

The Hereford Brand

Vol. 10

HEREFORD, TEXAS, APRIL 8, 1910

No. 9

THE HEREFORD N. & S. ROAD WILL BE BUILT

MAYOR ELECTED WITHOUT CONTEST

City Election Passes off Quietly. Good Vote Polled for All Candidates

The weather fine, the spirit good and the voters armed with tax receipts did the rest Tuesday. The election was held at the Courthouse, R. E. Cook, presiding officer, C. H. Reazor, A. C. Thompson, E. B. Orr, J. M. Boone, clerks. Out of 325 eligible voters, 273 exercised their suffrage rights.

Mayor-elect J. H. Head and Recorder-elect J. H. Turnbow were elected without opposition. The various candidates received the following votes:

For Mayor—	
J. H. Head	265
For Recorder—	
J. H. Turnbow	251
For Marshal—	
C. L. Sullivan	174
J. B. Rogers	97
For Attorney—	
J. C. North	145
W. C. Jones	106
For City Secretary—	
A. M. Jones	221
G. M. Nesbitt	46
For Alderman—	
J. H. Cardwell	198
R. N. Mounts	190
D. C. Laird	155
A. J. Lipscomb	135
W. S. Higgins	80
W. C. Witherspoon	73

Accordingly, the city officers for the next term will be the first named under each office, except for alderman where three were to be elected. This will fall upon Messrs. Mounts, Cardwell and Laird. It is understood that Mr. Laird will not qualify.

The election of Mr. Head as mayor will necessitate the election of another alderman to fill his place on the board. This election will be held at once and will be the first official act of the new mayor.

Barn Burns.

Sunday afternoon, when the high wind was up, considerable excitement prevailed when the fire alarm was turned in. Fire was discovered in the barn on the property of A. P. Murchinson. City Marshal C. L. Sullivan, rode from his home across town to the stable where others had the team hitched to the wagon and the run was made. Nearby property was saved, but the barn was consumed. The loss sustained was about \$750.

Died.

On Thursday, April 7th, at 12:05 a. m., Mrs. L. C. Tracey at the home of her daughter, some seven miles south of Hereford. The remains were shipped by undertakers Arnold & Matthews to her old home at Defiance, Ohio, on the 4 o'clock train Thursday afternoon and was accompanied by her husband and son.

Democratic Chairman

Geo. W. Barcus has been appointed by the executive committee as chairman of the Democratic party of Deaf Smith County. Dr. J. G. Hendricks, resigned.



THE NEW GOSPEL

Mrs. Geo. T. Higgins

A wire from Clovis last Friday night telling of the sudden death of Mrs. Geo. T. Higgins was a great surprise to everyone. Mrs. Higgins, the wife of Geo. T. Higgins, was in her 60th year. The husband and W. S. Higgins went over to Clovis early Saturday morning and returned with the body by train. The funeral services conducted from the Baptist church by Rev. O. W. Dean was largely attended. The remains were laid to rest in the city cemetery Sunday afternoon.

She leaves besides the bereaved husband, Mrs. G. M. Suggs, a sister three daughters, Mrs. J. B. Comer of Clovis and Miss Mary Higgins, and two sons, W. R. and James Higgins.

The family have the sympathy of the entire community.

Thos. G. Nance Hurt

While at the train yesterday afternoon, T. G. Nance, proprietor of Northern hotel, was on his baggage wagon ready to start up town, and in some way, in turning, the vehicle toppled over and precipitated him, the driver and a little child to the ground. Mr. Nance fell on his arm and the bone between the shoulder and elbow was fractured, and his arm otherwise sprained and bruised. He was taken in Mr. Linville's auto to his place and physicians soon had the arm set and dressed. This morning he was resting easy and thinks no complications will come up.

Loughmiller Has Contract

In an item about the street crossings. The Brand last week left the impression that others had secured the contract other than G. F. Loughmiller. The large force of men at work under Mr. Loughmiller will indicate who is boss of the job, and they are doing a good piece of work.

Tuesday's Elections

Jefferson City, Missouri, went Democratic when heretofore Republican.

Social Democratic ticket elected at Milwaukee, Wis.

Chicago had an upset in Tuesday's election when the Democrats captured the Council by a good majority.

Topeka, Kansas, elected a "wet" candidate, J. B. Billard, over Mayor Green. Billard is a Democrat.

Harrison County, Texas, went into the "Dry Column" by a good majority, Marshall, a railroad town, giving a fair majority.

Roswell, N. M., voted "no license" at Tuesday election, which means that the saloons will close July 1, when all licenses expire.

In Chicago and Illinois the "wets" gained ground, some ten counties changing places from "dry" to "wet."

In Michigan, out of 36 counties voting on prohibition, 20 went "dry" and 16 remained "wet." Half of the counties in the state are now "dry."

Amarillo voters gave Patton a majority over Mayor Marrs.

Will Move to Hereford.

Hereford Brand.

Gentlemen:

Enclosed please find One Dollar (\$1.00) for which send me The Brand to Oklahoma. I want to keep posted on the doings of Hereford as I think my next move will be there.

Yours truly,
J. M. SIMMON.

Plants Now Ready

Cabbage plants, choice varieties, ready now. In a few days will have sweet potato and tomato plants. Get your ground ready. G. C. Mayor.

Program

Monthly meeting of Commercial Club Tuesday, April 12, at 7:30 p. m.; Christian Church.

- 1 Music by male quartette.
- 2 Opening remarks of chairman.
- 3 Report of secretary.
- 4 Election of director to succeed Judge Gough.
- 5 Discussion—McDonald Irrigation Contract.
- 6 The H. N. & S. Ry.
- 7 Miss Carter.
- 8 Address—Rev. Christian Weigand of Umbarger.
- 9 Will the Ladies Help us Boost? Open discussion.
- 10 "Where Are We At?"—H. G. Hays.
- 11 Plain Talk—By the secretary.

Young Peoples Missionary Program

Topic—"Missionary Heroes." Motto—Go ye into the world and preach the gospel to every creature. Six minute talks by five members.

1. The Shoemaker Missionary—Ruth Story.
2. Wayside preaching of Judson—Essie Johnson.
3. China's first great Protestant Missionary—Letha Edwards.
4. Raymond Lull the pioneer Missionary to the Moslems—Nora Cooper.
5. Robert Moffet Africa's pioneer hero—Nellie Black.
6. Watch tower Glimpses of Brazil—Mrs. L. B. Harwell.

Card of Thanks.

We wish to thank our many friends for their kindness during the fatal illness of our dear little one, Jessie York, twenty months old who departed this life Tuesday, April 5th. May the blessings of an All-seeing Father abide with you.

MR. and MRS. ALBERT YORK,
MR. and MRS. C. SCHIMSHIRE
and family.

BIG FEED CROP TO BE PLANTED

Bullock Brother Began This Week Seeding Twelve Hundred Acres Kaffir and Maize

Talking with E. B. Bullock Wednesday morning, he announced that Bullock Bros., one of whom he is which, had begun seeding 1200 acres in kaffir and maize. They have 800 acres of wheat and in fine condition. They are operating the four section farm of E. B. Black, at Black City, 15 miles southwest from Hereford. This is their second year and they hold a 5-year contract. The Bullocks are practical farmers and came here from Lorena, Texas.

They are perhaps the most progressive renters of land in Texas. They have a big 40-H. P. steam traction plowing outfit, a full set of tools and teams and a first class 5 passenger auto. The auto is a most useful tool on the big 2400 acre farm. Tom Bullock who runs the farm keeps the auto and whenever necessary to make quick trips to town for repairs, or when he and his wife wish to attend Sunday School and church at Hereford, it is handy. E. B. Bullock helps the neighborhood by buying up the surplus feed and seed from his neighbors and shipping it to points in central and south Texas.

From their 800 acre wheat crop, they expect to harvest 16,000 bushels of No. 2 wheat.

From their 1200 acres of feed they expect to get 20,000 bushels of seed and 1000 tons of hay. And they'll do it.

Roswell Prohibitionists Parade.

Roswell, N. M., April 4.—The prohibitionists of Roswell paraded the streets Sunday afternoon, making a strong showing in the face of the election on Tuesday of this week. In the line of march were fourteen automobiles, two bands, three immense floats, each carrying little girls, 200 larger children afoot, 100 young ladies, 152 women and 216 men afoot, 100 carriages filled with men and women and the Salvation army.

Wedding Approaches.

Cards are out announcing the marriage of Miss Amber Collins, daughter of Mr. and Mrs. Richard Collins to Dr. Joel H. Massie, wedding to be celebrated Wednesday, April 20, 1910, at the Presbyterian Church.

Blues Win

You are cordially invited to attend an oyster supper given by the "Reds" of K. of P. Lodge, No. 411 at the Opera House building, Saturday evening from 9 to 11 o'clock. Committee—C. N. Hill, C. D. Wright, O. B. Pirkey.

On June Sixth

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

The Weather.—Tonight and Saturday partly cloudy, cooler tonight

BEAUTIFYING THE COUNTRY HOME

Mrs. H. G. Hays Reads Interesting Paper Before Farmer's Institute

There are apparently two reasons why the farmer and the farmer's wife do not pay more attention to the beautifying of the home. These reasons might be classed as physical and mental.

The first is the lack of time. Everyone will agree that the daylight hours are more fully taken up on the farm than in town, especially is this true of the farmer's wife. The old proverb, "Man's work is from sun to sun, Woman's work is never done" was evidently first spoken by a farmer's wife.

In addition to the ordinary work of a city house wife the farm adds the care of the family in the garden if such spare moments as might otherwise be devoted to reading, calling, or the various little touches which might help to beautify the home but which do not add to the income from the farm.

The second reason we will call mental. Living as she does a more or less isolated life, making few visits and receiving few in turn, the farm home widely separated from the other homes of the community, there is not the stimulus for adorning the home which is present in town where a line fence or an imaginary line upon the lawn separates one home from the neighbor. Who will not feel like painting a shabby house when ones neighbor has freshened his home up in this way, or working to kill the weeds in the lawn to match the well trimmed grass of the neighbor over the line.

In the same manner when friends

Jake Schack

BLACK PERCHERON STALLION



SIRE, Jacques 7063 (10395), he by Venmouth 5497, son of Picordo 1st 7330. First dam by Charmante by Oscar, 2nd dam Sophic 1st 10394 by Picordo 1st, 7330, by Bayard 1st, son of Picordo, out of Charmante, recorded in Volume 5 of the Percheron Stud Book of America.

This celebrated Percheron Stallion is handsome, powerful and has the very best of disposition; excellent bone, style and action. He is acknowledged to be one of the best studs in this part of Texas, and is a sure foal getter.

Come in and see him for yourselves and be convinced that the above are facts. We will be pleased to show you this horse whether you breed or not.

Jake Schack will make the season as follows: Tuesdays and Saturdays at "Sherk's" livery and feed stable, Hereford. The remainder of the week at my barn, 2 1-2 miles northeast of Hereford, Santa Fe track; (Scripps place).

Terms and Conditions: This Grand Stallion will be permitted to serve a limited number of mares at \$15; colt to stand and suck. Mares must be returned regularly until close of season.

All parties will be held for full stud fees test part with mares before known to be in foal. Colts will be held for insurance wherever found, and care will be taken, but will not be responsible for accidents, should any occur.

C. F. RIEDEL, Hereford, Texas

are dropping in each day instead of monthly there is always present the inducement to put the best foot forward and have ones home appear as well as Mrs. Smith's or Mrs. Jones'.

Some might urge a lack of means as a reason for the farmer neglecting home adornment; but this we do not grant for the average farmer is better off financially than than the average salaried man.

Why should the farmer's wife beautify her home? There is the same reason for providing comfortable tasteful homes on the farm as in town and we believe greater inducements. The great problem for the farmer has been for years to keep the boy and girl on the farm and yet few, comparatively have made much effort to make the farm home attractive. Many discourage any effort on the part of the children to decorate or ornament the farm buildings with "What's good enough for your father and mother is good enough for you."

Given a neat tasteful home in youth there are many boys and girls who are living a hand to mouth existence in some city who would be comfortably settled and independent farmers and farmer's wives. We believe the greatest inducement for beautifying the farm home is that it cultivates the taste of the farm children and gives them the home feeling, the pride of home which should be present in all of us.

The first thing to be considered about the farm home is naturally the house. This is the center from which we must work. It is difficult to beautify to any extent an ugly, ill lighted or poorly placed house.

For sanitary as well as for artistic reasons the house should be placed as far from the barns and outbuildings as possible. This permits not only the removal of the more or less unsightly buildings but also help to keep at a distance the pigs, chickens, flies and fleas and "other domestic animals".

