

The Hereford Brand

Vol. 9

HEREFORD, TEXAS, NOVEMBER 5, 1909

No. 39

SUGAR BEETS GROW IN THE PANHANDLE

EXPERIMENTS IN DALLAM AND HARTLEY COUNTIES PROVE ENCOURAGING AS SHOWN BY FAIR EXHIBIT.

WILL IRRIGATE NEXT YEAR

If That System is Found Satisfactory, Plans for Extensive Cultivation Will Be Made.

An interesting feature of the exhibits in the Agricultural Hall at the Fair Grounds is the exhibition of sugar beets grown in Dallam and Hartley Counties, this being the second year the farmers of those counties have experimented with the sugar beet for the purpose of determining, first, whether the soil of the upper Panhandle was suitable to the sugar beet and whether the plant would thrive at all in that sandy loam; second, whether it could be produced in sufficient volume to be profitable.

Last year was the first year the sugar beet was ever planted in either of the counties named, after the Commercial Club at Dalhart had succeeded in establishing an experiment farm there, to get which cost the club \$4,000. Under the impetus of the Government's supervision, a few farmers were induced to put in a number of small plants, and it was shown that the beet would grow there and do well.

Subsequent tests of the beets by the Agricultural Department at Washington showed that they yielded a saccharine content of a little more than 19 per cent, the highest so far known having been about 25 per cent saccharine matter.

The experiment was continued this year on a much larger scale, fifteen farmers have been induced to put in a quarter-acre plot, and these plots have yielded a uniform amount, a little more than two tons to the plot, equaling slightly better than eight tons to the acre.

The average yield per acre under irrigation in Colorado is fifteen tons, which yield is very profitable to the grower, while eight tons to the acre will yield a reasonable profit.

IRRIGATION NEXT YEAR.

Next year the Dalhart farmers will try the sugar beet under irrigation, and if it be demonstrated that the yield results in anything like the Colorado proportion, the production of the sugar beet will be undertaken on a much larger scale and the result will be the organization of a local stock company to combine with larger capital in the establishment and operation of a modern sugar beet factory. Already the Dalhart Commercial Club has been in correspondence with Colorado persons engaged in the manufacture of beet sugar, and these people have assured the Commercial Club that as soon as it has been demonstrated beyond a doubt that the sugar beet can be grown profitably in those counties of the upper Panhandle, that a sufficient number of farmers will engage in their production, it will insure the establishment of this industry with but little outlay of capital on the part of the Dalhart people. Such a plant would involve the expenditure of \$100,000 or \$150,000 as such factories are expensive.

As a forerunner to the irrigation of the sugar beet, to establish its yield in Dallam and Hartley Counties, a representative of the Dalhart Commercial Club is at the Fair studying the various types, of irrigation pumps exhibited by Dallas houses, with the object in view of ascertaining the most economical, the most effective types. This has been decided upon since it has become definitely known that underlying that whole region is an inexhaustible supply of purest water, reached at varying depths from 40 to 300 feet, though the average is about 200 feet from the surface of the plains.

Geologist at Washington who have

tested the water supply of the upper Panhandle have said that it is a vein stream or reservoir of an average depth of forty feet, it being derived from the eternal snows of the Rocky Mountains, descending upon the plains in the form of precipitation through the growing months and percolating through the growing shale and gravel subsoil which when the snows melt in summer, thus giving an unending and absolutely inexhaustible supply, reached at such a depth as to make it available for irrigation purposes, if necessary.

"With its characteristic Western vim," said C. F. Drake of Dalhart, "the Dalhart Commercial Club, every member of which is a builder, has taken hold of this project to push it to its final and conclusive analysis, and there is no doubt they will bring forth telling results once the fact is established that sugar beets are profitably grown under irrigation methods."—Dallas News.

Spring Lake Items.

(Delayed from last week)

Mr. Fred Ott's family took dinner with J. I. Phipps Sunday. They had a large goose for dinner, killed on Mr. Phipp's lagoon.

The pastor of Spring Lake church filled his regular appointment Sunday. A large crowd was in attendance.

Iren Ratliff, brother of Mrs. J. I. Phipps is visiting her this week.

at Hereford. He expects to live on duck this winter.

Mr. Kenneth Duncan who is here settling up his brother's business will leave for his home the first of the week.

Mrs. J. I. Phipps visited at Miss Mamie Axtell's last week.

Your correspondent talked with Mr. Dwyte Axtell in regard to his crop. He says his crop is far beyond his expectations, and this being the dryest year in sixteen. We new comers surely have great things to look forward to in 1910. Mr. Axtell's farm is 4 miles north of Spring Lake.

ANGIE.

FOURTEEN PRIZES THE FINAL COUNT

DEAF SMITH REPRESENTATIVE, J. B. ELLISTON, COMES HOME BEARING THE TROPHIES OF THE GREATEST SHOW ON EARTH

HEREFORD BEST ADVERTISED

So Says Everybody Who Attended from the Panhandle—Bushels of Literature Distributed—You'll Like Hereford Everywhere.

J. B. Elliston one of the caretak-

Kellow, one mile north of Hereford. SECOND PREMIUMS: NINE RED RIBBONS.

On Nicaragua Wheat, won by W. C. Russell, raised ten miles north of Hereford.

On Cauliflower, won by J. H. Pitman, raised in Hereford.

On Cabbage, won by J. D. Thompson, raised in West Hereford. This cabbage weighed 20 pounds. The prize winner must have been a dandy.

On Rocky Mountain Cantaloupes, won by T. E. Shirley, raised in North Hereford.

On Tomatoes, won by Mrs. J. B. Elliston, raised in East Hereford.

On Pikes Peak Squash, won by Vern Witherspoon, raised in West Hereford.

On Variety of Tomatoes, won by A. P. Murchison, raised in West Hereford.

On Summer Squash, won by W. H. Rayzor, raised in South Hereford.

On Pie Melon, won by L. P. Landrum, raised in East Hereford.

FOURTH PREMIUM: PINK RIBBON.

Prize on collection of garden and farm products to the North Plains Association, composed of Deaf Smith, Potter, Dallam, Hartley, Armstrong, and Wheeler counties.

This makes only fourteen premiums for Deaf Smith county, four first and nine second premiums. Not a bad winning at all. It will be remembered that Hereford went to

DEAF SMITH COUNTY FULLY RECOGNIZED

DALLAS NEWS GIVES HERO COUNTY DOUBLE HEAD DISPLAY WRITE-UP ON HER FAIR EXHIBIT.

MENTION HEREFORD PROGRESS

Following is the Complimentary Article as it Appeared in The News.

Deaf Smith Displays Samples of Products.

Fine Exhibit Brought to Dallas From Plains Country.

"You'll Like Hereford," is Title of Advertising Literature Distributed by Those in Charge.

One of the exhibits from the great Plains Country of Northwest Texas, is that from Hereford, Deaf Smith County. This display, like all those coming from the Plains and Panhandle country, has a varied and abundant assortment of garden and field products, such as wheat, oats, Kaffir corn, Indian corn, milo maize, pumpkins, watermelons, cabbage, fruit, potatoes, beans, peas, and other vegetables. J. M. Boone and J. B. Elliston of Hereford are in charge of the exhibit.

Four first premiums and nine second premiums were carried off by Deaf Smith County in the awarding of prizes in the agricultural department. The first premiums were: Garden beet, grown by J. H. Bond; kershaw, grown by J. H. Bond; sugar beet, grown by T. B. Kellow; turkey-red winter wheat, grown by A. W. Gregg. The second premiums were: Cauliflower, grown by J. H. Pitman; cantaloupe, grown by T. E. Shirley; cabbage, grown by J. D. Thompson; tomatoes, grown by J. B. Elliston; spring wheat, grown by W. C. Russell.

"You'll Like Hereford" is the title to some advertising literature that Messrs. Boone and Elliston are distributing. Among other things recited in the little folder is that Hereford is but ten years old, has 4,500 people, ten miles of cement sidewalks, a live commercial club, a \$125,000 court house voted, electric lights, sewerage, waterworks, and the like.

Buckners Orphan Home.

The women of the Baptist Aid Society will celebrate their Dollar Roll, Friday, Nov. 12, at 8 P. M., at the Baptist church with the following program:

Song—Congregation.
Music—Mrs. Ochiltree.
Reading—Mrs. Jarrott.
Violin Solo—Ruth Wilson.
Male Quartette.
Recitation—Bessie Snyder.
Vocal Solo—Mr. Powellson.
Music—Miss Milam.
Quartette of womens voices.
Reading—Mrs. Jarrott.
Ladies of Aid Society—Telling in rhyme how they made the dollars.
Free-will offering—Congregation.
Song—Congregation.

The proceeds of Dollar Roll and free-will offering are for the benefit of Buckner's Orphan Home.

Attention W. O. W.

All members of Woodmen of the World will please be present at hall Next Saturday night, November 6th, 1909, at 7:30 p. m. We have two candidates, Sov. A. J. Olson and J. A. King, who are anxious to receive adoption into our forest. We earnestly request all members to be present at this meeting as this is also the time for electing delegates to the convention which is held in San Antonio, Texas, Nov. 24-25. Don't forget to come.

C. L. SULLIVAN, Clerk.



Some Panhandle Thoroughbreds

He has been visiting in California and several of the western states the past month, and came on his way here. His father will also return home with him.

The death angel has visited our community and taken from us Mr. Charles Carlin. He was 36 years old and had been married but 16 months. Mr. and Mrs. Carlin came to Spring Lake as bride and groom. He died October 23. Both he and his wife were down for 4 weeks with fever, one was taken, the other left. Mrs. Carlin had only been up a few days when her husband died. She and the little babe followed their loved one to St. Paul, Iowa, for burial. May she look to the blessed Lord for strength to bear this bereavement and say: "Thy will be done."

Miss Etta Ott spent Saturday and Sunday at home.

Mr. and Mrs. Geist took supper at Mrs. J. I. Phipps Sunday night.

Mrs. Bernice Axtell will leave this week to join her husband in Amarillo. Little Robert will stay until Christmas with his aunt Mamie and Uncle Dwyte Axtell.

Grandpa Axtell was poorly several days this week.

Mr. Shifflet who is building a home for Mr. Ott is making rapid progress.

Dong Harwell bought a new gun

ers of the Deaf Smith county exhibit at the Greatest Show on Earth returned this week with fourteen trophies of the campaign. J. M. Boone who was also with the exhibit but has gone on a visit to East Texas. These men distributed bushels of literature at the Fair and everybody that was at the Fair knew that Hereford was on the map.

The following corrected list of prize winners will show what the judges thought of the exhibit. Fourteen ribbons in the secretary's office of the Commercial Club to whom much of this good work is due will evidence the facts set out in this and all other articles which have appeared in The Brand that Hereford and Deaf Smith county is a good part of this old mundane sphere and a splendid place to live.

FIRST PREMIUMS: FOUR BLUE RIBBONS.

For best variety of wheat, sweepstakes prize, won by A. W. Gregg on Texas Turkey Red Winter Wheat raised three miles east from Hereford. This wheat tested 65 pounds to the bushel, the berry was clear, uniform and hard. The crop was raised on first year land.

For the best Kershaw, won by J. H. Bond, raised in Hereford.

For the best Garden Beets, won by J. H. Bond, raised in Hereford.

For the best Sugar Beets T. B.

the Fair in 1907 with a small exhibit and took a number of premiums. This seemed to wake up the other counties and so in 1908, the Panhandle was well represented, and as a result took nearly everything in sight in the way of blue and red ribbons at the big Fair. This brought out some twenty counties from central north and east Texas at the Fair this year. A careful examination of the records will tell an engaging story about how the Panhandle counties again carried off many of the honors. And this must not be forgotten: All the judges were from that section of the state, two being from Cook county to which a long list of blue ribbons were attached. This not saying that the judges were unfair in their decisions, but when these same judges were unacquainted by a number of the products of the Plains, it appears to the outsider that they should have posted themselves before going into the judging business. As an example. None of the judges knew what to call that exclusive Panhandle product, speltz. And as further evidence, that the officials of the Fair did not have many of the products listed. But it's all over now, and the Panhandle and the Plains come home home from the "Greatest Show on Earth" shouting and waving their flags of victory.



HOW ABOUT IT?

FEDERATED CLUBS TO MEET HERE

Hereford Club to Entertain Clubs of the Plains—Delegates From all Towns to be Present.

Next Tuesday promises to be a busy day for members of the Commercial Club. In addition to being the regular monthly meeting day of the Club, the quarterly convention of the Federation of Commercial Clubs and Newspaper men of the Plains meets at the opera house, the guest of the Commercial Club.

