sepulcher at Jerusalem. Pilgrims assemble from every corner of Christendom, and ascend the Via Dolorosa chanting prayers. Many attend the feet-washing ceremonies, and throngs haste to the church where devotion keeps them waiting from Good Friday until Saturday afternoon, when the Patriarch with unlighted torch enters the gloom of the sepulcher.

They watch with bated breath for his return. No light flickers in the darkness, then suddenly a blaze flames up, the torch is on fire and with a shout of thanksgiving the multitude breaks into singing a glorious hymn of thanksgiving. Those nearest the altar eagerly snatch fire from the torch, candle after candle is lighted until every taper in the church is burning. The worshipers rise, the gloom is dispelled, and they go forth into the gray of the morning greeting one another, "Christ is arisen!" meeting the reply, "He is arisen indeed!"

Ceremonies at Rome.

The festal ceremonies at Rome are most splendid. The Pope officiates at mass on that day and St. Peter's is filled with cardinals, prelates, and dignitaries from all parts of the world. The day is ushered in by firing cannon from the Castle of St. Angelo. The magnificent basilica is richly decorated, altars are newly ornamented, the lights around St. Peter's tomb are burning, and the Pope is seated in his chair of state in vestments ablaze with gold.

Beautiful Easter Carols.

Easter carols are sung in all Christian lands. Some of the most beautiful are those from the Tyrol, where singers go from house to house. Spain gives way to joy in fetes, and gifts are made to the Virgin, who is adorned with her best robes and jewels at this time. Russians enjoy a gift tree, like our Christmas tree, while jeweled Easter eggs are exchanged in the imperial household.

There is a mystery about the origin of the Easter rabbit of Germany. Egg-hunting in the forest, where grown people have hidden the colored eggs, is as popular as egg-rolling is on the White House grounds in Washington. In some places doves are liberated at Easter, and it is quite general to fill Easter baskets with flowers, or cakes, and to make visits to renew good will among friends.

A great deal of beautiful music has been written for the Easter services, which have become elaborate occasions in the churches. Many carols that are sung have been handed down by tradition and repeated from father to son. They frequently tell the New Testament story of the first Christian Easter morning when Christ rose from the tomb, and gave all human beings faith in immortality.

Arthur Page, merchant at Umbarger, and H. C. Brechenridge, farmer, was in Hereford Wednesday of this week on business. Mr. Brechenridge has a pumping plant and will irrigate some land this year.

DON'T SAY YOU'RE OLD

You Only Feel Old

Digestive organs are weak—don't assimilate food as they used to. Other organs act more slowly and less effectually.

Blood is thin and sluggish. Renewal of strength does not equal the wear and tear of your system.

That's what makes you feel old. Nothing in the world will tone up and invigorate those weak, back-sliding organs, make rich blood and create strength so quickly as Vinol.

Vinol is not a secret nostrum, simply the medicinal elements of the cods' livers, with the useless nauseating oil eliminated, and tonic iron added. Try a bottle of Vinol with the understanding that your money will be returned if it does not make you stronger, feel younger and give you an added interest in life.

Corner Drug Store.

Parrott Paraglyphs.

Mr. and Mrs. Gus Miller, who have been visiting at their old home in Platteville, Wisconsin, are expected home this week.

The farmers are through putting in their oats and the rain Sunday night will help to bring them up.

Mrs. B. F. Neely and her sister, Miss Daisy Bell, are in Plainview taking treatment of Dr. Boone.

Mrs. W. E. Hacker spent an afternoon with Fannie Neely.

Mesdames W. E. and J. F. Hacker called on Mrs. B. F. Neely last week.

Fannie Neely went to Dimmitt Saturday, while there had a very pleasant call at the home of Mr. and Mrs. Easter.

B. F. Neely, Ned, Charlton and Mr. Easter dined with R. S. Neely and sister Sunday.

The last month of the school term has begun which accounts for the extra work at school. A good program is being prepared by teacher and pupils.

The following pupils were neither absent nor tardy the past month: Hazel Hacker, Will Hacker, Alva Metcalf, Ned Neely, Thomas Metcalf and Willie Metcalf.

Examinations have been written this last week.

Don't forget the Parrott program which will be given at night on the twenty-sixth of April. All are cordially invited.

Mable, Hazel, Gladys and Floyd Hacker and Tom Shepard were callers at Wagner's Sunday.

Mrs. J. Wagner and daughter, Blanche, transacted business in Hereford Saturday.

Mrs. G. F. Backus and son spent the latter part of last week with her parents, Mr. and Mrs. J. Wagner. Jack.

Castro County Clippings.

From The Dimmitt Plainsman of Friday, March 29.

J. F. Baker of Spring Lake had business in Dimmitt Tuesday.

W. T. Strickle of Cleo was in this city Wednesday.

B. F. Holden of Arney attended to business in Dimmitt last Friday.

E. M. Kimbrough and J. W. Alexander were in Hereford yesterday.

Ben Tate and Kenneth Turner were in Hereford last Friday and Saturday.

Hon. C. H. Fooshe will leave tomorrow for his home at Wichita Falls. He will make the run in his "Winton" auto and expects to make the trip in less than two days. Can't tell, he may do it.

Mr. and Mrs. B. F. Hodges, formerly of Dimmitt, but now of Tulia, are in Dimmitt visiting with their many friends. They will visit here several days before returning to Tulia.

O. B. Hankins of Hart was attending to business in Dimmitt Tuesday.

Joe Collins of Hereford was in Dimmitt Wednesday, coming by auto. Tom Tate made a trip to Hereford Tuesday after a load of freight.

Arch Johnson and Arch Conner of

Cleo passed thru Dimmitt Tuesday en route to Hereford. They returned the next day.

Steve Hoelting and August Schulte of Nazareth were in this city last Saturday.

B. D. Woodlee, K. B. Rowan and J. D. Duree, Jr., were in Hereford last Saturday, making the trip in Mr. Woodlee's auto.

A Brand Liner will rent that room for you—5c a line.



Bringing the Town to You

The isolation of farm life disappears before the advent of the telephone.

There is no need of moving to town.

A line of wire brings the town to you.

Ask the nearest Southwestern manager or write

The Southwestern Telegraph & Telephone Co.
Dallas, Texas



MONEY IN IDEAS

Bell, Howe, Singer, and other millionaire inventors began life as poor boys. Fortunes await other inventors. Can YOU think of something to patent? America's greatest inventor tells HOW TO INVENT in a booklet sent to you free by COPP & CO., Patent Attorneys, 745 8th St., Washington, D. C. Be sure to name this newspaper in your letter. Ask Editor about cost of Patent.



L. R. Cox

Real Estate and Pumping Machinery

Associated with the G. E. Green Machinery Company, Plainview, Texas.

I handle the Shallow Water Lands. Estimates furnished on complete installation of Pumping Plants. Machinery handled in car lots convenient to repairs. Results guaranteed.

Hurley, Texas

THE HEREFORD BRAND AND THE DIMMITT PLAINSMAN
BOTH ONE YEAR FOR
\$1.50

These two papers fully cover all the important Local and Development News of Deaf Smith and Castro Counties.

ADDRESS
BRAND PUBLISHING CO.,
HEREFORD, TEXAS

\$3598.00 IN PRIZES GIVEN AWAY!

A Merchants and Publisher's Trade Campaign For Hereford in Which Useful and Desirable Gifts of High Value Will Be Given Away Absolutely Without Cost By The Following Hereford Merchants:

D. R. Gass & Son, Geo. A. Stambaugh, T. Woodburn & Son, Oscar Cliett, The Corner Drug Store, E. B. Black Company, Star Theatre and The Hereford Brand

The Greatest and Most Sensational Offer Ever Attempted in This Part of Texas. Reputation of the Merchants Supporting This Contest is a Guarantee of Its Genuineness and Its Faithful Conclusion. The Prizes Consist of a Piano, Diamond Rings, Gold Handle Umbrellas, Fine Watches, Silver Sets, Bracelets, Etc.

Grand Capital Prize

The Capital Prize is a Treadway Upright Piano, with latest improved action, the case beautifully finished in mahogany, and makes a most acceptable gift for any young lady or woman.