The farm home should not be set too near the road. If set at some distance back the dust from passing teams is removed. This may be accomplished without waste of ground as the intervening space may be planted in orchard, garden or grass. It also permits the use of drives, trees, shrubs and flower beds to better advantage.

Having decided upon the the location of the house and out buildings, which should only be done after the most careful thought and which should also include location of trees, windbreak, roads, walks, etc. we should give our attention to the planning of our house bearing in mind that we are planning for later and we hope more prosperous years. Of course we cannot hope to build it now as we will want it then. We can however build a part of our air castle, our dream home. Let us decide on a plan which will be complete in itself as far as possible and which at the same time will permit addition without distortion. This can be accomplished easily by building the main part without ell or the ell without the main part, and putting the porches where they will fit in and complete the whole house when it is finished. By using a little foresight in this regard later expense can be saved and a tasteful exterior and a convenient interior maintained both at the present lean and in the future fat years.

Rooms should be light and well ventilated as well as conveniently arranged. Dining room, living room and kitchen should be on the sunny side where it will keep them light and cheerful at all times.

Having our house planned inside, attention should be given the outside appearance. Avoid "jig saw" and "gingerbread" work. It is expensive, is not in taste and quickly goes

out of style. Simplicity and good outlines will always be in style. We will have to trust our own intuition as to what "looks well" in the absence of an architect who makes it his business to know and direct the taste of his clients. A few dollars spent in plan books and these carefully studied will be of great benefit in choosing the outside design of your house. Keep clear of the carpenter or contractor until you know what you want and then don't let him talk you out of it.

Of the various types of house suitable for this region we believe the low built bungalow style to be most in keeping with the broad level plains land. It also presents less surface to the wind, does not emphasize the absence of tall trees and the broad overhanging eaves make the house cooler in summer by shading the sides from the direct rays of the mid day sun.

The house built, how shall we paint it? Give the same care in choosing the colors of the house as in the colors of your dress. It is as poor taste to paint your house in glaring colors as it is to dress yourself in the same barbaric style. White is always good in house colors as in dress colors. Being a combination of all other colors white will blend with any of them. Being a contrast with natural colors the greens of foliage and the colors of plants and flowers are brought into clear outline. Soft greens are good, soft yellows and dull reds.

The same attention should be given the interior furnishing as the exterior design and color. The inside woodwork should be plain and simple. Natural wood trim is in good taste but varnish will become come discolored and and marred. Plain trim painted in soft colors are we believe preferable to varnished woodwork. Bed rooms may be painted in white or in colors to harmonize with the hangings and furniture. Floors may be of hardwood varnished or painted. Instead of carpets use rugs. It is cleaner and more sanitary especially where sand or dust blows in as it does with us.

Furniture chosen should be simple and substantial. Avoid plush in fancy colors, spindle work and imitation carving. These will not wear well and will go out of style. Strive for simplicity inside as well as outside.

Windows should of course have shades and may be draped with curtains of white or soft colors. This material should be of course washable and the curtains hung so they may easily be taken down. If plain white is not desired, simple design may be stenciled upon the borders. Lace curtains are not desirable in rooms used continually such as dining and living rooms.

Walls should be hung with soft tinted papers, choosing colors which will not fade, which harmonize with the furnishings and which lend themselves to the lighting of the room. An otherwise dark room may be lightened materially by selecting a light paper. A room glaringly lightened can be toned down by using a darker paper.

Pictures used should be in keeping with the balance of the room. Better have too few than too many. Select photos of known good pictures rather than colored work of amateurs and have them simply framed.

Returning to the exterior adornment of the home. The most important thing is the lawn. Experience will determine what grass is best for lawn use with us. Whether blue grass, Bermuda, clover or the curly mesquite. Whichever is used water is a prime necessity for a successful lawn. The ground should be graded sloping gently from the house to carry off the water and prevent the

THAT JOHN DEERE

PLOW is the one your neighbors use and they're satisfied. Why not you? - Has the lightest draft, cuts it all out and is made to stand the strain. See

Garrison Brothers

Make Our Store Your Headquarters

Cerno! Cerno!

The Acknowledged Standard feed for all kinds of stock. It has been properly proportioned to make a perfect food for milk cows and work stock. It is the Best feed and the best is always the cheapest.

We also handle Corn, and Corn Chops, Shorts and Bran, Cotton Seed Cake and Meal; Alfalfa and Prairie Hay.

We make deliveries to any part of the city. Phone your orders early in the day. Phone 76.

WITHERSPOON & HARRISON

forming of pools after rain. Some means of watering the grass must be provided. An elevated tank of some sort is absolutely essential. This may be simply a barrel elevated on the windmill tower and provided with an iron pipe led to the point where water is desired. A short length of hose with a spray attachment will work wonders on a lawn. A large tank or more permanent installation of water system is of course desirable but not absolutely necessary.

Trees should be planted for shade, wind break and as a back ground for the building. They may also be used to screen from view the barns and outbuildings. Trees should not be planted where they will obstruct the view from the house or hide the house entirely. Study the location of each tree. It is planted for a life time.

Shrubs are used in the same manner as trees. The borders of walks curves in walks and drives, corners of buildings may be effectively planted in shrubs. These should be grouped with reference to their habits of growth, the taller in the rear, the the lower growing in front. Hedges such as the Privet and Barberry may be used to good effect as a border to walks and drives. Lilac, Speread, Hydranges and of course roses should be planted.

Climbers such as Honeysuckle, Rambler rose and ivy should be planted as permanent vines. Morning glory, wild cucumber or even sweet potato may also be used with good

effect for rapid growth.

Walks should be ordinarily straight though for larger grounds curved drives are very effective.

The subject assigned is too broad to be covered by a single paper except in a brief outline. Much valuable information may be obtained from the various home magazines. These should be read carefully and filed away for future references. We would also refer to several bulletins upon the subject which may be had by anyone who will take the trouble to drop a card to the Agricultural Department at Washington. These are No. 270 Modern Conveniences for the Farm. No. 126 Practical Suggestions for the Farm Buildings. No. 185 Beautifying the Home Grounds. No. 248 The Lawn.

Junior League Program

Leader—Raymond Hawkins.
 Scripture Reading—Psalm XVII.
 Song—No. 164.
 Chain Prayer.
 Recitation—Erwin Cochran.
 Violin Solo—Bea Story.
 Bible Questions—Ruth Myrick.
 Reading—Thurman Hawkins.
 Roll Called—Answer with missionaries in China.
 Song—No. 159.
 Dismiss with Lord's Prayer.

Special Bargain Price in Lawns, Dress Linens, Suitings, Gingham, Ladies Waists and Skirts at Callens CASH STORE. It

NEIGHBORHOOD NEWS

Letters Written by Staff Correspondents
of THE BRAND

Echoes From Parrot

Owing to illness in the family and our inability to leave home there was no echo from Parrot last week. We will try and record the happenings of two weeks in one.

Mr. King, of Hereford, has very kindly given two acres in the corner of his section that joins Mr. Phipp's, Mr. Duke's and R. S. Neely's section for the site of our new school of the South district.

There was a school meeting last Saturday and the necessary tax for the building of the new schoolhouse was voted. A. T. Henley resigned his position as director, and Emmer-son Hacker was elected to fill the vacancy.

A. P. Helprey has bought a drove of fat cattle and now his butcher wagon will be making the journey to Hereford twice a week.

Mr. Dukes and family spent Wednesday with A. C. Grant and sister.

A. T. Henley and family drove over and spent Sunday afternoon at Henderson's.

The Easter exercises at Dimmit Easter Sunday night were enjoyed by those who were there from this neighborhood.

Mr. Shepherd brought in his gasoline engine this week ready to go to farming.

Glady and Mable Hacker took dinner at Mr. Boydston's Sunday.

Mrs. B. F. Neely has been confined to her bed the past week.

Mr. and Mrs. Holden and Miss Ballard, of Arney, were at Mr. Skrug's Sunday. In the afternoon they called at Mr. Hacker's.

F. R. Metcalf and family dined with Mr. and Mrs. Skrug's Sunday.

Mr. Kopp has just finished making over an old buggy. The result would make you think that he had invested in a new one.

We had a nice little snow flurry Monday forenoon. We wish it had been all the afternoon, too.

Mrs. Easter and Stacy and Mrs. Hacker called at A. C. Grant's Friday.

JACK AND GILL.

Findley and Vicinity.

The people of Findley held their first school election on April 2nd.

A. B. Schulz and Geo. Sachs finished sowing their oats last week.

Mr. Erman of Fort Wayne, Ind. has been visiting friends in the German Colony. Will leave today for his home again. When asked how he liked it here said he would locate here as soon as arrangement are made to suit him.

Wm. Reinking who was here for his health has been called home suddenly on account of his son being seriously ill. Mr. Reinking was improving in health right along and his friends regret very much that he had to leave so suddenly, however, he intimated that he would come back and also locate here if things otherwise do not prevent him.

Charlie Schroeder has had a well drilled on his place he found an abundance of water at the depth of 212 feet.

Charlie Lavell went to Friona on business today. He goes there about once or twice a week and his friends think that Charlie will soon make and end to batching.

Robert Houlette has two sons of which he certainly can be proud. They had a good well and pump on the place and the boys did most of the pumping. They took it into their heads they would harness up the wind, took their teams and plowed sod for one week and made money

enough to buy them a windmill which was set up the other day, they are also alive and active workers in Sunday school at Findley.

The Sunday school at Findley is always well attended and we congratulate ourselves in having Mr. Houlette as Supt. The time of meeting has been changed from 2 o'clock to 3 in the afternoon. All are invited.

FRAU.

THE HEREFORD BRAND ONLY \$1.00 A YEAR

Prio Items.

There was no church here last Sunday as stated last week. Rev. D. W. Hawkins will preach the 3rd Sunday of this month.

Several from here attended church at the Easter school house Sunday.

Wheat and oats are looking fine in this vicinity.

H. H. Stanley and family called on W. B. Green and family Sunday evening.

School will close Friday, April the 8th.

Ed Stanley and family spent Friday with Frank Axe and family.

Mrs. Steve Sanders spent Tuesday with Mrs. H. H. Stanley.

A large crowd attended the party at Frank Axe on Friday night. All report a good time.

Mrs. Ed Poath is on the sick list.

Wesley Keathley spent Friday night and Saturday with Grover Sanders.

W. B. Green transacted business at Dimmitt on Tuesday.

J. F. Dollar was elected school trustee in District No. 10.

Mrs. E. H. Shockley spent Tuesday afternoon with Mrs. Matt Whiteford.

MRS. NEWCOMER.

North Union Items

We are glad to have the bright sunny days again.

Wheat is looking fairly well in this vicinity.]

Albert Brown and wife, from Illinois, spent a few days with their friends and relatives in this neighborhood before going to Hereford to make that their future home.

Ed Early and wife have gone to New Mexico to locate for Mrs. Early's health.

There was a very pleasant surprise at the home of Ed. Short's Sunday night. Those present were: Everatt Beubaker wife and family, Dorras Beubaker and family and also their mother, J. W. Miller and wife, Ed. Early and wife, Misses Mary Strothes, Ina Berne and Todd Short, eighteen in number. All had quite a nice time.

The young people in this vicinity had the pleasure of attending a party at Mr. Harmon's Friday night of last week.

Mr. Berne has sold his farm to a Mr. Glassett and will return to Illinois. We regret to give them up, but are glad there will be others to fill their place. We will miss the girls in this neighborhood as young people are scarce.

We fear the fruit is killed by the cold snap Monday. Almost all the people around here kept fire in their orchards Monday night hope they will save the fruit.]

KENTUCKY.

A Fine Picture.

Of your stallion or Jack placed in the paper will attract attention. The Brand is prepared to furnish you just what you need. btf.

CONDENSED STATEMENT OF THE CONDITION

OF

The First National Bank

HEREFORD, TEXAS

At the close of business February 5th 1909.

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

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

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

SAFETY DEPOSIT BOXES FOR RENT. This Bank is well equipped to handle all business entrusted to its care and respectfully solicits your account.

10670

A \$100 Typewriter for 17 Cents a Day!

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

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

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

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

Yours for 17 Cents a Day

We announce this new sales plan recently, just to feel

the pulse of the people. Simply a small cash payment—then 17 cents a day. That is the plan in a nutshell.

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

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

The majority of inquiries has come from people of known financial standing who were attracted by the novelty of the proposition.

An impressive demonstration of the immense popularity of the Oliver Typewriter.

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

A Quarter of a Million People are Making Money With

The OLIVER Typewriter

The Standard Visible Writer

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

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

"An Oliver Typewriter in Every Home!"

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

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

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

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

For Sale.

Two story brick building. Last two years bringing \$100.00 a month in advance of each month. Little money handle building.