The Federation is composed of about fifteen counties in this section, and the object of the association is to boost the Plains country all the time, and do it as a body as well as intelligently. Every two months a Field Secretary is elected, who compiles data and statistics regarding the various counties, members of the Federation, and furnishes same to the country newspapers in the district, the dailies all over the country, the advertising department of the Santa Fe Railroad at Chicago, and to anybody else who will print it.

The program for the day, as outlined by the Club, is as follows:

2 p. m. Opening of the convention by President A. W. Callahan of Tulsa; Address of Welcome, Judge W. M. Knight, Hereford; Response, Julian Bassett, Crosbyton.

2:30 p. m. Reports of officers, election of Field Secretary, etc.

3:00 p. m. Quizzing Box. A question from every man present.

5:00 p. m. Auto ride for visitors to Sulphur Park Farm and other places of interest.

7:30 p. m. Address on Commercial Club work (by speaker to be selected) Adjournment.

An earnest effort is being made to secure a speaker of reputation for the address Tuesday evening, but definite information as to just who the man will be has not yet been given out. Commercial Secretaries and newspaper men from all over this section are expected. The meetings will be held in the Opera House, and every member of the Club, every citizen of Hereford and all visitors from the country and elsewhere are cordially invited to be present and to assist in making the affair a success.

District Court in Session.

Beginning this week, with Judge Hill on the bench, the District Court for Deaf Smith County has been grinding away. A number of important cases have been called.

In the suit of Miller and Jefferson vs The Southwestern Engineering and Construction Co., judgment was rendered in favor of the plaintiffs.

Young Girl Dies.

The schoolmates and friends of Miss Velma Patton paid her body the last respectful rites at her burial to-day at 5 o'clock in the city cemetery. Tokens of love and high esteem were given in profusion by her many friends. She had been sick but a few days and died at 12.55 p. m. Thursday, November 4, 1909.

Miss Velma was the daughter of Mrs. N. M. Patton and was just past her 16th birthday. She was a pupil in the High School and an honored member of the 9th grade, a consistent christian and a member of the Methodist Church. She leaves a heartbroken mother and other members of her family. She was loved by all who knew her for her amiable traits and congenial young womanhood. The Brand extends for the many friends their deep-felt sympathy.

Depot at Black Burns

The Union Depot at Black was partially destroyed by fire Wednesday night. The telegraph office and Harvey House department was consumed. The railroad will rebuild it once and everything put in order by the first of next week, possibly another out-of-commission box car moved over there.

Young People Marry.

Mr. Clyde Roberson, son of Jesse Roberson of Summerfield, and Miss Ethel Laughlin were married Tuesday at 7:30 p. m. at the brides home in Summerfield. After the ceremony a nice supper was served to those present, about seventy-five guests. T. W. Roberson grandfather of the groom, Mr. Billingsly, of Fræwell, uncle of the bride, and other relatives and friends of the neighborhood were among the guests present. These young people will live on a farm near Summerfield.

Hotel Changes.

The Northern Hotel until Monday of this week under the management of C. E. Howard has been leased to T. G. Nance formerly of the Iowa Hotel. It is not known what Mr. Howard will engage in.

The editor heard a man say the other day that if all liars were put in jail that they would have to board themselves—bad on the editors.

New Business.

Enna & Company of Texico have opened a fruit and vegetable store in the Rayzor building on Main St. They will handle all kinds of storage and fresh vegetables, cigars, candy and fruits. This is a new venture for Hereford.

The hatchet "cut" in Black's ad of last week was "made in Hereford." The drawing was done by the Brand's artist and the cut made under his direction.

Set your neighbor a good example by cleaning the streets and gutters in front of your premises.

CIRCULATION CAMPAIGN

Change Made in Position of Contestants—Miss Beach takes Lead

Friends of Miss Beach takes her from 5th place and put her at the head of the class with 5930 votes. There is a general spelling down in the class and new positions assumed by nearly every one.

A new candidate, the first one from Castro enters the race. This is Miss Jennie Carter of Dimmitt and she starts off with 400 votes. Two or three others would make the race more attractive and worth something to win.

- Miss Ida Beach 5930
- Miss Jewel Buster..... 5100
- Miss Susie Lackey..... 2500
- Miss Mary Williams..... 2000
- Miss Jessie Sisk..... 1550
- Miss Dimple Gass..... 1500
- Miss Una Norton..... 1500
- Miss Jennie Carter, Dimmitt..... 400

Whatever your property may need be sure that you don't neglect any paint-need.

Good paint is the best insurance against the depreciation of decay which property can have. And the weather-wear of winter and early spring is something you ought to protect against.

Devoe Lead-and-Zinc Paint is the thing; for all outside and inside painting. If you want to be sure of your quality be sure it's Devoe—the safe name in paint.

NI ALFALFA LBR. CO. AGT.

For Sale.

New 7-room house just completed strictly modern; \$1,000 cash, balance on terms to suit purchaser. 37-7f C. W. DODSON.



MR. GUY HICKMAN
AUTHOR—ACTOR

With the Great Hickman-Bessey Co. At Hereford Opera House Week Commencing Monday, November 15.



Delft Enameled Ware

THE WARE THAT WEARS.
Dark Blue and White on the outside. Pure white inside.
EASY TO CLEAN.



COLANDERS
at
45c to 60c

SAUCE PANS
4 Quart, 45c
Other sizes at
20c to 70c

DISH PANS
17 Quart, \$1.25
Other sizes at
85c to \$2.00

COFFEE POTS
2 Quart, 75c
Other sizes at
50c to \$1.00

PRESERVING KETTLES
6 Quart, 65c
Other sizes at
35c to \$1.50

ROASTERS
The Perfect Roaster
Round, \$1.50
Oval, small size, \$2.40
Oval, large size, \$2.75

BERLIN KETTLES
4 Quart, 65c
Other sizes at
40c to \$1.25

TEA KETTLES
Flat Bottom
No. 7 size, \$1.25
Other sizes
\$1.00 to \$1.65

SEAMLESS BUCKETS
2 Quart, 50c
4 Quart, 75c
Other sizes at
40c to \$1.00

TEA POTS
1 Quart, 50c
Other sizes
at 45c to
\$1.00

GARRISON BROS.

BY THE WAY DON'T FORGET

OUR LINE OF

GARLAND RANGES AND HEATERS

ROUND OAK RANGES AND HEATERS

WE HAVE A COMPLETE STOCK IN A WIDE

RANGE OF PRICES

MAKE OUR STORE YOUR HEADQUARTERS

HICKMAN-BESSEY TO BE HERE

A High Class Opera Company to Hold the Boards at the Opera House for Week Nov. 15

The great Hickman-Bessey Company will open a week's engagement at the Hereford Opera House, Monday, November 15th, and the management says the Company is pronounced by everyone everywhere as being one of the best repertoire companies now in the South. This Company carries complete scenic productions for each play and the entire repertoire of plays produced during the week are high class royalty bills and are positively not used by any other company playing in the South. The opening play "Thorns and Orange Blossoms" has been read by most every man, woman and child in the universe.

On Monday evening, Nov 15, the Hickman-Bessey Company will produce this great play at the Hereford Opera House. "Thorns and Orange Blossoms" is a beautiful story, and the play is an absolute reproduction; the story is one of very humorous nature and just del-

icate enough to lean towards picturesque and idyllic on the other hand; it is also a nature of artistic work for Guy Hickman who takes the role, for which he is eminently fitted. "Thorns and Orange Blossoms" shows the troubles that can be caused by a mother-in-law that does not like the wife which her son took unto himself, and who, backed up by a villain of the worst kind, finally succeeds in separating the happy couple.

Mr. Hickman, the great author comedian, is seen as "Tommy Swift" the American Drummer, or better known as the "Traveling Man From Chicago", has a role which suits him to perfection, as the Breezy Knight of the Grip, and he certainly shows himself fit for something besides calling on the trade.

During the engagement the company will produce such plays as the rollicking comedy "My Friends Wife"; "Guy Hickman's play of which he is the author, "The Sweetest Girl of All, and the "Call of His Mate" and an entire new repertoire of royalty plays.

Three high class vaudeville acts and moving pictures will entertain between acts.

The Hickman-Bessey Company is the one that sets 'em talking.

Extra Bargain Sale!

Commencing Friday Morning, Nov. 5th; Closing Saturday Night, Nov. 13th

This will be the greatest event of extraordinary Bargains ever offered in this locality. No parallel of low price has ever been attempted by any one. We need money and will sacrifice this stock of Dry Goods, Shoes, Etc., Etc. in order to obtain the Cash at this time. Being the only Strictly Cash Dry Goods House that has ever been in Hereford. Our experience for the past five years has convinced us that we only want a CASH BUSINESS, which enables us to sell goods at lower prices than our competitors. Come with this advertisement in one hand and the Cash in the other and you will get more than your Money's Worth.

Dress Goods and Silks

An unmerciful slaughter on Fine Dress Goods and Silks. We are determined to close these goods out at once if slaughter prices are any inducement. We have a handsome line which you should see.

Fine Taffeta Silk, worth \$1.50, special	98c
Fine Taffeta Silks worth \$1.25 special	79c
Fine Wash Silks worth 65c to 75c, special	44c
Fine Sudan Silks worth 50c yard, special	29c
Heavy Dress Kanting Silks worth 50c yard, Bargain	34c

Wash Dress Goods.

The Bottom Knocked out of Price

Fine Dress Suitings, very pretty at 35c, now	19c
Fine Dress Suitings worth 25c yard now	14c
Nice Dress Suitings worth 15c and 12 1/2c yard, now	8 1/2c
Kimona Suitings worth 25c yard, now	16 3/4c
Kimona Suitings worth 15c yard, now	11c

Outings and Flannels

Cheaper than ever, considering the price of Cotton.

Finest Outings, all colors, worth 12 1/2c yard, special	9c
Very Heavy Outing worth 16 1/2c yard, special	12c
Outing worth 7 1/2c now	4 3/4c

Ginghams and Percales

Finest Zephyr Ginghams at 15c yard special	11c
Best Ginghams at 12 1/2c yard, Special	9c
Best 10c Apron Gingham this sale	7 1/2c
Best Percales, yard wide, worth 15c, this sale	10c
Best 10c Percales, this sale	7 1/2c

Domestics & Sheetings

These goods have advanced about 20 per cent, but we will give you one more opportunity to buy them cheap.

Finest Bleached Domestic worth 15c yard, this sale only	11 1/2c
The best 10-4 bleach sheeting is to-day worth 40c a yard. We will make one more offer at	35c
Good 10-4 unbleached Sheeting worth 25c, now	20c
Nice LL Brown Domestic worth 7 1/2c now	6c

Men's Dress Shirts

Don't wait any longer—no use—herets the lowest.

Finest \$1.50 Dress Shirt, slaughter sale	\$1.00
Finest \$1.25 Dress Shirts, slaughter sale	90c
Boys Dress Shirts worth 75c and 65c, slaughter sale	48c

Towels and Table Linens

Here is your opportunity to buy these goods extremely cheap.

Fine mercerized Satin Damask worth 75c yard, now	49c
Turkey Red Damask worth 40c yard, now	25c
Fine Linen Towels worth 75c pair, this sale	50c
Large bleached Huck Towels worth 35c, this sale	23c
Large bleached Turkish Towels worth 50c pair, this sale	39c

Hosiery! Hosiery!! Hosiery!!!

Ladies and Children's Hosiery at a Bargain

Ladies Fine Hose (no seams) worth 35c pair, special	23c
Ladies Best Hose at 20c pair, this sale	12c
Ladies fast black Hose, regular 15c, special	9c
Childrens Hose, regular 20c, now two pair for	25c
Children's 25c Bear Brand Hose, this sale, per pair	15c
Misses Finest 35c pair Hose, this sale	23c

Ladies' and Children's Underwear

These prices are very low. Buy now or you will pay more elsewhere.

Ladies' extra quality Pants and Vests 75c each, now	50c
Ladies' extra quality Union Suits worth 85c, now, each	60c
Ladies' extra quality Union Suits, worth 75c, now, each	50c
Ladies' Finest Union Suits, strictly \$1.25, now, each	98c
Ladies' extra good Vest worth 40c, now, each	30c
Ladies' Vests worth 35c, now each	23c
Children's Union Suits worth 35c, now, each	24c
Children's fine Union Suits worth 65c, now, each	48c
Boys' very heavy fleeced Union Suits worth 75c, now	49c

Men's Underwear and Sox

If you need this line here's the rock bottom prices.

