

The Hereford Brand

Vol. 10

HEREFORD, TEXAS, MARCH 11, 1910

No. 5

OVER \$40,000.00 IN STOCK SUBSCRIBED FOR R. R.

CLUB MEETING LARGELY ATTENDED

Regular Meeting Draws Largest Crowd in Several Months. Secretary and Others Talk.

A large crowd, a number of big speeches, and \$5,000 added to the R. R. stock, was the outcome of a special call for the regular meeting of the Commercial Club Tuesday night. The meeting was held in the large assembly of the Christian Church. Judge L. Gough, president of the Club, presided. Speeches were made by Secretary Holman, who told them "a few things". Messrs. Baker, Story, Shore, Elliston, Elliott, Oberthier, Baskin, O'Brien, and Fuqua made speeches or talks. Mr. Fuqua, president of The First National Bank, made a short speech by subscribing \$4,000 on R. R. stock. Mr. O'Brien spoke up and said to put him down for \$1,000.

Prof. Stenson of Ohio was present and made a good speech. There were about 140 men and 3 ladies present. All the speeches were along the line of "pulling together" and making good.

Three Fires.

That Hereford may establish a reputation for many small blazes is a possibility, for within one week three small fires have started but as quickly put out. The last one was Wednesday afternoon at 4 o'clock when a big pile of cedar posts at the Alfalfa Lumber Yard created some excitement and endangered the entire stock of lumber and all that part of town. The blaze is said to have started from a cigarette, the posts having so much dry bark the blaze spread rapidly. The fire boys made a 3 minute run and soon had the fire out. A. C. Vickery manager of the yard wishes to thank the boys and as a mark of appreciation dropped a check for a good sum in the hands of fire chief.

The other two fires occurred last Saturday, the first one in the bakery department of Burman & Dobbins market when a big hole was burned in the roof before the alarm was turned in. The damage by water was considerable. The next fire was in a pile of boxes and trash at the rear of the El Merito Drug Store. This blaze was put out with a hand extinguisher from the Brand office, before the alarm was in. No damage done.

Just From Kansas.

The Hereford Brand:— Enclosed please find draft for three dollars, for which send to Frank E. Wikoff, Henry L. Wikoff, and Thomas S. Anderson your paper. We did not know that our time was out, but when the paper stopped coming we thought it time to investigate. We think that it the best Country News Paper in the Southwest, and we congratulate you on the stand that you have taken in all matters of general and local improvement. We have great faith in the Panhandle Country, and are in hopes of getting some one from here to go down and work our land there. Hop-



THE TRINITY TRIUMPHANT.

FULL TRAIN OF IMMIGRANTS

Solid Train of Twenty Cars Distributed by Santa Fe in Panhandle

Not an unusual occurrence, but one that attracted much attention was a train load of immigration cars which pulled out of Amarillo last Thursday, the cars being distributed at points along the Pecos Valley branch dropping cars off at Canyon City, Umbarger, Hereford, Friona, and Bovina. This is the way the Santa Fe is handling the immigration business. Since this full train a number of cars have been stopped at Hereford; three cars for one man were set out Sunday.

Mrs. Sarah A. Woodburn.

After a long illness, Sunday night at 8:45 came the end of the earthly existence of Mrs. S. A. Woodburn, wife of E. T. Woodburn.

Mrs. Woodburn was born in Randolph county, Arkansas, June 29, 1853. Here she was married. In 1874 with her husband she came to Texas and settled in the central part of the state and came to the plains in 1898, and in Hereford the last four years. Mrs. Woodburn has been a faithful christian and a loyal member of the church for 36 years. She was a good neighbor, a tender, loving mother, a devoted wife. She is greatly missed in the community, in the church, and in her home. But our loss is her gain, then let's one and all bow submissively to Him who knoweth and doeth all things well.

The funeral was conducted from the Presbyterian church, Monday afternoon, Rev. J. W. Story, pastor of the M. E. Church, and Rev. S. T. Shore, pastor of the Christian church assisting. The Ladies' Aid of the Presbyterian church and the local lodge of the Eastern Star took part in the service. After the services at the church where a large crowd was in attendance, interment was made at Hereford cemetery.

W. M. BAKER.

Pastor.

New Library Movement.

The Ladies' of the Monday Afternoon Club have been for some time planning a general library system. For the present, thru the kindness of the Western National Bank, a room in this building will be used. The room has been fitted with elegant book cases and 100 volumes have been ordered. Until the library secures a permanent endowment, it is planned to sell annual tickets at \$1.50 each, which entitles the purchaser to the full use of the books. More books will be added by means of "Book Reception" the plan of which will be explained when invitations are sent out.

Sells Feed to Southeast Texas Parties.

How does that sound? "Selling feed out of the Panhandle to Nacogdoches firm." But that is what E. B. Bullock did this week, a carload on a rush order.

Will Advertise for Bids.

County Judge W. H. Russell informs the Brand that the court will advertise for bids on the courthouse in a few days.

ing to get next weeks paper, we are very truly yours,

WIKOFF BROS.

Will Make Small Park

The Mother's Club this week received a 99 year lease from O. E. Thomas giving them the triangular plot of ground between Main Street and B street and just in front of the Thomas home for the purpose of making a beauty spot. This plot will be planted in trees and laid out in walks and flower beds. Work will begin at once. The Mother's Club is composed of a number of the ladies of Hereford who love the beautiful and want to make a beginning in parking small plots centrally located. Any one who will make a \$100 donation to the Club will be allowed to name the park. (This is without authority from the Club)

Young People Marry.

Ben N. Hubbert and Miss Nellie Robinson surprised their friends last Saturday night when it was learned that Rev. O. W. Dean had pronounced the words that made them "man and wife." They are both popular young people in Hereford. Mr. Hubbert holds a position at the Post Office and Miss Nellie is bookkeeper at the First State Bank. They are now at home to their friends in a nice new home in West Hereford.

Bonds Sold.

The school board has sold the school house bonds and the cash for the work will be here this week probably. The contractor has already bought material and ground will be broken soon.

New Home in College Addition.

Contractors Kirby and Worley are busy on the new home of John Miller's near the College. It is a 6 room modern cottage with every convenience.

THE FRESHMAN MAKES HIT

College Play Draws Good House and Students Make Good Before Footlights.

Under the instruction and supervision of Miss Lela Gregg, the College boys and girls put on a play last Friday night, which drew a splendid house. The play, "The Freshman", was a scrap from College life, and the parts carried by the various students was well done. While all the cast did well, Claude Ricketts and Miss Bertha Witherspoon, who held the principal roles, deserve mention. The cast of characters were:—

John Worden, "The Freshman,"
Claude Ricketts

SOPHOMORES:

"Pick" Gerome Horace Baird
"Bugs" Stevens Lester Wilkinson
"Owl" Griggs Clyde Baird
"Tiny" McGarth Fred Baird
Professor Locke Grady Stanley
Rastus, negro janitor Arthur Rogers
Mary Locke, daughter of Professor Locke Bertha Witherspoon
Judith Blair, President's daughter Isla Estes
Miss Porter, of a very old family Ruth Ricketts
Violet, whose mother keeps a boarding house Glennis Coulson.

New People Arriving.

Among the new people coming from Illinois to the Hereford country this week is the family of H. H. Funk, who arrived here Monday. He will locate on a farm Southeast of the city. These good people are welcome to Texas. Their home paper recommends them to our good wishes:

"H. H. Funk, of Illinois, will leave

about next Tuesday for Hereford, Texas, where he has bought a half section of land five miles from the city, which has 4,500 people. Mr. Funk and his family will go with the expectation of making their future home in that state. He has four sons all good industrious boys and will no doubt make a success, as he has succeeded well in this country. He and his boys raised 1100 bushels of good old Indian corn the past year. We regret that Mr. Funk and his family are leaving this vicinity, for they are most excellent citizens and good neighbors. We heartily recommend them to their new neighbors as being worthy of friendship and confidence."—Mormon (Ill.) Newspaper.

Cleanup Notice.

By direction of the city health department, all citizens within the city limits are hereby requested to clean their premises of all rubbish. If this is not done the prevailing good health of the public will be endangered. Don't let trash of any kind to accumulate on your premises. Let's all work together to keep our city clean at all times. The wagon will call on you soon.