J. M. Bogard.

SPRING SUITS

See Our Spring models. They are Stein-Bloch, that means all wool. Style and prices right. Prices from

\$20 to \$30

Other brands

\$10 to \$20

Also a Spring line of Boys' Knee Pant Suits.



Geo. A. Stambaugh

Ansley Realty Company

Investment Bankers. Capital \$50,000

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

Ansley Bank Building

Plainview, Texas

When Buying Groceries

Bear in Mind

the difference between

Cheap and High Grade GROCERIES.

the difference between

Healthful and Unhealthful GROCERIES.

the difference between

JARROTT & WILKINSON'S Groceries

and Other People's Groceries

Hereford Hardware

We have a large stock of Black Hawk Listers and Two-Row Edge Drop Plants. Also Moline. We are agents for the LaCrosse Engine and Horse Disc Plow—have samples to show you. Don't forget to look at our line of Surface Cultivators. We have the famous Towers' Pulverizer and Surface Plows.

HEREFORD HARDWARE

NON-RESIDENT LAND OWNERS

Many Inquiries as to Cost of Improvements Made. Who Will Be Next?

A correspondent of The Brand sets forth an argument in favor of improving the land in order to enhance its selling value. He argues, and rightly so, that the speculator does not buy to improve land, but depends upon those owning near to his to do all the improving and thus add to the selling value of his land.

This condition now faces the Panhandle country. The speculator no longer finds his methods easy. A large part of the land has passed into the hands of individual owners, who hold from 80 acres to 640 acres. These owners bought partly for home making and partly for investment. Many, yes hundreds, have moved to the Panhandle and are building new homes and the Hereford country has received its share of the new people. Others who have bought for investment find that they must improve their holdings along with the actual settlers in order to get the quickest and surest returns.

It is this way. Many people prefer to buy an improved farm, where they really expect to move onto it, than to buy raw land. They do not

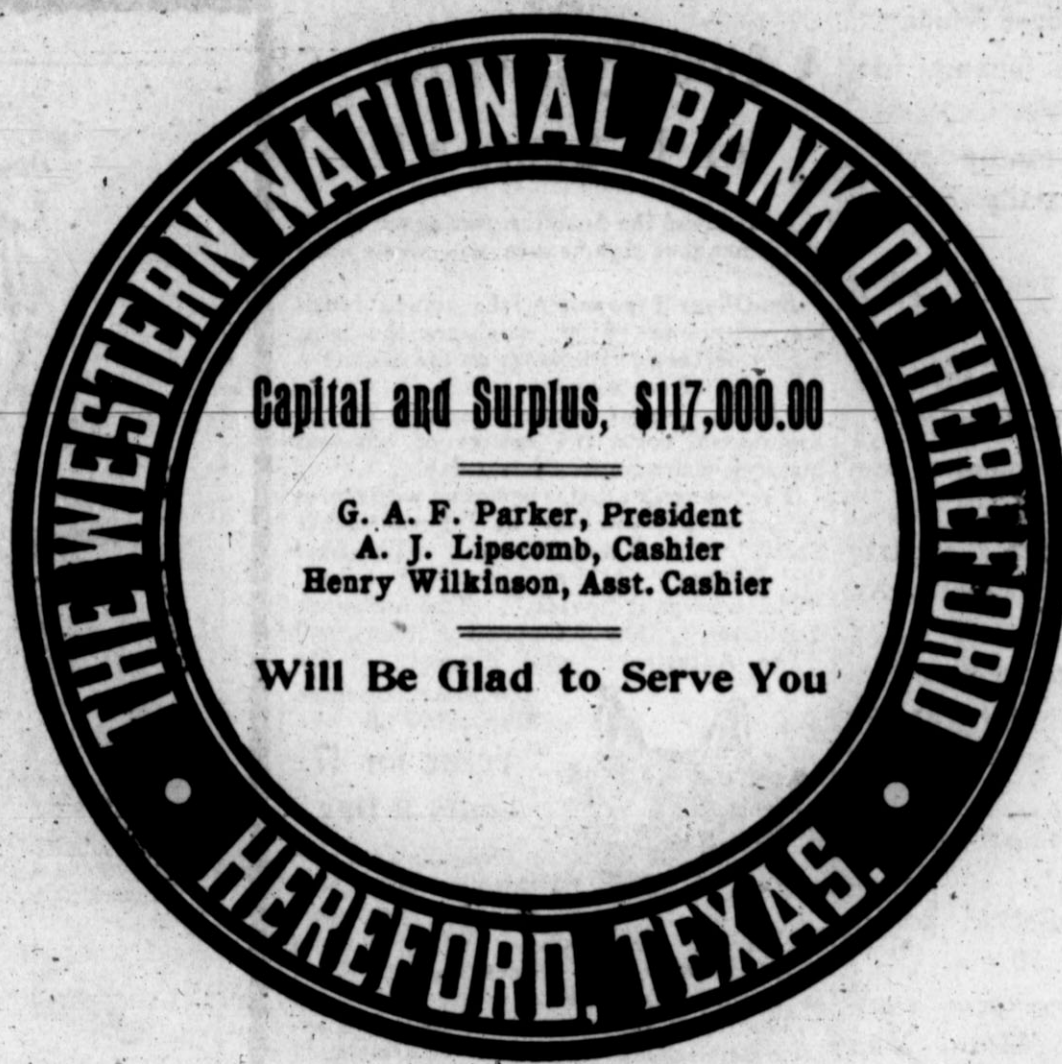
"Rough Dry"

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

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

Hereford Steam Laundry

Telephone - - 246



STATE DEMOCRATIC TICKET

List of Candidates Filed With State Chairman Storey Now About Complete

The State Democratic ticket is now practically complete. The announcement of A. B. Davidson for Lieutenant Governor fills in the only candidate about whom there was any doubt.

It has been many years since there was such a full field in Texas. There are five candidates for Governor, four candidates for Lieutenant Governor, 3 candidates for the full term as Railroad Commissioner, four candidates for Controller, and three candidates for the Court of Criminal Appeals.

Usually the office of Lieutenant Governor is not eagerly sought, but it seems to be in demand this year.

The state ticket so far as shown by the official applications on file with State Chairman Storey:

For Governor—William Poindexter, Cleburne; F. M. Cunyus, McKinney; O. B. Colquitt, Terrell; Cone Johnson, Tyler; R. V. Davidson, Galveston.

Lieutenant Governor — A. S. Hawkins, Midland; H. Bascom Thomas, Sulphur Springs; J. H. Webster, Dallas; A. B. Davidson, Cuero.

Railroad Commissioner — Theodore Thomas, Houston (full term); L. T. Dashiell, Jewett (full term); William D. Williams, Fort Worth (unexpired term, re-election); Allison Mayfield, Sherman (full term).

Controller—W. P. Lane, Fort Worth; D. C. Burke, Belton; B. F. Teague, Brenham; Edwin Waller, Austin.

Commissioner Land Office—J. T. Robinson, Morris County.

State Superintendent Schools—F. M. Bralley, Honey Grove.

State Treasurer — Sam Sparks, Belton; William Wingham, Groesbeck.

Commissioner of Agriculture — Ed. R. Kone, San Marcos.

Judge Court of Criminal Appeals — A. J. Harper, Mexia; P. A. Turner, Texarkana; Felix J. McCord, Palestine.

Presbyterian Junior Endeavor. Topic for April 10, 1910, Cheerfulness.

Song 129. Scripture, Prov. 15-13. Prayer. Lesson Story. Roll Call—Respond with verse beginning with L. Song 12. Piano Solo—Lois Cobb. Reading—Elizabeth Everett. Leader—Glen Boardman. Benediction.



APRIL 8th

If the above date appears on the label on your paper it means that your subscription expires this month. Don't wait until you miss two or three papers and then write for the back numbers for often they cannot be sent. RENEW NOW. Be up-to-date in your paper reading as well as other things and "You'll Like Hereford."

have to begin at the bottom.

Non-resident land owners know this and are having their raw land fenced, breaking done and suitable houses built. Several have profited thereby. One man who paid but \$10 for land near Kelso 3 years ago, improved his farm by putting in 80 acres, built a small house, fenced the field and sold at once for \$20.00. The improvements did not exceed \$1000. He paid \$3200 for the land, spent \$1000, interest charge and taxes about \$600, leaving a net profit of \$1600. That's good. But everyone will not do that well—100 per cent, is not made every day.

All The Brand wants, is to see more non-resident land owners improve their land and to this end, the management will conduct an im-

provement agency. Any subscriber who owns land may write to The Brand and make inquiry as to the cost of improving their land. In writing, give location, amount of acres, and how much land the owner wants to put in cultivation.

Monthly Meeting of Club.

Next Tuesday night at the Christian Church building the Commercial Club will hold its regular monthly meeting.

There will be several things to discuss, one of the things being the disposal of the well contract which the Club has with D. L. McDonald. It will be remembered that the club appointed a committee to investigate the status of the contract and to report at this meeting.

The ladies of the various City

Clubs and the farmers' association are invited to be present.

Another subject of importance will be the report of the railroad committee.

Inasmuch as a new director is to be elected to take the place of L. Gough resigned, it is important that a full attendance be had.

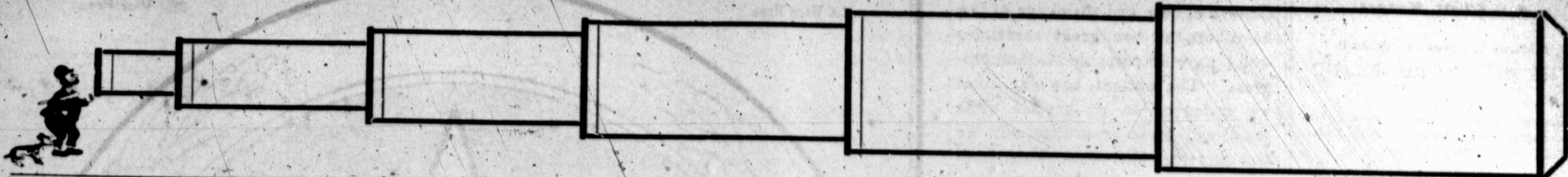
Next Tuesday night, remember.

No Services.

There will be no service at 11 a. m. or 8 p. m. at the Presbyterian Church next Sunday, as I will be in attendance at Presbytery at Crowell. There will be Sunday School and Junior and Senior Endeavor in the afternoon.

Respectfully,
W. M. BAKER.

How Far Can You See?



The Sun is 96 million miles away; Halley's Comet is now about 200 million miles distance, and is approaching the earth at a record-breaking speed, four million miles per day. "Going some." In April you will begin to see the big comet. With a 3-foot telescope you can see 30 times as far as you can with the naked eye. For the benefit of the boys and girls and our astronomical friends, The Brand has arranged to give away a few

TELESCOPES

With these telescopes you can see the planets, observe their disk forms, count the "spots" on the face of the sun, enjoy the eclipses and get a good look at the long tailed comet, soon to hove in sight. While these telescopes are not costly affairs, they are not toys and are worth \$2.50 of anybody's money.

How to Get One Free

It's Easy. Any boy or girl who brings in Four CASH Subscriptions, new or old, will be given one of these telescopes. Just hunt up four friends and extract One Dollar from each of them and we'll do the rest.

Another Way

Any person who pays up his subscription one year in advance can secure one of the telescopes for the sum of 80c. In other words, pay \$1.80 and get THE BRAND one year and the telescope.

NOT A TOY! This is a good telescope—three and one-half feet long and in five sections. The circumference at large end is five and three-quarter inches. The length, closed, is 12 inches long. They are brass bound, with safety cap on each end to exclude dust, and fitted with powerful lenses, scientifically ground and adjusted. Objects miles away are brought to view with astonishing clearness. Compared with its cost, it excels in results any other telescope made. This telescope is provided with an extra adjustable Solar eye-piece, for watching the tranquil beauty of the dazzling sun or a total eclipse. We have bought only a few of these instruments and the first to come will be first served.