Very heavy Underwear worth 65c garment, now	45c
Best heavy rib and fleece garments worth 75c each, now	50c
Men's fine wool garments worth \$1.25 each, now	98c
Men's nice black, grey or tan one-half hose 15c, now 9c, three for	25c

White Goods Cheap.

Buy now for Spring. It will make you money.

Figured White Goods worth 25c, 35c and 50c, now 15c, 20c and	35c
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Ladies' Skirts, Petticoats and Silk Waists

We must reduce our stock of these goods. Look these prices over and come and see the goods.

Finest \$15.00 Voile Skirts to close now	\$9.85
Finest \$7.50 Panama and Taffeta Skirts now	\$5.50
Nice Panama and Serge worth \$6.50, now	\$4.50
Silk Petticoats worth \$7.00 to close out now	\$4.98
Heatherbloom Petticoats worth \$2.50, to close out now	\$1.90
Heatherbloom Petticoats worth \$2.00, to close out now	\$1.35
Silk Waists worth \$5.00, to close out now	\$3.40
Silk Waists worth \$7.00 to close out now	\$4.90
Cream and white Net Waists worth \$4.50 to \$5.00 to close out	\$3.25
White Lawn Waists worth \$2.75 and \$3.00, to close out	\$1.49
White Wash Silk Waists worth \$4.00, to close out	\$1.69

Men's and Boys' Hats

Just Under Bed Rock in Price.

Men's best \$2.00 Hats, this sale	\$1.39
Men's best \$3.00 Hats this sale	\$2.20
John B. Stetson \$5.00 Hats, this sale	\$3.98
John B. Stetson \$6.00 Hats, this sale	\$4.38
Boys nice \$1.50 Hats, this sale	69c

Men's and Boys' Pants

These prices will justify you to buy these goods and lay them away till you need them

Men's nice new Pants worth \$2.50, (extra special)	\$1.48
One lot Men's fine Pants worth \$4.50, now	\$3.20
One lot Men's fine \$4.00 and \$3.50 Pants, now	\$2.65
Men's very finest Corduroy Pants sell at \$5.00, now	\$3.48
Boys' nice 75c knee Pants, go at	49c
Boys' nicest \$1.00 knee Pants go at	68c
Boys' \$1.40 long Pants go at	\$1.15

Men's Wool Overshirts

Now is the time you need these goods. We meet the hard times with the lowest Prices.

Finest Broadcloth Shirts, strictly \$2.50 each, now	\$1.98
Men's fine wool Shirts, strictly \$1.75 each, now	\$1.40
Men's splendid wool Shirts worth \$1.40 each, now	98c

Blankets! Blankets!! Blankets!!!

We are headquarters for big Blankets at little prices.

Finest 10-4 Blankets worth \$2.00 a pair, slaughter sale	\$1.35
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Finest 12-4 Blankets worth \$2.50 a pair, slaughter sale	\$1.90
Nice 10-4 Blankets worth \$1.25 a pair, slaughter sale	90c
Two pairs extra large and extra fine wool Blankets at a snap in price.	

Shoes! Shoes! Slaughtered!

Just at the time you need these goods the most we offer this great Sacrifice in prices.

Ladies' Finest \$4.00 Shoes, Sacrifice now	\$2.98
Ladies' fine kid and patent leather Shoes worth \$3.25 and \$3.00, now	\$2.45
Ladies' Kid Shoes worth \$1.75 to close out at	\$1.20
Children's finest dress Shoes worth \$2.50, now	\$1.98
Children's best school shoes worth \$1.75, now	\$1.40
Children's best school shoes worth \$1.50, now	\$1.15
The above Children's Shoes are large sizes 12 1/2 to 2. Smaller sizes at lower prices.	
Little Children's Fine Shoes worth \$1.50, now	\$1.23
Little Children's Fine Shoes worth \$1.25, now	98c
Little Children's Shoes worth 75c, now	57c

Shoes for Men & Boys

The greatest bargain yet offered—in the best makes of Shoes.

Our finest \$5.00 Shoes in this sale	\$3.79
Our finest \$4.00 Shoes in this sale	\$3.29
Our finest \$3.00 Shoes in this sale	\$2.33
Our best \$2.25 Shoes in this sale	\$1.69
Boys' best \$2.75 and \$2.50 Shoes, size 2 1/2 to 5, in this sale	\$2.20
Boys' best \$2.25 Shoes, size 2 1/2 to 5, in this sale	\$1.69
Small Sizes Cheaper.	

Bed Comforts and White Quilts

Never before was such bargains offered in these goods in Hereford. They must go.

Finest double faced Satin Comforts worth \$4.00, now	\$2.98
Very Large Comforts worth \$2.75 now	\$1.85
White Quilts worth \$3.00, to close out at	\$1.79
White Quilts worth \$2.00 to close out at	\$1.33
White Quilts worth \$1.50 to close out at	89c

Cotton Flannel and Wool Flannel

Would you buy a gold dollar at 60c? Here it is	
Extra heavy Cotton Flannel worth 14c, now	10c
Fine Medicated Wool Flannel worth .50c cut to	33c
White Wool Flannel worth 30c cut to	22c

Our last Special Sale was the biggest success we ever made. We now make prices that should cause our business to surpass all other efforts in volume. Don't forget the place—THE CASH STORE.

No. 220 Main Street

J. G. CALLENS

HEREFORD TEXAS

FLOUR

At the Elevator, for Cash

FLOUR

\$1.45 PER FIFTY POUND SACK \$1.45

Every sack guaranteed and your money refunded if you are not satisfied

Star Mill & Elevator Co., O. FALLWELL, Mgr.

FLOUR

This Flour was made of wheat grown at Hereford

FLOUR

LETTER FROM MISS EDWARDS

An Interesting Description From on Board the S. S. Manchuria.

Yokahoma, Japan. Sept. 26, 1909.

Dear Homefolks:

The letter which I have written since I left Honolulu, has been mailed, though I do not know when it will start home, so I will begin another one and mail it when I reach my home in Wansan, Korea.

When we dropped anchor in Yokahoma Bay yesterday and the little launch boats came out to meet us, the mail for our steamer was brought on board and I had three letters, two from Korea and one from China, telling me of my appointment and welcoming me to the Orient and to Korea.

Miss Buis and I will be together with three others of our Training School Sisters who have gone on before in our lonely little school home in Wansan.

As soon as our vessel had anchored and the inspector had counted and looked over us yesterday we boarded a launch and went to shore, and as soon as we had changed some of our money and bought some Japanese stamps, we mailed our letters and cards, and then we were ready to see the city. From the minute we stepped ashore dozens of little half clad coolies were pulling at us

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

est, calmest sun I most ever saw. Though I did not go to the church, today has been one of the sweetest most restful Sundays I ever spent. It has been so quiet, only a small handful of passengers left on board, nearly every body went ashore and went to Tokyo, sight seeing. I have spent the day upon deck reading, writing and looking at this beautiful harbor, and the city lying beyond it. There are so many big freight ships lying in harbor here today. Big and little boats have been sailing about us all day, bringing supplies to our ship. The surface of the bay out beyond us is just sprinkled with sail boats and other kinds of fishing boats. I am writing this at night now and as I look out over the harbor it is the most beautiful sight I ever saw. It is so calm and clear, the moon is bright and clear above and seems to be smiling down upon this quiet beautiful water. The lights in the city look like millions of stars and there is not a sound to be heard. A few little row boats are paddling about in the harbor. It is about time to go to sleep and when we wake in the morning we will be sailing again I suppose for Korea. Our captain expects to sail at day break.

This time next Sunday I will be in my new home in Wansan, Korea.

LAURA.

Monday, Sept. 27th.

We are headed for Kobe this

(Continued on Page Nine)

The Home Bakery

For

Plain and Cream Bread, Buns, Rolls, Pies and all kinds of Cakes and Cookies

W. E. TOMPKINS - - - Proprietor

and insisting that we ride in their Jenrikishas. You cant imagine how funny it was, I just wish you might have seen our party of six young ladies and as many young men, who have been traveling with us, as we were going to the office there were twenty or more little coolies with their cute little rikshas just tearing after us and almost compeling us to ride.

After we had mailed our letters we decided to engage them and see Yokahoma. My! how funny we felt as we seated ourselves and the little fellows trotted away with us. We went through several of the long narrow streets and then to the Shindu Temple with its idols. The city was very interesting and

I could scarcely realize that it was I really in Japan. We came back to our ship for dinner and spent the night. This morning was the bright-



EXCURSIONS

Dallas, Texas and Return \$14.95 account

Texas State Fair

October 15th to 30th inclusive. Limit, November 2nd, 1909.

R. E. BRYANT, Agent

BIG YEAR at HEREFORD

MORE LAND SOLD THAN EVER BEFORE



The Cheap Land is going fast, and everytime it changes hands it goes up. It has advanced from 25 to 50 per cent every year for the last five. Buy now and get the advantage of this continued advance. We handle land in any sized tracts. Make a specialty of large bodies. Write us at



HEREFORD, TEXAS, or KANSAS CITY, MO.

Star Land Company

A
B
C
B
E
D
S

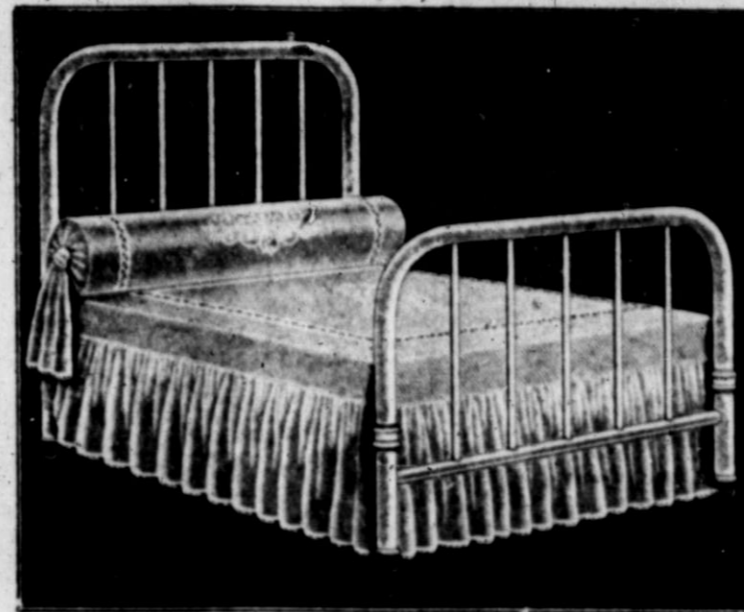
"A TIME FOR EVERYTHING"

Now is Your Time to Buy Furniture as shown and described on this page.

Just Unloaded A Car

Of the Prettiest Patterns of Enamel and Brass Beds, Metal Folding Beds, Sanitary Steel Davenport, Beds and springs of all sizes and description.

This line was bought from the American Bed Company, one of the largest Bed Manufacturers within the United States, and the selection we are showing is surpassed by none in style and quality.



YOU CAN'T KEEP FROM BUYING

When you see the Beauty of these Beds. Finished in any color of enamel that you may like, also finished in Verxis Martin, Green, Bronze or Golden Oak. And the prices (in order to introduce some new patterns) will be cut 30 per cent for the next thirty days.

Now is the Time to Buy Enamel and Brass Beds

WE WANT YOUR BUSINESS,

J. M. GILLILAND

Embalmer and Funeral Director

ARNOLD & MATTHEWS
FURNITURE AND UNDERTAKING

The Store That is Pleasing

DAY PHONE 115. NIGHT PHONE 251

LOCALS

Overcoats made like new at The Wardrobe. 1t

For bargains in Acreage property in Hereford, see C. O. Lee. 36-tf

Mrs. L. Owen and son Rex are visiting at their old home in Missouri.