Yours respectfully,

C. L. SULLIVAN, City Marshal.

Will Irrigate 100 Acres.

R. H. Notron and Vern Witherspoon west of town have installed a pumping plant and will irrigate about 100 acres of Alfalfa. They will use water both from the creek and from wells. A trial test has been made in the creek and this proved inadequate.

Making Ditches.

Warren & Barcus have employed Ririe & Mussender of Roswell, irrigation experts to plat their 400 acres of irrigable land, and Mr. Ririe is now at work laying out the ditches and setting the big pump.



Thoughts on Texas

DISMISSES TEACHER

Young Lady School Teaches Calls Upon Court to Enforce Her Contract.

A rather unusual case has been on trial in County Judge Hale's court for the past two or three days which has attracted more attention than anything that has occurred in the court house in Tulia for some time. A young lady school teacher, Miss Alma Rash, was employed by the Valley View school district to conduct their school for the present term, but becoming dissatisfied they attempted to dismiss her before her term had expired. Incompetency was alleged as a reason for dismissal, but the evidence adduced on the stand, as heard by the editor, was a recommendation of the highest class for the young teacher. It seems that she had introduced an innovation to the methods heretofore practiced by teachers in that vicinity, by including callisthenics and physical culture in her curriculum; inasmuch as the evidence developed the fact that she had, by way of punishment, on divers occasions required some of the pupils to stand on one foot for a while and then on the other; and again she washed one of the boy's mouth with soap and water, because he had indulged in "ugly words;" on another occasion she had combed one of the boy's hair — the evidence failed to divulge whether that was for punishment or for decency's sake — anyway, if we lived in that community, after hearing the evidence, we would round all our incorrigible kids up and send 'em back and furnish the young lady with a whole box of soap, a barrel of water every day and a new comb and brush and vote to raise her salary.

Since the above was written we learn that the court sustained the action of the trustees in dismissing the young lady. — Randall County News.

Rearranges Store.

Ever ready to make needful improvements for the convenience of his customers, Geo. A. Stambaugh has recently rearranged his store, separating the millinery and ladies' ready-to-wear department from the general store. The ladies' ready-made garments are tastefully displayed on special racks and hung in dust proof cabinets. The altering and fitting room is strictly private. This department is under the charge of Miss Hagan.

The millinery department has a much larger floor space in a well lighted balcony and the workers in that department are getting ready for a formal "opening" March 16. Miss Fuller has this department in charge.

SIGNS — "For Rent" and "For Sale" signs at this office. 4tf



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

An Expression of Appreciation.

We, the husband and children of Mrs. E. T. Woodburn, take this method of expressing our deep appreciation to all those who helped us during the late sickness and in the death of our dearly beloved one. We are unable to express our appreciation for the assistance of our neighbors and friends who were untiring in their efforts, and to the physicians who were so attentive and tender at all times.

The expressions of sympathy from one and all are helping us the better to bear our great sorrow and loss at this time.

E. T. Woodburn & Family.

Book Reception.

The Monday Afternoon Club are planning to give a book reception for the benefit of the new city library. Tuesday, March 29th, afternoon and evening is the time set.

This is a matter in which all are interested and everyone is invited to come and help in a good cause and enjoy the occasion. The place of giving the reception has not been selected.

Thos. Andrews from Gridley, Ill., came in the latter part of last week with his car of household goods. He will improve a farm a few miles out and his family will come later.

C. F. Kellner of Summerfield was in town yesterday and reports that his 100 acres of wheat is looking fine, and that he has the best prospects for wheat that he has ever had. He has been on the present farm for three years.

Married.

Mr. W. J. Brand and Miss Afa Ferguson were married at the home of her sister, Mrs. W. H. Hines, on Tuesday, March 8, at 8:30, Rev. Dean officiating. After the ceremony light refreshments were served. Only a few friends were present.

New Time Table.

No. 38, Merry Widow East; 9:05 a. m.
No. 37, Merry Widow West; 4:53 p. m.
No. 113 Through Train, West; 12:03; p. m.
No. 114 Through Train, East; 4:00; p. m.

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

Spring '10

Queen Quality SHOE

NEW Spring and Summer styles on sale - Now! If anything a little bit smarter and more exclusive than usual. The kind you see on Paris boulevards - Fifth Avenue too. Every last and leather that a woman could possibly want at any time.

GEO. A. STAMBAUGH

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. 3tf

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

Did You Ever Notice

What a cosy, cheerful light FAMILITE OIL gives—Brightens things up—the best oil for household use. Of course for cooking you want TEXACO DEODORIZED GASOLINE, so convenient, cleanly and rapid.

MADE ONLY BY

THE TEXAS COMPANY

GENERAL OFFICES HOUSTON, TEXAS

J. W. ENGLISH, Agent at Hereford, Texas

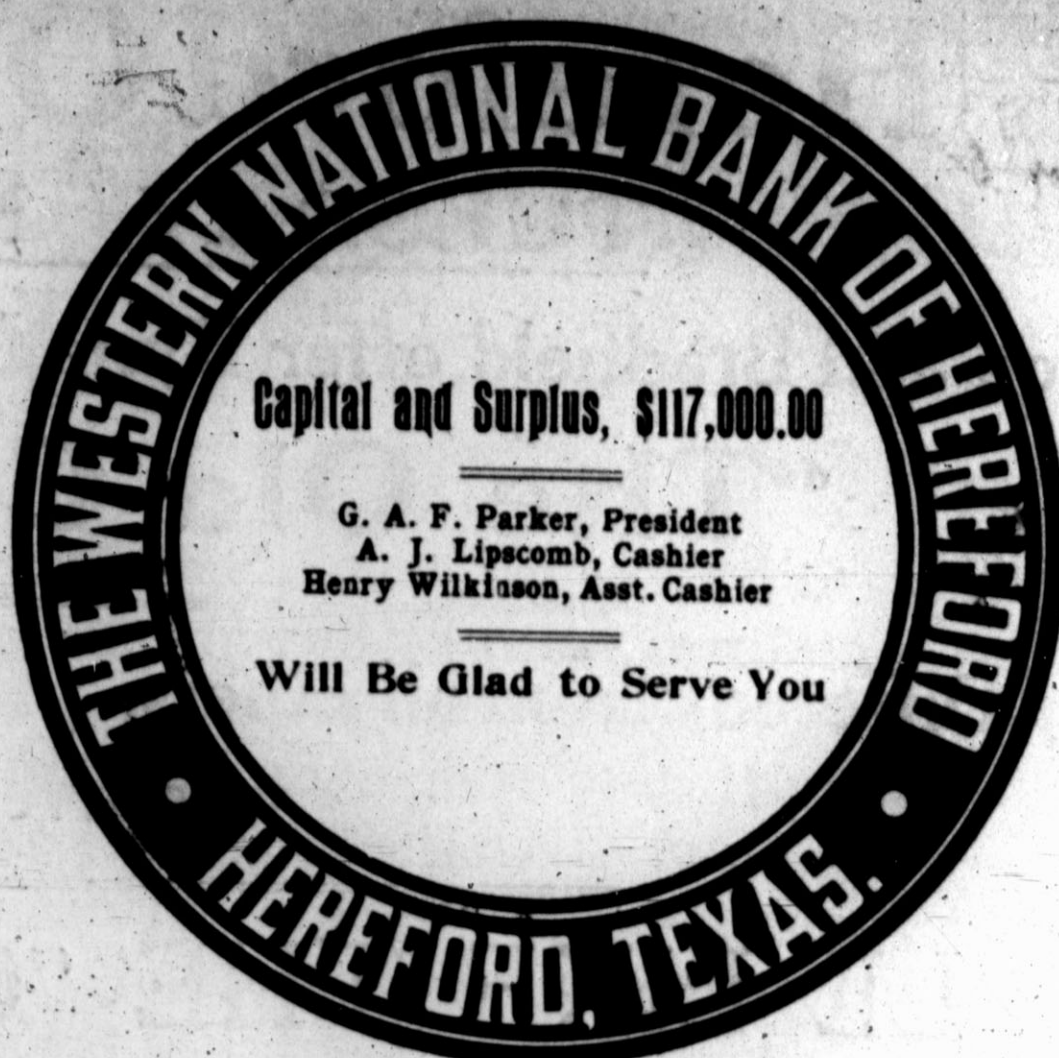
EXHIBIT.