The Capital Prize will be given to the Candidate having the highest number of votes at the close of the contest regardless of the other Special Prizes she may have won during the contest.

Bonus Prize No. 3--Silver Bag



A Silver Mesh Bag will also be given as a Success Prize for 25 yearly subscriptions or equivalent to The Hereford Brand and \$10 in Merchant's Trade Coupons.

RULES AND CONDITIONS GOVERNING THIS CONTEST

1. Any girl or woman living within a 75 mile radius of Hereford may enter the Contest.
2. Each Contestant must be regularly nominated by using the printed nomination blank in The Brand.
3. Each nomination blank will count for 5000 votes but not more than ONE nomination will be accredited to each nominee.
4. The nominations may be declared closed at any time by the Contest Manager, but a reasonable time will be allowed.
5. The names of all candidates, with the number of votes they have received, will be published each week for 12 weeks, when the ballot boxes will be sealed, and no counts made or published nor any information given out as to the standing of the Candidates until the close of the Contest.
6. No one connected with The Brand office or with the Merchants in this Contest will be permitted to enter the Contest nor to use the votes of their customers, but a list of the Candidates may be displayed in each place of business.
7. No candidate will be permitted to solicit votes inside or in taking part in the office.
8. Should any candidate receive the same number of votes for the Bonus Prizes, they jointly and severally will be required to apply to the special Success Prizes.
9. All Success Prizes must be paid for each week, and the amount to be deposited in the bank.
10. Winning Candidates for another Success Prize will not be eligible for another Bonus Prize.
11. The special Bonus Prizes, each Candidate must begin anew for each Three-Week Period. Votes counted to win a Bonus Prize will be counted again for the Success Prizes, the Award Prizes and the Grand Capital Prizes.
12. Securing one of the special Success Prizes does not bar the candidate from working for another Success Prize, but votes once counted will not be counted again for another Success Prize. Votes counted to secure a Success Prize will be counted again for Bonus Prizes, the Award Prizes and the Grand Capital Prize.
13. Three disinterested persons will be selected to count the votes each week for the first twelve weeks, and to make a report of the standing of each candidate, after which time, the ballot boxes will be sealed, and no more counts made until the final count at the close of the Contest. A committee will count the votes at the close of the Contest and award all prizes.
14. All voting coupons MUST be properly endorsed or O. K'd by the merchants issuing them.

Address All Communications Concerning the Contest to THE HEREFORD PUBLISHING COMPANY, HEREFORD, TEXAS

Four Special Bonus Prizes

These Special Bonus Prizes consist of Four handsome pieces of ladies' personal accessories, any one of which would be a desirable gift or purchase. These prizes will be given at the close of each Three-Week Period of the Contest regardless of the amount of business done by the merchants or subscriptions received.

To see them is to want them. The First, (No. 1) is a Beautiful Gold and Pearl Mounted Silk Umbrella, Value \$12.00; The Second, (No. 2) and Elegant Gold and Satin Finished Jewel Case, Value \$12.00; The Third, (No. 3) a Stylish, Silver, Kid-Lined Mesh Bag, Value \$12.00; and The Fourth, (No. 4) a Dresser Set, consisting of brush, comb, and mirror, done in floral design, and in a pretty case. These Special Bonus Prizes will be awarded as follows:

Bonus Prize No. 1.—To the Candidate securing the largest number of Votes during the first Three-Week Period which ends Saturday, April 20th, at 10 p. m.

Bonus Prize No. 2.—To The Candidate securing the largest number of Votes during the second Three-Week Period, which ends Saturday, May 11, at 10 p. m.

Bonus Prize No. 3.—To the Candidate securing the largest number of Votes during the third Three-Week Period, which ends Saturday, June 1, at 10 p. m.

Bonus Prize No. 4. To the Candidate securing the largest number of Votes during the fourth Three-Week Period, which ends Saturday, June 22, at 10 p. m.

Read Rule 10 governing the votes and the distribution of these Special Bonus Prizes.

Fifteen Contest Award Prizes

The Fifteen Contest Award Prizes consist of fifteen (15) Cash Equivalent Coupons or Due-Bills which may be used as part payment on the purchase of any Treadway piano, each coupon being worth the equivalent of \$200.00 and will be distributed as follows:

1. Ten of these Contest Award Prizes will be given to the ten candidates living in Deaf Smith County securing the next largest number of votes to the one winning the Grand Capital Prize.
2. Three of these Contest Award Prizes to the three candidates living in Castro, Randall or Lamb county securing the next largest number of votes to the one winning the Grand Capital Prize.
3. Two of these Contest Award Prizes to the two candidates living in Parmer or Bailey county securing the next largest number of votes to the one winning the Grand Capital Prize; same to be awarded at the close of the contest.

Where Votes Can Be Secured

The following merchants will issue the Trade Coupons. When you make a purchase ask for the tickets and vote them for your candidate:

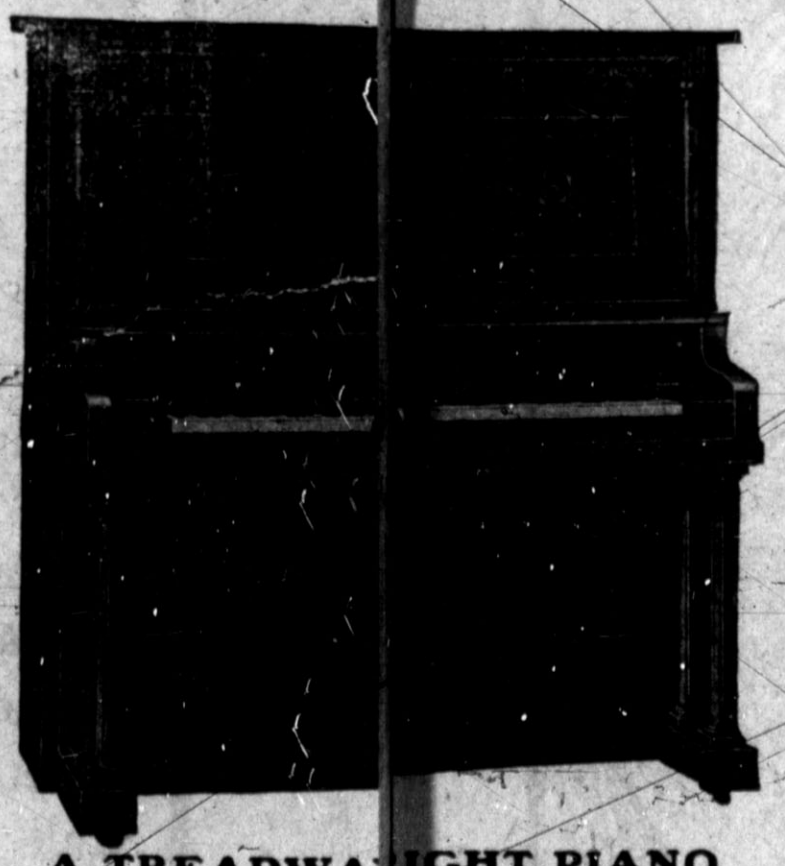
D. R. GASS & SON, Dry Goods and Clothing.
 E. T. WOODBURN & SON, Drugs and School Supplies.
 GEO. A. STAMBAUGH, Dry Goods and Clothing.
 THE CORNER DRUG STORE, Drugs and Drug Sundries
 OSCAR CLIETT, Groceries and Produce.
 E. B. BLACK COMPANY, Furniture and Undertaking.
 THE STAR THEATRE, Motion Pictures Every Night.
 THE HEREFORD BRAND, Subscriptions.

Extra Votes For NEW Subscriptions

One of the chief objects of this friendly advertising campaign is to get New names on The Brand's already lively Subscription List, and in order to encourage the Candidates to go in the "By-ways and Highways" to secure these new names Extra Votes will be given for NEW Subscriptions. A one-year new subscription will count double. A two-year new subscription will count 4000 extra votes. See schedule of votes given for subscriptions.

A new subscription will be considered one whose name does not now appear on our mailing list, (April 1st) but new names received after April 1st will only be counted as such one time. To change the name of a subscriber already on the list from one member of the same family or household to another member will not be counted as a new subscription.

