

The Hereford Brand

Vol. 9

HEREFORD, TEXAS, JANUARY 7, 1910

No. 48

WHAT DOES HEREFORD NEED FOR 1910?

THE PLATFORM FOR 1909

How the People's Platform of the Past Year Has Faired and What Has Been Done.

At the beginning of each year The Brand has published for the past two years a Platform. Not a temporary political affair made to get in on, but a substantial structure upon which all the people of Hereford and Deaf Smith county may stand and work together. At the beginning of 1909, The Brand published what it pleased to call the People's Platform and called upon the Commercial Club members and non-members to get on it. How this platform has served its purpose may be seen by a careful examination of the platform itself.

THE PLATFORM FOR 1909.

1. \$75,000 Courthouse for the county.
2. \$15,000 Club building.
3. \$35,000 three-story hotel.
4. Fair Association organized and building erected.
5. New railroad direct from Ft. Worth.
6. Flouring mill grinding the home product.
7. Wholesale grocery houses.
8. 500 new homes in the city.
9. 500 new farms opened in the country.
10. Free mail delivery in the city.
11. Rural routes for the country.
12. New Public High School building \$25,000.
13. 250 students for the Hereford College.
14. 250 members for the Commercial Club.
15. Trains running on the C. H. & G. from Hereford north and south.
16. 25 miles more of cement sidewalks.
17. 100,000 shade trees on the resident streets.

Look at that platform. Count the things accomplished and partly accomplished. See how well Hereford has done and in some cases gone beyond the demands of the platform. A \$125,000 courthouse instead of \$75,000; nearly 300 members for the Commercial Club instead of 250. Things actually accomplished as planned: A \$25,000 High School building; rural mail routes established. And the proposal well under way and practically certain: a flouring mill; new hotel, new railroad, the extension of the Stamford-Northwestern; and wholesale grocery house.

Of the things partially accomplished, there are: Three-story hotel which got as far as location selected, plans adopted and but for unforeseen conditions would have been built; the wholesale grocery needed a building but many of the grocery merchants filled the place by doing a fairly good jobbing business. While 500 new homes and farms were not built, at no time did the erection of homes in the town and the opening of farms cease. The figure might have been too optimistic but The Brand starts out again this year for

500 homes and 500 farms. Free mail delivery in the city will soon be an accomplished fact. The College has enrolled up to the holidays 140 students and the number may reach the goal by the end of the school year.

The trains on the C. H. & G. are not running, but that it is not all and it is not Hereford's fault. The promoters demanded \$85,600 in cash, the right-of-way thru the county and terminal grounds in the city, all amounting to about \$110,000, and they gave the Commercial Club only 15 days in which to raise the bonus. Hereford and Deaf Smith county did the trick and were on the dot with the bonus. The Commercial Club as the representation of the people carried out the contract to the letter and it was no fault of the people that

of maize, for his part, worth \$10 per ton. All told he raised \$1275 worth of feed stuff in 6 months after beginning his crop, or over \$200 per month. He has a lot of feed to sell and is getting a good price.

ANNUAL BANQUET FEBRUARY EIGHTH

Commercial Club Directors Fixed Date of Important Event

The Annual banquet, preceded by four days "whirlwind" campaign will put some ginger into the talk-fest and general round up to be held by the members of the Commercial Club. Just what will happen during these four days no one is expected

some fixed hour of the day. The boom of cannon in the military reserve will announce the hour. The "fire works" will be exploded right on main street and if the officers try to stop the fuss, they will be "put out." The Brand warns everybody now to lock their pockets against the "pick pockets" that will show up at the celebration for there's something surely going to happen on the four previous days to the annual talk-eat-feast. After it is all over—"You'll Like Hereford" better.

The Weather.

The weather prognosticator has been giving the Panhandle a variety. The first few days of the New Year, ideal balmy weather smiled on Hereford during the holidays, giving everybody a fair chance to enjoy

SENSATION IN U. S. SENATE

Private Letter Written by Senator Pinchot Springs New Sensation.

Special to The Brand.