Showing receipts and disbursements of the various county funds, for the year ending February 18th 1910. Showing the amount received and paid out under each fund, and the amount remaining on hand, on February 18th, 1910, as follows:

JURY FUND.		
Feb'y 10th, 1909. Balance on hand	\$3990.66	
Amount received during year	4628.40	
		\$8619.06
Amount paid out during year		4537.77
Leaving Bal. on hand Feb. 18, 1910	\$4081.29	
ROAD AND BRIDGE FUND		
Feb'y 10th, 1909. Balance on hand	\$5300.26	
Amount received during year	7711.52	
		\$13011.78
Amount paid out during year		2309.91
Leaving Bal. on hand Feb. 18, 1910	\$10701.87	
GENERAL FUND		
Feb'y 10th, 1909. Balance on hand	\$5354.97	
Amount received during year	7239.87	
		\$12594.84
Amount paid out during year		8429.30
Leaving Bal. on hand Feb. 18, 1910	\$4165.54	
COURT HOUSE AND JAIL FUND		
Feb'y 10th, 1909. Balance on hand	\$3000.00	
Amount received during year	5219.25	
		\$8219.25
Amount paid out during year		5961.53
Leaving Bal. on hand Feb. 18, 1910	\$2257.72	
SINKING FUND		
Feb'y 10th, 1909. Balance on hand	\$ 934.00	
Amount received during year	1055.00	
		\$1989.00
Amount paid out during year		574.00
Leaving Bal. on hand Feb. 18, 1910	\$1415.00	
ESTRAY FUND		
Feb'y 10th, 1909. Balance on hand	\$130.58	
Amount received during year	66.83	
		\$197.41
Amount paid out during year		17.04
Leaving Bal. on hand Feb. 18, 1910	\$ 180.37	
SCHOOL FUND.		
Feb'y 10th, 1909. Balance on hand	\$4589.43	
Amount received to Sept. 2, 1909	420.07	
		\$5009.50
Amount paid out to Sept. 2, 1909		5009.50
Of amount paid out to Sept. 2, 1909 there was turned over to First Nat'l Bank, County Depository for School Fund	\$2064.40	
COUNTY DEPOSITORY SCHOOL FUND		
Sept. 2nd, 1909. Amount received from County Treasurer	2064.40	
Amount received since September 2nd, 1909	1606.76	
		\$3671.16
Amt. paid out since Sept. 2, 1909		2460.24
Leaving Bal. on hand Feb. 10, 1910	\$1210.92	
RECAPITULATION.		
Amt. to acct. of Jury Fund, Feb. 18, 1910	\$ 4081.29	
" " Road and Bridge Fund, Feb. 18, 1910	10701.87	
" " General Fund, Feb. 18, 1910	4165.54	
" " Court House & Jail Fund, Feb. 18, 1910	2257.72	
" " Sinking Fund, Feb. 18, 1910	1415.00	
" " Estray Fund, Feb. 18, 1910	180.37	
" " School Fund, Feb. 10, 1910	\$1210.92	
Total Amount on Hand all Funds	\$24012.71	

I, W. M. Cogdell, County Clerk of Deaf Smith County, Texas, do hereby certify that the foregoing statement is correct.
 W. M. COGDELL, County Clerk.
 By O. B. Pirkey, Deputy.

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



FARMERS ASSOCIATION

Hold Interesting Session. Jersey Cows, Potatoes and Corn Discussed.

At the courthouse last Saturday, the Farmers & Truck Growers Association met in regular session. J. R. Letton of Friona told how he turned the trick in raising about 800 bushels of Irish potatoes on 17 acres. He showed some samples of his work and explained as to methods of keeping. J. D. Patterson told about jersey cows and how to make them pay in home dairy.

The question of corn culture was discussed by J. F. Frame, recently of Iowa, who exhibited a seed test and explained how to secure good seed corn. Mr. Frame's talk was highly instructive.

L. P. Landrum told about orchard heating and exhibited two of the ordinary oil burning pots.

A. W. Gregg made a talk about good roads in the country. The complaint committee was instructed to take up matters with the court.

Senior Epworth League Program.

Song.
 Subject — South America as a Mission Field.

Scripture Reading — 2 Kings; XVII 27 - 33.

Prayer.
 Short Talks On:

The Neglected Continent: Eagle Henderson.

The Continent of Opportunity: Lemuel Carlyle.

The Religious Need: Maggie Watson.

Southern Methodism in Brazil: — Mary Hill.

Protestant Missions: — Annie Price.

How Can We Maintain a Christian Life: — D. F. Ashbrook.

Song.
 Benediction.

Leader — Maggie Watson.

Buys Four Sections.

Another thrifty German visits the Hereford Country and likes it well enough to buy four sections of its good land, George Bippus of South Dakota being the purchaser and George Spencer of Hull, Iowa being the seller. Mr. Bippus has returned to his home in Dakota, and will begin to make preparations to move down about May 1, and he and his four sons will open the new farm. They will have a 40 horse power gasoline engine and all necessary machinery. They will put up two sets of improvements for their families and make everything first class.

When you do Your Trading at Myrick's Store

you are sure of three things

You get the best selection from an up-to-date stylish stock.

A guarantee of dependable merchandise.

And money-saving opportunities.

SPECIAL FOR SATURDAY, MONDAY AND TUESDAY

10 PER CENT DISCOUNT FOR CASH

Pants

\$7.50 Pants
 7.00 Pants
 6.50 Pants
 6.00 Pants
 5.00 Pants

Hats

\$7.50 Stetsons
 6.00 Stetsons
 4.00 Stetsons
 3.50 Beaver
 3.00 Beaver

\$2.00 in Certificates for every \$1.00 spent for the above two lines.

The magnificent \$350 piano which will be given away on September 3rd, 1910, is an extra inducement for you to do your trading here.

We give you free certificates with every cash purchase you make at this store. These certificates will win the piano. We have interested your friends; can we not interest you? You are welcome to visit our store whether you are ready to buy or not.

H. C. MYRICK

Frio Items.

Rev. Hardy delivered a very interesting sermon here Sunday.

Mr. Bullock of Black attended church here Sunday.

Helen Beatty is quite sick.

Misses Jewel and Maude Dollar, Maggie Ray Stanley, and Messrs. Jim Sain and Ralph Percy spent Sunday evening at the home of W. B. Green and family.

Matt Whiteford and sons were at Hereford Saturday.

The sing was well attended at the

home of W. B. Green and family Sunday evening.

Mrs. L. B. Keathley and Mrs. W. B. Green and daughter, Maydolin and Nettielee spent Tuesday with Mrs. Steve Sanders.

Miss Alice Dendy is spending a few weeks with her uncle in Okla.

Chancey Tice and wife entertained the young folks of this place with a mask party. All reported a fine time time. Refreshments were served.

MRS. NEWCOMER.

ONE NIGHT

Hereford Opera House

ONE NIGHT

TUESDAY, MARCH 15th

Gilson and Bradfield offer Kyrle Mac Curdy's Great Comedy Drama

"The Old Clothes Man"

A Play Different from all others. Positively the best Hebrew Play that was ever written

YOU'LL LIKE THE "OLD CLOTHES MAN"

NEBRASKA FARMERS FOR CASTRO

Requires Eighteen Wagons to Haul Outfit and Household Goods to New Home near Parrot

A pioneer in two states, Geo. G. Shepherd and family of Macon, Nebr., arrived in Hereford this week and moved his household goods and farming outfit to his new home in Castro county near the Parrot neighborhood where he and his four sons will operate a 1700 acre farm.

The family consists of Mr. and Mrs. Geo. G. Seepherd and their four sons: Frank Shepherd, wife and child and the other unmarried young men, Dave, Percy and Tom.