THE GRAND CAPITAL PRIZE



A TREADWAY UPRIGHT PIANO

The Grand Capital Prize and Bonus Prizes Will Be On Exhibition at The Brand Until Further Notice

A Word to Friends

Cut out the Nomination Coupon in the lower left hand corner of this ad and mail to The Brand Publishing Company, with your friend's name on same. It makes her a candidate in this big contest and gives her 5000 votes to start with. She would be delighted to have one of these diamond rings, also one of these other prizes, besides the handsome piano. So just do her the favor of clipping the nominating coupon, at once, and mail to The Brand with her name. DO IT NOW. Get started early. Watch each week's issue of The Brand and see her name climb to the top.

Remember that in filling out the Nomination Coupon you obligate yourself in no way and it costs you nothing. It merely nominates your candidate with 5000 votes. GET BUSY.

Nominate Your Candidate Today.

Address all communications to Brand Publishing Company Hereford, Texas

\$20 26-Piece Rogers Silver Set



This Handsome and Useful Rogers Silver Set, with Beautiful Oak Case will be given for 60 yearly subscriptions or equivalent to The Hereford Brand and \$20 in Merchant's Trade Coupons.

A \$25 Gold Filled Watch



Choice of Waltham or Elgin Works. Beautifully designed Case. A useful and ornamental prize that any woman of girl will be more than glad to have for her own. This handsome Success Prize will be given for every 75 yearly subscriptions or the equivalent to The Hereford Brand and \$35.00 in the Merchant's Trade Coupons.

A \$50.00 Diamond Ring



No matter what a woman or a girl's station in life may be, she is without a doubt happier if she be the possessor of a Diamond Ring. By securing 135 yearly subscriptions or the equivalent to The Hereford Brand and \$50.00 in Merchant's Trade Coupons the diamond ring is hers.

A Fifteen Dollar Necklace



This ornamental Success Prize will be given for securing 40 yearly subscriptions or the equivalent to The Hereford Brand and \$15 in Merchant's Trade Coupons. This beautiful necklace is well worth working for and can be secured by any of the contestants who will make even a passing effort.

Fancy \$8.00 Gold Bracelet



or Large Locket and Chain given for 25 yearly subscriptions or equivalent to The Hereford Brand and \$10 in Merchant's Trade Coupons. Either of these are handsome gifts and will delight the heart of any who is nominated and becomes a contestant.

A \$5.00 Necklace



This Success Prize will be so easy to secure that a contestant will feel she has not half earned it. Given for 12 yearly subscriptions or their equivalent to The Hereford Brand and \$5.00 in Trade Coupons.

Nomination Coupon (Good For 5000 Votes)

I NOMINATE _____

M _____

P. O. Address _____

In the Merchants and Publisher's Trade Campaign Contest for Hereford

Signed _____

The Contest Opened MONDAY, APRIL 1, 1912 at 8 O'clock a. m.

VOTES GIVEN FOR SUBSCRIPTIONS

6 months subscription, new or renewal	1000 Votes
1 year subscription, renewal	3000 Votes
2 year subscription, renewal	9000 Votes
3 year subscription, new or renewal	15000 Votes
4 year subscription, new or renewal	21000 Votes
5 year subscription, new or renewal	27000 Votes
10 year subscription, new or renewal	60000 Votes
1 year subscription, NEW	6000 Votes
2 year subscription, NEW	13000 Votes

The Merchant's Trade Coupon Votes purchase; five Votes for each dollar and multiples thereof.

The Contest Closes WEDNESDAY, JULY 31, 1912 at 8 O'clock p. m.

Nominate Your Favorite Today---At Once

The Hereford Brand

Published by
The Brand Publishing Co.
J. C. Elliott, Editor
W. T. Stanberry, Business 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.

Deaf Smith County Offices:

The Brand is authorized by those whose names appear below to announce their names for the respective offices subject to the action of the Democratic Primary to be held on July 27th, 1912.

For Sheriff and Tax Collector:
R. W. (Bob) BAIRD

For Tax Assessor:
C. P. (Phil) ARTHUR

For Treasurer:
ROSCOE DAVIDSON

Castro County Offices:

For Sheriff and Tax Collector:
GEO. T. LYNCH

English in the High School.

The quite too lengthy comment on the Dallas ten dollar prize for high school letters was not intended as an unfavorable comment on the local high school, but as a general criticism on the inefficiency of English teaching throughout the entire system of state public school. An experience of fifteen years coupled with the opportunity to examine the English examination papers of over 4,000 applicants for teacher's certificates must be given some weight as a partial qualification to testify. And, from the knowledge thus obtained, the conclusion is easily reached that English is given too little prominence in the public school courses and less proficiently taught than a any other department. The pupils are given a better drill in history, in the sciences and especially in mathematics. But in defense of the teachers of English, it can be truthfully said that they have more difficulties and prejudices to overcome in their departments than in other departments. The parents do not realize the importance of the English course, the pupils following are averse to the requirements, many being almost rebellious against the drills and exercises. A visual demonstration of the dearth of good English composition can be found in the average stenographic work of the business office. The government has found it difficult to employ competent stenographers because the transcripts were "fearfully and wonderfully" made. Not only is the spelling incorrect, and the punctuation without grammatical or rhetorical significance, but the sentences are incoherent and often without meaning. Superintendents and teachers would do well to secure copies of letters actually used, in business correspondence and place them in the hands of the English classes for criticism.

For rheumatism you will find nothing better than Chamberlain's Liniment. Try it and see how quickly it gives relief. For sale by all dealers.

Special Irrigation Edition.

We still have a few copies of the Special Irrigation Edition on hand which we will close out at 25 cents for 5 copies or 25 copies for \$1.00. Now is the time to send out literature. Brand Publishing Co. 8-21

Texas Industrial Notes.

A 50,000,000 foot gas well was brought in recently in the Petrolia gas field near Wichita Falls.

Preparations are being made by the San Antonio and Aransas Pass Railroad to ship between 500 and 600 cars of cucumbers out of its territory this season.

During the closing days of the Fat Stock Show held at Fort Worth last week, \$2,000,000 worth of cattle and ranch sales were made.

Plans are being made by the Chamber of Commerce at Amarillo to have an automobile trades excursion beginning May 6th.

The Attorney General has approved road bonds to the amount of \$400,000 for Grayson county.

Reports received from Washington indicate that the new dreadnought "Texas" will be launched in the early part of May at Newport News, Virginia. The Texas will be one of the most powerful battleships afloat.

Two thousand and three hundred steers recently sold for \$57.50 each, near Pampa.

A farmer near Denton recently sold one White Rock fowl for \$109.

A contract has been let for the erection of a new \$30,000 modern hotel at Slaton.

ACTUAL STARVATION.

Facts About Indigestion and Its Relief That Should Interest You.

Although indigestion and Dyspepsia are so prevalent, most people do not thoroughly understand their cause and cure. There is no reason why most people should not eat anything they desire—if they will only chew it carefully and thoroughly. Many actually starve themselves into sickness through fear of eating every good-looking, good-smelling, and good-tasting food, because it does not agree with them. The best thing to do is to fit yourself to digest any good food.

We believe we can relieve Dyspepsia. We are so confident of this fact that we guarantee and promise to supply the medicine free of all cost to every one who will use it, who is not perfectly satisfied with the results which it produces. We exact no promises, and put no one under any obligation whatever. Surely, nothing could be fairer. We are located right here and our reputation should be sufficient assurance of the genuineness of our offer.

We want every one troubled with Indigestion or Dyspepsia in any form to come to our store and buy a box of Rexall Dyspepsia Tablets. Take them home and give them a reasonable trial, according to directions. Then, if not satisfied, come to us and get your money back. They are very pleasant to take; they aid to soothe the irritable stomach, to strengthen and invigorate the digestive organs, and to promote a healthy and natural bowel action, thus leading to perfect and healthy digestion and assimilation.

A 25c. package of Rexall Dyspepsia Tablets furnishes 15 days' treatment. In ordinary cases, this is sufficient to produce a cure. In more chronic cases, a longer treatment, of course, is necessary, and depends upon the severity of the trouble. For such cases, we have two larger sizes which sell for 50c. and \$1.00. Remember, you can obtain Rexall Remedies in this community only at our store—The Rexall Store.