For good work and reasonable prices go to The Wardrobe. 1t

Sewing machines, the Standard, Rotary Best By Test, at Smith's. 37-4t

For bargains in Acreage property in Hereford, see C. O. Lee. 36-tf

If you want 1st class Tailoring go to The Wardrobe. 1t

A certain statement has been made many times in this town, it is discussed on page 8. Look it up. 38-tf

Satisfactory Tailoring, Cleaning and Pressing. The Suintorium. 36-tf

Ladies skirts cleaned, pressed, repaired at The Wardrobe. 1t

R. E. Cook, Notary Public and Conveyancer, will go any place in town to take acknowledgements. 21-tf.

A money saving proposition is advertised on page 8 which it is worth your time to look up. 38-tf

Ladies suits cleaned and pressed at The Wardrobe. 1t

Did you make that statement? Look at the second hand store ad on page 10. It's interesting. 38-tf

We have a splendid farm of 220 acres in five miles of Milton, Iowa, to trade for farm land in Deaf Smith or Castro county. Ocheltree & Co. Room 5 Britain-Dunlap Bldg. 35-tf

Sanitary plumbing, heating and ventilating. The real thing; Van Orsdal Plumbing Co. Residence phone 360. 25-tf

Five, ten, twenty and forty acre improved places edge of town for sale at reasonable prices. Address L. Baskin, Hereford, Tex. 31-tf

Visitors are always welcome at The Wardrobe. 1t

Real cheap lots in Hereford will soon be a thing of the past. L. Baskin, is the owner of some beautiful lots that can be had cheap on easy payments. See him before prices advance. 31-tf

Ladies cloaks cleaned and repaired a specialty at The Wardrobe. 1t

There's an ad on page 8 which is not only interesting but profitable to read. The second hand man is the author and he makes good on what he says. 38-tf

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

For up-to-date tailoring go to The Wardrobe. 1t

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

Not how cheap? But how good! The principle we work on. Van Orsdal Plumbing Co. Real plumbing and heating. That's all. Phone 360 and 335. 26-tf

Gentlemen why not have that old suit cleaned and repaired at The Wardrobe. 1t

The unusual offer to deed a fine corner lot free to the first ten men who build homes in Baskin Heights, is meeting with good success. It won't be long until we see some of our finest buildings in this beautiful addition. A private park, near the center is being laid out. Write L. Baskin for particulars. 36-tf

Where in America, with the driest season in 16 years to contend with, can you produce such crops as we have here this year? Land that will do it is worth four times prevailing prices. In spite of this L. Baskin, offers the cheapest all smooth half section in Deaf Smith County. Ask him about it. 31-tf

Notice Traders.
Will trade my two brick buildings occupied by Hubbard & Barnett for Vendor Lien notes. Address J. Ray, Vernon, Texas. 38-tf

J. D. Cross of Texico is visiting E. T. Woodburn and family.

J. C. Crutcher of Winchester, Ky., was in the city this week.

Miss Griffith, principal of the Dimmitt school came up today to attend the funeral of Miss Velma Patton, one of her former pupils.

Col. W. E. Moses of Denver, Colorado, was in the city this week on important business. Col. Moses is the owner of the townsite of Rock Island, New Mexico.

Mr. and Mrs. E. E. Ramsey are enjoying a visit from his mother Mrs. A. L. Ramsey of Kansas. She will remain several weeks.

The Ladies Furnishing Store is now occupying their new quarters in the McMinn building on W. 3rd St. Though somewhat delay in arranging their stock of the incompleting building they are trying to accommodate their customers.

G. A. F. Parker and E. B. Black attended a 100 plate banquet at Clarendon College last night. Mr. Parker is a member of the Board of Trustees of the College and the banquet was given to 100 Panhandle friends who have assisted in the work of the new building. A pleasant time was had.

Notice.

The Epworth League Social to have been given at Mr. and Mrs. Wm. Linville tonight (Friday) has been postponed on account of the death of Miss Velma Patton.

GEO. W. BARCUS.

Spring Lake Items.

Mr. Reddington went to Friona this week after brick to build a flue to the church and to take the pastor a load of produce.

The Ladies Aid Society met Thursday and finished up 2 quilts for Mrs. Williams.

Mrs. J. I. Phipps and Mrs. Giest spent the day Wednesday with Mrs. Frederick and tacked 4 comforts.

Mr. Sherman Rouse received a letter telling him that he had the best millet on exhibition at the State Fair.

Threshers are at Mr. Fredericks this week.

Mr. Frenzel got his arm hurt in the corn cutter last week.

Mrs. Bernice Axtell left Wednesday for Amarillo to join her husband.

We understand that Clarence James has rented the Duncan farm.

Mrs. J. I. Phipps spent Saturday with Mrs. Orval Axtell.

Miss Loula Thomas and Miss Ida Ott accompanied Miss Etta Ott to Dimmitt, Monday.

Mr. Geist is bailing Mr. Frederick's millet.

Mr. Packard got his knee hurt while threshing.

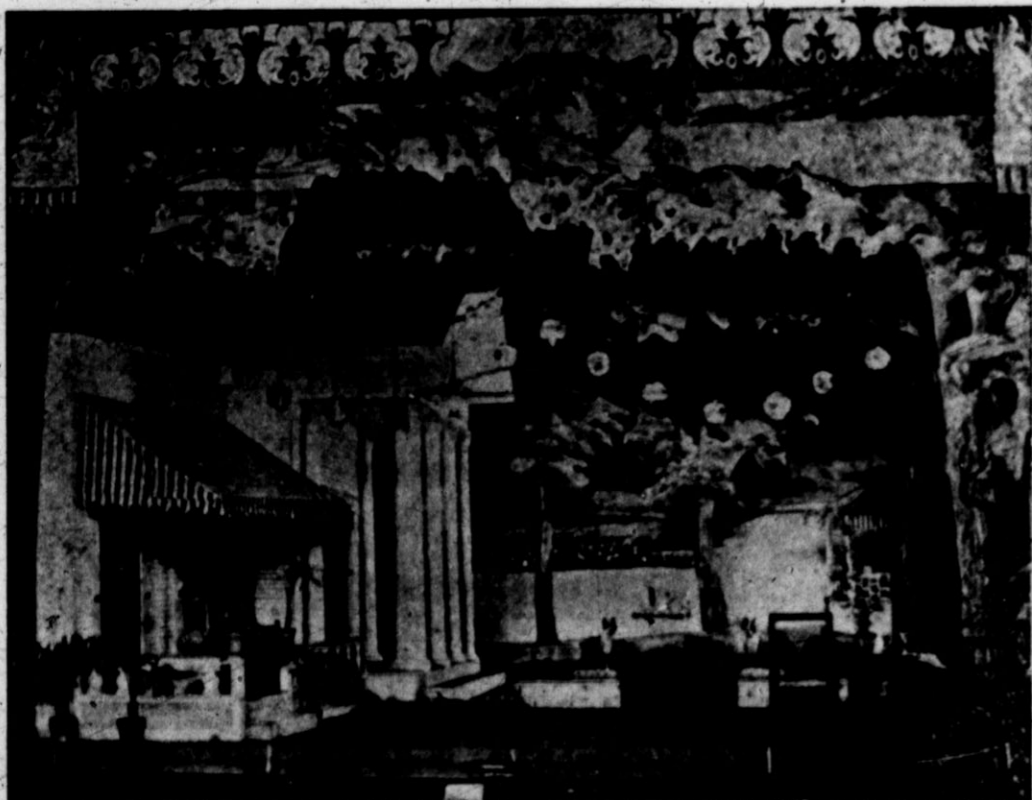
Mr. Rudd is putting up a new house on his land near Spring Lake.

Mr. Orval and Dr. Axtell are preparing to sow wheat.

Mr. Cox went to Missouri with a load of cattle this week.

Farmers who have been plowing for the past two weeks will have to lay off until another rain.

Geneva Phipps has been on the sick list for the past week. She is better at this writing. ANGIE



SCENE FIRST ACT "THORNS AND ORANGE BLOSSOMS"
Opening Play of the Great Hickman-Bessy Company, Monday Night, November 15th, at Hereford Opera House.

FOR SALE

About 900 High Grade Ewes in bunches to suit purchaser. Can be seen 6 miles west of Kress.

THOS. GIBBS
KRESS, TEXAS.

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.

DEMONSTRATION MUST COME

The Best Way In the World to Ad-
vertise is to Show People.

The Plains is a great country. In so far as advantages, natural resources and possibilities are concerned it is equal, if not superior to any part of the world. We who live here and are familiar with the country know this. We know that it is a great country, and that it possesses the three greatest essentials to the highest possible development, these being fertile soil, a delightful climate and an inexhaustible supply of the very finest water. We know furthermore that it is not a droughty country, and that it is not cursed with the numerous drawbacks that have long been charged against it.

But what have we been doing to convince the world beyond our own confines that it is really a great country? We have been talking and preaching and sending out literature and in these things it cannot be said that we have misrepresented. In fact we have been more conservative than the facts warranted, but we haven't made converts, or at least we have not secured results in proportion to the merits and opportunities of the country.

It therefore behooves us to see where the trouble lies.

We have simply too much neglected the opportunities about which we talk and know to exist.

We know it is one of the greatest truck raising countries in the world, and that it is adapted to an innumerable variety of vegetables of the best shipping character and greatest revenue producing kind; that these vegetables are fresh and green and ready for the market late in the summer and early fall when the gardens in other sections have gone to seed or blistered, withered or wilted. We know that by truck growing and gardening alone we could produce thousands of dollars worth of revenue—could ship out stuff and bring in the money. We know we could do this with our well and windmills if it never rained. We also know, and the rest of the world knows that we have done nothing of the kind. That's against us. It is against us as an advertising proposition, and it is against us as a business proposition. Our failure in this particular has permitted thousands and thousands of dollars to go to waste. And while we have preached that which we did not sufficiently practice we have made the world skeptical.

We know that no country in the world is equal to this in the production of kaffir corn and milo maize, and we know that they are unexcelled as money crops. We know that no country in the world is a better hog country, and that no crop beats hogs for profit, yet it is only here and there that we have a man who has gotten right down to thorough,

practical farming and demonstrated that what we preach is true. What we really need is more demonstrators and fewer preachers. We knew that no country in the world raises finer, sorghum, millet, kaffir corn and milo maize, and we know there are fortunes in the seed business alone. No country in the world beats this for seed farms and the wholesale houses are calling for more seed, seeds of the proper kind such as the plains alone can produce to perfection in so far as those particular crops are concerned, yet where is there a big seed farm on the plains?

Even in this most unfavorable crop year we have ever had those who tried to raise good crops, an abundance for their own use, and some to spare. The trouble is not enough of them tried, and some of those who tried merely pretended.

The magnificent exhibits sent to the Dallas Fair are certainly convincing evidence of what the Plains can do, and this under the most adverse circumstances. The trouble is that we are not doing enough. Too much of our land is lying idle. No matter whose fault this is. Primarily it is because we are not getting enough farmers into the country, and we have failed in this because we have failed to convince the farmer. There is just one way to do this, and that is by demonstration. There is money in demonstrating. It pays the man who does the demonstrating and it convinces the man who sees what has been done. Up in Hale county there is a big fruit orchard. It has always been a big revenue producer. Some time ago it sold for a big sum—a nice fortune. Not long since a prominent real estate man told me that that orchard had been the means of selling thousands of dollars worth of land in that section of the country. Prospectors had seen it and been convinced. Take in any country or community and what is the first thing the real estate man does? He shows prospectors the finest farms and best crops. The trouble is that in no country are there enough of these kind of farms and crops, and in most places none at all. Is it because the land will not produce? No, it is because the land is lying idle, uncultivated and not given a chance. How are we to remedy this? The first thing is for the people to come to full realization of the fact that the farming interest, the poultry interest, the truck and fruit growing interests, the dairying interest and every interest and agricultural industry to which this country is adapted must be demonstrated. When the people have come fully to appreciate this fact they will work out the proper solutions, and there are many ways and they are all simple.

Idle land is the curse of the country. This kind of land will consume itself with interest whether this interest be paid or simply lost. Producing land convinces others, brings immigration to the country, creates demand and thereby enhances value, and more than that it produces its annual net revenue.

Let us come to a full realization of this proposition. Let us have a few demonstration and dividend producing farms in every community. It is the best way in the world to advertise, and it is business. We need a few more Judge Goughs and Pat Paffraths, and several thousand people who will practice what they preach and demonstrate.

By HON. DON H. BIGGERS,
Secretary Panhandle Federation
of Commercial Clubs and Newspapers.

A little side walk talk for 60 days will give Hitching Post of a nice Pattern with each order for walk or curb. See Loughmiller. 37-tf

THE FIRST STATE BANK

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

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

STRONG AND RELIABLE

AND TRUST COMPANY

HEREFORD TEXAS

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

CONDENSED STATEMENT OF THE CONDITION
OF

The First National Bank

HEREFORD, TEXAS

At the close of business February 5th 1909.