The story is a simple one of thrift and industry. Moving from Illinois in '85 where the Shepherd family had lived since pioneer days, they were among the first to settle in Nebraska where they brought land at \$10.00 per acre. But this was 25 years ago. Feeling himself crowded, Mr. Shepherd began to look around for greater opportunity, and finally came to the Panhandle thru the agency of J. S. Warner. Hence about one year ago, they began to buy land, taking on a section and in three trips bought 1700 acres, including the Dameron headquarters and a part of the OYO ranch. Of this acreage, some 600 acres are now under plow and a big feed crop will be planted this spring. They

come with fine horses and mules and sufficient equipment to handle the farm. One additional house will be erected at once and others built as soon as the work can be turned off.

Tuesday morning, friends from Castro county, C. P. Galley, H. E. Talley, J. F. Easter, J. A. Crawford, were here to help drive the teams. There were 18 wagons in all, 15 of which were lined up a picture made by McGhee, as they were ready to start for Castro County.

Mr. Shephard is well pleased with his location and says that this country has greater advantages now than did Nebraska when he went there in '85. Paying \$10 per acre for land in that year, and selling out last year at \$85 per acre, what will Panhandle land be worth in 10 years?

This county needs more of such industrious farmers as they will succeed where our native Texans will fail because they want to farm with spurs on. Hereford extends an invitation to all Nebraska to come down and help make this country the greatest on earth.

Junior League Program.
Leader, Mary Sue Bullock.
Scripture Lesson:— 2nd Psalm.
Song: Mary Ruth Bullock.
Reading: Ervin Cockran,
Korea: Jessie Glenn Bullock,
Bea Story, Elizabeth Black.
Recitation: Modena Burks.
Chasn Prayer.
Bible questions: Lela Patton.
Roll call, answered by Korea Missionaries.
Violin Duet: Bea Story, Raymond Hawkins.
Dismissed by Lord's Prayer.

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.

SPECIAL TO MEN

Owing to numerous requests from customers and others for Hereford-made suits, I have made a contract with a first-class tailor and cutter to be here this Spring.

See me for your Spring Suit. Prices reasonable and a positive guarantee that every Suit will fit satisfactorily.

G. E. FULLER

Phone 350

The Suitorium

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

Millinery Display Wednesday, Mar. 16

We will have our Spring Opening of Millinery on the above date. We cordially welcome and desire every lady to attend this opening. We expect to show a very large assortment of Spring Styles. We carry the Gold Medal Line. Miss Bertha Fuller has charge of the Millinery Department. She will be pleased to sell you or take your order.

Hereford **Geo. A. Stambaugh** Texas

Local and Personal

Read about garden plants, page 8.
 Beautify your home by planting shade trees. L. P. Landrum. 52tf

Allen Bell left Wednesday for Wichita, Kan. on business.

G. W. Smith Music Co. at corner Main & 3rd St. 1t

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

Christian Sailor was in town Saturday transacting business.

We carry good hose, try them. J. G. Callens. 1t

Pure Ribbon Cane Syrup in 5 gallon kegs at Jno. A. Johnson's Grocery. 52tf

Mr. and Mrs. J. H. Cardwell have returned from Mineral Wells on a visit.

Ladies, see our white goods—we sell cheaper. J. G. Callens. 1t

See J. M. Bogard if you want a bargain in a two-story brick.

C. W. Meadows of Comanche is here visiting Mrs. Meadows for a few days.

A beautiful line of Ladies' skirts just arrived at D. R. Gass and Son. 4t2

Wanted, apprentice girls at Ladies' Furnishing Store. 1t

Eclipse and Woodmanse wind mills. Warren Hardware Co. 4tf

W. B. Palmer was a delegate to I. O. O. F. Grand Lodge meeting at Austin Texas this week.

White clover and blue grass seed at Collup. Phone 1. 5tf

Haviland & Versailles chinaware at Warren Hardware Co. 4tf

J. B. Allen of Clovis, N. Mex. was in this city this week visiting his daughter Mrs. W. H. Day.

If your shoes need a shine, see Charley Brunk at the City Barber Shop. He can do the work. 3tf

See the new line of Ladies' Tailored wash Suits at D.R. Gass and Son. 4t2

Mr. and Mrs. Isenogle on the McKinley place were in town Tuesday and visited the Brand office.

P & O listers and double row planters. Warren Hardware Co. 4tf

Phone 99 about Roses, Flowers, Shrubs, Evergreens, etc. The Hereford Nursery. 52-tf

Big lot of embroideries and laces at special bargains for one week. J. G. Callens. 1t

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

Miss Lizzie LeGrand of El Paso has returned to her school at that place. Mrs. G. H. LeGrand accompanied her.

We can most certainly please you in shirt waists. New and up-to-the-second patterns have just arrived. D. R. Gass and Son. 4t2

Just received a fresh supply of garden seed, white clover and blue grass seed all in bulk at J. F. Collup Phone 1. 5tf

See our line of gingham and suitings—they are beauties and cheap. J. G. Callens.

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

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

Mr. and Mrs. Tom Carter of Sioux City are visiting with friends and relatives in the city for a few days.

Wanted, apprentice girls at Ladies' Furnishing Store. 1t

The prettiest line of new embroideries and laces in town, just in at D. R. Gass and Son. 4t2

L. McLendon, state feed inspector, a friend and acquaintance of F. H. Oberthier was here Tuesday on business with his department.

Majestic Ranges and Buck's Cook stoves the standard of all cook stoves and ranges. Warren Hardware Co. 4tf

Nothing gives so much satisfaction for so small cost as electric lights. Let us connect up your house. See us for prices etc. Hereford Light and Power Company. 36-tf

C. M. Gerson from Missouri who has a claim near Allen, N. Mex. was here Saturday waiting for the arrival of his family.

New line of men's soft and dress shirts at special prices. J. G. Callens. 1t

B. M. Hester has for sale a quarter section of land 3 1/2 miles south of Hereford awful cheap. See him. 6-tf

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

Wm. Linville and J. W. Stevens left Tuesday for Roswell and other Mexico points to buy sheep for their ranches.

We carry the best in overalls and work and dress shoes for men and boys. J. G. Callens. 1t

B. M. Hester left to-day for New Mexico to make purchase of a large flock of sheep for his ranch south of town.

Hamilton Brown shoes for men, women and children. They wear and are guaranteed. Geo. A. Stambaugh.

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

Mesdames Clarence Smith and R. W. Lovelace are in Austin this week attending a meeting of the Rebeckah Lodge.

Campbell sub surface. Warren Hardware Co. 4tf

Just arrived at Gass and Son a full line of new goods. 4t2

DISPLAY OF SPRING MILLINERY
WEDNESDAY, MARCH 16

On the above date we extend to our patrons and friends a most cordial invitation to be present at our Annual Millinery Opening, and we assure you that you will have the satisfaction of inspecting one of the most beautiful lines ever shown Hereford. And at the same time we would be pleased to have you look over our line of new Spring Suits, Skirts and Dresses. Hair goods and hair ornaments a specialty.

Ladies' Furnishing Store

We sell the best drink in town. Buckeye and grape combination. J. G. Callens. 1t

J. Q. Carroll of Harveysburg, Ohio, has moved to his newly purchased farm near Dawn. He owns a half section and will at once begin to improve it. His household goods including some fine stock arrived in good condition.

Mrs. Shore and Miss Moyers are spending a few weeks on their "claim" in New Mexico. Mr. Moyer, their brother will remain Hereford for a time.

Ladies' skirts at a bargain—25 per cent discount for one week. J. G. Callens. 1t

A. W. Gregg informs this office that before another issue of this paper that this section will have an abundance of moisture, and he's a newcomer.

Fresh supply garden seed in bulk at Collup's. 5tf

Our spring line of men's and boys hats and caps are now in. J. B. Stetson in staple and 1910 Novelty Styles. The Hanover \$3.00 Novelties and Mexican hats for hot days. Geo. A. Stambaugh.

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

Mrs. Schrader and sons, Leon and smaller brother, left for Amarillo Wednesday where they will live. Leon is a well known business man in Hereford having followed the boot black business during vacation and after school hours. He will be missed.