Washington, Jan. 7.—A sensation was created in the Senate last night bearing upon the Ballinger-Pinchot controversy, when a letter written by Pinchot to Senator Bolliver upholding L. R. Glovis and criticising President Taft was read. The letter upholds the action of Glovis in denouncing Ballinger. During the reading, Senator Hale leaped to his feet and rebuked Pinchot for writing such a letter. The otherwise august body was stirred and groups of Senators gathered in the cloak rooms discussing the sensation.

STEEL TRUST AGAIN

Labor Leaders Present Charges Before President Taft.

News by Wire.

Washington, D. C., Jan. 6.—The American Federation of Labor through Samuel Gompers today carried its fight against the steel trust to President Taft. The labor leader headed the committee which called upon the President and handed him in person the documentary evidence citing fourteen charges of illegality against corporation laws and asked Taft to investigate the charges. The President received the committee and promised to take up the matter with the Labor Commissioner Neill at once.

ZELAYA THREATENED

Deposed President of Nicaragua May Lose Life at Hands of American.

News by Wire.

Mexico City, Jan. 6.—Former President Zelaya of Nicaragua was warned today by Mexican officials that two Salvadoreans and one American were seeking to kill him on account of alleged atrocities committed by him. Zelaya carries a revolver continually and retains a body guard wherever he goes.

Raymond Teal Comedy.

This musical-comedy company is here this week for three nights. Their first appearance last night, Thursday, drew a good house and judging from the favorable comments from those who were there it is by far the best musical comedy show ever before a Hereford audience. There is not a slow minute in this entire program. Tonight and Saturday an entire change of program will be given.

College Opening.

The second term for the College opened this week and President Hajle tells The Brand that a fairly good enrollment has been made. This should be encouraging to the friends of the school. The splendid work done the first half of the year will be a guarantee of the same kind for this term.



NEWS ITEM: TEXAS LEADS ALL OTHER STATES IN HOMESEAKERS FOR 1909

A ROYAL WELCOME

"trains were not running" by December 1, 1909. But who can tell what 1910 will do for the C. H. & G.? Some Moses may yet lead the people and they will be out of Egypt and Hereford will cease to be "a pop-corn station on the Santa Fe." But the Platform of 1909 was a good one the black face type makes it look good yet.

What One Iowa Farmer Has Done

A short story, but true, W. Tidwell Smith came to Hereford January 15, 1909. Single handed, he went out to his farm near here, dug a cellar, put up a building, barn, and two miles of fence, broke out 150 acres of land, and planted it in Maize and Millet. He rented 100 acres to a neighbor for maize.

Result: On 100 acres of maize he got 75 tons of feed, worth \$10 per ton; on 40 acres of millet, he got 30 tons, worth \$12.50 per ton; from his rented piece he got 25 tons

to know, each day will bring its own calamities and mishaps. There may be one or two first class funerals and a badge fight, but keep your right eye out early and late—or you may be hit by the tail of a comet. Anyway somebody may "see stars" for something is going to happen.

At the usual Monday noon meeting held at the Northern and finished at the office of the Secretary a few things were discussed, but this was settled upon. About twenty live men, divided into ten teams will be engaged to touch off the "fireworks"

themselves, but not to be deceiving on Sunday night the thermometer fell down stairs to 18 degrees and Monday morning everything was covered in ice resulting from a heavy mist from the northeast. All day Monday, snow, sleet and hominy, fitfully came until some quarter inch of moisture had fallen. On Tuesday night or rather early Wednesday morning the mercury took another tumble and dropt to 4 degrees above zero. A heavy frost arose on the 4th, 5th and 6th, and the surface of the ground was hard frozen the three mornings.

Yoakum Talks.

St. Louis, Mo., Jan. 6.—B. F. Yoakum head of the Frisco system declared today, if Texas Farmer's Union insisted on fighting for reduction of cotton rates to Gulf points, that he would raise the rates on cotton seed shipments to outside-of-state cities.

Weather Forecast

Special to the Brand.

New Orleans, Jan. 7: 10 a. m. Tonight and Saturday fair and warmer.

CLINE.

BUSINESS MEN'S SYMPOSIUM

WHAT HEREFORD NEEDS MOST FOR THE YEAR 1910 DISCUSSED BY MERCHANTS

MIXED PICKLE RELISH PUT ON

Many Spice Their Remarks With Suggestions Looking to the Benefit of the Town and County

Taking a hurried swing around town yesterday, every man whom the Brand man met was halted and asked the question: "What Hereford Needs Most for 1910?" To this question many replied, some demurred, others said it was too hard. The many answers herewith given will indicate the trend of thought as given out upon the moment.