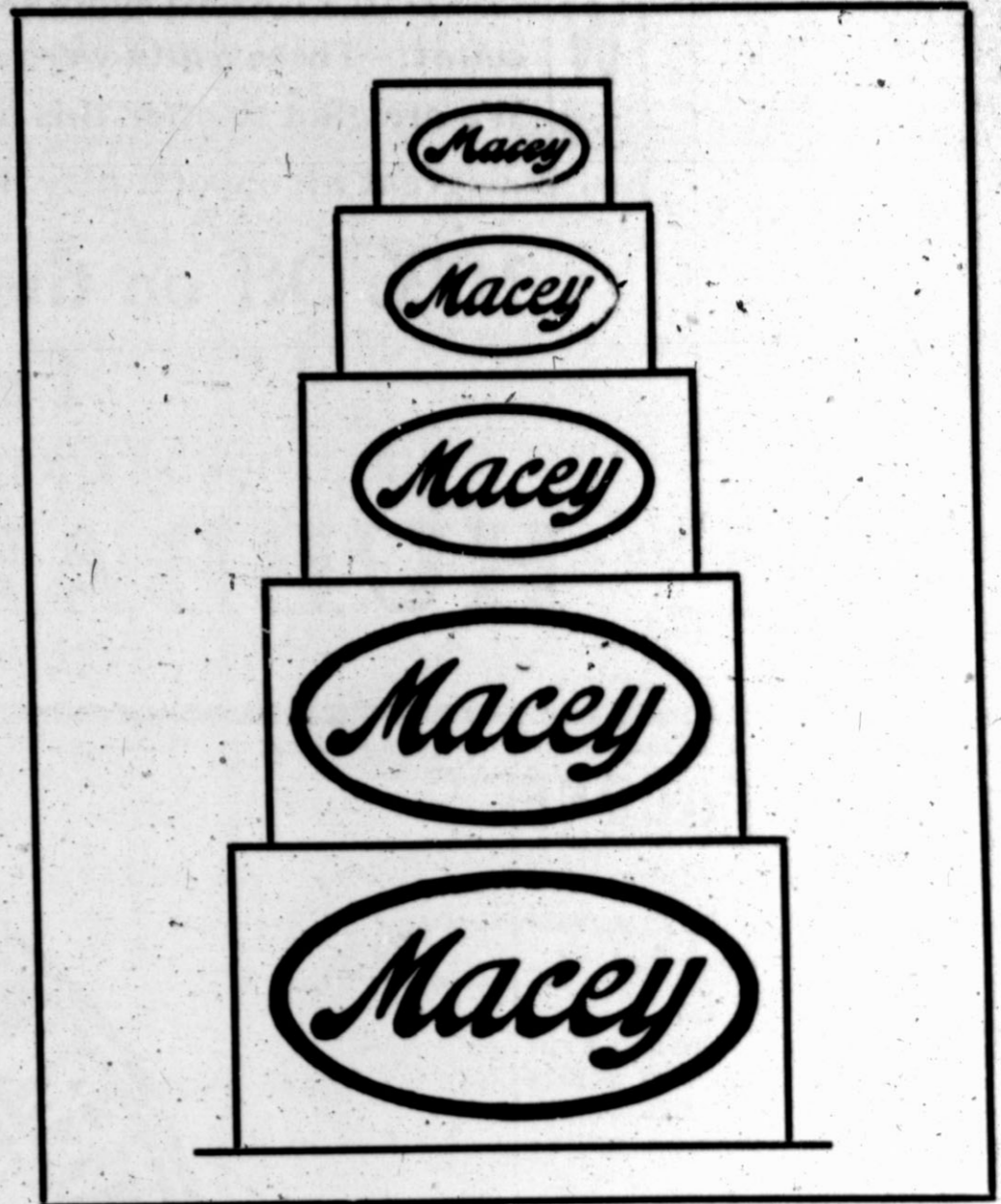
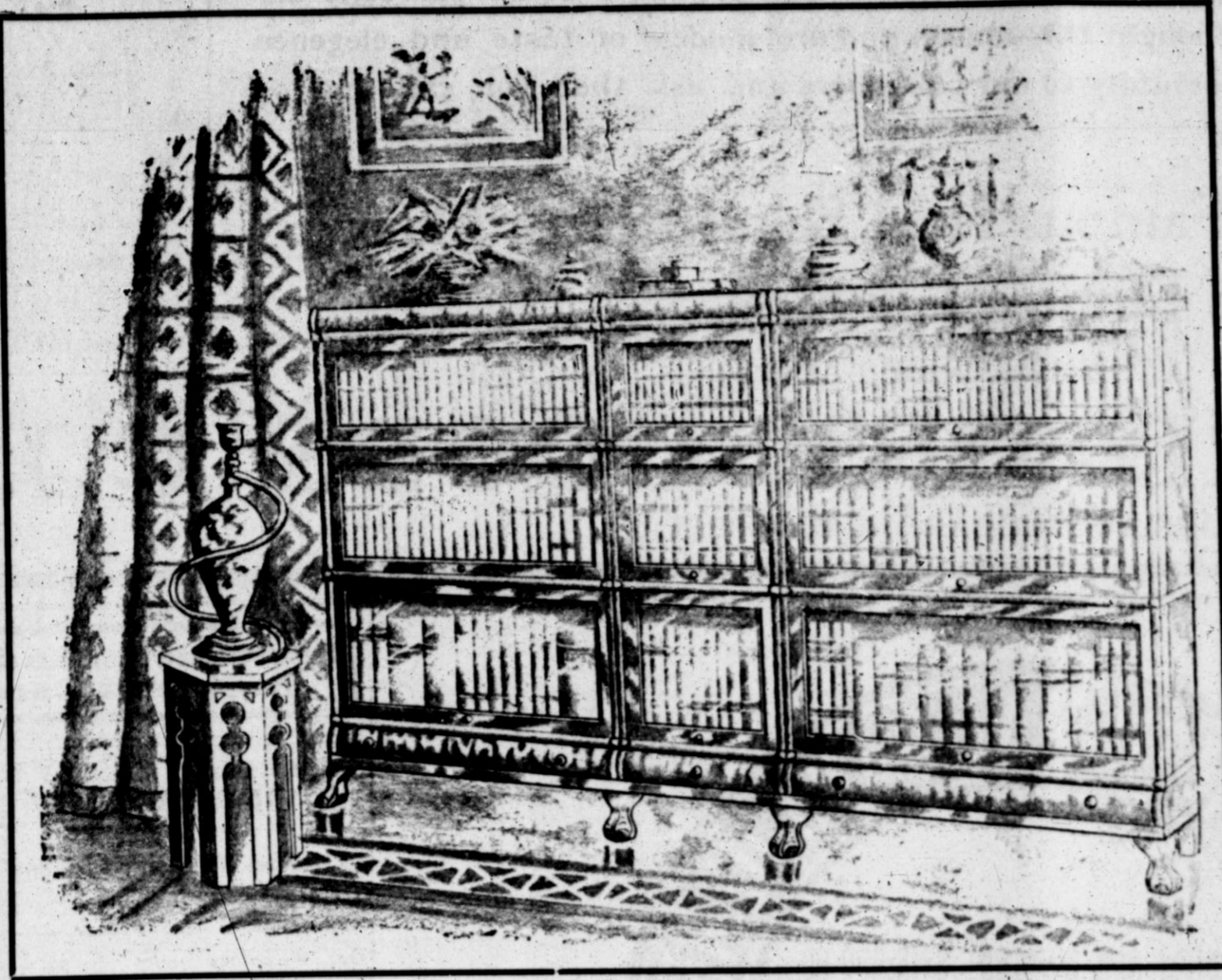
RESOURCES	LIABILITIES
Loans and Overdrafts - \$367,953.14	Capital Stock - \$50,000.00
U S Bonds and Premiums - 51,800.00	Surplus and Profits (net) - 61,563.87
Banking House and Fixtures - 13,038.50	Circulation - 50,000.00
Redemption Fund - 2,500.00	DEPOSITS - 369,828.09
Demand Loans - 64,345.32	
Cash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

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

"I SAW IT IN THE BRAND"

The Book-Cases That Are Helping To Make Grand Rapids Famous



Book-Cases and
Filing Cabinets

The Macey Co.
GRAND RAPIDS, MICH.

ARE THE BEST
Have No Other

WE are showing them in all styles and Finishes. Would be glad to show them to you.

J. M. GILILLAND
Embalmer and Funeral
Director

Arnold & Matthews
FURNITURE AND UNDERTAKING

The Store that is
Pleasing
DAY PHONE 115 NIGHT PHONE 251

Local and Personal

Fresh vegetables at the Hereford
Fruit and Candy Co. 1t

Old hats made to look new. The
Suititorium. Phone 350. 39tf

A snap in some close in lots.
31-tf A. H. Elliston.

See Van Orsdal Plumbing Co. for
real Plumbing and heating. Res-
idence phone 360. 25-tf

Keep your right eye on Baskin
Heights. 1-tf

Call and see our fruit and veget-
able line. Hereford Fruit and Can-
dy Co. 1t

Robert Elliott returned Tuesday
from Waco and other, central Texas
town.

For bargains in Acreage property
in Hereford see C. O. Lee. 26-tf

Mrs. R. H. Barnett and Miss
Sallie Wright are making a visit
with Mrs. Spath in New Mexico.

If you want to buy nice lots at
\$50.00 and up, see R. E. Cook. 1t

Pres. E. M. Haile and Robert
Elliot, Jr. spent Saturday on the
Shirley ranch in Castro county.

I will take orders for home made
bread and cake. Phone 132, Mrs.
Everett. 39-tf

I repair your flues cheaper than
moving furniture in case of fire. See
Loughmiller. 37-tf

J. L. Fuqua, president of the First
National Bank was in Dimmitt Tues-
day.

Hotel Iowa for rent or sale on
easy terms. Well located and well
furnished. Write or see R. T. Ed-
wards, Hereford, Texas.

The Hereford Fruit and Candy
Co., are open for business at the
Rayzor Bldg. formerly occupied by
the Ladies' Furnishing Store. We
handle all kinds of fruit and fresh
vegetables. 1t

Joe Killough who has held a posi-
tion with the Jno. A. Johnson Gro-
cery Co. for the past year has ac-
cepted a position with The Hubbard
Dry Goods Co. where he will be
pleased to meet his friends.

Turkey red wheat testing 63 1/2 lbs.
per bushel, raised near Hereford
this year; sample will be sent free
to those addressing L. Baskin. 36t

At the Presbyterian church Sun-
day morning will be the administra-
tion of the Lord's Supper. I trust
every member of the church will try
to be present W. M. Baker.

Mr. and Mrs. E. L. Jonson and
little son of Dolores, Colo., leave
this afternoon after a pleasant visit
with their brother and sister Rev.
M. T. Johnston and Mrs. C. F. Gal-
agher and families.

Do you
know



that changing your shoes—wearing one
pair today and another tomorrow—will
lengthen their service almost 50 per cent?

The
Florsheim
SHOE

will never lose its shape if properly
fitted and we know how to fit—that's
our business.

H. C. MYRICK
GENTS' FURNISHINGS.

Sell your turkeys to Walter Nel-
son at the second hand store. He
wants them all. 39t2

We have all kinds of fresh fruits
vegetables, candies and cigars.
The Hereford Fruit and Candy Co.
1t

Geo. W. Irwin, Jr., Joe L. Carter
W. H. Dennison and S. B. Holman
attended the town lot sale at Dimmitt
Tuesday.

Walter Nelson wants your turkeys
He will pay the best price and take
them all. 39t2

Judge Arthur Lysle of Stratford
was in the city this week attending
court.

You'll like our work. There's a
reason. The Suititorium. Phone
350. 39tf

Ladies Skirts and Suits
Cleaned and Pressed. The
Suititorium. 36 tf

Ben A. Hubbard, manager of the
Hubbard Hardware & Implement
Company of Fredrick, Okla., is at
present looking after the business of
the Hubbard Drygoods Co. as man-
ager. He arrived in the city Friday.

Park & Nesbitt

Make Loans on Ranches, Buy
and Sell Vendor's Lien Notes,
make Abstracts, write Deeds,
Mortgages, Wills and do all kinds
of conveyancing.

We write a liberal Life and
Accident Insurance Policy.

**WE ASK FOR A SHARE
OF YOUR BUSINESS**



THIS SEASON'S LADIES' SUITS At 25% Discount

WE ARE OFFERING some exceptional values in Ladies Tailored Suits at 25 per cent discount. These Suits were all bought this season and are models of taste and elegance. We are glad to offer this opportunity to our customers and ask that you call and see just how great an opportunity it is.

**10% Off on the Famous Hart Schaffner & Marx
Fine Clothes For Men.**

ALL GOODS BOUGHT AT THESE PRICES ARE STRICTLY CASH.