Call at THE BRAND OFFICE and See One

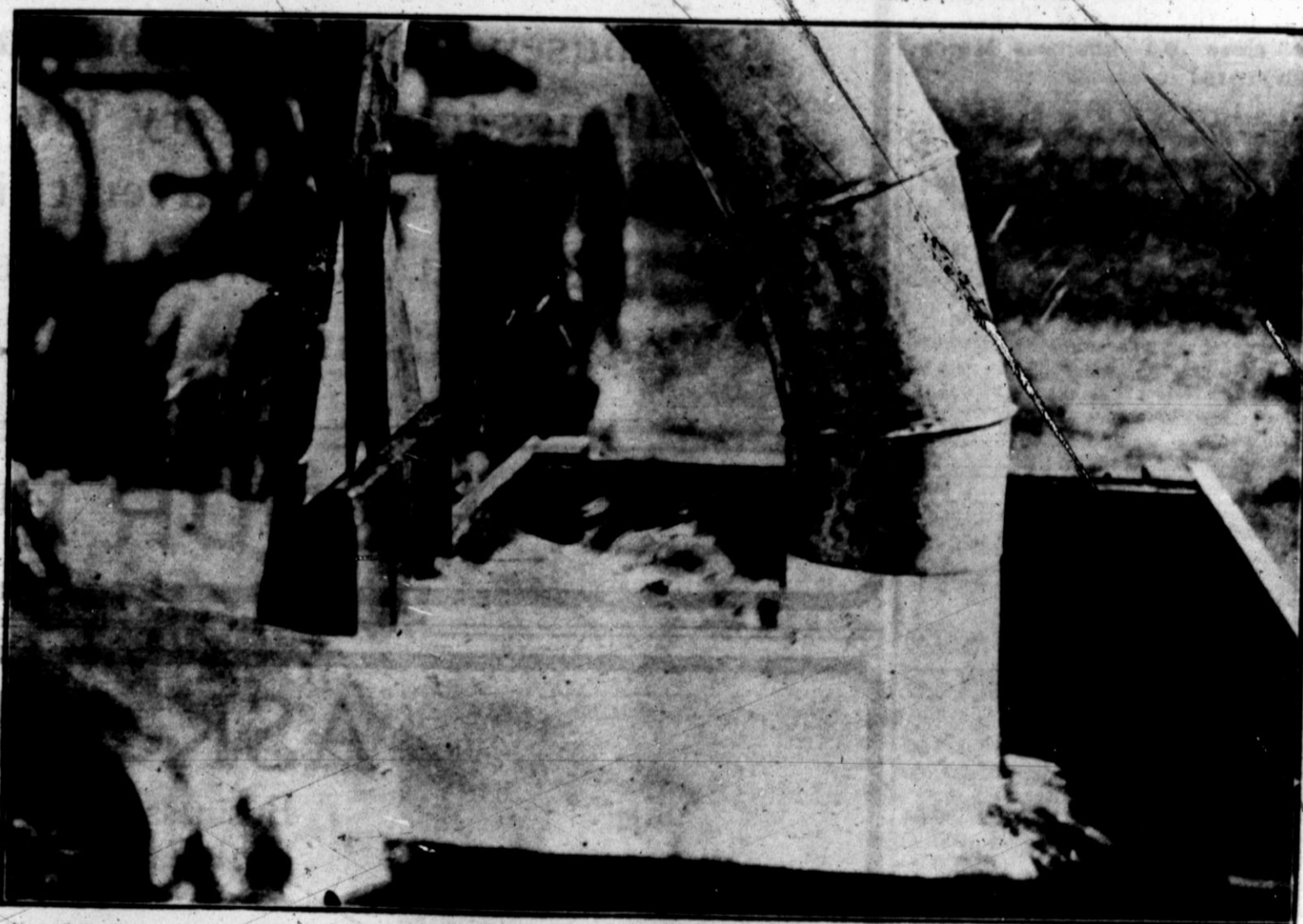
COTTON SEED MEAL CAKE

Not the Kind Used to Feed Cattle But a Real Pound Cake with Splendid Taste.

Always ahead, a Hereford house-keeper was the first in the Panhandle to bake a cake made from cotton seed meal. Yes, just common cotton seed meal, bought from the feed store.

It was Mrs. L. W. Ricketts of South Hereford who made the cake. Mr. Ricketts came to town Wednesday morning with a carefully handled package. He was on his way to The Brand office when he met the reporter at Garrison's store. Then and there the package was opened and without J. E. Garrison knowing the "make of the cake," he ate one small slice and when he saw the remainder about to be wrapped up, again he asked that another slice be handed over. Whereupon, he was told that the cake was made of cotton seed meal. "The high price of flour will topple over," he said.

Mr. Ricketts then told that his wife used one third flour and two thirds meal, with such flavor as one wished. No lard or butter was used. At The Brand, those who usually bring their lunch had real dessert after the commoner things such as ham, eggs and pickles were disposed of. However only the reporter was "onto the cake" and all the others ate joyfully of the supposed choco-



McDonald Well: 2 miles south of Hereford; 26 feet to water level in 6 foot pit; 104 feet in water bearing strata with 14-inch hole. Discharge ranged from 500 to 1000 gallons per minute. Will irrigate 130 acres.

—PHOTO BY MCGEE

late sweets.

The cake has a deep chocolate color and a splendid nut brown flavor good enough for any banquet. Mrs. Ricketts has the thanks of this office for the one sent over, and if she will send another any time, we will call in a number of friends and enjoy a feast.

THE HEREFORD BRAND ONLY \$1.00 A YEAR

A Correction.

As we get it from the Recorder and the talk on the street, the people seem to appreciate very little the efforts of A. L. Sherk in supplying a team and keeping the fire wagon. He is not paid to keep a team or a man always ready to run to fires, but has sent both team and men to every fire. The team has been out

and has made a run of several blocks each time before the general alarm by whistle was sounded, but last Sunday the barn was not phoned. When the whistle blew, we had two men to get out the team, three men to help harness while the fourth man was trying to locate the fire. Just as the first member of the fire company arrived, (this was Marshall Sullivan,) the team was ready. He mounted

the seat, was handed the lines and was off. There is ALWAYS one man at the barn, often two to four. The wagon alone weighs 4500 pounds and it is no snap to harness and hitch team and then run several blocks. Mr. Sherk does not mind giving all the help possible, but the writer thinks it wiser for those who would criticise to keep still until the facts are known or do more fire fighting themselves.

From one who has been to all the fires.

W. L. DOUGLAS
\$3.00, \$3.50, \$4.00
& \$5.00
SHOES

Best in the World
UNION
MADE
Boys'
Shoes
\$2.00
and
\$2.50



Fast Color Eyelets Used

W. L. Douglas shoes are the lowest price, quality considered, in the world. Their excellent style, easy fitting and long wearing qualities excel those of other makes. If you have been paying high prices for your shoes, the next time you need a pair give W. L. Douglas shoes a trial. You can save money on your footwear and get shoes that are just as good in every way as those that have cost you higher prices. If you could visit our large factories in Brockton, Mass., and see for yourself carefully W. L. Douglas shoes are made, you would then understand why they hold their shape, fit better and wear longer than other makes. CAUTION—W. L. Douglas name and price is stamped on the bottom to protect the wearer against cheap imitations and inferior shoes. Take No Substitutes. If W. L. Douglas shoes are not for sale in your vicinity, write for Mail Order Catalog, W. L. Douglas, Brockton, Mass.

—FOR SALE BY—
D. R. GASS & SON

Jun 24

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

Address all communications to
THE HEREFORD BRAND

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

Subscription Price \$1.00 Per Year,
Strictly in Advance

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

ANNOUNCEMENTS

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

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

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

For District Attorney 69th Judicial District:
J. W. SELLARS

DEAF SMITH COUNTY.

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

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

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

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

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

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

CITY OF HEREFORD.

For Mayor:
J. H. HEAD

For Marshal and Collector:—
C. L. SULLIVAN
J. B. ROGERS

For Secretary and Treasurer:—
A. M. JONES

YOU'LL LIKE HEREFORD!

THE cleanest cleaned up town in the State—Hereford.

It has been suggested since April 1, that cleanup day, that once a year is not enough to cleanup. Good suggestion, and it is proposed to cleanup every month—yes, every month. The business men will see to it that the main streets will be kept clean.

Special Cut Prices in Men's Women's and Children's goods of all kinds to people with the cash.
J. G. Callens. It

The Shape of Your Nose.

There is a tolerably close facial parallel between high-nosed and high minded. The nose is not only our most human, but in a broad sense is our most intellectual, feature. Growth of nose and shrinkage of jaw have been the two great correlates which have accompanied human progress. The moment, however, that we endeavor to go beyond these broad and loose generalizations we find ourselves in trouble. This, from the fact, patent to every one who has kept his eyes open, that we find noses of practically all shapes, from the plebian pug to the aristocratic aquiline, in individuals of the same race, and even in members of the same family, although the long and straight or convex noses would be far more numerous in the higher races and the abler families. It is comparatively seldom that a great man has a small nose, or even a short one, and instead of applying such term as "proboscis," "beak," "carrot" and "beet" to a large, long, aggressive nose, it should be regarded as a mark of breeding and as prima facie evidence of good blood and possible capacity.—Success Magazine.

160 Acres

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

The Jumbo Loaf

Burnam & Dobbins are now putting out a special loaf, called the Jumbo Loaf on account of its size, weighs 16 ozs. and is wrapped while hot in parchment paper, thus retaining the needed moisture and flavor, making the crust sweet and palatable. While the Jumbo Loaf weighs 3 ozs. more than the ordinary kind, it sells for the same, 5c straight. 1tf

NO. 6812

Bank Statement.

Report of the Condition of The Western National Bank at Hereford, in the State of Texas, at the close of business, March, 29th, 1910:

RESOURCES.	
Loans and Discounts	\$215,831.43
Overdrafts, secured and unsecured	1,633.44
U. S. Bonds to secure circulation	50,000.00
Banking house, furniture and fixtures	7,367.75
Other real estate owned	6,260.00
Due from National Banks (not reserve agents)	1,301.55
Due from approved reserve agents	34,506.10
Checks and other cash items	165.00
Notes of other National Banks	5,445.00
Fractional paper currency, nickels and cents	103.25
LAWFUL MONEY RESERVE IN BANK, VIZ:	
Specie	\$5,381.95
Legal-tender notes	955.00
	6,336.95
Redemption fund with U. S. Treasurer (5 per cent of circulation)	2,500.00
TOTAL	\$331,450.27
LIABILITIES.	
Capital stock paid in	\$ 50,000.00
Surplus fund	65,000.00
Undivided profits, less expenses and taxes paid	2,309.04
National Bank notes outstanding	50,000.00
Due to other National Banks	10,000.00
Due to State and Private Banks and Bankers	83.04
Individual deposits subject to check	70,182.60
Time certificates of deposit	40,130.26
Cashier's checks outstanding	2,981.83
Bills payable, including certificates of deposit for money borrowed	40,000.00
Reserved for taxes	763.50
TOTAL	\$331,450.27

THE STATE OF TEXAS }
COUNTY OF DEAF SMITH } ss.
I, A. J. Lipscomb, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

A. J. LIPSCOMB, Cashier.
Subscribed and sworn to before me this 5th day of April, 1910.
[SEAL] N. M. BARTLEY,
Notary Public.

Correct—Attest:
G. A. F. PARKER }
HENRY WILKINSON } Directors
B. C. D. BYNUM }

THE FIRST STATE BANK
S. B. EDWARDS, President OTHO H. VARDEMAN, Cashier J. THOS. WEBB, Asst. Cashier
H. B. WEBB W. S. HIGGINS,
1st Vice Pres. 2nd Vice Pres.

CAPITAL STOCK \$100,000.00
Shareholder's Liability \$100,000.00

STRONG AND RELIABLE

AND TRUST COMPANY HEREFORD TEXAS

The Quality Store **PHONE 25**

HUBBARD GROCERY CO.

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

BEST FLOUR IN TOWN

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

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

Insurance placed in best companies and policies looked after.

Office in Dunlap and Britain Building. Rooms 2 and 4
C. O. LEE Hereford, Texas

Our Want Ads Are Winners 5 Cents Per Line

Local and Personal

Johnson wants your produce. 2t
 Look for the Palace Barber shop. 9tf
 Johnson wants your produce. 2t
 Prof. W. R. Bridges is in Dallas today on business.
 Big reduction on Hair Goods at Ladies' Furnishing Store. 1t
 Where is the Palace Barber shop? 9tf
 Have you got Johnson's prices for the cash. 2t
 S. D. Brunk is in Wichita, Kan., this week on business.
 Diamonds 3/4 carat at Smith's, only \$49.00. 1t
 Jno. P. Slaton was in Farwell Monday on business.
 A new Spring Cape for \$6.50 at the Ladies' Furnishing Store. 1t
 Peacemaker Flour \$3.60 per hundred at Jno. A. Johnson. 2t
 Miss Beulah Head is visiting friends at Amarillo.
 Campbell sub surface. Warren Hardware Co. 4tf
 A new shipment of W. L. Douglas Shoes at D. R. Gass and Son. 8-2t
 Hon. Otis Trulove, of Amarillo, was in the city Monday.
 The big Barber shop next door to Cardwell Bros. 9tf
 Light Bread Flour \$3.10 per hundred at Jno. A. Johnson's. 2t
 Sam G. Bratton, of Farwell, was in the city Tuesday on business.
 Sewing Machines repaired and made sew like new, at Smith's. 1t
 Tennis and Baseball Shoes at Myrick's. 1t
 B. M. Hester and Dr. Massie were at Amarillo city this week.
 We have a complete stock of disc harrows. Warren Hardware Co. 4tf
 Have you got Johnson's prices for the cash. 2t
 Geo. Cloyd was among the cattlemen at the big convention this week.