T. M. Coulson—The county needs a good wheat crop, kaffir and maize and good market for all this. Hereford needs more sidewalks and street crossings.

D. W. Crawford—Plenty of rain and less cold weather for 1910. Plenty to eat and wear.

H. C. Myrick—Needs more money in circulation and good crops will bring it. Needs more sound business and less speculation. Needs a Loan and Abstract Company that will handle our land paper and low rates.

J. G. Callens—Your 500 new farmers will bring Hereford all she needs—more land in cultivation.

C. E. Smith, County Treasurer—Hereford needs street crossings. I am ready to put in my walks when the city is ready to put in crossings.

W. H. Ray—An organized volunteer fire department, a cotton gin and farmers to raise cotton and more jewelry stores.

C. W. Warren—So many things, one thing, the prospect for a big wheat crop we will have to have a a flouring mill.

C. C. Ferguson—Couldn't tell, I'm not in that list. Need two more railroads, send them along C. O. D.

W. B. Palmer—Hereford needs a reduction of taxes and we need more farmers and more land in cultivation. We need another railroad.

C. F. Kerr, of Castro County—We need a railroad from Hereford to Dimmitt.

D. W. Hawkins—We need 500 more farmers around Hereford.

A. J. Lipscomb, Cashier Western National Bank—More good farmers, the causeway across the Tierra Blanca, needs a new railroad north and south connecting with the Rock Island, a wholesale grocery house and a flouring mill and then we will be flying.

D. R. Gass—Our opinion is that all our city and country needs for the year 1910 is more stability in her citizens and not such a spirit of unrest as we have been having the last few years, which got its origin from the get rich quick graft rage. Cultivate a disposition to be satisfied with a modest living in times like this, and show by our actions as well as words that we have the city and country at heart, not only for our own selfish greed but for all time to come and others. Let both develop like the horse, do not put heavy loads on her while in her infancy and she will be better able to withstand crop failure and adversities, and show to the people that come in our midst that we are of the live and let live kind. Economize and be industrious and our develop-

ment will be more fruitful and not so much on the mushroom order.

Jno. P. Slaton—The C. H. & G. R. R., a hotel, cement causeway over the creek on Main street, an experimental farm, volunteer fire company, more graded streets, crossings and walks.

Secretary Holman—More brainy farmers, a great deal more land in cultivation, about \$2,500,000 more cash in circulation, a better understanding of Plains valuations in North and East, more unanimity among our merchants, a demonstration farm, a north and south railroad, more roads and better roads, more sidewalks, shade trees and street crossing, a ladies' "Civic Beauty Club." These are just a few things we need, when you have more space to spare I will give you about a page full of other "wants."

G. A. F. Parker—The county needs a clean-out in politics and a rigid enforcement of the law. When I stood on the bridge in daylight and looked at the city park, I exclaimed with the poet, "Oh, why should the spirit of Hereford be proud?"

Geo. A. Stambaugh—Hereford needs one more railroad to make it a city. She needs some "fire works" of some sort, pretty bad.

S. T. Shore—Hereford needs a good mill to grind up our wheat.

Jno. C. North—Hereford needs so many things. Say, that's a hard question. A first class hotel building as bad as anything.

Geo. W. Barcus—More money, cheap money to develop our resources. Another thing, the business men should take more interest in the Commercial Club.

J. W. Hubbard—Needs a whole lot. Hereford needs diversified farmers, stock farming and agriculture mixed. Good season to make good crops.

G. W. Smith—Hereford needs a canning and pickling factory. Our gardens can furnish the stuff and I think a small factory would do well.

Allen Powelson—You are advocating the thing we need most and this is for the land owners to cnt up their land and put farmers on it.

J. D. Curtsinger—She needs more money and cheaper money.

Luther Hough—Hereford needs more business.

Eli Dunlap—Hereford country needs two or three more good snows and the people will do the rest in fine shape.

Chas. P. Woodburn—Hereford needs 2500 added to her population in 1910.