We want your trade on a CASH Basis. We can and WILL sell you goods cheaper than credit houses. See locals in this issue. J. G. Callens. 1t

O. E. Thomas wife and children returned Friday from Blooming Grove where they have been visiting friends and relatives. Mr. Thomas spending two weeks as a vacation. They return to Hereford better pleased than ever and are at home again in their elegant place at the head of Main street.

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

Geo. Spencer of Hull, Iowa was here this week. He sold 4 sections of his 6 section ranch; that he bought 3 years ago. His land has doubled in value.

Don't buy shoes and slippers till you see our stock—special inducements offered. J. G. Callens. 1t

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

Dr. G. B. Wolford of Harvard, Nebr., and C. F. Stuck of Spring Lake were business callers at this office Tuesday. Mr. Stuck has leased from Dr. Wolford who owns land in the Spring Lake community. Dr. Wolford says the Spring Lake people are making a good showing and that 25 or 30 new families have moved in this winter.

W. C. Settle, brother-in-law of G. W. Smith, is here on a visit and wants to rent a farm. The Brand office can supply him.

From the Plainsman. J. H. King of Hereford was in Dimmitt Monday.

Geo. Karr of Hereford, was here this week on business.

J. S. Warner, the land man of Hereford was here this week.

L. P. Landrum of Hereford was in Dimmitt this week on a pleasure trip.

J. L. Fuqua of Hereford, was in Dimmitt this week attending to some business.

B. D. Woodlee was in Hereford last Saturday, returning the same evening.

F. H. Oberthier of Hereford passed through Dimmitt Saturday enroute to his ranch south of this place.

Will Hold Mass. Rev. Christain Weigand of Umbarger will hold mass at the Court-house, March 20, at 1 o'clock, and thereafter on each third Sunday of the month. Friends invited.

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

W. L. DOUGLAS
\$3.35 & \$4. SHOES
BOYS SHOES
 \$2.00
 \$2.50



THE LARGEST MAKER AND RETAILER OF MEN'S FINE SHOES IN THE WORLD.
 "SUPERIOR TO OTHER MAKES."
 "I have worn W. L. Douglas shoes for the past six years, and always find they are far superior to all other high grade shoes in style, comfort and durability." W. G. JONES, 119 Howard Ave., Utica, N. Y.
 If I could take you into my large factories at Brockton, Mass., and show you how carefully W. L. Douglas shoes are made, you would realize why they hold their shape, fit better, wear longer, and are of greater value than any other make.
 CAUTION—See that W. L. Douglas name and price is stamped on the bottom. "Take No Substitute." If your dealer cannot fit you with W. L. Douglas shoes, write for Mail Order Catalog. W. L. Douglas, Brockton, Mass.
 FOR SALE BY

D. R. GASS & SON

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

BEGINNING SATURDAY, MARCH 12, 1910

HUBBARD DRY GOODS COMPANY'S

CLOSING SATURDAY, MARCH 26, 1910

Big Knock Out Sale

Beginning Saturday, March 12, Closing Saturday, March 26

Ladies' and Children's Underwear
25 Per Cent Off

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

Ladies' Belts, Combs and Hand Bags

We have a very complete stock in this line, and we have quite a variety to show you in the new Novelties in Belts, Combs, and Hand Bags which we are going to offer you at 75 cents on the dollar.

Ladies' Kimonas

All the latest patterns and Knock Out Prices go in this sale at a discount of 33 1-3 per cent. If you are in need of a Kimona you can't afford to miss this opportunity. So come early and make your selections while the stock is complete.

Embroidery and Laces
50 Per Cent Off

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

Handkerchiefs

We will make it to your interest in this line as our stock is very complete and well bought, we will offer you our regular 5c line in our Knock Out Sale for 3c. 10c Line for 5c. All Others go at the same discount.

Lace Curtains
One-Half Price

We have the most complete line ever in Hereford. The last chance you'll have to get Quality goods like these at a Discount of 50 per cent. We hardly think that there is a lady in the Hereford vicinity that can not afford a pair of Lace Curtains at these prices.

Ribbon! Ribbon!

Now is the opportunity of your lifetime to supply your wants in this department, as we are offering you the entire stock of Ribbon, which is very complete at a discount of Twenty-Five Per Cent.

Gingham

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

15c Quality at 12 1-2c
12 1-2c Quality 10c
10c Quality at 7 1-2c

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

Never in the history of Hereford have you been offered such bargains as we are going to offer you. We think we have a reputation of doing just what we advertise and we are going to raise a specified amount of money, at once, we are going to offer you merchandise at prices that will startle you. We think we have a reputation of doing just what we advertise and we are going to raise a specified amount of money, at once, we are going to offer you merchandise at prices that will startle you. We think we have a reputation of doing just what we advertise and we are going to raise a specified amount of money, at once, we are going to offer you merchandise at prices that will startle you.

Our reputation by giving you more merchandise than you have ever bought before for your money. Our spring goods have arrived and we have got some very pretty things to show you. All new goods are included in this sale and, in fact, everything in the house goes at a discount except O. N. T. Remember this Sale is CASH, and nothing at the sale price will be charged. Below we quote you a few prices to give you an idea how ridiculously low we are going to sell them. Our store will be Friday getting ready for the big KNOCK OUT SALE, and will open promptly at 9 o'clock Saturday morning, March 12th.

Ladies' and Misses Skirts and Dress Goods
TWENTY-FIVE PER CENT DISCOUNT

Our line in this department is very complete. We have just received a shipment of the latest weaves and patterns. Your failure to buy at this Knock Out Sale will be your gain and our loss. All skirts including the latest patterns go at a discount of 25 per cent.

Ladies, here is a chance to buy your new Easter gown at 75c on the dollar. We have a large assortment of Spring Dress Goods, including new spring Silks, light weight Wool goods, Flaxon, Shadow Stripe Linens, Meselines, Moire, London Welt, Poplin and Spring Suitings, and in fact anything you will find in a first-class dress goods department. It will pay you to come early and make your selections as SEVENTY-FIVE CENTS does the work of a DOLLAR here.

Ladies and Childrens Hose

All go at a discount of 20 per cent

Our stock is complete in sizes and weights. Now is the time to supply your needs in this line as we have just received a large shipment of both ladies and childrens Hosiery. All the latest styles and shades. All go in this Knock Out Sale. This is your opportunity to buy Hose at prices never heard of in Hereford heretofore.

Be Sure to Inspect this Line

Men and Boys Overcoats

Our stock is still heavy in this department. In order to move them we offer you any Overcoat in the house, including Hart, Schaffner and Marx, at 50 cents on the dollar.

Regular \$30.00 Overcoat, Knock Out Price	\$15.00
Regular 27.50 Overcoat, Knock Out Price	\$13.75
Regular 25.00 Overcoat, Knock Out Price	\$12.50
Regular 22.50 Overcoat, Knock Out Price	\$11.25
Regular 20.00 Overcoat, Knock Out Price	\$10.00
Regular 15.00 Overcoat, Knock Out Price	\$ 7.50
Regular 10.00 Overcoat, Knock Out Price	\$ 5.00



MEN'S CLOTHING
AT HALF PRICE

We have about 100 Winter Suits left on hand, including Hart, Schaffner & Marx, Daube Cohn & Co., all high grade clothing, that we are going to offer you at 50c on the dollar. These are good values at the regular price, but in order to move them we are going to let them go at half price. These suits are all comparatively new, but rather than to carry them over we are willing to make this sacrifice.

Regular \$30.00 Suits, Knock Out Price	\$15.00
Regular \$27.50 Suits, Knock Out Price	13.75
Regular \$25.00 Suits, Knock Out Price	12.50
Regular \$20.00 Suits, Knock Out Price	10.00

All Winter Suits included at the same discount.

ALL SPRINGER SUITS GO AT 25 PER CENT DISCOUNT

We have a shipment of Hart, Schaffner & Marx Spring and Summer Suits of the latest styles. We will now give you an opportunity to buy your Spring Suits at a discount at the beginning of the season. As it is only a few days until Easter you can not miss this opportunity of clothing yourself, with a high grade Suit at cheap clothing prices.