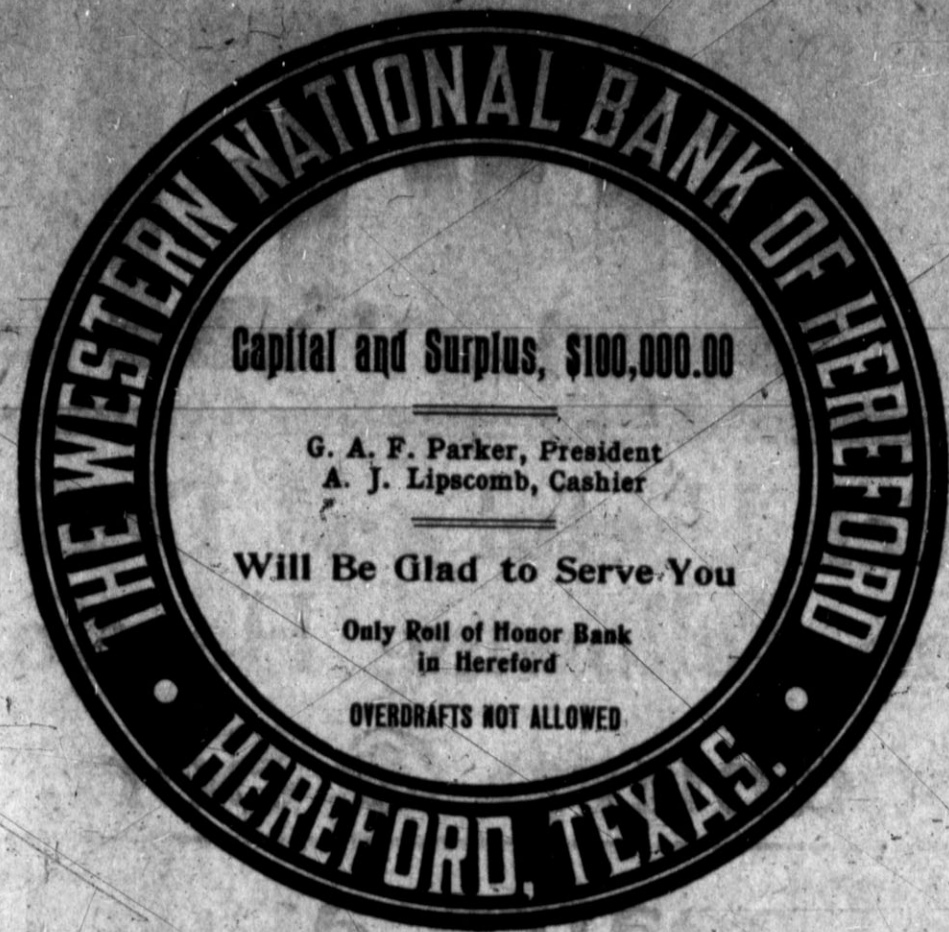
Corner Drug Store.

Secret Pleasure.

A newspaper man can say nice and pleasant things about a man and his whole family for two long years and never hear a word from them, and then in one short week, by some hook, get in a seeming uncharitable phrase and get blowed higher than Guilderoy's kite, and incur their life time enmity. This is one of the secret pleasures of the business.—Lipan Register.

The pleasure is such a secret that often it is not known even to the editor. Newspapers do not like to incur enmity, and it is hard to make some people understand that a newspaper, in fulfilling its obligation to give its readers the news, must sometimes publish matter that reflects discredit upon individuals.—Star-Telegram.

What's the use? Newspaper talk don't mean anything any how—except, it seems, when the shoe pinches.



Fire Companies:

North British & Mercantile of London and Edinburg, Eng.

Insurance Co. of North America, Philadelphia, Pa.

German-American of New York.

Connecticut of Hartford Conn.

Hanover, of New York.

Peoples' National, of Philadelphia, Pa.

Accident and Health, Liability, Burglary, and Plate Glass: the old Fidelity and Casualty of New York.

TELL ME If You have Bargains to Offer in City or Country Property. I have frequent inquiries for both. I make a specialty of exchanges.

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

Office in Dunlap and Britain Building, Rooms 2

C. O. LEE Hereford, Texas Phone 310

THE FIRST STATE BANK

S. B. EDWARDS, President

A. P. MURCHISON, Cashier

WALTER L. PALMER, Asst. Cashier

H. B. WEBB
1st Vice Pres.

F. M. PALMER,
2nd Vice Pres.



AND TRUST COMPANY HEREFORD TEXAS

Want Ads 5c Per Line—Try One

Financial Statement City of Hereford, Texas

FINANCIAL STATEMENT
C. L. SULLIVAN

RECEIPTS	
Property and Poll Taxes	\$9073.61
Occupation Taxes	32.00
Pound	55.00
Road and Bridge	168.00
Delinquent Roll	34.47
Error in Totals	1.00
Error in Warrant No. 2019	.50
Error in Warrant No. 55	.80
Error in Transcribing Totals	.17
Error in addition, Street Work	.25
Due C. L. Sullivan	44.98
Total	\$9410.78
DISBURSEMENTS	
Turned over to Jones (Cash)	\$4642.34
Warrants Accepted for Taxes	4618.17
Weed Cutting Allowed in July	102.35
Street Work	20.95
Stamps—Postage	12.00
Paid Cash on Voucher Remnants	2.41
Refunded to Ed Connell on Dr. Hendrix lot in Block 27	3.20
Warrant No. 246 not listed	9.36
Total	\$9410.78

FINANCIAL STATEMENT
A. M. JONES

RECEIPTS	
Interest and Sinking Fund	\$2763.20
Water and Sewer	939.40
General Fund	2285.84
Cash on hand at beginning term:	
Interest and Sinking Fund	5031.32
Cash on hand General Fund	863.28
Cash on hand Water and Sewer	134.70
Total	\$12017.83
DISBURSEMENTS	
Interest and Sinking Fund	\$2250.00
Water and Sewer Disbursements as per vouchers	1063.98
Fine No. 270 Double Report	1.00
General Fund	3112.93
Present Cash on hand—Sinking Fund	5544.73
Cash on hand—General Fund	33.33
Cash on hand—Sewer and Water	7.10
Balance Due City	4.76
Total	\$12017.83

FINANCIAL STATEMENT
R. B. BRAZIL

RECEIPTS	
Water and Sewer Rent Cash	\$176.65
Water and Sewer Rent, Warrants	53.90
Total	\$230.55
DISBURSEMENTS	
Cash on hand, Bank	\$171.35
Warrants turned over	53.90
Cash paid auditing committee	5.30

We, the undersigned, appointed to audit the books of the retiring City Officers beg to report our findings as above and hereby certify to its correctness.

H. B. WEBB,
P. W. PRICE.

FINANCIAL STATEMENT CITY OF HEREFORD
March 28th, 1912

Notes outstanding	\$1435.35
Vouchers issued since April 10th, 1911	8313.65
Vouchers outstanding April 10, 1911	4508.42
Total	\$14257.42
Vouchers paid since April 10th, 1911	\$8848.99
Vouchers outstanding to date	5408.43
Delinquent Taxes	2815.04
Of the above vouchers issued since April 10th, 1911, there were issued as	
Marshal Salary	\$830.00
Salary Fire Department	752.35
Expense Fire Department	4662.69
Salary Health Officer	325.00
Expense Health Department	442.73
Material Street Department	105.60
Expense Street Department	234.70
Printing and Stationery	122.46
Contingent Expense	500.62
Clerk's Salary	337.50
Total	\$8313.65
Balance on hand General Fund	\$ 40.43
Balance on hand, Interest and Sinking Fund	5544.73

I, A. M. Jones, Secretary and Treasurer of the City of Hereford, Texas, do hereby certify, that the foregoing is true and correct, to the very best of my knowledge and belief.

A. M. JONES, Sec. and Treas.,
Hereford, Texas.

(SEAL)

WELL IN THE DESERT

New Plants Are Centrifugal Pumps Run by Steam.

Regions Which Had Never Been Forced by Drought to Seek Water and Having Found It They Will Now Use Irrigation.