D. H. Wilkinson—The Hereford country needs more farmers to make stuff for tonnage and railroads to haul it.

A. S. Johnson—Good fire company with full equipment.

B. A. Hubbard, Manager Hubbard Dry Goods Co.—Actual farmers and less wind (hot air).

C. M. Hunt—We need more homes to rent at a cheaper rental. Our rents are too high entirely.

S. D. Brunk—Hereford needs a big crop of all kinds and she'll get it.

W. A. Basham—Hereford needs a railroad direct to the coal fields of New Mexico.

J. E. Garrison—We need the Stamford-Northwest railroad and the Commercial Club should send a committee after it. I believe we can get it.

E. B. Black—We need a first class Methodist church building.

O. E. Thomas—Hereford needs drinking fountains at convenient places on the main streets.

Cardwell Bros.—We need more

actual farmers. Got plenty of town farmers.

Pittman & Yost—"Be a booster and loaf with us, 'knockers' pass on" our slogan for 1910.

J. L. Fuqua, Pres. First National Bank—Good wheat crops, flouring mill and another railroad.

J. N. Russell—Hereford should complete the present public buildings and public improvements: the courthouse, the school building, the Christian church, the sewer and water works and street grading.

L. Gough—Hereford needs the Model Farm above all things.

Walter Nelson—A better understanding between her business men and those who support them. She needs more level headed, unbiased business men who will study the public need and "act" on what they learn. More fraternity of spirit, more effort, in fact, "more knowledge with aggressiveness behind it."

Hard work, study and push, have made other cities known around the world. Our trading territory is limitless, we should develop it.

Mother's Club to Entertain.

The Mothers' Club will give an entertainment Thursday evening January 13th, at the Opera House. Every one is invited to be present. Admission 25 and 10 cents. Watch for the street dodgers. It

News from Route One.

Owing to the pleasant weather Sunday, there was a large attendance at the Berve Union Sunday school.

Mr. and Mrs. B. F. Hodges visited in Hereford Saturday evening and Sunday.

Buyers are scouring the country for cattle and hogs. Who says Hereford's not a good market?

Some of our new neighbors say they have been pretty badly fooled on the climate of West Texas. They expected to find warm, sunny weather all winter but instead colder weather than in the North, but their appetite and health are both on the gain.

Mrs. G. F. Higgins has been sick the past week but is able to be around again.

Mrs. Strausser of Illinois is visiting in the home of E. E. Brubaker. We hear she contemplates improving her quarter section near here.

Mr. Ed Short is taking advantage of the cold weather this week and is butchering both hogs and beef.

Mr. and Mrs. W. C. Russell called at the G. F. Higgins ranch Thursday.

Card of Thanks.

We wish to thank our many dear friends for their loving kindness and sweet tender words of sympathy, during the illness and passing away of our dear precious, loving husband and father.

We all feel we cannot express in words our appreciation of the beautiful floral offerings and deeds of kindness of our dear loving friends. But the memory will live in our crushed hearts through the ages to come. May the richest blessings of our dear heavenly Father abide with every one of them is the prayer of wife and children whose home is made desolate.

MRS. L. W. VAUGHAN
and CHILDREN.

Card of Thanks!

WE take this means of thanking our many friends and customers for the liberal trade they have given us during the year just closed, and we wish to assure them that we are better prepared than ever to handle the big business that we hope for during 1910,

Wishing you all a Happy and Prosperous New Year, we are,

Yours very truly,

Garrison Brothers

A Full House!

We have a heavy stock of corn, corn chops, shorts, bran, cotton seed cake and meal; alfalfa, prairie hay, millet, rock salt, and a little coal.

Our prices are right and we can deliver the goods. : :

TELEPHONE 76

Hicks & Harrison

When Buying Groceries

Bear in Mind

the difference between

Cheap and High Grade GROCERIES,

the difference between

Healthful and Unhealthful GROCERIES,

the difference between

JARROTT & WILKINSON'S Groceries

and Other People's Groceries

Second-Hand Clothing

Is in demand. Bring in your discarded Suits, Overcoats and Trousers and we will sell them for you. Several Good Suits on hand now for sale.

THE SUITITORIUM

G. E. FULLER

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

Frio Items.