Regular \$30.00 Suit, Knock Out Price	\$22.50
Regular \$25.00 Suit, Knock Out Price	18.75
Regular \$22.50 Suit, Knock Out Price	\$17.00
Regular \$20.00 Suit, Knock Out Price	15.00

All suits go at the same discount

FREE! The first 10 Ladies to get in Saturday Morning at 9 o'clock will get a 10 Yard Dress each absolutely free. **FREE!** You don't have to buy anything this. The only thing that is required of you is to be the first 10 ladies to get in our store after the doors are open, which promptly at 9 o'clock, Saturday morning.

Bleached & Brown Domestics

We are going to offer you this line at an unheard of price. TWENTY per cent Discount, which enables you to buy for less than its really worth at the Mills. You can't afford to miss this opportunity.

9-4 & 10 1-4 PEPPER PERCENT OFF

This is the last of you will have for some time to buy merchandise at such low prices, that everything in this line has sold in the past few months.

Calico! Calico! Calico!

We are offering you the American brand of which you are aware is the best Calico on the market, and we have not a yard of cheap Calico in the house. The entire lot as long as it lasts goes for, per yard 5c

Boys Suits

All go at 50c on the dollar, including the famous Hercules Brand. We are still very strong in this department and have some very pretty patterns and shades to show you.

Regular \$8.50 Suits, Knock Out Price	\$4.25
Regular \$7.50 Suits, Knock Out Price	3.75
Regular \$6.00 Suits, Knock Out Price	3.00
Regular \$5.00 Suits, Knock Out Price	2.50

We have on hand about 150 Boys Wash Suits which we desire to sell in order to move them we will offer them at half price or 50c on the \$1.00. You can't afford to miss this opportunity as it enables you to buy the ready made suits for just about what the goods would cost you.

Shoes! Shoes!

We are offering you the greatest opportunity to buy shoes at a bargain that you ever had in this city. We are giving you a discount of 25 PER CENT on every thing in this department. Our entire stock of shoes go at these prices, including the famous brands of Dorothy Dodd for ladies, Burt Packard and Hanan & Sons for men and the celebrated Webster School Shoe for children. You will find our line in this department very complete. All of our spring shoes are included. We will quote you a few prices as follows:

Regular \$6.00 Shoes, Knock Out Price	\$4.50
Regular \$5.00 Shoes, Knock Out Price	3.75
Regular \$4.50 Shoes, Knock Out Price	3.38
Regular \$4.00 Shoes, Knock Out Price	3.00
Regular \$3.50 Shoes, Knock Out Price	2.65
Regular \$3.00 Shoes, Knock Out Price	\$2.25
Regular \$2.50 Shoes, Knock Out Price	1.88
Regular \$2.00 Shoes, Knock Out Price	1.50
Regular \$1.50 Shoes, Knock Out Price	1.15
Regular \$1.25 Shoes, Knock Out Price	.95

QUILTS AND COUNTERPANES—In this department we have the best assortment that can be found in the country. We are throwing this line on the market at a discount of 25 PER CENT.

Men's Shirts

Men's Shirts at 25 per cent Discount. Now is the opportunity to buy your shirts, as our stock is very complete and contains some of the latest shades and patterns. We include the famous E. & W. Shirts at 25 per cent Discount.

Regular \$2.00 Knock-Out	\$1.50
Regular 1.50 Knock-Out	\$1.15
Regular 1.25 Knock-Out	98c
Regular 1.00 Knock-Out	78c
Regular 75c Knock-Out	60c
Regular 50c Knock-Out	38c

Men's Pants

Men's Pants 25 per cent off. We have the largest stock of high grade pants ever shown in Hereford, including Hart, Schaffner & Marx, Pennant and Curlee. All of which are as good as can be made for the money. All go at 25 per cent discount and the prices are as follows:

Regular \$6.50 Pants, at	\$4.88
Regular 6.00 Pants, at	\$4.50
Regular 5.00 Pants, at	\$3.75
Regular 4.50 Pants, at	\$3.35
Regular 4.00 Pants, at	\$3.00
Regular 3.50 Pants, at	\$2.65
Regular 3.00 Pants, at	\$2.25
Regular 2.50 Pants, at	\$1.90
Regular 2.00 Pants, at	\$1.50

Men's Underwear

In this department we are strong, having a very complete line. This is your opportunity to buy your Spring and Summer Underwear below wholesale cost. Every thing in Underwear goes at TWENTY PER CENT DISCOUNT

Do You Wear Sox?

Men's Sox—We have the finest assortment of Men's Sox that can be found in the city to select from. We are using the knife without discretion. If you don't buy it because you don't wear sox.

Men and Boy's Belts and Suspenders

We have just received the largest assortment of Belts and Suspenders ever shown in Hereford. We are offering the entire stock including the latest Novelties in Belts at a discount of 20 per cent.

Men's Hats and Caps
33 1-3 Per Cent

We are offering you a great reduction on Men's Hats and Caps. All the new spring styles and shades are included in this Sale. We carry the John B. Stetson and famous \$3.00 Star and Kingsberry brands in stiff and soft shapes. We are offering the entire stock at 33 1-3 per cent discount.

Regular \$6.00 Hats at	\$4.00
Regular 5.00 Hats at	\$3.35
Regular 4.00 Hats at	\$2.50
Regular 3.00 Hats at	\$2.00

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

TRUNKS AND GRIPS—We have the latest things in this line, all sizes and prices. Everything goes at a discount of 25 per cent.

The Store Ahead

Hubbard Dry Goods Co., Hereford, Texas

The Store Ahead

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

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THE 'HEREFORD' BRAND

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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.

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

The Ciphers Count.

Kirkland Enterprise; A friend asks us to multiply \$5 by \$5. We do so and announce the result of \$25. Now multiply 500 cents by 500 cents give the answer in cents pure and simple, not as fractional parts of a dollar. We do so and are surprised to see the figures climb up to 250,000 cents, which is \$2,500. As \$5 and 500 cents are equivalent, the result is puzzling. It cannot be argued that decimal marks should be used. A cent, as such, is as distinct a unit as a dollar, and as the result is to be announced in cents, the decimal cannot be pleaded in extenuation of the rather surprising result. But there is clearly something wrong. Can any reader explain it?

Fort Worth Record: It is very easy of explanation. When you

have \$5 and multiply it by five you have in real money. When you accumulate 500 pennies and multiply them by 500 you have \$2,500 worth of subsidiary coinage. The reason it is so much better to have 500 times 500 cents than 5 times 5 dollars is the same as because one is more fortunate in having a lot of money than a little.

The friend who asked you to multiply \$5 by \$5 is just about as foolish in this question as some methods often used in school. For instance 3 ft. multiplied by 3 ft. equals 9 sq. ft. If this be true, then \$5 by \$5 equals \$25 square dollars. And so ad absurdum.

How old is Ann now?

HEREFORD needs capital to help her develop her natural resources.

THIS is no time to call men grafters and skimmers. What Hereford needs is a square deal from every source.

YOU can't expect to build up your own business on the ruins of your competitor—ashes make a poor foundation.

WHEN a man begins to think that a business can't run without him, the business then begins to make arrangements to get along without his services. So also with a town.

If you can't get the other fellow to go your way, go his way to the end of the road; then he will be willing to go your way for a time—perhaps.

WITH a good prospect for the wheat, a home enterprise building a railroad, a few farms put under irrigation, a \$100,000 courthouse in course of erection, a \$25,000 school building going up, a general revival of business, Hereford will be all the talk and the in eyes of the business world this spring.

The Salvation Army has done so much good throughout the world that volumes have been written concerning it. It has become a recognized fact that more good has come from the Salvation Army than from any other one religious organization. Down into the slums of our great cities, marching to the time of the tambourine and drum, this body of noble men and women have rescued many a perishing soul. Some criticism has been made in regard to the Great Salvation Army Scene, which is introduced in the third act of the "OLD CLOTHES MAN" to be presented at the Hereford Opera House on Tuesday, March 15 stating that it must be sacrilegious. However, after witnessing the play one time a noted clergyman said, "The services were conducted in such a manner and handled so carefully that the most severe critic could not condemn it." Any one condemning the Salvation Army Scene as given in the Gilson & Bradfield production of "THE OLD CLOTHES MAN" would either be very narrow or else they would have never witnessed a performance.