Sinking wells into water-bearing strata to secure domestic and irrigation supplies is now being resorted to as never before. New and broader conceptions of the relations of subterranean water to irrigation have recently prevailed. Individual irrigation undertakings have been recently established very largely upon wells and pumps or upon flowing wells, wherever they can be had. During the last three years there have been perhaps ten times as many pumping outfits set up for irrigation as had been employed during the whole earlier irrigation of this state.

Large irrigation companies have sunk groups of wells and pumped from them into their distributing ditches and flumes. Individual irrigators have sunk wells and bought pumping plants when the ditch water failed and have now learned the superiority of home supply, to be drawn up just when it can be used to best advantage, and often to be had for much less than the rates of the ditch companies. Large regions which had never secured irrigation systems have been forced by drought to seek water and having found it below ground in ample quantities they will not fail in the future to use irrigation as a supplement to the rainfall.

Many of these plants are centrifugal pumps run by steam. These are the larger plants, fifteen to forty horsepower and in some instances more, and the size of the pumps ranges from four to twelve inches. Most of the smaller pumps are run by gasoline, although several use crude oil and many of them are also centrifugal. Some of these are deep-well pumps and they are very satisfactory in raising water from a greater depth than 100 feet. From 100 to 300 feet they work admirably. The cost of pumping differs materially with the different kinds of power, sizes of pumps and depth of wells. Figuring from what may be a safe average of the actual cost of fuel, a No. 4 pump, centrifugal, using gasoline as power, at 70 feet depth, will cost about three dollars a day. This should result in 600 gallons a minute, 36,000 gallons an hour, or 360,000 gallons a day of ten hours.

Such a stream of water is calculated to irrigate about five acres a day to a depth of a little more than 2½ inches. A better and safer estimate would probably be four acres a day to a depth of about two inches. But, generally speaking, it is safer to say that at a cost of three dollars an acre land can be irrigated two or three times at six dollars an acre annually and it is certainly worth the money in dry seasons like the present. The average cost of a plant is about \$1,200. In many cases the cost will be only a fraction of that given. But even the higher figures are below the cost warranted by the saving of a crop, as the experience of individuals has shown. Over large areas of the country windmills are used as motors for irrigation pumps and careful accounts of their efficiency are available. They unquestionably serve an excellent purpose under favorable conditions up to the limits of their capacity.

How to Test Garden Seeds.

To avoid poor stands, seeds should be tested before planting. This is a very simple operation and requires but a few minutes. There are several simple methods of testing seeds, probably most of which will answer the purpose.

One of the simplest and quickest ways is to test between blotting paper. First, count out 100 seeds of the kind to be tested, taking them just as they come and not picking out the best looking ones. Scatter the seeds between two pieces of blotting paper from four to six inches square and place in a common china plate and turn another plate bottom side up over the first. If pasteboard plates can be had they are better, especially if a large number of samples is to be tested.

Pullets for Laying.

In all of the experiments at an eastern station the pens of pullets without the male birds began to lay from one to two months earlier than in any of the corresponding pens in which the male birds were kept.

No attempts were made to force laying and broody fowls were allowed to sit at will, there being plenty of nest boxes in each pen.

About the same number became broody in the pens having the males as in those without.

YOU'LL LIKE HEREFORD!

CLUBBING OFFERS

All clubbing offers prior to February 1, 1912 are annulled and the following prices and combinations will prevail until further notice.

CASH MUST ACCOMPANY ORDERS

Read the offers carefully for many times they include some especial paper that you want and we can save you money.

Clubbing Offer Number 2

Hereford Brand	\$1.00	Our Price
Dallas Semi-Weekly Farm News	\$1.00	
Total Value	\$2.00	\$1.75

Clubbing Offer Number 3

Hereford Brand	\$1.00	Our Price
Texas Farm and Ranch (Weekly)	\$.00	
Total Value	\$2.00	\$1.75

Clubbing Offer Number 5

Hereford Brand	\$1.00	Our Price
Holland's Magazine (Monthly)	\$1.00	
Total Value	\$2.00	\$1.75

Clubbing Offer Number 6

Hereford Brand	\$1.00	Our Price
Texas Farm and Ranch (Weekly)	\$1.00	
Holland's Magazine (Monthly)	\$1.00	
Total Value	\$3.00	\$2.00

Clubbing Offer Number 7

Hereford Brand	\$1.00	Our Price
Dallas Semi-Weekly Farm News	\$1.00	
Holland's Magazine (Monthly)	\$1.00	
Total Value	\$3.00	\$2.25

Clubbing Offer Number 8

Hereford Brand	\$1.00	Our Price
Dallas Semi-Weekly Farm News	\$1.00	
Texas Farm and Ranch (Weekly)	\$1.00	
Total Value	\$3.00	\$2.25

Clubbing Offer Number 9

Hereford Brand	\$1.00	Our Price
Dallas Semi-Weekly Farm News	\$1.00	
Texas Farm and Ranch	\$1.00	
Holland's Magazine	\$1.00	
Total Value	\$4.00	\$2.75

Clubbing Offer Number 10

Hereford Brand	\$1.00	Our Price
Panhandle Magazine (Monthly)	\$1.00	
Total Value	\$2.00	\$1.50

Clubbing Offer Number 11

Hereford Brand	\$1.00	Our Price
Scientific American	\$3.00	
Total Value	\$4.00	\$3.50

Clubbing Offer Number 12

Hereford Brand	\$1.00	Our Price
Dallas Sunday News (Weekly)	\$1.50	
Total Value	\$2.50	\$2.25

Clubbing Offer Number 13

Hereford Brand	\$1.00	Our Price
1 Copy Hicks' Almanac for 1912	.30c	
Total Value	\$1.30	\$1.20

We will order for you either The Saturday Evening Post, Ladies Home Journal, or Country Gentleman with any of the above offers for \$1.50 additional

BRAND PUBLISHING CO.

Hereford, Texas

Uplifting of the Hog.
Intelligence used in his breeding and care has raised the hog from the plane of the veriest savage, unsought except when hunted like any other wild beast, to that of a benefactor, contributing a wide variety of meats, among them the most toothsome known to the epicure, and other products essential to the best tables, to commerce and to the trades.

Eggs to Preserve.
Eggs to be preserved should be strictly fresh and be placed in the solution the same day as laid to obtain the best results, although eggs several days old will keep very well. Washed eggs should not be used.

Program.
The Woman's Monday Club will meet Monday, April 8th, with Mrs. Roy Stocking. The following program will be rendered:
Leader—Mrs. Slaton.
Roll Call—Current Events.
Margaret of History and Shakespeare with a Paraphrase in Nemesa—Mrs. C. Garrison.
Lesson—Act IV:4.
Questions.

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

New Officers Installed.

The newly elected city officers under the commission form have been duly installed and have assumed the duties and responsibilities of managing the affairs of the city. The commissioners, C. S. Garrison and D. F. Ashbrook, were sworn in by retiring Mayor J. H. Head in the presence of the former council and other city officers, last Saturday afternoon in the marshal's office at the court house. Atty. W. M. Knight, mayor-elect, was not in the city and hence was not inducted into office with the commissioners. Monday morning following, he took the oath of office before County Judge C. D. Wright, thus completing the change to the new form. The commission held its first meeting Thursday night at which the first lesson in city government was studied.

The retiring officers, J. H. Head, mayor; R. N. Mounts, D. C. Laird, J. H. Cardwell, G. W. Irwin and E. T. Woodburn, councilmen, have given the city an economical administration, cutting the running expenses at many points and conserving the taxes as much as possible. The city had incurred a heavy floating debt, and this has been gradually reduced. This does not, of course, include the bonded indebtedness.

Mr. Head has served the city as mayor for two years, his time expiring with this election. D. C. Laird

and J. H. Cardwell had been on the council for the same length of time. E. T. Woodburn has served for one year, but would have served another under the old regime. Geo. W. Irwin was elected the same time, but had served the city as councilman for two years before when the city was first incorporated. R. N. Mounts has served the city as councilman continuously from the first, being elected for three terms. A. M. Jones, the retiring secretary, has served for two terms. C. L. Sullivan has held for two terms the office of Marshal and Collector. He will continue to serve until his successor is appointed by the commission. W. Elmer Dameron, acting city attorney, will also continue as legal adviser until arrangements are made either with him or some other. The new officers have been assured the support and assistance of the retiring ones in getting in touch with the business of the city.