Beautiful your home by planting shade trees. L. P. Landrum. 52tf
 Irish potatoes \$1.75 per hundred at Jno. A. Johnson's for cash. 2t
 C. P. Arthur was at the stock convention this week.
 Eclipse and Woodmanse wind mills. Warren Hardware 4 4tf
 Editor Harris of the Friona Sentinel was in the city Saturday last on business.
 Johnson will pay the highest market price for your produce. 2t
 See J. M. Bogard if you want a bargain in a two-story brick. 5tf
 Sheriff Ed Connell attended the cattlemen's convention at Amarillo this week.
 Haviland & Versailles chinaware at Warren Hardware Co. 4tf
 You can get a Washing Machine for two weeks free trial by calling at the Hereford Hardware Co's. 5tf
 Geo. T. Higgins is spending a short time with friends at Crowell and Chilicothe.
 Select your Spring suit before the choicest things are sold, Myrick's. 1t
 Cooking oil 50c. per half gallon at Johnson's Grocery.
 Born—To Dr. and Mrs. A. L. Taylor, Monday, April 4, 1910, a boy.
 Church organs at Smith's. Piano finish a work of art and only \$50.00. 1t
 Just received fresh supply of International Stock and Poultry food. Witherspoon & Harrison. 9-2t
 Our Spring line of Gloves, Ties and furnishings is complete. H. C. Myrick. 1t
 Mrs. and Geo. Dale enjoyed the cattlemen's convention at the Queen City this week.
 You can get a Washing Machine for two week's free trial by calling at the Hereford Hardware Co's. 5tf
 A most beautiful line of Spring and Summer Silks at D. R. Gass & Son's. 8-2t
 Born—To Mr. and Mrs. W. Claude Witherspoon Monday, April 4, 1910, a girl.
 Good as new Esty organ at Smith's. Cost, \$125.00. Cash sale price only \$30.00. 1t
 Cooking oil \$1.00 per gallon at Johnson's Grocery.
 Mrs. Spert, after a lengthy visit with her daughter, returned to Hereford for the summer.
 Our Spring line of shoes can't be excelled in style, quality and service, H. C. Myrick. 1t
 J. S. Jackson, stockman of Deaf Smith, was among the interested visitors at the cattle convention.
 The new one piece dresses at the Ladies' Furnishing Store are the most stylish the city affords. 1t
 Have you got Johnson's prices for the cash. 2t
 J. L. Wilson, Geo. H. Guinn and Jos. Collins took in the Amarilla cattle convention this week.
 Phone 99 about Roses, Flowers, Shrubs, Evergreens, etc. The Hereford Nursery. 52-tf
 Lon Duke and wife of the Parrott neighborhood were pleasant callers at The Brand office Wednesday.
 See our window for a display of the most complete and up-to-date stock of shoes. H. C. Myrick. 1t
 Just received fresh supply of International Stock and Poultry food. Witherspoon & Harrison. 9-2t

G. M. Suggs left for Crowell, where he will attend the Presbytery as a delegate from the Hereford church.
 Seventy-five cents buys a gallon of extra fine California Fruit. Phone 7. 2t
 Mrs. Geo. W. Barcus left Tuesday to visit relatives at San Antonio and Waco.
 The famous Schloss Line in Men's Clothes from \$15.00 to \$30.00. D. R. Gass and Son. 8-2t
 Emerson Double and triple adjustable disc plows. Warren Hardware Co. 4tf
 L. Gough left Monday morning for Fort Worth, where he appeared on the program of the Texas Conservation Congress.
 We sell heavy team harness that will interest anyone who is in the market for this line of goods. Warren Hardware Co. 4tf
 H. G. Hay, president of the Farmers' Association, attended the Conservation Congress this week at Fort Worth.
 Your house cleaning wont be complete until you have bought that new set of Screen Doors from the A. O. Thompson Lbr. Co. 8-tf
 Mrs. J. H. Cardwell has enjoyed the visit her sister, Miss May Gamble, of Clovis. She returned to her home Sunday.
 25 per cent. advance on diamonds. We have bought a few just before the advance at the old price. At Smith's. 1t
 A. L. Sterner, of Upper Sandusky, Ohio, was in the city today. He owns land near Friona, and is having it improved.
 The Brand wants the address of J. W. Good who formerly lived in Hereford. Will some one please furnish it. 2tk
 Sweet potatoes, cabbage and tomato plants for sale. Write for price circular. T. Jones & Co., Clarendon, Tex. 9-tf
 Majestic Ranges and Buck's Cook stoves the standard of all cook stoves and ranges. Warren Hardware Co. 4tf
 Call at Hereford Hardware Co's. and get a Washing Machine for two week's free trial. 5tf
 Mr. and Mrs. C. S. Garrison went to New Mexico Sunday to visit with Mrs. J. E. Garrison, near Clovis. Mr. Garrison returned Monday.
 The A. O. Thompson Lbr. Co. has just received a large assortment of Screen Doors all fresh and new. Call and see them. 8-tf
 A. M. Jones says he feels better and wants to thank his friends best for their hearty support and good efforts during the recent election.
 P & O listers and double row planters. Warren Hardware Co. 4tf
 Robert Brazill has moved his family to his farm near Takoka, Texas, but he himself will remain here to look after his well drilling business.
 Call at Hereford Hardware Co's. and get a Washing Machine for two week's free trial. 5tf
 J. S. Bershire, of Dallas, inspector for a big fire insurance company was in the city Saturday. He praised Hereford for its cleanliness and beauty.
 We have a splendid supply of corn and corn chops, SEED OATS. Everything in the feed line. Witherspoon & Harrison. 9-2t
 Johnson will pay the highest market price for your produce. 2t
 We have a splendid supply of corn and corn chops, SEED OATS. Everything in the feed line. Witherspoon & Harrison. 9-2t

Mrs. Chas Fleming and children of Delavan, Wis., arrived in the city yesterday to make her home. Mr. Fleming will come in a few days.
 We have the prices and most complete stock of shades and fruit trees etc., in the Panhandle and now is time to plant. The Hereford Nursery. 52-tf
 A bargain in my two-story brick if sold at once. J. M. Bogard.
 W. S. Higgins and Geo. T. Higgins went by auto to Clovis on receiving the news of the sudden death of Mrs. Geo. T. Higgins. They returned to Hereford with the body.
 Call at Hereford Hardware Co's. and get a Washing Machine for two week's free trial. 5tf
 A. H. Elliston and sons, J. B. and Floyd, autoed to Amarillo Wednesday when they took in the cattle convention.
 J. T. J. Dawson, agent at Friona, an old time friend and acquaintance of R. E. Cook, was in this city yesterday.

Miss Louise Atwood, Resident Music Teacher. Studio one block west of Public School Building. 6tf
 Sewing Machines at Smith's, Singer, Wheeler & Wilson, Standard, Royal. Get our prices and you will wake up to the saving we make you. 1t
 Mr. and Mrs. Thos. Lacy, of Clarendon, are the guests of relatives in the city, Dr. and Mrs. J. W. Hicks and Mr. and Mrs. W. E. Hicks.
 You can get a Washing Machine for two weeks free trial by calling at the Hereford Hardware Co's. 5tf
 The Girls' Glee Club, of Hereford College, will give another delightful concert and cantata Tuesday evening, April 19, at the College Auditorium.
 C. S. Sullivan was smiling a different smile after 6 o'clock Tuesday, and assigns as a reason, that his friends remembered his good deeds and forgot his shortcomings on election day. He says he "shore do" appreciate what they did for him. "I felt I had plenty of voting friends but now I know it," he concluded.



One of the many new Summer Styles at Myrick's Most beautiful line of suits that money and taste could secure. Price \$15 to \$35
H. C. MYRICK

NYAL'S REMEDIES
GUARANTEED

"WOODBURN SAYS SO"

"WOODBURN'S HAVE IT"

- Nyals Antiseptic Shampoo
- Nyals Baby Cough Syrup
- Nyals Blackberry Carminative
- Nyals Cattarrhal Balm
- Nyals Catarrh Remedy
- Nyals Celery and Iron Pills
- Nyals Charcoal Lozenges
- Nyals Cherry Cough Syrup
- Nyals Chill Tonic
- Nyals Cod Liver Compound
- Nyals Condition Powders
- Nyals Corn Remover
- Nyals Croup Ointment
- Nyals Cubeb Cigarettes
- Nyals Death to Flies
- Nyals Death to Rats
- Nyals Dyspepsia Remedy
- Nyals Dyspepsia Tablets
- Nyals Eas'em (Foot Powder)
- Nyals Eczema Lotion
- Nyals Eczema Ointment
- Nyals Emulsion of Petroleum
- Nyals Expectorant (The Laxative Cough Balsam)
- Nyals Eye Water
- Nyals Face Cream (with Peroxide)
- Nyals Hair Tonic
- Nyals Handy Lotion
- Nyals Hirsutone (For insuring beauty of hair)
- Nyals Hot Springs Blood Remedy
- Nyals Kidney Pills
- Nyals Kle-Nem
- Nyals Korn Stix
- Nyals Laxacold
- Nyals Laxative Fig Syrup
- Nyals Laxena
- Nyals Liniment
- Nyals Little Liver Pills
- Nyals Liver Regulator
- Nyals Mosquito Lotion
- Nyals Mountain Herbs
- Nyals Nutritive Hypophosphites
- Nyals Pilo
- Nyals Prickly Heat Powder
- Nyals Rheumatic Remedy
- Nyals Salve
- Nyals Soothing Syrup
- Nyals Sore Throat Remedy
- Nyals Spring Tonic Sarsaparilla Comp'd
- Nyals Stone Root Compound
- Nyals Straw Hat Cleaner
- Nyals Sulphur and Cream of Tartar Tablets
- Nyals Teething Lotion
- Nyals Toilet Talcum
- Nyals Tootache Drops
- Nyals Toothache Plug
- Nyals Tooth Powder
- Nyals Vegetable Prescription
- Nyals Veterinary Salve
- Nyals Winter Cough Remedy
- Nyals Worm Syrup
- Nyals Worm Wafers
- Nyals Yellow Pills (with calomel)

E. T. WOODBURN & SON
DRUGGISTS

Society Notes

Club News, Society Functions,
Personal Mentions, Etc.

MRS. B. S. ARNOLD, Society Editor Phone 161

A BIRTHDAY PARTY

Mrs. C. C. Ferguson entertained very delightfully on April 1 for her little daughter Grace, on her fourth birthday. The small guests were received by the little hostess, while Mrs. Ferguson tactfully dispelled their shyness and served them with punch. A peanut contest afforded much merriment, the winner being the one who found the greatest number of nuts. The dining room was very tastily decorated, the color scheme being green and white. The table was laid with an elegant Battenburg piece, in the center of which was placed the birthday cake lighted with four tapers. On one end of the table was a plate of oranges and on the other a plate of bananas each tied with a ribbon, which extended to the place cards. Dainty refreshments of fruit gelatin, and whipped cream, cake and nabiscoes, were served, after which the eager tots were told to draw a ribbon, and as an April joke they drew not oranges and banana, but only the hulls filled

with nuts, candy, etc. "Cute" little recitations and songs added greatly to the pleasure of the afternoon. Grace received a number of presents and many good wishes. The happy children on this occasion were Ruth and Esther Fox, Edna and Emma Bell Elliott, Daisy Lee Taylor, Virginia Laird, Annie Wildy Lea, Elizabeth Harp, Grace Ferguson, Charles Dodson, Robbin Taylor and Davis Elliott.

Mrs. Ferguson was assisted in entertaining by Mrs. Laird and Mrs. Lea.

A VERY PLEASANT DAY

Mr. and Mrs. James Harp, and little daughter Elizabeth, Mrs. W. A. Ricketts, Mrs. James Nutter, Mrs. C. J. Paddock, Mrs. A. C. Elliott and son Davis, spent a most delightful day on Thursday, April 7, with Mr. and Mrs. B. K. Nutter, who have recently moved to their country home. These genial people dispensed their hospitality in a most pleasing manner. The dinner was delicious and elegantly served.

In Memory of Mrs. George Higgins
Death our dearest ties can sever,
Take our loved one's from our
side,

Bear them from our home forever,
O'er the dark and rolling tide.

One by one the object of our affections depart from us but our affections remain like vines stretch forth their broken, wounded tendrils for support. We cannot forget the pleasant day that was spent with her a month or so ago. Little did we think that that would be the last time we ever would meet on earth, but we have a blessed hope beyond express-

ion that we will meet her in the world beyond. One that has lost a mother dear knows how to sympathize with the bereaved ones.