THE HUBBARD DRY GOODS CO.

SUCCESSORS TO HUBBARD & BARNETT.



LYCEUM COURSE

Opening Number to be Here Nov. 24—Many Tickets Sold

"The Morphets" is the first number of the Dixie Lyceum course which will show here this winter. The date for this attraction will be Wednesday, Nov. 24. The Commercial Club has charge of the Course this year, and has made plans for six attractions which are high class in every particular and of a character to appeal to all classes.

The advance press reports of the work of "The Morphets" are flattering. Mr. Morphet himself is a magician who performs mystifying feats of magic, illusion and ventriloquism; vocal and instrumental solos. He is a comedian, too, and is a master of many various kinds of musical instruments.

Mrs. Morphet is a skilled musician and Miss Florence Wood Mitton, a pianist and vocalist of high repute adds to the pleasure of the entertainment.

The Club hopes to make this year a banner one in the Lyceum history of Hereford, and from the interest being roused so far the outlook is bright.

LONE ★ DAIRY

Having purchased Mr. J. C. Patterson's herd of Registered Jersey cows and repurchased the herd I sold last spring to Mr. Vardeman, next Monday I will

again be in the milk business. At present many of the cows are dry and my milk supply may be short for a time, but in a month's time nearly all the cows will be in full flow of milk and I shall then be able to supply all those who call on me. I shall appreciate the patronage of any who may come on my

list and especially that of those who were my former patrons.

My dairy will be known as the Lone Star Dairy, and will be located at the same place, so if you want anything in my line, just ring the same old number "9."

Lester Weaver

Christian Endeavor Program.

For Sunday, Nov. 7.

Life lessons for me from the book of Hebrews, Heb. 12:1-7.

Song—My Faith Looks up to Thee
Prayer by Dr. Johnson.

Scripture reading by leader.
Talk—"The Hebrew High Priest"

Mr. Earnest Rice.

Piano Solo—Lora Guinn.
A brief talk about the epistle to the Hebrews.—Mr. Suggs.

Solo—Mrs. McNervey.
Sentence prayers.

Song.
Leader—EFFIE GRAHAM.

Junior League Program.

Leader—Charles Thompkin.
Reading by leader—97 Psalm.

Piano Solo—Bernadine Price.
Chain Prayer.

Song—Bessy and Beatrice Story and Ralph Smith.

Recitation—Elizabeth Everett.
Bible Questions—Bessy Snyder.

Reading—Lucile Story.
Reading—Cassy Phillips.

MRS. HARWELL, Reporter.

Notice.

All Parties knowing themselves to be indebted to the old firm of Hubbard & Barnett are kindly requested to please come forward at once and make settlement and greatly oblige.

Very Respectfully,
Hubbard Dry Goods Co.
39-4t BEN. A. HUBBARD, Mgr.

Society

BRIDGE CLUB

Mrs. Oberthier entertained the Bridge Club on Tuesday. Those present were Mesdames Hough, Bell, Price, Matthews, Hendricks, Dodson, Witherspoon, Russell, Misses Collins, Stroud, Gregg, Milam, McGarr. The score was not kept. A dainty ice course was served by the hostess.

AT THE BELL HOME.

The pretty suburban home of Mrs. Grayson Bell was the scene of much merriment last Saturday afternoon when Mesdames Bell and W. H. Garrison entertained their friends in regular Halloween style. Each guest on being received was asked to partake of the "Witches Broth" which was served from the boiling cauldron by the queen of the witches.

The receiving rooms profusely decorated with black cats, jack-o'-lanterns, bats, etc., together with an occasional stalking forth of the evil spirits, presented a wierd appearance. A number of amusements peculiar to Halloween were participated in and enjoyed by the guests.

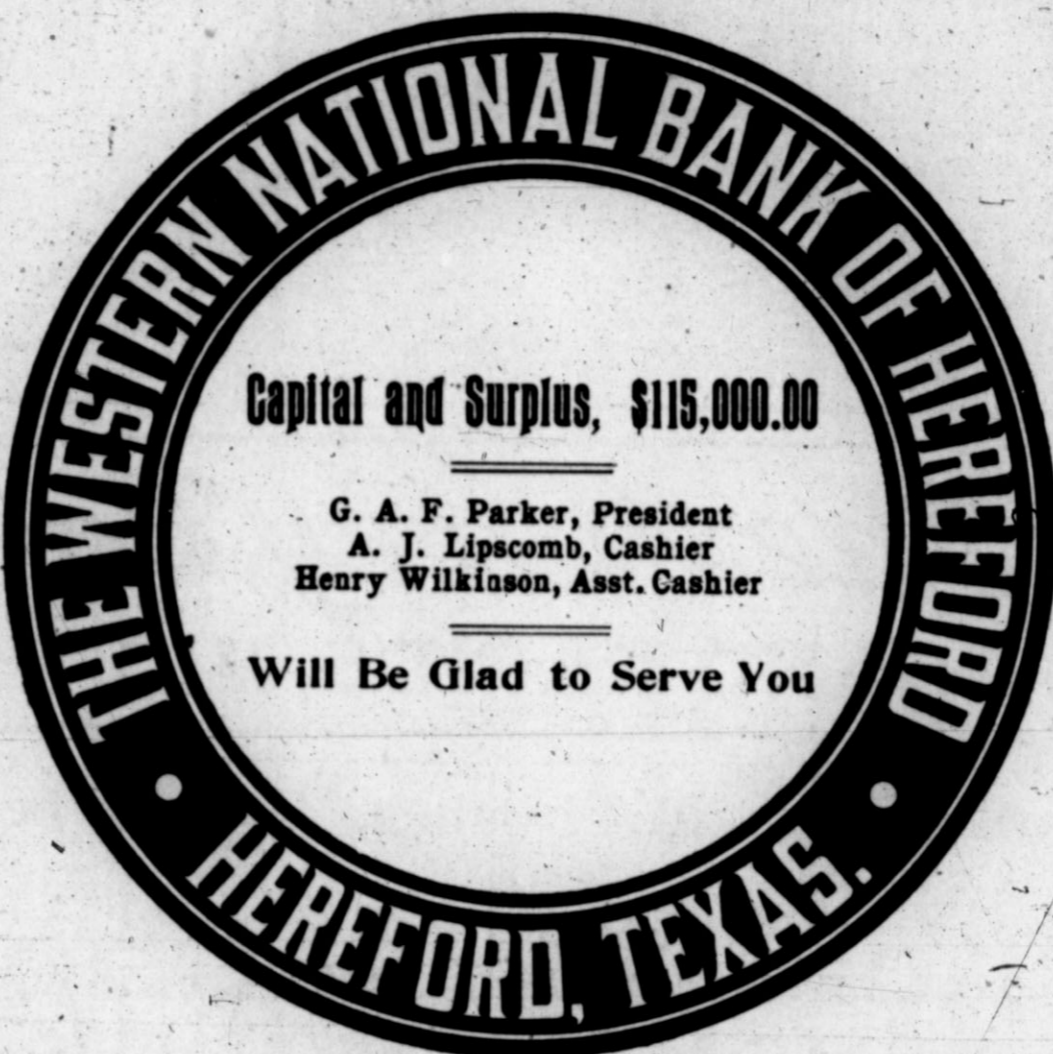
Devil's food and chocolate were very daintily served. Quite a number of ladies were present and many were the expressions of appreciation to Mesdames Bell and Garrison for their warm hospitality.

Blacksmith and Machine Works.

Repair work done on Steam and Gas engines and on farm machinery. Automobile work a specialty.

A lathe large enough for any work and a shaper will be installed at once. Give us a trial. Old Christian church building. Phone 381.

33-tf PYLANT BROTHERS.



Professional and Business Cards

WM. M. KNIGHT JNO. P. SLATON
KNIGHT & SLATON
ATTORNEYS
First National Bank Bldg
Hereford, Texas.

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

L. GOUGH
GENERAL IMMIGRATION
NOTARY PUBLIC
Hereford, Texas

O. E. THOMAS
Funeral Director and Embalmer
With E. B. Black Co.

KING REALTY CO.
Lands, Loans and Insurance
Notary in Office

Abstracting a Specialty Hereford, Texas

G. M. SUGGS A. M. JONES
SUGGS & JONES
ABSTRACTERS
Complete Abstract of Title to Deaf
Smith County Lands.
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A. P. Murchison J. S. Jones
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Real Estate and Live Stock
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B. H. Smith D. F. Ashbrook
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ALL KINDS OF INSURANCE
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Office 1st door South of First National Bank

SULPHUR PARK FARM **HILLCREST FARM**
ALFALFA HAY AND SEED TURKEY RED WHEAT
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DIMMITT ABSTRACT CO.
ABSTRACTS OF CASTRO AND BAILEY
COUNTY LANDS
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HARVEY CASH C. L. ADAMS
CASTRO ABSTRACT COMPANY
Abstracts of Castro and Bailey
Counties. Your business solicited.
DIMMITT, TEXAS

C. G. Witherspoon W. Claude Witherspoon
C. G. Witherspoon & Son
Dealers in Panhandle Lands
Abstracts prepared on short notice. All
kinds of stenographic work done. Ex-
clusive agents for Western Union
Land Co.'s Lands

Now is the time to buy Hereford
acreage property. C. O. Lee has
some bargains in this line be sure to
ask him about them. 36-tf

THREE GOOD PAPERS

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

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

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

OUR COMBINATION

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

Subscribe at This Office, 316 Main.

THE HEREFORD BRAND

To The Public!

Take your Blacksmith work to

JNO. N. JACOBSON

He has always appreciated your patronage and will continue to try to please you by doing **FIRST CLASS WORK.**

Attention Farmers!

We have added a full line of machinery including a Gas Engine, Disc Sharpening machine, Emery Grinder and Trip Hammer. Our stock is also complete and we are now prepared to do first-class work on short notice and solicit a share of your patronage.

MURPHY & BARNHART,
Proprietors THE HEREFORD BLACKSMITH SHOP

FOR ALL KINDS OF

Machine Repairing, Blacksmithing
and General Repair Work

GO TO THE

HEREFORD MACHINE SHOP

W. T. WOOD, Proprietor.

Auto and Gasoline Engine Repair Work A Specialty

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. We also have a Baggage Transfer in connection with our Livery business. Courteous treatment given. Phone 249.

SHERK & STANEK

WHO HOLDS 3482

There is a fine China Closet waiting at our store for you

Bring your friends when you come

D. R. GASS & SON

LETTER FROM MISS EDWARDS

(Continued From Page Four)

morning expected to get there tomorrow morning and spend the day there. We will leave this ship there and go across Japan on the train and take another boat for Wansan.

Three of our girls who are going to China will go on to Shanghai on this vessel. Miss Lowe will take another boat for Songda, Korea, and Miss Buie and I will go on another to Wansan. It is raining again this morning and the sea is a little rough.

We have just heard this morning of the death of Bishop Ward in Kobe. It is so sad. I am sure you have already heard of it even before now. I know the news went to Texas by cable.

I must now go pack up and get my trunk ready. I will not open it again until I get to Wansan. I will be changing from now on from boat to train several times.

LAURA.

Kobe, Japan.

Sept. 29, 1909.

We arrived in harbor here yesterday morning at 9 o'clock. Misses Bonnell and Park of our Bible School here met us at the landing, and escorted us to our home, also Mr. Collier of the Korean work was here to meet us, and as we girls who go to Kora had to leave the Manchuria here, buy a new ticket and recheck our baggage, his was about the most welcome face we ever met. He got our baggage through the custom house and freighted it through to Wansan and found that it will be necessary for us to stay here until Monday morning and go across Japan by rail and cross the Korean straight by boat to Fusan, Korea, and then take another vessel for Wansan. His work is in Songdo so he will go with us on our last vessel for Wansan and then take the train for his home in Songdo.

We have letters here from Miss Myers in Wansan, telling us to telegraph her from Fusan the name of our boat and she will meet us at the steamer in Wansan.

We have been so fortunate in having our Missionaries to look after us all the way. Im so glad that we are so near our work in Korea.

Yesterday after our business had been arranged Miss Park went with us sight seeing in this city. We enjoyed the day so much. This is such a cosmopolitan city and with its beautiful mountains and harbor the beauty is beyond description.

The Manchuria sailed for China at 10 p.m. so we Korean girls went over with our sisters for China on the launch to the steamer and bade them farewell, then we came home and went to bed and had a most delightful nights rest, our first night on foreign soil in a foreign city and foreign house.