It will be profitable for every woman living within Hereford's trade territory to attend the American Beauty Corset Demonstration at D. R. Gass & Son's from April 8th to 13th. Miss Newhart, an expert corsetiere, will be in charge, and will furnish you with corset advice for nothing. It

Pure red top corn seed at Hughes Grain Co. 9-2t

"Miss Topsy Turvy."

This farce comedy at the Star Theatre last Friday night was played by local talent to a full house, standing room being at a premium. Many were turned away. The play was put on under the auspices of the ladies of the Eastern Star to whom the success the enterprise is largely responsible. The play was full of snap and action from beginning to end, there being enough "stars" among the characters to make the constellation of Orion. The music by the West Orchestra was appreciated by all present. The only specialty stunt was that by Bill Ray who gave a clog and buck wing performance that drew an encore. The cast of characters in the play was: Nellie Clarendon, Topsy Turvy; Mrs. Leslie Moreman; May Golden, Topsy's cousin; Miss Percy Gallaher; Mrs. Clarendon, Topsy's mother; Miss Belle Woodburn; Miss Spriggs, Topsy's governess; Miss Maude McLean; Lord Clarence, a rich Englishman; Mr. Davidson; Frank Golden, Mary's brother; Elmer Dameron; Deacon Jones, Pillar of the church; C. D. Wright; Ned, A servant; John McLean.

Political Pot Pie.

Another prophecy—One of the leading political prophets of Hereford has sawed off this chunk: "If Roosevelt bolts and heads a third party, and Harmon is nominated by the Democrats, Bryan will fall in line under the Teddy Bear banner." By a vote of 27 to 4, the Democratic State Executive Committee turned down the offer of the Wilson contingency to hold a presidential preference primary. Houston was selected as the place of meeting for the State Convention, May 28.

Easter In Evidence.

The approach of Easter is evident every where, many of the merchants show windows being beautifully decorated with Easter suggestions. The new millinery creations in the shops and windows are attracting the attention of the sterner as well as the fair sex. The dry goods stores and drug stores are all showing something that makes you feel that the spring season is on. The churches will each have special Easter services next Sunday, all of the choirs making special preparation for the day.

District Convention of Christian Church Soon.

Plainview, Tex., March 30.—The District Convention of the Christian church will meet in Plainview April 9-13. Among those expected at this meeting are Edward Owers of Fort Worth, State Sunday School Superintendent for the Christian church; his wife, formerly Miss Lula Reed, who is State Missionary for Christian Women's Board of Missions; Rev. J. C. Mason of Dallas, Corresponding Secretary of Texas Christian Ministers' Board.

Musical Concert.

Those who attended the musical concert given under the auspices of the Mission Society of the Methodist church last Tuesday night were delighted with the entire program. The house was crowded to its full capacity. The violin playing was of high order and was well sustained in the piano performance and reading by the other two members of the company. The three young ladies responded to encores frequently and always came back with something "just as good." They may give a return program.

Coal Notice.

Don't buy much coal now, I'll put on storage price soon. It will be so cheap. Listen for the news. E. W. Harrison. 91f

Produce Association.

A few produce growers met at the court house last Saturday and discussed the selling feature now up for talk. Secy. Hays read letters from different parties interested in marketing stuff. The regular meeting will be held next Saturday at 3 o'clock and a full attendance is desired.

YOU'LL LIKE HEREFORD:

FLORIDA

If you are tired of blizzards and floods, of heat and drought, of small and uncertain profits, you should purchase farm lands in the agricultural section of Florida. Here investments carefully placed will double each year. We know values, properties and bargains. We will purchase for you, and protect you against swindle in value or title. If you are interested write to

THE UNION INVESTMENT CO.,
LIVE OAK, FLA.

Popping Kaffir Corn.

Mr. Gray, proprietor of the Union Confectionery at 418 Polk street this city, experimented on a handful of kaffir corn in his gas heated, electric-run popcorn popper. The result even exceeded his expectations. White fluffy flakes of delicious popcorn was the result of his experiment. The flakes are smaller than those from popcorn, but while heavier and more nourishing, are yet more tender. For several days he has been popping kaffir corn and those who have tried a sack of "pony corn" as he called it, were delighted and have returned and called for more "pony corn," not realizing that they were eating popped kaffir corn.—Daily Panhandle.

Just arrived, a car of alfalfa hay. Hughes Grain Co. 9-2t

Cliett's Grocery
Phone No. 50
for everything good to eat at the lowest possible price. Every article guaranteed to be the best.
Votes given in Merchants' Trade Campaign Contest.

PRICE LIST
TELEPHONE NO. 76

	NESTER PRICE	DELIVERED
Corn	\$1.75	\$1.80
Corn Chops	1.85	1.90
Bran	1.70	1.75
Shorts	1.75	1.80
Cotton Seed Meal	1.65	1.70
Maize Chops	1.55	1.60
Kaffir Chops	1.55	1.60
Maize Grain	1.45	1.50
Kaffir Grain	1.45	1.50
Nutrio	.90	.95
Alfalfa	.70	.75
Salt, No. 1	.60	.65

ASK ABOUT FIELD SEED
E. W. HARRISON

CANADIAN VALLEY LAND CO.
We own and control large tracts of land. We can fit you up and on easy terms if you want a home. If you have land or property to exchange see us. If you want to buy a ranch from 1,000 acres up to 30,000 acres, located handy to railroad and well improved as a ranch, on easy terms and at a price that will surprise you, see us. If you have land or other property to sell, see us. Courteous treatment and fair dealings is our motto. All communications gladly answered.
GEO. F. CAYLOR
GENERAL MANAGER
Hereford, Texas
There is no company better known or better advertised throughout the North and East.

NO BETTER WINDMILLS ARE MADE THAN THE STAR AND LEADER MILLS
All wood parts of these mills are covered with two coats of white lead and oil, hand brushed. WE SELL THEM.
VAN BRUNT Grain Drills sow anything from millet and alfalfa to oats and cowpeas. WE SELL THEM.
JOHN DEERE Listers, Harrows, Planters and Breaking Plows are the world's standard in farming implements. WE SELL THEM. And this is not all. We carry a complete line of HARDWARE AND IMPLEMENTS
MAKE OUR STORE HEADQUARTERS
GARRISON BROS.



ASHBROOK & DALE
WRITES ALL KINDS OF
FIDELITY AND SURETY BONDS

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.

Don't Suffer!

"I had been troubled, a little, for nearly 7 years," writes Mrs. L. Fincher, in a letter from Peavy, Ala., "but I was not taken down, until March, when I went to bed and had to have a doctor. He did all he could for me, but I got no better. I hurt all over, and I could not rest. At last, I tried Cardui, and soon I began to improve. Now I am in very good health, and able to do all my housework."

TAKE CARDUI The Woman's Tonic

You may wonder why Cardui is so successful, after other remedies have failed. The answer is that Cardui is successful, because it is composed of scientific ingredients, that act curatively on the womanly system. It is a medicine for women, and for women only. It builds, strengthens, and restores weak and ailing women, to health and happiness.

If you suffer like Mrs. Fincher did, take Cardui. It will surely do for you, what it did for her. 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. 1 00

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

A MEDICINE AS GOOD AS YOUR MONEY

Money Promptly Refunded if Dodson's Liver-Tone Fails to Take Place of Calomel.

The Betts-Clark drug store sells Dodson's Liver-Tone as a perfect substitute for calomel. If you try one bottle and find that it is not just as sure in its action as calomel and at the same time gentler and without the bad after-effects of calomel, please call and get your money back. It will be given you promptly. Dodson's Liver-Tone is a vegetable liquid with a pleasant taste, that lives up the liver, mildly but surely, instead of whipping it into action as the strong chemical calomel does. It is used by both children and grown-ups on constipation and inactive liver.

That is why the Betts-Clark drug store is willing to guarantee it absolutely, not with another bottle, but with your money back. Isn't a medicine with a guarantee like this worth a trial?