The most enjoyable event of the season was spent New Year's day at the home of Matthew Whiteford and family when all the neighbors began to gather about half past ten o'clock with well filled baskets, which made up the dinner which consisted of everything that was good from turkey to pumpkin pie. They were just 80 in number that partook of the dinner and enjoyed the day. Rev. M. T. Johnson and Professor Bridges from Hereford were welcome visitors with us and helped to make the day more pleasant. It is a day that will long be remembered by one and all. And they all departed in the evening voting it a success and going to the home of W. B. Green to a party which was also enjoyed by all present.

E. H. Shockley resumed his duties in the school room Monday after a two weeks vacation for the holidays.

H. H. Stanley entertained Steve Sanders and family at dinner Sunday.

Misses Hattie Easter and Susie Chilcott spent a few days last week with Miss Maydolen Green.

Ed Stanly and family were the guests of Frank Axe and family Sunday.

Misses Gladys and Ruth Stanley visited their cousins Maggie Ray and Mira Stanley last week.

J. W. Beatty and family spent Monday at the home of W. B. Green and family.

A little more snow fell here Saturday night which will stop plowing for a few days.

George Cox spent Saturday night with Claude Whiteford and attended the party at W. B. Green's.

J. Bourell and wife have gone to Indiana to spend two months with relatives.

Mrs. W. B. Green and daughter Maydolin and Nettielee and Mrs. J. W. Beatty and daughters Helen and

Ethel spent the day Tuesday with Mrs. N. H. Stanley.

Chancey Tice and family spent Sunday with E. H. Shockley and family.

Chatterings From Parrott.

A few friends gathered at the home of Jacob Wagner to watch the old year out and the New Year in. Among them were Mrs. Bacus and family of Nazareth, and Gus Miller and family of Parrott. A very pleasant evening was spent and at twelve o'clock noises of all kinds could be heard. Don't know if they saw the cows kneel down to pray or not.

Mrs. G. B. Hughes entertained at dinner New Years day, Mr. and Mrs. A. P. Helphrey and family. If we can judge the rest of the year by the first day they will never want for good things to eat and plenty of them.

Mr. and Mrs. Scruggs and family and Mr. and Mrs. Hughes spent New Years evening at A. P. Helphrey's. Master Earnest Scruggs favored the company with music on his violin after which all joined in singing a few songs and hoped that the remainder of the year might be spent as pleasantly.

Ben Neely and family spent Sunday with Miss Fannie Neely.

Mr. John Guthrie, Sr. has almost completed his new home and when finished will be one of the best houses in Castro county.

Mrs. Jennings gave a birthday dinner Sunday for her little son and daughter. Ethel's birthday being the first and Waldo's the second. Their was quite a number of little folks present and had a good time and a good dinner.

School began Monday morning after a vacation of four weeks. They are holding school in one of Mr. Metcalf's houses until they can build a school house.

POLLY.

White and New Home Sewing Machines. E. B. Black Co. 48ft

Chatterings from Parrott.

Delayed from Last Week.

Christmas has come and gone and although there wasn't very much snow left on the ground, Santa Claus managed to get here, just how we cannot tell, but many a little "tot" was made happy on Christmas morning to find that "Old Santa" had not forgotten to fill their little stockings.

Mr. and Mrs. Emmett Scruggs entertained at Xmas dinner, Mr. Gordon and Miss Laura Holden and Frank McCollum from Arney. Bob Verrell and family spent Xmas a night with them.

Mr. and Mrs. A. P. Helphrey entertained at Christmas dinner, Mr. and Mrs. G. B. Hughes and Mr. Kopp. Others were invited but on account of sickness were not able to be present.

We are glad to learn that Mrs. B. Neely and sister, Miss. Bell are improving rapidly in health since coming to Texas two months ago.

Miss Irene Holzer is spending the holidays in Hereford the guest of Mr. and Mrs. S. J. Dodson.

Miss Blanche Wagner attended the Institute at Dimmitt last week, she reports an interesting session.

Mr. Wanner and family spent Christmas with the Bacus family near Nazareth.

John Guthrie, Jr., loaded his car Monday and started back to Illinois. (Sorry to lose him—Editor Brand.)

Mr. E. Hacker's brother and family arrived from Indianapolis, Ind., to make this their home and we are glad to welcome them to our midst. [Another takes his place.—Editor Brand.]