Miss Lowe left us this morning on the 7 a. m. train for Songdo, Korea.

We are getting ready now to go over to Osaka, Japan, to spend the day and tonight with our Missionaries in that city, tomorrow we will go to Kejoto and spend Saturday with the Missionaries at another of our Missions here in this city.

Every minute of our time here until Monday morning is planned for and we have reason only to be thankful and happy. With such a work before me, with such a God to help one to do it, with so many friends to cheer and encourage, it seems to me that I am the most highly favored girl that I know. Surely the lines have fallen to me in pleasant places. "Mine is a goodly heritage."

As I see the need of the heathen world here in Japan and know that Korea is even darker I feel the responsibility more than ever before this morning. Oh! pray much and often for this heathen world and for me, that I may be strong in His strength and that I may be able to love and live for them even before I can talk to them.

I trust that all is well at home. I am very anxious to get some letters from all of you, it seems so long since I saw you and no letters yet and still I must wait a long, long time. Our large jolly party that we started with has been reduced to only Miss Buie and me, and we will not reach our home in Wansan until about next Wednesday or Thursday October 6th or 7th.

I will mail this now for I think it can start homeward tomorrow. I will finish my long voyage in the next letter which I think will be mailed in Wansan. Lovingly,

LAURA.

Concrete ^A/_N ^D Plastering

I am prepared to do any kind of Brick, Plastering or Cement work. Let me figure with you on any kind of a job on these lines. Will please you with First-class work.

HEREFORD,
TEXAS

W. J. BRAND

ANNOUNCEMENT

WE desire to announce to our friends and patrons that we have moved into our new store at 218 Main Street where we are thoroughly equipped to handle any business that belongs to our line. Our stock always represents the best and most up-to-date goods at the lowest prices. **Don't** forget that our repair work is the most reliable.

W. H. RAY, Jeweler and
Optician

The HEREFORD NURSERY

LARGEST and best collection of Choice and Fancy Fruit Trees, etc., grown on the planes. We have ripe fruit every day from May to October, and you can too. Our 18 years' experience has taught us what varieties are hardy and prolific. We want your trade.

L. P. LANDRUM

J. F. COLLUP

DEALER IN

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

We solicit a share of your business, promising that we will endeavor to sell you goods at as close margin as possible. Telephone No. 1.

I'M IN THE MARKET FOR ALL KINDS OF WHEAT

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.

You May Have Heard This Statement Many Times

"But" Did You Ever Analyze Its Meaning.

MY neighbor has a better furnished house than I have, he seems to have more of everything than I can possibly afford, yet my income is greater than his. **HOW IS THIS POSSIBLE? (HERE IS THE SECRET.)** He watches for bargains and makes one dollar go further than you can make two dollars go.

He goes to the Second Hand Store and buys an article for half price, that you can't tell from new. You go and buy the same article new and pay twice the price your neighbor paid, yet you can't tell them apart when compared. If you will look over the stock at the Second Hand Store (opposite the Hereford Hardware Co.) you will save more money than you expect to. You are always insured a square deal and courteous treatment

A Reasonable Profit
A Regular Customer

WALTER NELSON, PROP.

A Square Deal to
Everyone Alike

APPLE ORCHARDS

Missouri Man Would Start Commercial Apple Orchard at Hereford and Asks Information.

Oct. 20th, 1909.

Mr. L. P. Landrum,
Hereford, Texas.

Dear Sir:

I am contemplating starting a commercial apple orchard near Hereford and would be pleased to have any and all information you can give me on this subject.

What I wish especially to know is: soil analysis, past record of rainfall by months, records of frosts and freezes which injure the winter apple crops, rate of growth of standard varieties, age they come into bearing, past records of damaging summer storms and high winds that will blow apples off, etc.

I am informed apples will not keep well after picking, please give reasons for this if possible. Is your rainfall ample to produce a full crop of standard sized apples. What are the best varieties and why?

Any other information will be gladly received, especially data as to number, size and age of orchards, together with results to date, in your locality.

Yours very truly,
L. D. KELSEY.

REPLY

Dear Sir:

In reply to yours of the 20th, I am sending you catalogue under separate cover. Soil analysis for apples is O. K. The average rainfall for the past ten years is about as follows: January one inch, February one inch, March 1-3 of an inch, April one inch, May four and one half inches, June three inches, July 3 1/2 inches, August 2 1/2 inches, September 2 1/2 inches, October 2 inches, November 1 1/2 inches, and December 1 inch or about 25 inches a year for ten years. Late freeze killed the apples this year, the first time in six years, and this could have been overcome by using smudge pots. The early growth is good. I have some year-old apple trees on two year roots at the Dallas State Fair



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

which are six feet high and 3-3 inch in caliper. Apples fruit from three to seven years old, owing to varieties and care of orchards, etc. We have an occasional summer storm streak but not general, the climatical conditions in the fall are very favorable for ripening fruit, very little wind at that season of the year, we have never had to spray for insect pests, apples grown here are among the best keepers in the U. S. Owing to the fact that we have such favorable fall weather while they are maturing. Our apples grow to fine size and are free from worm holes and scab, color well and are smooth and showy, and demand the top

market prices. The Missouri Pippin, Ben Davis, Gano, Winesap, Jonathan and M. Twig, are among the leading commercial varieties.

There are a number of small orchards bearing around Hereford, and forty miles south of us in Hale and other counties, there are a number of commercial orchards fruiting, they range from ten to one hundred acres. These are much older settled counties than this.

The secretary of our Commercial Club is well qualified to give you any information concerning our country.

Find enclosed a cut of our 100,000 block of yearling apple trees. We

would be pleased to have you visit our nursery, and will cheerfully give you any further information. I have out a 100 acre apple orchard. Thanking you for the inquiry am.

Very respectfully,

L. P. LANDRUM.

Foreign Missionary Society.

The Woman's Foreign Missionary Society meets at the Methodist church, Nov. 10 at 4 p. m. The Young People's Foreign Missionary Society meets Saturday Nov. 13, at 4 p. m., with Mrs. L. B. Harwell. MRS. L. B. HARWELL, Reporter.

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. 30-1f

DR. F. E. BOWE, D. V. S.

10870

A \$100 Typewriter for 17 Cents a Day!

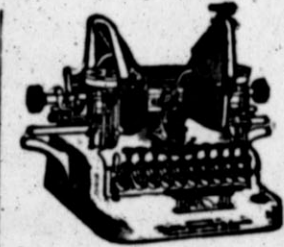
Please read the headline over again. Then its tremendous significance will dawn upon you.

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
3-5-10

If Its a Good Roast or Steak, Sausage

or any kind of cured meats PHONE 357 and it will soon roll up at your door, in good shape and ready for use.

We are in to stay and aim to merit a part of your trade.

Yours for Business,

CITY MARKET

STANEK & ROOD, Proprietors
Successors to Wilson & Cloyd.

THE

Quality of the BUCK'S, VORTEX and SECURITY Heating Stoves is well known everywhere, and and we take pride in selling Quality as well as Quantity. These Stoves are the

BEST

That money can buy and we especially invite those who are interested in Heating Stoves to call and look at our line. Our HOT BLAST

STOVES

Are made of the very best material and are GUARANTEED to keep fire over night, which is a great pleasure to the one that makes the fire

IN

Laundry Stoves we have a nice assortment to select from, we can sell you any size for your WASH-HOUSE. We have the Best Stoves in

TOWN

Considering the QUALITY of the Stoves in comparison with the PRICE we sell them at

Warren Hardware Company



GOOD THINGS FOR BREAKFAST,

lunch, dinner, supper and between times are plenty in this market. In fact, there is nothing here which is not good.

You'll Like Our Groceries

the first time you try them. You'll like them more as you continue to use them. You will like our prices too. The way to prove it is to come and see.

Stock is fresh daily and price always close to cost

Cardwell Brothers

Queen of the Pantry

THE BEST BISCUIT FLOUR IN HEREFORD

Every order appreciated no matter how small and prompt attention to all.

JARROTT

&

WILKINSON'S

PHONE 81.

**Our Cooking Marvel
Cole's Hot Blast Range
Makes One Scuttle of Coal
do the Work of Two.**

Cole's Hot Blast Range burns coal by the celebrated Cole's Hot Blast Combustion. No other range does.

This is how it works. Read why it makes one scuttle of coal do the work of two. Cole's Hot Blast Draft feeds air to the fire at the top, just as shown in this picture. Do you see what this draft is doing? It is burning the gas as it arises from the coal.

Soft coal is half gas, always wasted in other ranges, so this makes a saving of one-third to one-half in the monthly coal bills. The flame from the burning gases is carried clear to the back lids, and the entire top is thus evenly heated, instead of just the front lids. The heavy smoke and soot is burned with the gases, which means that the lids and the cooking utensils are not smudged up with soot and smoke. It also means that the oven temperature is kept at a given point without poking the fire or replenishing the fuel, and that the fire requires only half the attention of other ranges.



Shows Hot Blast Draft

12 Other Points of Supremacy!!
This Grand Range sold here only.

HEREFORD HARDWARE CO.

Tierra Blanco Herefords

L. R. BRADLEY, Owner

W. T. WOMBLE, Manager

...BREEDERS OF...

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

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

**FULLERTON
CHIEF CLERK**

Hereford Brand Reporter Appointed to Chief Place in Census Office 13th Congressional District.

C. B. Fullerton who has been with the Brand but a few weeks as local news gatherer has been appointed Chief Clerk of the 13th Congressional District by Judge Lewis B. Linsay of Gainesville and will begin his duties at once. This is a high compliment to Mr. Fullerton as well as to Hereford and his many friends here join the Brand in sending congratulations.

Dissolution Notice.

The State of Texas
County of Deaf Smith
This agreement made and entered into, this 29th day of October, A. D. 1909, by and between F. P. Wilson and L. W. Hough, both of Deaf Smith County, Texas, heretofore composing the firm known as the Hereford Hardware Company,
Witnesseth, that, for and in consideration of the sum of one dollar, cash in hand paid by the said Hough to the said Wilson, and other valuable consideration, the said Wilson hereby bargains and conveys unto the said Hough all his right, title and interest in and to the said Hereford Hardware Company, including all stock tools and all things connected with said business.

It is further understood and agreed that the said Hough hereby assumes all outstanding indebtedness now due against said Hereford Hardware Company, and that the said Hough is to have and collect all indebtedness now due, or that may hereafter become due, to said Hereford Hardware Company, including all notes, open accounts and all other indebtedness due to said Company.

Witness our hands this 29th day of October, 1909.

F. P. WILSON
L. W. HOUGH

Citation By Publication.

The State of Texas, to the Sheriff or any Constable of Deaf Smith County greeting: Oath having been made as required by law you are hereby commanded to summon Stonewall Brown by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, if there be a newspaper published therein, but if not, then in any newspaper published in the 69th Judicial District; but if there be no newspaper published in said Judicial District, then in a newspaper published in the nearest district to said 69th Judicial District, to appear at the next regular term of the Justice Court of Precinct No. 1, Deaf Smith County, to be holden at the Court House thereof, in Hereford, on the fourth Monday in November, A. D. 1909, the same being the 22nd day of November A. D. 1909, then and there to answer a petition filed in said court on the 14th day of July, A. D. 1909, in a suit, numbered on the docket of said court No. 301, wherein E. T. Woodburn & Son are plaintiffs, and Stonewall Brown is defendant, and said petition alleging that said Stonewall Brown is indebted to plaintiffs in the sum of Ten and Twenty One-hundredths dollars for merchandise furnished by plaintiffs to defendant.

Herein fail not, but have before said court, at its aforesaid next regular term, this writ, with your return thereon, showing how you have executed the same.

Witness, J. H. Turnbow, J. P., Precinct No. 1 of Deaf Smith County.

Given under my hand and the seal of said court, at office in Hereford this 27th day of October A. D. 1909.

(seal) J. H. TURNBOW, J. P.
Precinct No. 1, Deaf Smith County, Texas.

**SMITH &
ASHBROOK**
HEREFORD, TEX.

Sell all kinds of Insurance

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

EMPLOYERS' LIABILITY

Office first door south of First National Bank

The BRAND LINERS

Pay in Advance unless you have an account with the Brand. The Brand Liners Bring Results. TRY 'EM.