Miss Jessie Sisk has closed her primary school in town and has accepted the Ford school in the north part of the county. She began teaching last Monday.

Senator Bob Taylor Dead.
In the death of Senator Taylor of Tennessee, the South loses one of its most talented sons. He was three times governor of his native state, and has held a place in both houses of the National Congress. He played on the fiddle and every voter in Tennessee has heard him saw out tunes, as he carried his faithful instrument with him in all of his campaigns. He was a noted orator and occupied a high place among platform entertainers. A touching story is told of him when he was governor. A convict whittled out while behind the walls a fiddle and sent it to the "fiddling governor," and with it sent a short story of his life personifying the fiddle, which told the governor of a broken-hearted wife at home with the disgraced children. The story goes that he told the governor that as he played on the fiddle it would tell him the sad, sad story. The governor wrote out a pardon.

Itching Piles.
I want you to know how much good your Hunt's Cure has done me, I had suffered with Itching Piles fifteen years, and when I was traveling through Texas a man told me of your Hunt's Cure. I got a 50c box and it cured me. John Bradley, Caney, Kans. 9-4t

DECIDE YOURSELF

The Opportunity is Here Backed by Hereford Testimony

Don't take our word for it. Don't depend on a stranger's statement. Read Hereford endorsement. Read the statements of Hereford citizens. And decide for yourself. Here is one case of it:

J. D. Burkett, 300 E. Second St., Hereford, Texas, says: "I can strongly recommend Doan's Kidney Pills, which I got from Woodburn & Son's Drug Store. I suffered acutely from sharp twinges through the small of my back, especially when I stooped or attempted to lift. I was caused much annoyance by a too frequent desire to pass the kidney secretions and these troubles all showed that I had kidney complaint. Since I used Doan's Kidney Pills, I have been quite free from these difficulties. I have often suggested a trial of this preparation to other persons afflicted in a similar way."

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.

Short Articles Better.

From time to time all newspapers are offered articles for publication. The articles may be of general interest or may be of only limited interest. A local paper is prone to accept all proffered copy and often is compelled to cut out the legitimate news in order to give space to the contributed article. A word to those who would write for publication will remedy the often embarrassing condition. When you write, condense your article, and after you write, condense some more. It is not often that a country newspaper can spare over two columns, about 1,350 words, for one article. One column of 650 words will answer for most subjects. Not long since The Brand was tendered a composition that would fill nearly five columns and we were compelled to make charges for all but one column of the matter. This charge was unexpected and, no doubt, displeased some of the contributors; therefore, condense.

Sprained Back

Sprained back and sore muscles throw of their soreness when Hunt's Lightning Oil is applied. For relieving pain of any kind there is nothing better, and those people who have tried it for Neuralgia and Rheumatism are loud in its praise. For wire cuts Hunt's Lightning Oil is especially fine as it takes away the inflammation and causes rapid healing. 25c and 50c bottles. 9-4t

Two Families Move to Hereford.

Two families from the good state of Indiana have moved to Hereford this week and will engage in farming. The first to arrive is Mr. and Mrs. W. E. Smith of Spencer. Will Alverson and family are expected today. These people are old friends of Mr. and Mrs. I. H. Spratt, who are accredited with bringing these good people to this country. Deaf Smith county needs five hundred more families like these and extend to them a hearty welcome.

New line Men's and Women's Slippers at D. R. Gass & Son. 1t

WANT ADS

MISCELLANEOUS WANTS

LOST—Black crocheted cap. Finder please return to Brand office. 1t

WANTED—House keeper for small family. Middle age woman preferred. Apply at this office. 8-2t

FOR SALE—1,000 cows, 400 yearlings, 1,100 calves. Address J. J. W. Dale, Hereford, Texas. 6tf

FOR LEASE—Sections Nos. 9 and 11 in block K-4. See Suggs & Jones. 9-7tp

WANTED—25 families to get their washing done at 25 cents per dozen at the laundry. G. E. Weaver. 9tf

If you want to buy a good span of mules, mares or horses, or a fine Jack, call on or write, Geo. T. Higgins or G. M. Suggs, Hereford, Texas. 52tf

LAND WANTED—Missouri farm, an Iowa hotel, newly built, for sale or trade for Panhandle land. Address Box 128, Hereford, Texas.

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

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

FOR SALE—A smooth quarter at \$12.50 per acre. Half cash, balance five years 6 per cent. J. H. Brooke, Iowa City, Iowa. 7-7tp

FOR SALE—Seven yearling steers, fine registered Hereford cows, one registered Hereford bull. One 3 year old saddle and driving horse. Hays Bros. 9-2t

SEED—200 bushels good, clean shumac sorghum seed for sale at \$1.50 per bushel. J. W. Ford, 20 miles north of Hereford and 9 miles south of Vega. 9-4tp

FOR SALE—One Rhode Island Red Rooster for sale \$1.50. Geo. A. Stambaugh. 1t

No Calomel Necessary

The injurious effect and unpleasantness of taking calomel is done away with by Simmons' Liver Purifier, the mildest known liver medicine, yet the most thorough in action. Put up in yellow tin boxes only. Price 25c. Tried once, used always. 9-4t

HEREFORD NURSERY

Choice Fruit, Shade and Ornamental Stock. Write for Catalogue today.

L. P. LANDRUM, Proprietor

Professional and Business Cards

Wm. M. Knight Jno. P. Slaton
KNIGHT & SLATON
ATTORNEYS
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Hereford, Texas.

Jno. C. North L. W. Davidson
NORTH & DAVIDSON
Attorneys at Law
Hereford, Texas
Office in First State Bank building

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

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

Our Altitude.

Hereford	3810 feet
Amarillo	3663 feet
Wildorado	3887 feet
Vega	3986 feet
Alamoosa	4000 feet
Adrian	3998 feet
Cap Rock	4127 feet


The regular meeting of the Fruit and Truck Growers Association is held on first Saturday afternoon of each month at 2:30 o'clock. All invited. 30tf



To Head-Off a Headache

Nothing is Better than Dr. Miles' Anti-Pain Pills They Give Relief Without Bad After-Effects.

"It gives me great pleasure to offer a word of recommendation for Dr. Miles' Anti-Pain Pills, as there are thousands suffering unnecessarily from headache. I was afflicted intermittently for years with headache and after other remedies failed, I tried Dr. Miles' Anti-Pain Pills. For the past ten years I have carried them constantly with me, getting instant relief by using one or two on the approach of headache. They are also effective for neuralgia, giving immediate relief." C. M. BROWN, Estherville, Ia.
For Sale by All Druggists.
25 Cents, 50 Cents.
MILES MEDICAL CO., Elkhart, Ind.



PLAINVIEW and return, \$5.40, April 8, 9 and 10. Limit, April 13.
MEMPHIS, TEXAS, and return, \$5.60, April 11. Limit, April 16.
DALLAS and return, \$14.30, April 21st. Limit April 27th.
MACON, GA, and return, \$26.10, May 3, 4 and 5. Limit, May 15th and June 5th.

E. R. READ, Agent

Building Material!

We handle ALL KINDS of Building Material usually carried in a first-class Lumber Yard. Planing Mill in connection. Let us figure on your next bill of lumber, etc. No matter how small or how large we will make it to your interest.

T. M. Palmer Lumber Co.

PREFERENTIAL PRIMARY LOSES

Texas Democratic Executive Committee Declares Against It.

Dallas, Tex., March 30.—Declaring their belief that preferential primary would open up the way to irregularities, illegal voting and repeating, the State Democratic Executive Committee this afternoon, by a vote of twenty-seven to four, declared against such a primary.

They further base their position on the grounds that such a primary election could not be held under the law and declare that if any county committee should see fit to have a preferential primary they would have no authority over such action.

They ask why A. W. Terrell and Thomas B. Love, whom they declare the putative and the real father of the Terrell election law, respectively, should have fathered such a measure when now they call upon the committee "to devise some way of evading it in the interests of the city."

Houston was chosen as the place for the meeting of the State Democratic Convention May 28, Dallas supporting her claims.

Announcement.

The Evangelical Lutherans of this city and vicinity will celebrate the crucifixion of Christ with a German service Friday morning at 11 o'clock. Easter service on next Sunday will be conducted in the English language. Both services at Christian College.