May God help them to bear their grief.
BY A FRIEND.

Foreign Missionary Society
The Woman's Foreign Missionary Society will meet with Mrs. H. H. Hawkins Wednesday, April 13, at 4 o'clock p. m.

The lesson on "Philanthropic Missions" is found in Chapter Five in "Gloria Christia." Different topics will be discussed by the members.

MRS. L. B. HARVELL.

WHAT IS QUALITY?

I HAVE asked many people this question. Very few attempted a definition, fewer yet were sure they were right. Most all buyers of goods, merchant or individual, insist that they want QUALITY goods, yet they have no fixed idea of what quality is. How can anyone buy intelligently and correctly, merchant or individual, without an ABSOLUTE KNOWLEDGE of the word QUALITY. Here is my idea of its meaning, the standard by which every article I buy is measured up: THAT WHICH WILL GIVE THE MOST AND BEST SERVICE FOR THE LEAST POSSIBLE PRICE. The merchant is responsible to his customers for QUALITY in his goods. If a merchant makes a BAD PURCHASE his customers help to pay for it. If he BUYS RIGHT his customers are benefited by it. I am carrying a big line of VARIETY GOODS, everything in 2ND HAND GOODS and a complete line of BICYCLE GOODS. Every article in my store has been measured by my STANDARD OF QUALITY. I do not hold SPECIAL SALES nor make SPECIAL PRICES because I make everybody the SQUARE DEAL PRICE EVERY DAY IN THE YEAR. I ask your patronage only on a basis of THAT WHICH WILL GIVE THE MOST AND BEST SERVICE FOR THE LEAST POSSIBLE PRICE.

WALTER NELSON

PROPRIETOR RACKET AND 2ND HAND STORE
THE SQUARE DEAL MAN Cor. Main St. and Railroad

Hereford vs. Clovis

The third game of the season took place Wednesday afternoon between the Hereford boys and the fast Santa Fe team of Clovis, but owing to the Clovis team having to catch the No. 37 train the game was called at the end of the fifth inning. The Hereford boys were very sorry to disappoint the fans by not giving them the benefit of seeing a full game, but Clovis could not be induced to stay over night in our city, but the boys have promised the fans a good full game in the near future. The game started off well and gave promise of being a very fast one, and no doubt would have resulted in a victory for the locals if it had been finished. At the end of the fifth inning the score stood tie, 3 and 3. The lineup for Hereford was:

Smith, lf; Beach, cf; Carter, c; Shirley, 1b; C. Bennett, 2b; Wilson, ss; Beene, 3b; W. Bennett, rf; Peeler, [p.

The batteries were, for Hereford, Peeler and Carter; for Clovis, Crowell and Hubbard.

Work was started on the new Ball Park Wednesday. This park gives promise of being one of the best in the Panhandle, and when the boys get on their new uniforms and get inside of the enclosure, they will no doubt put up some very classy ball playing. SPORTING EDITOR.

Post Office Receipts Increase

Postmaster C. Smith furnishes the public some interesting data as to the business of Uncle Sam's post-office at Hereford.

The following comparative table will give an idea of the gradual growth of the business:

	1908-9	1909-10
April	\$ 797 58	\$1291 28
May	583 44	734 76
June	512 47	1010 72
July	1167 76	698 64
August	573 81	548 20
September	582 56	549 45
October	780 35	887 97
November	594 15	718 38
December	857 34	755 69
January	975 64	921 44
February	699 04	941 56
March	944 27	728 37
Total	\$9077 41	\$9696 16

Free Band Concerts

Saturday night the Hereford Concert Band began a series of evening street concerts. Prof. Chas. Moylan from Boston, who owns the Horseshoe Cafe, a popular eating place in Hereford, is the proficient leader. Since he began work with the band new life has sprung up and the boys are down to good work. The boys propose to take the lead in band music for the Panhandle.

Wednesday, a part of the band played for the ball game and lent a marshal air to the living game. The local band is appreciated. This is demonstrated by the good crowds that come out on concert nights. Many who know that new music and other expenses are a constant draw on the boys, think occasionally to drop a few dollars their way. Let others think—and do likewise. Anything from a one to a ten will be good news and better playing. Give the boys support.

Opal M. Guthrie.

In memory of little Opal M. Guthrie, daughter of John H. and Georgie Guthrie, who departed this life Dec. 6th, 1909.

Over on that other shore
A radiant little angel stands;
Opal is waiting there to welcome us
With eager, outstretched hands.

Around her little rosebud face,
The glory of the Father's love,
Is shining like a beacon light,
To guide us to that home above.

Opal does not need us any more,
She is safe from harm and pain
and care,

But our hungry hearts do so yearn
for her
And we shall see her over there.

Papa and mama and loved ones dear
I cannot come again to thee;
But if you watch and hope and pray
You may some day come to me.

Tearing Away Vault.

The shots of dynamite on the courthouse vault undid the work of the brick and cement men who erected that structure. The walls were raised and the material laid out to be used in the new building. The

old frame courthouse is being hoisted on the moving trucks and will be placed on the corner opposite.

Ladies and Children's
Slippers Cheap. J. G. Callen's.
It

"VIKING" BOYS' CLOTHES

The new crisp things, both in cloth and make—high quality in every particular, full of the smart kinks; new ideas, careful workmanship and a degree of modishness that will appeal to the most particular. Call and let us show you the line. We are sure they will appeal to you.



Price \$2.00 to \$9.00

D. R. Gass & Son

IF I SOLD

every man that entered my shop a suit I would soon have to "cut out" the tailoring "biz" and start a factory for clothes. Hereford is in no danger of having a clothes factory on my account for awhile anyway. But I will say this, I do sell a suit to every man entering my shop who appreciates that snap and style in his clothing which can be found only in shop made or finished garments.

If you want a suit attractive and out of the ordinary, yet neat and in the latest fabrics for \$18, \$20, \$22 or more

SEE FULLER

THE SUITITORIUM

on the other side of the Postoffice.

The only shop in Hereford in which you can get a suit made on the bench.

HEREFORD VIEW STOCK FARM

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

A few reasons why you should Buy Berkshires from me.

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

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

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

CONCRETE WORK

Plain and Ornamental Concrete Blocks, Sidewalks, Curbing and Hitching Posts; Brick Work and Plastering; Block or Brick Flue Building. All work Guaranteed to be first class.

Factory Opposite Courtthouse **Worley & Brand** On Third Street

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

THREE GOOD PAPERS

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

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

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

OUR COMBINATION

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

Subscribe at This Office, 316 Main.

THE HEREFORD BRAND

LUMBER

Best Grades, Best Prices, Most Complete Stock
Modern Planing Mill in Connection
Let Us Figure Your Next Lumber Bill
T. M. Palmer Lumber Co.

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

BRINGS RESULTS

Lettonian Stock Farm Proprietor
Advertises His Products and
Likes the Medium

Friona, Tex. Apr. 4, 1910.

Hereford Brand:

Please discontinue my ad. and send in bill, also send cut as I want to use in home paper. Have had lots of letter inquiries from Brand readers. Have sold all my millet. Still have more good seed potatoes. Will begin planting 50 acres this week. I heartily recommend The Brand as an advertising medium.

Yours truly,
JESSE R. LETTON.

To Our Many Kind Friends.

While our hearts are burdened and cast down over our very recent sorrow by the loss of a loving wife and devoted mother, still we know that it was sent by a merciful Father and we bow with humble submission to His will. Were it not for the kindness of our friends, and the promise of our blessed Savior in this hour of sadness and trouble, how could we bear it?

We know the words are empty when trying to thank those who have not only tendered their services at this time, but have spoken words of comfort and wish in this manner to thank each and all for their kindness and words of sympathy and consolation; and may our heavenly Father be gracious and merciful to each of you.

May it be the portion of all when God shall see fit to call us from this world, that we may hear the welcome plaudit from Him, "Well done thou good and faithful servant, enter thou into the joy of thy Lord." Geo. T. Higgins and Children.

At 6 Per Cent Interest.

Section of land in Deaf Smith County in Capital Leagues for sale on long time and small payments. First payment begins after two or three years provided purchaser lives on the land and makes needed improvements. Good proposition for young man with small amount of means. For price, terms, etc write J. C. H. care Brand office. 316

From Dimmitt Plainsman

More rain Monday night.

G. W. Orr, of Summerfield, was here the first of the week.

T. S. Shirley has been in Dimmitt on legal business this week.

Judge Kerr made a business trip to Hereford Saturday.

Grayson Bell is here from Hereford this week.

Harry and Geo. Keller, of Olton, are in Dimmitt this week.

Jno. P. Slaton, of Hereford, is here attending court.

Miss Karl, of Hereford, spent Sunday with her parents at this place.

Carl Gilliland, of Hereford, has been in Dimmitt during the week attending district court.

N. H. Denison came down from Hereford Friday and spent several days visiting with friends and relatives.

We are glad to state that Mrs. Estes Woodburn, who had an operation performed on her foot last week, is able to resume her work at I. O. Jackson's store this week.

F. H. Obertheir, of Hereford, passed through town Saturday.

J. F. Dollar is here this week in attendance at court.

M. F. Slover, of Canyon City is here this week on business.

A. W. Brown, of Amarillo, has been in Dimmitt on business for several days.

A. M. Jones, of Hereford, was here the first of the week attending court which is in session.

Quality and Price

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

Kemp Lumber Company

C. L. CARTER, Manager



Shipping Trees by the Carload

HEREFORD NURSERY

L. P. LANDRUM, PROPRIETOR



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

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

R. E. BRYANT, Agt.

J. F. COLLUP

DEALER IN

**COAL, HAY AND GRAIN,
FIELD SEEDS AND STOCK SALT**

ACME HORSE FEED. Try a sack.
A Limited amount of BROOM CORN SEED
on hand. Call Quick.
PHONE NO. 1

WE HANDLE ALL KINDS OF POSTS.

P. R. Purcell & Sons Livery, Feed and Sale Stables

GOOD SADDLERS GENTLE DRIVERS

Special Conveniences for Drummers

HEREFORD TEXAS

The Patronage of the General Public is Cordially Solicited.

The Arcadian Cafe

C. H. (Dad) BAKER, Proprietor

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

Open all day and Until 12 o'clock at night

"Baskin Heights" Withdrawn from Market.

In view of the fact that irrigation for the Hereford country is an assured fact, and that several thousand acres will be placed under water this season, we think it only a matter of months when all land near Hereford will have an earning pow-

er that will more than quadruple its present value.

This, in connection with the assurance of the early building of our new railroad, prompts us to withdraw "Baskin Heights,"—excepting the S. W. 40 acres which is already platted for sale. All interested parties will please take due notice. 6tf BASKIN & HESTER, Owners.

LIST OF BOOKS IN PUBLIC LIBRARY

The Monday Afternoon Club furnishes the following list of books which have been contributed by friends to the public library. The Library will be open each Saturday afternoon from 3 to 6 for the present, when books may be obtained by those holding membership cards. Those who have not as yet contributed a book or made a donation still have the opportunity to do either or both. Any aid will be appreciated.