LOST AND FOUND

LOST—A pair of gold rimmed spectacles in case. Return to E. Renfro. 38-2tp

LOST—Auto whistle. Finder return to Brand office, or D. C. Laird and receive \$1 reward. 37-3t

FOR RENT

FOR RENT—Five room house see O. Fallwell at the Elevator. 39-2t

FOR RENT—160 acre farm near Tierra Blanca Camp. Also horses for sale. Inquire of J. Spies on place. 2tp

FOR RENT—A good six-room bungalow near College; wired for electric lights, will be vacant Nov. 1st. L. W. Ricketts. 37-tf

FOR RENT—Warehouse between Black's Furniture Store and tinshop. A. P. Murchison. 39tf

FOR RENT—I have several good residences to rent. R. E. Cook. 37-tf

FOR RENT—4 room house near public school. Windmill, tank and barn. A. P. Murchison. 39tf

FOR RENT—5 room house. Murchison & Jones. 34-tf

FOR RENT—2 room office, now occupied by Express Co. 3 rooms in rear O K Land Co's. office. 2-room house. 3-room house. A. H. Elliston. 38-2t

FOR RENT—Good 5 room house with 5 acres land, well and barn Also 5 room house with 10 acres land, well and barn. 32-tf A. H. Elliston.

ROOMS AND BOARD

WANTED—A few roomers and boarders. Mrs. Geo. Karr. 33-tf

WANTED—Boarders and roomers at the J. T. Jowell house, two blocks west and two blocks north of City Meat Market. Mrs. L. C. Flanders. 31-tf

MISCELLANEOUS

FOR SALE—200 bushels clean seed wheat. A. H. Elliston. 38-2t

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

FOR EXCHANGE or trade—A pig for 2 good milch cows. Call at Brand office. 38-3tp

STRAY—One grey horse branded TH connected on left hip; one black horse branded X on left shoulder and 2 on left hip. Owner can locate by inquiring at this office and paying for this ad. 36-tf

COW STRAYED—from my place, one large dark red cow with large white spots, branded D on left side, was wearing stick on neck when last seen. W. L. Brodie, 4 n, Hereford. 39-2t-p

FOR SALE—Two cylinder Buick automobile in good condition. Cheap, on account of leaving town. See C. O. Lee over Britian and Dunlap building. 1tp

Engraved calling cards are in perfect taste. See the elegant samples at the Brand. tfb

FOR SALE—One new range stove, one new cabinet, one new dresser. 32-tf A. H. Elliston.

FOR SALE—Blacksmith shop, tools and business. Price and reason for selling given to interested parties. H. L. Rice. 38-2t

Hair Combing.

Ladies bring your hair combings or rats to Grandma Butt, in West Hereford and have you a nice switch made of your own hair. Price \$2.00. 38-4tp

REAL ESTATE FOR SALE

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

FOR TRADE—A good business house bringing good rents for trade for good land well located. R. E. Cook. 37-tf

FOR SALE—15 acres adjoining city limits. Will sell either 5 or 10 acres, or all together. A. Witherspoon. 23-tf

EXCHANGE—40 acres land adjoining the townsite of Farwell, Tex., will trade for 4-cylinder Automobile or live stock. Address Box 165, Texico, N. M. 38-4t

FOR SALE—8 miles north of Hereford a quarter section of land nearly all in cultivation, fenced and cross-fenced, hog lot of 1 1/2 acres. Good corrals, sheds, fruit trees and a garden already fenced. 2-room house, cellar and windmill with good dirt tank, at \$29.00 per acre. W. W. Edwards. 34-tf

CITY PROPERTY FOR SALE

FOR SALE or trade—for horses or cattle 3-room house on Jackson Ave. See or write W. J. Rain, Rock Island New Meico. 39-3tp

EXCHANGE—7-room house three lots close in will trade for 4-cylinder Automobile or live stock. Address Box 165, Texico, N. M. 38-4t

FOR SALE. A bargain, 2 lots, 2 houses, one well, stables, etc. Across the street north of courthouse, only \$1,200. Write or see Mrs. W. G. Dept, Box 143.

FOR SALE—Two of the best residence lots in most desirable part of City, bearing fruit trees cover both lots, concrete walk in front. Ralph Barnett. 29-tf

FOR SALE—Cottage with 2 1/2 lots, has three large rooms, hall, pantry, closets and two porches, water piped in house, well and windmill, well house and elevated tank, 30 fruit trees, good fence around lots, this is a well built house, almost new, and in one of the best locations in Hereford for a home. For price and terms, see C. O. Lee. 36-tf

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

FOR SALE OR TRADE—665.4 acres of land nine miles South of Hereford, Texas; 160 acres in cultivation, four-room house, fenced and cross fenced. Will trade for unincumbered land in Kansas, Missouri, Illinois or Iowa. 2tf W. B. Park, Hereford, Tex.

FOR SALE—10-room house, on corner lot 125 ft. front 140 ft. deep, cement walk on two sides, nice shade trees, well and wind mill, elevated tank, barn, coal house. All fenced with picket fence, only 3 1/2 blocks from the postoffice. For price and terms see C. O. Lee. 31-tf

LIVE STOCK FOR SALE

BUCKS—5 thorobred Merino Bucks for sale. Call at Fallwell & Sons or Brand office. 38-2tp

SECTION—Good section in Castro county, has 100 acres fine alfalfa land. The price is a bargain. 52-tf Gough & Russell.

FOR SALE—Two large work horses and harness also one well bred stallion; gentle driver, single or double. Will trade any or all for young stock. 32-tf A. H. Elliston.

FOR SALE or trade—Automobile. My Moline 1908 model, in good repair, every thing in the way of extras, tools, speedometer etc. Will sell for cash, Vendors Lien notes or trade for land. Geo. W. Irwin, Jr. 34-tf

THE BRAND CIRCULATION CAMPAIGN

**BEGAN TUESDAY
OCTOBER 12,
12 O'CLOCK NOON**

Opens with a splendid interest. A number of young ladies have become active workers and the Campaign is now on in full blast. A number of additional premiums have been added for the subscribers and patrons. Remember that

**CLOSES THUR.,
DECEMBER 23,
2 O'CLOCK P. M.**

\$425.00 IN PREMIUMS

WILL BE GIVEN AWAY

And in addition every local subscriber will receive a years subscription to a 50-cent magazine, which (if 1000 names are secured) will add \$500.00 more in value to the Premium List and make a grand total of nearly

One Thousand Dollars in Premiums

Such an offer has no precedent in the history of country newspapers. All you have to do to participate in this free distribution of Premiums is to pay for one year, or to renew your subscription.

Rules

1. No one connected with the Brand office will be permitted to participate in the distribution of premiums.
2. All subscriptions must be paid in cash. Receipts will be given for all cash paid in.
3. A duplicate of all tickets issued will be deposited in a sealed box at the Brand office. This box will be opened in the presence of the committee.

Consolation Prizes

The Brand reserves the right and privilege of giving a special prize at the close of each week to the young lady who shows the largest gain in the number of votes to her credit. It is not announced what these prizes may be, but each week will be governed alone by the conditions and circumstances. To win a Consolation Prize will in no way prevent anyone from winning any of the other prizes or premiums. Value.....\$20.00

Free Distributions of Premiums.

In this friendly contest the cheerful Subscribers and Patrons have not been forgotten. The Brand has arranged with the merchants of Hereford to give away as Premiums a choice lot of merchandise to subscribers and patrons. These premiums will be distributed on the last day of the Circulation Campaign. They will be turned over to a committee and a free and fair distribution will be made. Tickets which will entitle the holder of same to participate in the "Free Distribution of Premiums" will be issued according to the schedule. The premiums may be seen and examined at the places of business indicated.

Special Prize to Castro

A special prize has been reserved for the young lady living in Castro or counties other than Deaf Smith, who receives the greatest number of votes during the contest. The conditions are the same as to all other premiums. The prize will be a solid gold bracelet, set with a diamond. This bracelet is of the latest style and the workmanship is perfect. This will make a handsome gift for any young lady. Value.....\$30.00

Free Magazine

To encourage the friends to help the young ladies and to give the subscribers within the trade territory of Hereford an additional reward, The Brand has arranged to give each a year's subscription to a splendid magazine, which will be issued in the form of a supplement to the Brand.

LIST OF PREMIUMS

FOR SUBSCRIBERS AND PATRONS

1. Warren Hardware Company
One Cole's Hot Blast Stove, Value.....\$15.00
2. Hubbard Grocery Co., One Case
Mixed Canned Goods, Value.....\$7.50
3. Garrison Bros., One Set Tripple Plate
Silver Knives and Forks, Value.....\$5.00
4. Geo. A. Stambaugh, One Apartment
Suit Case, Value.....\$15.00
5. J. A. Fox & Cp.
One Stetson Hat, Value.....\$5.00
6. Hereford Hardware Co., One 50 Piece
Imported Decorated China Dinner Set,.....\$20.00
7. Betts & Millard, Druggists, Three (3 pre-
miums) Fine Leather Bill Books, Val.....\$6.50
8. E. B. Black Co., One Handsome, Golden
Oak, Polished Buffet, Value.....\$35.00
9. Ezra Norton, Saddlery,
One Plush Lap Robe, Value.....\$5.25
10. Hubbard & Barnett, Lady's
Tailor-made Suit, Value.....\$35.00
11. H. C. Myrick, Gent's Furnishings,
One Pair Edwin Clapp Shoes, Value.....\$6.00
12. Arnold & Matthews, One McDougall
Kitchen Cabinet, with bevel plate mirror,
Value.....\$35.00

100 Free Votes for Paid Up Labels

On every copy of The Brand mailed out there is a "Yellow Label" which contains the date to which the subscription has been paid. Solicitors will be allowed 100 free votes for each 10 "Yellow Labels" turned into the office, provided the label shows the subscription to be paid up to Dec. 31st 1909. Only the labels from papers published from Oct. 8th to Dec. 17th will be counted.

While the Brand has a most satisfactory paid-in-advance subscription list, it is the highest ambition of the publishers to increase that list; thus adding value to the paper as an advertising medium and making it possible to publish each week a better paper. Every advertiser knows that it is the "circulation that counts;" therefore the real end and purpose to be sought by this campaign is a larger circulation, a better paper and a wider field for advertisers.

NOTE THE CHANGE IN DATE OF CLOSING CONTEST

Schedule of Votes and Tickets

On Subscription

\$1.00 paid on Subscription	1 Ticket and	200 Votes
2.00 " " " "	2 Tickets " "	800 " "
3.00 " " " "	3 " " "	1800 " "
4.00 " " " "	4 " " "	3200 " "
5.00 " " " "	5 " " "	5000 " "

And so on at same ratio, the number of votes being determined by squaring the number of dollars and multiplying by 200.

For Ad Space

Ad-Space	Amounting to	8 inches,	1 Ticket and	100 Votes
" " " "	" " " "	16 inches,	2 " " "	300 " "
" " " "	" " " "	24 inches,	3 " " "	500 " "
" " " "	" " " "	32 inches,	4 " " "	700 " "
" " " "	" " " "	40 inches,	5 " " "	900 " "

And so in in the same ratio and proportion.

For Job Work

Job Work Amounting to	\$1, 1 Ticket and	100 Votes
" " " "	\$2, 2 " " "	300 " "
" " " "	\$3, 3 " " "	500 " "
" " " "	\$4, 4 " " "	700 " "
" " " "	\$5, 5 " " "	900 " "

And so on at the same ratio and proportion.

Worker's Special Gifts

To the young lady who receives the greatest number of votes will be given choice of the following special gifts: The young lady who stands second in the number of votes will have the second choice.

A beautiful, hunting-case, solid gold watch, set with a magnificent diamond. The watch is a 17-jeweled movement, hand engraved case, made by the South Bend Watch Company and is a marvel of beauty. Value.....\$60.00

A solid gold ring, set with a sparkling diamond in a Tiffany mounting. This ring was carefully selected by W. H. Ray, the jeweler, from a large stock and will make a prize well worth winning. Value.....\$50.00

A solid gold neck chain and locket, set with a genuine cameo, has a place inside for a photograph. The young lady who wins this prize will be more than delighted. Value.....\$15.00

Worker's Additional Special Gifts

One Mandolin, G. W. Smith Music Co. This is a fine instrument. Value.....\$7.50

One Traveler's Toilet Set and Cabinet, T. M. Coulson, Druggist, Value.....\$5.50

One Statue Vase, Woodburn & Son, Druggists, Value.....\$6.00

One Ladies' Satin Trimmed Panama Skirt, J. G. Callens, Dry Goods, Value.....\$6.00

LAST WORD Some young lady will have the pleasure of wearing the beautiful gold watch, the sparkling diamond ring or one of the other gifts as a Christmas present from The Brand. Young ladies not living in Hereford write for information.

The Hereford Brand

316 Main Street

Hereford, Texas