A. M. LOHMANN, pastor.

We sell and exchange land every where. Some good bargains in Illinois, Missouri, Kansas, New Mexico and Texas. Gough & Barnett. 9-3t

April Fool Party.

Misses Lora Guinn and Dimple Gass were hostesses at the Guinn home last Monday evening to a large number of their friends in what they termed an "April Fool Party." The guests were "fooled" in many ways except that none were disappointed in the good times dispensed by these two popular young ladies. The guests were met with an array of signs as they entered the reception rooms. In the hall this prohibition was prominently displayed—"If your feet are muddy pull off your shoes." In the parlor over the sofa this: "\$10 fine to sit here." In the dining room, this admonition: "Don't swallow while eating." In another room this puzzling sign greeted the eyes: "No talking aloud in this room," and several other "foolish" placards. Most of the guests came "diked out" in foolish costumes. After a series of blind forty-two games, the fun was really begun when the refreshments were served. While there were many dainty viands served, the "April Fool" spirit had crept into some of the dishes.

All the young people who had the honor of an invitation voted the young lady hostesses their best wishes for the splendid good time afforded.

Rev. O. P. Kiker, presiding elder for this district, held quarterly conference at Hereford Saturday and Sunday. The reports made were quite favorable and the local church under the pastorate of Rev. J. M. Sherman shows to be in a flourishing condition.

Just in, a car of the best stock salt in Hereford. Hughes Grain Co. 9-2t

Why scowl when you can smile after taking Dr. Miles' Laxative Tablets?

Wool Bill May Ruin Sheep Men.

Washington, D. C.—Representative Rucker of Colorado today foretold the ruin of Colorado sheep owners, if the Democratic wool bill, as proposed, became a law.

Rucker denounced the argument that American sheep owners will be sufficiently protected to insure control of the home market, citing figures intended to show that Australia and South America dominate the markets of the world. The House agreed to vote on the bill Monday.

Representative Mondell of Wyoming attacked the bill, saying that the report accompanying the Democratic bill as a "garbled mass of misstatements."

"The man who wrote that report," said Mondell, "did not know what he was writing about, and the Democratic members of the Ways and Means Committee who signed it ought to be ashamed of themselves."

Easter Services.

Rev. W. M. Baker asks the Brand to announce special Easter services at the Presbyterian church Sunday. Sermon for morning service will be, "Resurrection," at night, "Who May Claim to be Christ." Everybody invited.

Cerebro Spinal Meningitis.

Cerebro Spinal Meningitis is in the Panhandle not far from Hereford. We have all the medicines recommended by authorities as preventives. Hadn't you better supply yourself with these and be on the safe side? Act before its too late. Corner Drug Store.

News Scraps From Everywhere.

Clay county has gone "dry" again by 225 majority. Every county that has voted on local option since the state-wide election has increased its majority for prohibition.

Judge Ramsey, candidate for governor, opened his campaign last Saturday at Gonzales before an open air crowd of 5,000 people. His speech was published in full by the leading state papers.

J. N. Haney, who made the race for a place on the city council at Amarillo Tuesday and was not elected, had for one of his platform planks—"Tax your dogs instead of your citizens," having reference to the city poll tax.

C. W. Post has begun the erection of a cotton mill at Post City. The building will be 525 feet long by 150 feet wide and 2 stories high, all constructed of re-enforced concrete. It will be ready for operation by September.

With the beef barons free and Larimer exonerated, the country is getting in shape to hear another "fall dinner pale" campaign.

Wilson and La Follette lead in a double presidential preference primary held in Wisconsin last Tuesday.

W. E. Gee, mayor, and J. F. Speed, marshal, led in the city election at Amarillo Tuesday.

Just a Little Late.

The Brand is a little late today, but the extra four pages coupled with the time required to install two gasoline engines, one of which refused to budge, accounts for the whole matter. The Brand never ensmall even if lightning should strike the head news faker, foreman, man-of-all-parts, the lady operator at the type setting machine, or the "devil."

Woman Dies at Black City.

Mrs. Lucy M. Davis, age 48, wife of W. H. Davis, who had recently moved from Hereford to Black City, died at that place Monday, April 1, after a short illness. The body was brought to Hereford Wednesday and interred in the city cemetery, the funeral services being conducted by Rev. Baker at the Presbyterian church.

Dr. Miles' Anti-Pain Pills for relief.

At Baptist Church.

All are cordially invited to attend the services. Subject for Sunday morning, "Peace with God," at night, "The Reward Coming to Those Who Trust God in Darkness."

Mrs. J. B. Elliston surprised her relatives and friends Tuesday when she alighted from the train, returning from California. Her husband is "on the road" with their car of effects. Hereford and the Panhandle seems to be alright for them.

Maize, kaffir corn and red top cane seed at Hughes Grain Co., The Cash Store. 8-2t

J. Ray of Vernon, editor the Vernon Record, is in Hereford today on business.

At The Christian Church.

Easter services will be held at the First Christian Church next Sunday. Special music will be given by the children's chorus at the 11 o'clock service and by the young ladies' chorus at the evening hour. All are cordially invited to attend.

We have the most complete stock of lumber and building in Hereford, and can save you \$5.00 per M on lumber. R. E. Kemp Lumber Co. 1t

Financial Statement.

A complete financial statement of the City of Hereford by the retiring officers is published in this issue according to the requirements of law.

Clean, heavy oats at Hughes Grain Co., at 75c per bushel. Cash. 9-2t

Street Talk.

Two Hereford citizens, one a Democrat, the other a Republican, have agreed on two points, according to their own talk. They agree that if Taft is nominated, that the Democrats will nominate either Bryan or Wilson, but if Roosevelt is the nominee, then the Democrats will nominate Harmon.

A. M. Jones writes Fire Insurance and would like to have a share of business. 9t

When you have friends visiting you, it is personal news, phone three-nought, the Brand.

Good clean, heavy oats at 75c per bushel. Cash. Hughes Grain Co. 9-2t

A card from S. C. T. Sasser says that he is still moving, hunting a better place, but has found nothing like the Panhandle.

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

Meningitis On The Plains.

Dalhart has four cases, Clarendon several, Amarillo has had one or more. Hereford authorities had better order a general clean-up of the city and establish a partial quarantine. A little precaution is far better than delay.

Mrs. L. Gough of Crosbyton was visiting friends at Hereford this week.

Don't be surprised if you have an attack of rheumatism this spring. Just rub the affected parts freely with Chamberlain's Liniment and it will soon disappear. Sold by all dealers.

Texas Needs Great Men

XXVIII. CONDEMNATION

AN ATHENIAN peasant voting to condemn Aristides the Just was asked what wrong this good man had ever done him, "None," he replied, "I don't even know him, but I am tired of hearing him called 'The Just.'" Envy always snarls at the heels of distinction. It is one of the penalties of success to be condemned by your fellow men, and this condition not only applies to philosophy, art and science, but to business as well, and sometimes success weighs heavily in the scales of justice.

The soul of state is in its people and a narrow, jealous and envious citizenship results in bigoted, revengeful and dangerous leaders and a weak and tottering government.



CONDEMNING ARISTIDES THE JUST.

Let those who would see their country rise to the towering heights of power remember that in the race of nations an ounce of malice is a dangerous handicap; that a country torn by the demon jealousy cannot long survive the corroding influences of civilization, and that a people whose prejudices will respond to the call of agitators like unclean spirits at the summons of a wizard, must soon drink the bitter dregs of factional strife and writhe in the agony of national decay. Texas Needs Great Men.



YOU

are cordially invited to call and see my large line of Fine Imported Woolens. They will convince you that I can please you in both quality and price.

J. A. Snyder
THE TAILOR
322 Main St. Hereford, Texas

WE HANDLE A COMPLETE LINE OF SHELF HARDWARE

Piping, Casing, Eclipse Windmills, Cylinders, Silverware Cutlery. One Minute Washers, Majestic Ranges, Coles Hot Blast Heaters and Cook Stoves.

A COMPLETE LINE OF FARM IMPLEMENTS

We want you to visit our store and inspect our goods.

WARREN HARDWARE CO.