DONOR	BOOKS
1 Bessie Robertson	Through the Looking Glass
2 Mrs. P. W. Price	The Car of Destiny
3 Geo. W. Irwin	The Lady of Decoration
4 Geo. W. Irwin, Jr.	The Shepard of the Hills
5 Mrs. Geo. Carr	Maubeverers Murders
6 Horace Stroud	The New Generation
7 Walter Wheeler	Rollo on the Atlantic
8 Emery Largent	A Hardy Norseman
9 Daisy Melick	My Mothers Diamonds
10 Mrs. J. S. Warner	The Scarlet Letter
11 Lelia Gregg	Captain Horace
12 Miss Ingalls Gyles	Works of Shakespeare
13 Mrs. G. A. F. Parkerer	Menticulture
14 Annie Fitzhugh Parker	The Birds Xmas Choral
15 Mr. and Mrs. O. E. Thomas	The Life Worth Living
16 Mrs. E. B. Black	The Clansman
17 W. R. Evans	Jack Henderson on Experience
18 Mrs. W. R. Evans	Jack Henderson on Matrimony
19 Sue Johnson Jarrott	The Story of Patsy
20 J. D. Jarrott	Conan Doyle's Works
21 Mrs. J. D. Jarrott	The Shuttle
22 Mr. and Mrs. Dalton Johnson	Chrysalis
23 Miss Enid Smith	Rose in Bloom and Bob Son of Battle
24 Ray Smith	For Name and Fame
25 J. E. Garrison	Tennyson's Poems
26 J. E. Garrison	Hitchcock's Analysis of the Bible
27 J. F. Barker	The Weaver
28 Mrs. J. F. Barker	The Bondsman
29 Mrs. R. N. Mounts	Fifteen Decisive Battles of the World
30 Mrs. R. N. Mounts	Bacon's Essays
31 Guss Woodburn	Silas Strong
32 Miss Stenson	A Tale of Two Cities
33 Mrs. Terrel	A Tale of Two Cities
34 Bessie Snyder	Joe's Luck
35 Julian Petro	A Beautiful Friend
36 Arthur Johnson	House of Seven Gables
37 Mrs. H. H. Hawkins	Life of Henry VIII
38 Mrs. Clarence Wheeler	Greek Sculpture
39 Mary Jones	Eben Holden
40 Mrs. Frank Barrow	Zoe
41 H. S. Rawland and wife	Auld Litch Idyles
42 C. D. Wright	Knickerbockers History of New York
43 Irene Williams	Brewsters Millions
44 Jennie Edwards	The Telegraph Boy
45 Hattie Edwards	Paul The Peddler
46 Blake Codgell	The Prince of the House of David
47 C. Lee Carter	The Call of the Wild
48 N. E. Gass	The Stumbling Block
49 Walter Dunlap	The Fugitive Blacksmith
50 Mrs. J. L. Fuqua	St. Elmo
51 Claude Ricketts	The Young Captives
52 Mrs. G. H. Garrison	Mixt Pickles
53 Perry Wheeler	Black Beauty
54 Lester Guinn	When Patty Went to College
55 Clyde Baird	Esther
56 H. C. Baird	Sturdy and Strong
57 C. E. Wheeler	The Three Guardsmen
58 Mrs. W. H. Garrison	Anthony Overman
59 Anna Garrison	Prince of the House of David
60 Williard Garrison	Dickens Christmas Stories
61 C. W. Dodson	Homeward Bound
62 Mrs. A. C. Elliott	The Clansman
63 Mrs. E. B. Lancaster	The June Shrine
64 Mrs. Emmett Cardwell	Emily Fox
65 Mrs. Geo. W. Barcus	Little Sister Snow
66 Mrs. J. N. Bolard	The Maid of Honor
67 Mrs. Hayes	The Man From Glengary
68 Mrs. E. M. Vanderburg	2 Books
69 Frank Vanderburg	2 Books
70 Mrs. Grayson Bell	Lionel Arden
71 Mrs. W. A. Price	The Trail of the Lonesome Pine
72 Mrs. A. L. Gibson	The Garden of Allah

Cash Donattons

A. J. Lipscomb	\$5.00
G. A. F. Parker	5.00
E. H. Wray	1.00
Mrs. E. H. Wray	1.00
Clara and Mary Dunlap	1.00

IS FUTURE TO PANHANDLE FARMING

District Organizer Robert Elliott Says Diversification Will Mean Much to this Section.

From Daily Panhandle.
Robert Elliott of Hereford, recently appointed organizer of farmers, institutes and dairy clubs in the Panhandle by E. R. Kone, state commissioner of agriculture of Texas, is recognized where known as one of the truest exponents of farming in the state today. He is a man who learned the noble art of farming, in its various branches, at close range. It is for this reason that The Daily Panhandle has asked at the hands of Mr. Elliott a brief letter, along lines of his own choosing for this issue of the paper, believing that in the light of the fact that the Panhandle country stands face to face with practical adoption of agricultural pursuits, and development, it will be closely read and thoroughly appreciated. Following is the article from Mr. Elliott:

"Back to the farm" has become the slogan of the world. But there will be a greater exodus from the farms back to the cities, unless those who enter farm life find the occupation both pleasant and profitable. How can this be done?

This question involves many hard problems, and its answer depends upon so many things that it would be impossible to even attempt to investigate all. For the present purposes, this article will only deal with local conditions; that is, the Panhandle of Texas.

This section of the state with its broad, fertile fields, its growing cities is just now coming into its very own. It is being settled by people from nearly every state in the Union and from every walk of life—the salary earners from the cities, who know nothing of farm life, the professional man, who would look for the cow that gave the buttermilk. This admixture of people must combine their efforts in making the farm life of the Panhandle attractive. There will, however, be found in every community, men and families who have had valuable experience on the farm, with stock and the farm's adjuncts. From these and around these others gather their inspiration and concentrate their efforts to make each center a place of information. The people must be educated.

The farm, in the broadest sense, does not mean simply to raise corn or wheat or cotton or even all of them. It means the rightful use of all the opportunities which a piece of land may have. It is a common saying that a man should not put all of his eggs in one basket; but some philosophers have warned us to put all of our eggs in one basket and then watch the basket. If this last was true in farming, we would spend most of our time watching the basket and not gather many eggs.

There is no better word to indicate what the writer wishes to say than the word—DIVERSIFY. But even this does not mean simply to plant different kinds of crops but rather to use to advantage all the products of the farm. Like a great packing house which does not depend upon selling fresh and cured meats for its profit, but rather the disposition of its waste, working it into by-products of value. So the farm capable of producing many kinds of first products such as grain and feed, fruit and vegetables, at the same time, it can and does produce just as many by-products of greater value to the human family. Milk, butter, eggs, chickens, hogs, beef, etc. Now, the Panhandle offers the ideal place for such industries. The

soil capable of intense tillage, productive of many different kinds of feedstuffs, the climate especially suited to raising of stock—cattle, hogs, sheep, chickens, etc., opens the channels to the farm into which and through which the revenues will flow. The one crop farmer will not succeed in the Panhandle.

To the end that this section of the state shall succeed the commission of agriculture, Hon. E. R. Kone, has made a special appointment for men to work up the interest in dairying, swine breeding and poultry culture. The department knows that the successful farmer of the Panhandle will surround himself with these adjuncts and savers of the waste of the farm. While it will not be expected that every farmer shall go into the dairy business, no not that, but that he shall at least have a few good cows, a select pen of hogs and of the feather tribe enough to announce the rising hour each morning. The growing cities will furnish a ready market for all

the byproducts. The establishment of a packery at Amarillo will give a quick market for all the small shipments of fat cattle. The operation gives a place for the surplus cream from the home dairy, and the street markets will always demand the products of the henry. The commissioner hopes to see a well organized farmers' association in every community and the men who will assist in this hope to find a ready response. And there will be. Already a number of calls have been made for organizers and helpers.

These diversified industries on the farm, a real farm, will give employment to all the members of the family, bring in a good and sufficient livelihood, and thus give contentment. "Back to the farm" will then remain the slogan and the Panhandle will find its broad prairies dotted with thousands of happy homes.

Locust Trees
For prices that are right, see G. R. Ward, South Hereford: Be quick. 1-1f

Chick-Season Bargain Sale!

Hatching and seeding time now! You're getting your tools for the season's work. Tested ideas—instructive reading—are your best tools. Here's a kit of them at a bargain!

1—It's worth dollars to you, now, if you can raise 9 chickens from every 10 eggs set. 15 chickens from 15 eggs, was one beginner's recent experience. He did it without lamp or oil, in a **Fireless Hatcher and Brooder**, built by himself according to **THE NEVITT SYSTEM**. Nevitt spent seven years—thousands in cash—testing his ideas on chicken raising. Now chickens keep him. These hundreds of "how-secrets"—a complete manual of money making with chickens—he has crammed into a brief, easy-to-read book, "The Nevitt System of Profitable Poultry Culture," formerly sold at \$1; now to be had only as told below.

2—**FARM AND RANCH**, the Southwest's greatest farm weekly, will lighten your work, increase your yields. It is edited by a successful farmer from the farm. It averages 24 pages packed with live, practical ideas, plans and pictures that mean better farming; more profit in livestock and chickens, fruit and garden truck; easier work for the housewife; fun for the youngsters. Ask your neighbor about its 27 years' record.


3—Then for clean, snappy, inspiring stories and pictures, you want **HOLLAND'S MAGAZINE**, the biggest first-class monthly printed for a dollar a year. It's worth the dollar twice over to each one in your family. Buy a news-stand copy and see. As a single feature, the best big game snap shots ever taken—zebras, enraged lions and rhinoceros at close range—are now appearing month by month. They are by Dugmore, the world-famous photographer—"the man who beat Roosevelt" and camera-hunted East Africa last year. Dugmore's story is thrilling and authoritative; you want every word of it.

4—Finally, **THE LOCAL NEWSPAPER** is a necessity in your home. So this is our "Chick-Season offer" on the best agricultural weekly, the most successful poultry guide, the top-dollar magazine and your favorite newspaper:

FARM AND RANCH, HOLLAND'S MAGAZINE, and the Nevitt System (amounting at regular rates to \$3) with this newspaper, at a reduction of ALMOST EXACTLY ONE-HALF!

Subscriptions are for one full year. All must go to one address, however, and this bargain is absolutely limited to March 31. Nowhere else can you get such a year's reading at the price.

Plan for the winter days now! Order as below and get your money back this month in more and healthier chickens.



Bargain Number One

ALL FOR	(THE HEREFORD BRAND.....\$1.00)	ALL FOR
ONE	{ Farm and Ranch, Dallas..... 1.00	} \$1.75
YEAR	{ The Nevitt System of Poultry Culture, 1.00	

Bargain Number Two

ALL FOR	(THE HEREFORD BRAND.....\$1.00)	ALL FOR
ONE	{ Holland's Magazine, Dallas..... 1.00	} \$2.25
YEAR	{ Farm and Ranch, Dallas..... 1.00	
	{ The Nevitt System of Poultry Culture, 1.00	

SMITH & ASHBROOK

HEREFORD, TEX.

Sell all kinds of Insurance

**Fire
Tornado
Life
Accident
Plate Glass
and Live Stock**

Office first door south of First National Bank



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

YOU'LL LIKE HEREFORD!



Large and Small Buyers are treated with equal courtesy at this market. If your family is not large you cannot be expected to require large quantities of groceries

WE'RE GLAD TO SELL YOU GROCERIES

no matter how little you need now. For we know that if your family ever does become larger, you'll continue to buy where your small orders are so cheerfully and satisfactorily filled

Stock is fresh daily and price always close to cost

Cardwell Brothers

In Bad Fix

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

Take CARDUI

The Woman's Tonic

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

Your Meat and Baking Together

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

Burnam & Dobbins

Tierra Blanco Herefords

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

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

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Hereford, Texas.

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

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

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We Can Do It.

Build Towers,
Do Repair Work,
Oil Mills and Fix Old
Mills, and Doctor Them for you
HODGES & BURNAM
Phone Hereford Hardware

PLANTS

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

Roswell Seed Co.
ROSWELL, N. M.

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

THE BRAND LINERS 15 WORDS 15 CENTS

A good place to advertise anything you want to sell or rent. When you want to buy something, a Liner will bring you an offer quick. Customers not carrying regular ads will please pay cash. Count one cent for each word including initials, numbers and address. Stamps from out-of-town customers will be accepted. PHONE NO. THIRTY

LOST AND FOUND
LOST—Saturday afternoon, a ladies black kid glove. Finder please leave at Brand office. 1tp

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

ONE cent a word or 5 cents per line gets into these columns. Try 'em.
BUNDLE Kaffir corn and maize for sale. G. M. Blayney, 12 n. on 25 mile avenue. 1tp

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

ONE cent a word or 5 cents per line gets into these columns. Try 'em.
FOR sweet milk, butter milk, blue-john, or clabber, just ring phone no. 9. The Lone Star Dairy. 5tf

TURKEY EGGS—Full blood bronze turkey eggs. Inquire at Jarrott & Wilkinson's. 1tp

EGGS—Rose and single comb Rhode Island Red eggs for sale by Dr. U. T. Miller. 7tf

PURE DWARF—Maize, unmixed seed for sale by Eli Dunlap. This seed was grown by one of the best farmers in the Panhandle. Come early and secure seed. 50-tf

FOR SALE CHEAP—Large safe. Protectograph. J. W. English. 2tf

BARRED — Plymouth Rock eggs 75c per sitting of 15 at the McKinley farm one mile north. Mrs. John Isenogle. 5t4-p

CHOICE SETTING EGGS—From best mating pens. Single and Rose Comb Rhode Island Reds and Black Langshans. \$1.00 for 15. 3tf Dr. W. I. Joss.