Your money back if you don't like "THE OLD CLOTHES MAN," at the Opera House next Tuesday night.

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

Presbyterian Junior Endeavor.

Topic for March 13—Truthfulness.

Leader—Jim Lipscomb.
Scripture and prayer.
Song.
Different ways of lying.
Song.
What the Bible says about lying, about thurtfulness.

Recitation—Elizabeth Evdretts.
Tell the story of some Bible lies.
Roll Call.

G. W. Smith in new place at corner Main & 3rd.

INFORMATION ABOUT PLANTS

This season there will be plenty of Potato, Cabbage, Tomato and pepper plants raised in Hereford to entirely satisfy the demand. My potato beds are one block north of city Meat Market, and the Cabbage, Tomato and Pepper beds are in South Hereford at the residence of A. L. Skeen. You may prepare your ground with the assurance that there will be plenty of the best quality of plants to be had at a just price. I will furnish the famous PUDDLED PLANTS again this year. Let me furnish your garden seed.

WALTER NELSON

Corner Main Street and Railroad Avenue

SHOWING OF SPRING MILLINERY

WEDNESDAY, MARCH 16

The creations in Spring and Summer Millinery that I will have on display on the above date will be a source of joy and appreciation to every lady in Hereford and vicinity.

I most sincerely ask and invite you to be present as the styles and values I am offering this season are the best that has ever been your opportunity to select from.

MRS. T. N. HEIFNER

WITH HUBBARD DRY GOODS CO.

Annual Election.

Notice is hereby given that the annual meeting of the members of the Hereford Benefit Association will be held at the office of its secretary, J. H. King, in Hereford, Texas, Friday March 25th, 1910 for the election of directors for the term of One Year; and for the transaction of such other business as may properly come before the meeting.
L. A. Stroud, President.
J. H. King, Secretary.

A bargain in my two-story brick if sold at once. J. M. Bogard.

New Firm.

C. A. Butler and W. W. Griffin have formed a partnership to engage in carriage and house painting business. Their shop is located in the old Christian church building.

Ja's. Teyro of Minnesota was here this week taking a look for the first time at a half section of land which he owns. He went out by private auto 30 miles from Hereford in the Kelso district where his land is located. He likes the looks of the Hereford country and when he quits railroading, he now being roadmaster on the Minnesota and St. Louis, he will "farm it" for a while. While here he made a pleasant call at this office just to see where the Brand was printed. He has been on the list for two years or more.

Hot Beds.

Walter Nelson has constructed two immense hot beds 12 by 50 feet on a vacant lot near Main Street and will have plants for sale in season.

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

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.

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

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 Courthouse **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.

SHERK & STANEK

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

Bargain Number Two

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

Letter of Appreciation.

The ladies of Circle No. 5 of the Aid Society of the Christian Church have forwarded a letter to R. H. Stockton, of St. Louis, President of the Great Majestic Stove and Range Company in which they express their high appreciation of his liberal donation in placing a handsome Great Majestic in the kitchen of their new church. Their local representative the Warren Hardware Co., also have the thanks of the ladies of the Circle in their unstinted liberality. The stove was installed just previous to the Commercial Club's Annual Banquet at which two hundred and twenty five covers were laid and all the ladies of the entire church were profuse in their praise of the splendid equipment in the church kitchen. The equipment consists of one Great Majestic Range with hot water pressure tank holding 40 gallons, sink and cold water connections with the city water works.

In New Place.

G. W. Smith says tells them that I have moved into the McMinn building on the corner of Main and 3rd and that I have a full line of racket goods bought from Mr. Orr, all of which I am selling at low prices, rock bottom, with the bottom out. The other goods are also for sale at attractive prices. 1t

10870

A \$100 Typewriter for 17 Cents a Day!

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

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

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

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

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

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

The demand comes from people of all classes, all ages, all occupations. The majority of inquiries has come from people of known financial standing who were attracted by the novelty of the proposition. An impressive demonstration of the immense popularity of the Oliver Typewriter.

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

A Quarter of a Million People are Making Money With

The **OLIVER** Typewriter

The Standard Visible Writer

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

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

"An Oliver Typewriter in Every Home!"

That 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
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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.

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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.

FEED WHOLESALE ONLY. Quick Shipments. Cotton Seed Meal, Cake, Hulls. Grain, Chops, Bran.
Room 9, Chamber Building
A. S. TAYLOR, Broker Amarillo, Texas

NEIGHBORHOOD NEWS

Letters Written by Staff Correspondents
of THE BRAND

Echoes From Parrott.

Such lamb like weather this week! It is enough to take one's mind off the lion that tradition has promised us. Anyway we can't help being happy while the sun shines so gloriously and the birds sing so splendidly.

We had such a fine Sunday school last Sunday. We are delighted with the work that was done and the number out.

Mr. Jennings, wife and daughter, Ethel, Miss Holzer, Mr. and Mrs. B. F. Neeley, Ned and Charlton took Sunday dinner with A. P. Helprey and wife.

We were glad that Mrs. Jennings, who has been indisposed was able to be with us at Sunday School.

Miss Alva Metcalf went home with Miss Mable Hacker from Sunday school and stayed all night.

Mesdames Dukes and Neeley, and Misses Grant and Bell helped Miss Fannie Neely with her quilt Wednesday.

Mrs. John Guthrie went to Dimmitt Saturday.

Mrs. Beech and daughter called at the Grant home last week.

Mr. and Mrs. I. D. Grant went to Dimmitt Sunday.

Miss Irene Holzer spent Friday and Saturday in Hereford.

Our men folks went to Hereford Monday to move out three carloads of worldly goods for Mr. E. A. Shepherd and two sons, from Franklin county, Nebraska. It means three new homes in our country and good farming thereby.

JACK AND GILL.

Spring Lake Warble.

Mr. McNair and family spent Saturday night with Mr. Reddington and wife.

Orval Axtell went to Hereford with a load of Millet seed this week.

Our new merchant has his store house enlarged and a full stock of drygoods, shoes, hardware and groceries and is doing a rushing business and unless the Hereford grocery men and merchants sell cheaper than heretofore they will lose some very valuable customers as Mr. and Mrs. Clevenger are certainly people who will win.

Messrs. Head and Thomas hauled baled straw to Hereford this week.

Mr. Ryan, one of Geo. G. Wright's agents was in this community. Can't say whether he met with a very cordial welcome or not.

Mrs. Redding and little son, Edwin spent Friday with Mrs. Phipps.

This vicinity is about to blood-heat over the prospects of a new railroad through Springlake and we trust it is not all talk. There has already been enough gas on the subject to run a railroad all over Texas and may we in the near future know and speak of it as a reality.

Mr. Rouse and wife and Mrs. Orval Axtell spent the day Wednesday with Mrs. Gilbert and report a splendid time.

Mr. and Mrs. Ott went to Dimmitt Tuesday trading.

The party at Mr. Jergensen's Thursday night was well attended.

Mrs. Joe Thomas was able to spend the day Friday with Mrs. Geist, Mrs. Thomas has been quite poorly the past week.

This neighborhood was well represented in Hereford this week. Reddington, Phipps, Head, Thomas, Axtell's, Strewé, and Mahr all being there.

ANGIE.

Spring Lake No. 1.

T. N. Devening visited the school Thursday.

M. E. Clevenger went to Plainview this week for new goods for his store.

H. M. Packard was over in Olton neighborhood Tuesday repairing a gas engine.

Mr. and Mrs. Fisher of Olton took dinner with J. Jurgensen and family Sunday.

Miss Mildred Gilbert had the misfortune to be thrown from her horse while in Spring Lake Thursday. She was able to be at her post in the school room Friday.

Mrs. Head and daughter Ruth John Gehres and Roy Rose visited the Rouse school.

W. Gilbert was in Plainview Tuesday and Wednesday for groceries for M. E. Clevenger.

The cemetery association met Wednesday afternoon.

A number of the Olton men came over to fight fire Saturday.

T. N. Devening and family were visiting with the Gerhes family Tuesday.

The young people enjoyed a merry time at the Jurgensen home Thursday night.

Our cottage prayer meetings are progressing fine.