FEED—for sale cheap. Kaffir and maize fodder for sale by C. A. Sailor, 8 miles northeast. 5 4tp

FOR RENT—120 acres old land close in. See A. H. Elliston. 50f

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

EXCHANGE:—To exchange a residence in Mountainair, one of the best towns in New Mexico, for Hereford property. Also a relinquishment of two claims, 160 acres each, with good improvements and fine water, three miles from Mountainair. Mrs. M. E. HORTON, Hereford, Texas. 1tp

A BARGAIN—If taken soon; 162 acres close to Hereford. See or write the owner. E. H. Shockley, Hereford, Texas. 1tp

FOR SALE—652 acres in Deaf Smith county, No. 66, Block K 7, \$18.00 an acre net if taken soon. O. C. Tucker, Winona, Minn. 6t4p

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

CITY PROPERTY
FOR SALE—Four-acre block in south Hereford. Three-room house, barn with loft, chicken house, well and windmill, fruit trees and small fruit of different kinds, a bargain for cash. For particulars see C. O. Lee. 28-tf

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

FOR SALE—Four room residence, bungalow style, east front, stable with feed room, well and wind mill, lot 100x200 ft deep, located near the College. Price \$1350. Will accept as part pay span of good horses. If interested, see C. O. Lee. 2-tf

LIVE STOCK FOR SALE
FOR SALE—20 head of horses and mules, most all work stock. Also complete set of farm tools. M. V. Robertson. 2tf

Leak Insurance

is assured to the man who covers his roof with Texaco Roofing. Ready to apply—waterproof—fire resisting—durable—it comes in rolls (enough to cover 100 square feet), with instructions, nails and cement
ASK FOR PRICES

MADE ONLY BY
THE TEXAS COMPANY
GENERAL OFFICES HOUSTON, TEXAS
J. W. ENGLISH, Agent at Hereford, Texas

Why does Great Britain buy its oatmeal of us?

Certainly it seems like carrying coals to Newcastle to speak of exporting oatmeal to Scotland and yet, every year the Quaker Oats Company sends hundreds of thousands of cases of Quaker Scotch Oats to Great Britain and Europe. The reason is simple; while the English and Scotch have for centuries eaten oatmeal in quantities and with a regularity that has made them the most rugged physically, and active mentally of all people, the American has been eating oatmeal and trying all the time to improve the methods of manufacture so that he might get that desirable foreign trade. How well he has succeeded would be seen at a glance at the export reports on Quaker Scotch Oats. This brand is without a rival; is packed in regular packages, and in hermetically sealed tins for hot climates. 31

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS DESIGNS & COPYRIGHTS & C.
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. **HANDBOOK** on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the **Scientific American**. A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers. **MUNN & Co.** 318 Broadway, New York Branch Office, 65 F St., Washington, D. C.

YOU'LL LIKE HEREFORD!

NEW BASE BALL PARK

Hereford to have Best Play Ground on the Plains for Outdoor Sports.

First a little talk, then a little more talk, then a motion, and at last action. This brought A. O. Thompson to put a big force of men to work yesterday morning building a big ball park.

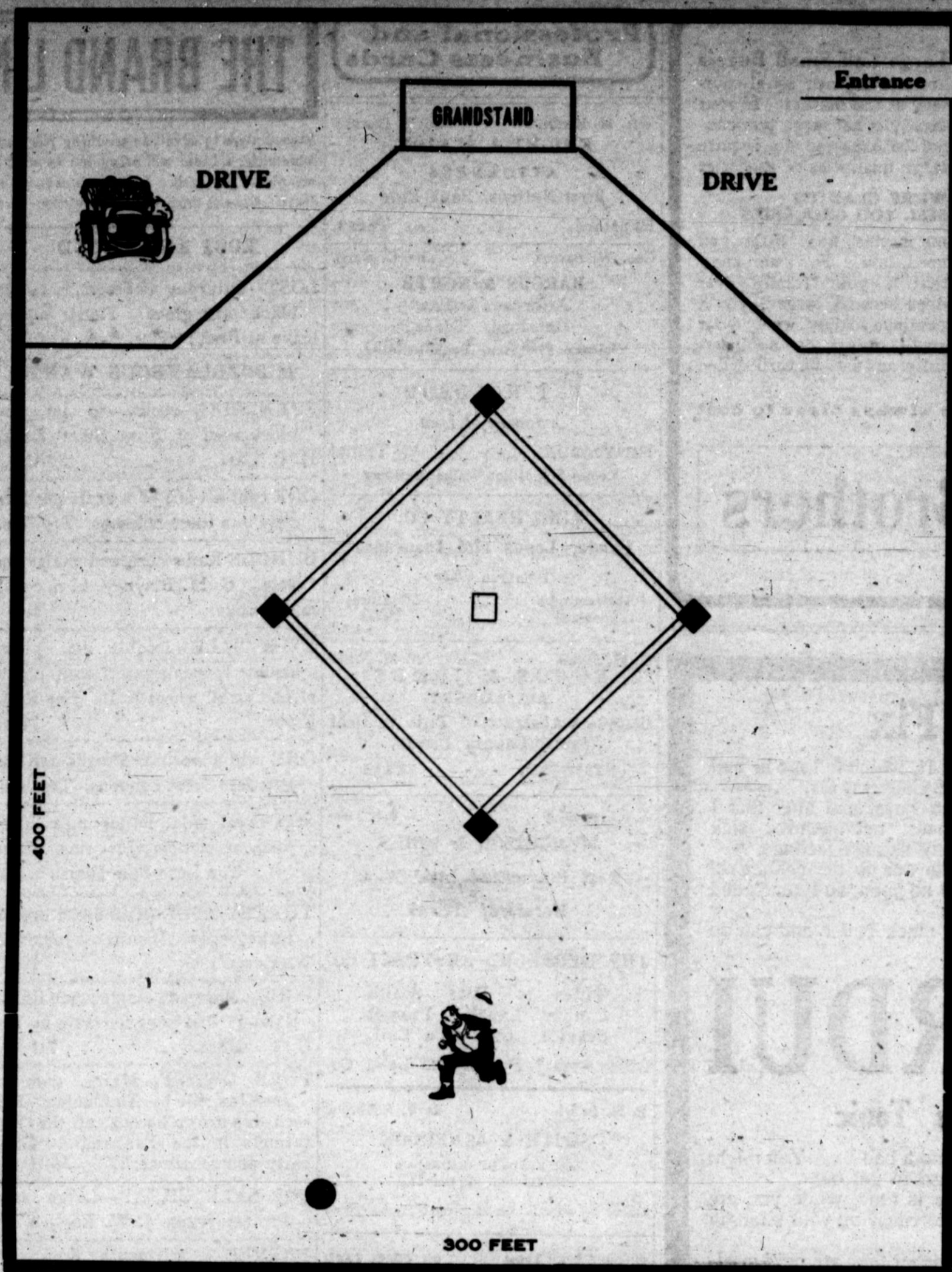
The playground is located on the south half of block 7 between C and D streets—in Evans Addition. That is just beyond the lake. The grounds are practically level, but will be smoothed off and put in excellent condition.

The grounds 300x400 feet is being enclosed by a ten foot wall. On the north side, a grand stand with a seating capacity of 300 persons is now under construction. It will be covered and the front will have the usual wire net guard. On either side of the grand stand and as near the "diamond" as the rules will allow carriage and auto space will be provided. This too will be guarded.

The ticket office and main entrance will be located at the north east corner on D street. A refreshment stand will be annexed to the east end of the grand stand. On the side lines a big score board will be put up and also seats for the players.

Adjoined hereto is a plan of the grounds. This park will also be used during the foot ball season, being located between the College and "town" it will be convenient for both the College and town ball and foot ball teams.

The excursion this week brought more prospects than have been here for some months. The country looks good to them and many, no doubt, will buy land. They can't hardly help taking hold of a good thing.



Hereford Base Ball Park.

LOCAL

H. H. Hawkins, R. N. Mounts, C. C. Ferguson, J. H. Wilson, Geo Dale, Sam Dunn, all attended the stockmen's convention at the Queen City this week.

Mrs. W. W. Edwards will do your stamping. Newest designs in shirt waist patterns and fancy work. See her at Ladies' Furnishing Store. 8-2t

Mr. and Mrs. J. B. Comer, of Clovis, N. M., are visiting at the home of Mr. and Mrs. G. M. Suggs. They were here attending the funeral of Mrs. Geo. T. Higgins, Mrs. Comer's mother.

Monarch Fruit in "gallons," the very best that can be produced. Peaches, gold drop plums, pears and white cherries, only 75c. per gallon at Jno. A. Johnson's. Phone 7. 2t

R. N. Goodwin, of Oakala, Tex., was in Hereford this week and bought a quarter section of land from B. W. Miller. Mr. Goodwin will improve his purchase by having it fenced and about 100 acres broken out and planted.

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

J. L. Johnson, the cement block man, is now turning out irrigation tiling. Each section is 2 feet long and has an inside diameter of 2 inches. Several farmers will install sub-irrigation systems this spring. A sample tile may be seen at The Brand office.

J. L. Fuqua, President of the First National Bank, attended the stockmen's convention at Amarillo this week, returning yesterday.

Patronize us and we Both make money. Go elsewhere and we Both lose. Reason, our prices are best, at Smith's. 1t

Dr. J. G. Hendricks came over from Eastern Texas this week on business at Hereford. He brought the Brand editor a quantity of sassafras roots and for a few weeks at least we will have sassafras tea, turnip greens, young onions, radishes, corn bread and buttermilk at our house. Thanks, awfully, Doctor.

Complete assortment of Racket, 1/2 off at Smith's. Here is a sample of our deep cut in prices. 3 gal. galvanized Water Bucket was 25c. now 15c. 1t

Of course we think now that we don't need any Screen Doors but wait until the Mosquitoes and Flies get on parade, and the Screen Door supply is exhausted, then we will be sorry we didn't ask A. O. Thompson Lbr. Co. about it. 8-tf.

Price of Meat Down.

Messrs Burnam & Dobbins who now have the only meat and bread market in the city wants it strictly understood that the price of meat will not be advanced and to show that they want to "tote fair" they will reduce the price on meat while they have the only market, one cent per pound. As to the bread, they will give a full weight loaf of 14 oz. and 6 cream loaves will go for a quarter. They have a first class baker, who knows how, and all kinds of bakery goods are always on hand fresh and good. 1t

Post Office Shop Changes.

Pearl C. Long and Ira Cochell have bought the Post Office Barber Shop from Clarence Payne and took charge Wednesday morning. They invite their many friends to make their place a visit at any time.

THE HEREFORD BRAND ONLY \$1.00 A YEAR

Bank Statement.

Report of the Condition of The First National Bank at Hereford, in the State of Texas, at the close of business March 29th, 1910.

RESOURCES.	
Loans and discounts	\$389,620.47
Overdrafts, secured and unsecured	3,108.80
U. S. Bonds to secure circulation	50,000.00
Premiums on U. S. Bonds	1,000.00
Banking house, furniture and fixtures	12,000.00
Other Real Estate Owned	3,932.00
Due from National Banks (not reserve agents)	338.67
Due from approved reserve agents	12,689.81
Checks and other cash items	58,000.55
Notes of other National Banks	2,099.00
Fractional paper currency, nickels and cents	347.35
LAWFUL MONEY RESERVE IN BANK, VIZ:	
Specie	\$ 8,334.45
Legal-tender notes	9,500.00
Redemption fund with U. S. Treasurer 5 per cent of circulation	2,500.00
Total	\$501,271.10
LIABILITIES.	
Capital stock paid in	50,000.00
Surplus fund	50,000.00
Undivided profits, less expenses and taxes paid	20,439.02
National Bank notes outstanding	50,000.00
Due to other National Banks	45,247.51
Due to State and Private Banks and Bankers	2,803.25
Due to Trust Companies and Savings Banks	297.26
Individual deposits subject to check	235,287.56
Demand Certificates of Deposit	400.00
Time certificates of deposit	33,305.50
Cashier's checks outstanding	3,464.00
Bills payable, including certificates of deposit for money borrowed	10,000.00
Total	\$501,271.10

THE STATE OF TEXAS }
 COUNTY OF DEAF SMITH } ss.
 I, J. L. Fuqua, President of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
 J. L. FUQUA, President.
 Subscribed and sworn to before me this 5th day of April, 1910.
 [SEAL] B. H. SMITH, Notary Public.
 Correct—Attest:
 J. T. JOWELL,
 W. S. HIGGINS, } Directors.
 R. J. KIBBE }

Your New Corset

If you are planning to buy a new corset, be sure and visit our store and visit our store and examine the various attractive HENDERSON models which we are now offering. We strongly recommend HENDERSON CORSETS; we know that

these models will give the greatest satisfaction in every detail of style, comfort and service.

They are undoubtedly the most desirable corsets we have ever been able to offer from—

\$1.00 to \$3.50

When you wear a HENDERSON Corset you can be certain your figure will show all of the newest, most pleasing lines and your dress will fit accurately and give you a very effective appearance. You will be erect, comfortable and at ease. If you want that kind of a corset, wear a HENDERSON.

Just received a new lot, sizes 8 to 30.



Visit our Copset Department and get our booklet of Illustrated Corset Models, showing how your figure should appear this season

GEO. A. STAMBAUGH