A part of Spring Lake Tract was visited by a prairie fire Saturday. Messrs Brown and Packard were the only ones in the way of the head fire. Mr. Packard used his gas engine and had a good fire guard plowed by the time it reached him and was able to put it out. Mr. Brown being away from home, the fire got a good start before he could get a chance to fight it, and lost all his stacked feed, but by heroic work was able to save his grain in the crib.

ANGIE'S BEAU.

North Union Items

There was a good attendance at the Berve school house Sunday to hear Rev. Story preach. Everyone present was highly pleased with the sermon.

Mrs. Everett Brubaker's sister of Oklahoma is visiting at the Brubaker home this week, and also a cousin from Missouri.

Mrs. W. C. Russell and Mrs. Dorian Brubaker have set their incubator going, to have early chickens we suppose. While Mrs. Ed Short has one poor old hen sitting.

Ben Hodges and wife, and little son went to Hereford Saturday shopping.

Henry Daily and wife visited at the home of Ed Short Sunday afternoon.

Tod Short and Harvey Berve visited their parents Sunday.

Ed Short visited his sons Tuesday who are batching on the H. H. Hawkins ranch.

Dorian Brubaker, J. W. Miller and W. C. Russell have their hot beds ready to sow.

We are glad once more to see spring making its appearance after the long winter, and the green grass has begun to spring up telling us that spring is almost here. The wheat is showing up pretty, and hope All Wise Providence will give us a good crop of wheat this year, also other crops.

We don't seem to hear anymore about the Union Church we were talking of building. Now that summer will soon be here and a good prospect for a bountiful crop it is a good time to think this matter over again and put the thoughts in action.

THE FIRST STATE BANK

S. B. EDWARDS, President

OTHO H. VARDEMAN, Cashier

J. THOS. WEBB, Asst. Cashier

W. E. BEACH,
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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

I know we can have a country church as well as our sister counties and the people in this vicinity are well able to do, but just need a little hustling up and why not get to work and build the church so that when the preacher comes to preach for us we can give everyone a comfortable seat so that all can enjoy the sermons that are so needed and appreciated in this community.

KENTUCKY.



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

The Secret of Youth

Do you ever wonder how you can remain young, or why other women older than you, look younger than you do? The secret can be put in a few words: "Preserve your health, and you will preserve your youth." By "health" we mean not alone physical health, but nerve health, as, sometimes, magnificently strong-looking women are nervous wrecks. But whether you are weak physically or nervously, you need a tonic, and the best tonic for you is Cardui. It builds strength for the physical and nervous systems. It helps put flesh on your bones and vitality into your nerves.

Take CARDUI

The Woman's Tonic

"My mother," writes Mrs. Z. L. Adcock, of Smithville, Tenn., "is 44 years old and is passing through the change of life. She was irregular and bloated and suffered terribly. My father stepped over to the store and got her a bottle of Cardui, which she took according to directions and now she is up, able to do her housework and says she feels like a new woman." Try Cardui in your own case.

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

Your Meat and Baking Together

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

Burnam & Dobbins

Tierra Blanco Herefords

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

Registered Hereford Cattle

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

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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Abstracts of Castro and Bailey Counties. Your business solicited.
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We Can Do It.

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

SEEDS

Irish Potatoes, Sweet Potatoes, Onion Sets, All kinds of Garden and Field Seeds. Mail Orders receive prompt attention. Send for catalog

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 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

FOR RENT—HOUSES
FOR RENT—Good farm and ranch for rent 3 1-2 miles from Dimmitt W. D. Woodlee, Dimmitt, Texas. 5t2p

ROOMS—Furnished rooms for rent. See I. H. Spratt at Hubbard's Dry Goods Store. 4t2p

FOR RENT—Furnished house close in to rent for 12 months. O. K. Land Company. 4t2

FOR RENT—Office recently occupied by Suggs and Jones, just east of post office. Apply to W. H. Ray. 4-t2p

FOR RENT—20 acres just northwest of city limits, 15 acres in cultivation, well improved, orchard, windmill, sheds, good six room house, etc. Inquire at J. A. Johnson's Grocery Store. 4tf

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

MISCELLANEOUS WANTS

PLOWING.—I will take contracts to plow sod with steam plow outfit. L. Sawyer, 20 miles N. 4t4p

FOR SALE—320 acres, W 1/2 Sec. Block 8. L. Platt, Manchester, Iowa. 4t2

HOUSE—and lot for sale at \$1,700 cash. See Mrs. J. E. Givens. 2t5p

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

TEAMS—Good work mules for sale on time to suit buyer. See G. R. Ward. South Hereford. 3 tf

SEED—for sale, maize and kaffir corn in 100 pound lots. Chamberlain & Co., Clarendon, Tex. 5t3

PASTURE—Will pasture stock, horses or cattle. Plenty of grass and water and have good fence. C. F. Kellner, Summerfield, Texas. 5t3p

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

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

WANTED—Your shoe repairing at Norton's Harness Shop. 36tf

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

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

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

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

EGGS—Thoroughbred Rhode Island Red, single comb, \$1.00 per setting. Phone 342. 4-4tp

REAL ESTATE FOR SALE
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

LIVE STOCK FOR SALE
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—3000 acres in tracts of 160, 320, and 640 acres. All good agricultural land located principally in Deaf Smith Co. near Hereford the county seat. Shallow water. Most tracts are improved. Would sell one or all. Small cash payment and good terms on balance. Write or come to see us. J. H. Bowers & Bro. Hereford, Tex. 5t2

FOR SALE—Twenty-five head high grade Jersey cows. Ten springers, fifteen fresh. All good ones. Will sell all or part for cash or approved security. Robert Elliott, Hereford, Texas

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

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

FOR SALE—All of block 90, 91, 92, 99, 100, 101, 102, 103, 104, 106 and 107, in Friona, Texas. Price, \$1450. G. S. DeMots, Hull, Iowa. 2-4tp

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.

City Barber Shop

THE PLACE TO GET YOUR TONSORIAL WORK DONE SATISFACTORILY

Big New Bath Tubs Just Put In
Beene & Bennett, Props.

500

MORE FARMERS IN 1910

500

THE BRAND wants to see 500 land owners open 500 new farms this year. If you own land around Hereford it will pay you to put it in cultivation. The expense will be small compared with the benefits. Read the following carefully :: ::

WHAT WILL IT COST

A careful estimate has been made for a quarter section, where the entire tract must be fenced:

1800 lbs Galvanized Barbed Wire, 3 strands	\$64.80
230 Cedar Posts, 45 ft. apart	34.50
5 Large corner and gate posts	3.00
10 Anchor posts	3.00
12 lbs Staples and Nails	.60
22 lbs Heavy Smooth Wire for Anchors	1.40
2 Braces for Wire Gate	.70
Expense of locating corners	12.50
Turning 120 acres of sod at \$1.25 per acre	150.00
Total	\$270.00

WHAT THE LAND OWNER GAINS

His quarter section will be enhanced in value not less than \$500; it will have an earning power, which it now lacks; it will sell much more readily even without the house, it will encourage actual settlers.

WHAT THE RENTER WILL DO

Under this proposition the renter must haul out all material and build the fence.

He must break out 120 acres of sod and plant same.

All of the crop for the first year will belong to the renter. The second year he will be entitled to the refusal of the land to rent upon the usual terms.

BUILDING A HOUSE

The cost of house depends upon the size and finish. A good and substantial 4-room house can be built for \$500 to \$800. Smaller or larger houses in proportion. A well without a mill will cost about 50c per foot down to 100 feet deep. A barn suitable for horses and cows can be cheaply built.

The Brand wants to hear from 100 more land owners as soon as they read this. Since beginning this campaign for 500 farms, several have accepted the above proposition. One man in Indiana who owns a half section 10 miles south of Hereford contracted for 160 acres; one from Central Texas who owns 480 acres 7 miles northwest, will have 400 acres put under cultivation; and one all the way from West Virginia who owns a quarter section six miles out has instructed that the entire tract be planted. Let others fall in line.

ADDRESS
SEC. of COMMERCIAL CLUB
HEREFORD, TEXAS

ADDRESS
THE HEREFORD BRAND
HEREFORD, TEXAS