Mr. and Mrs. John Isles gave a dance to their neighbors Saturday night and had a very pleasant time.

POLLY.

Frio Items.

The Christmas entertainment given here Christmas eve was quite a success. The program included recitations and songs, then jolly Old Santa Claus came hustling in and distributed the presents from the arch which was well laden with presents for both young and old.

Matt Whitford and daughter Miss Alma transacted business at Dimmitt Friday.

Joe Green and sister, Maydolin, ate Christmas dinner with Walter and Hattie Easter.

Ed Stanley and family, Frank Axe and family and Misses Clemma and Callie Sanders were entertained at the home of J. F. Dollar on Christmas.

W. B. Green and J. W. Beatty were callers at Summerfield on Monday.

Rev. M. T. Johnson delivered two

very interesting sermons here on Sunday and took dinner with Ed. Stanley and family.

The young folks of this place were entertained at the home of J. F. Dollar on Saturday night and at the home of W. B. Green Monday.

Senator Sends Paving Recipe.

Commissioner A. J. Lawton has received from United States Senator Charles Hughes a recipe for a new kind of street pavement which, it is claimed, has all the dustless, mudless and noiseless features and in addition, the advantage of being sanitary.

The Pavement is composed of the following ingredients: Water gas tar, cement, liquid asphaltum, road oil, carbolic disinfecting powder, sulphate of copper, and oil of wintergreen. The sulphate of copper is used to keep the oils from igniting, the wintergreen is used to counteract the odors, the cement binds the dirt and the oils make the surface waterproof.

A stretch of this pavement, according to the clipping sent by Senator Hughes, has been laid on the Hummelsville pike, near Harrisburg, Pa. Since it has been down there has not been a case of infectious disease along that stretch. It is claimed that it never gets muddy nor slippery and is not affected by frost as the oils do not freeze. It is poured on the ground like water and can be laid for 5 1-2 cents a square yard.—Evening Telegram.

J. Hickman Ward

On January 3rd, Hick Ward, well and favorable known in the city, was laid to rest with the honors of the W. O. W. Though the day was quite disagreeable and a large number of friends and brother sovereigns of the lodge were present. He had not been well but no one expected the end to be so near. He died Sunday, January 2nd.

Mr. Ward is the first member to die who has joined the W. O. W. lodge at Hereford. While fourteen other members have died at Hereford all were men who had joined elsewhere and moved to Hereford. The lodge at present has 260 members. Mr. Ward held a policy in the lodge for \$1000 in favor of his father, J. J. Ward. At a suitable time a monument to cost not less than \$100 will be erected at the grave of this departed Woodman and the beautiful unveiling ceremonies of that order will be given. This is an honor bestowed upon all Woodmen.

Foreign Missionary Society.

The Woman's Foreign Missionary Society will meet at the Methodist church, Wednesday Jan. 12, at 3 p. m.

MRS. L. B. HARWELL, Reporter.

City taxes are now due for 1909. The city collector's office is with Pitman Land Co. There is considerable delinquent tax for 1907 and 1908 in the city, especially in Evans addition. Pay now.

C. L. SULLIVAN, Marshall.

10670

A \$100 Typewriter for 17 Cents a Day!

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

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

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

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

Yours for 17 Cents a Day

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

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

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

The majority of inquiries has come from people of known financial standing who were attracted by the novelty of the proposition. An impressive demonstration of the immense popularity of the Oliver Typewriter.

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

A Quarter of a Million People are Making Money With

The OLIVER Typewriter

The Standard Visible Writer

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

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

"An Oliver Typewriter in Every Home!"

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

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

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

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

"Wardrobe" Moved

We have moved from the Britran-Dunlap Building to the frame building first door south of McGhee's Photo Gallery. It gives us more room and prepares us to do you better work. We use Chemical Cleaning and guarantee all work to be First-Class or no charge. We call for and deliver work. Your patronage solicited.

THE "WARDROBE"

Phone 335

Younger & Rowland, Props.

WILL IMPROVE 400 ACRES

**St. Louis Man Makes Contract
With L. Gough to Open Big
Farm in Castro County**

C. E. McClure of St. Louis, prominently connected with the Lehigh Valley railroad system has recently closed a contract with L. Gough of this city to open for him his four section farm in Castro county.

This splendid farm is located 12 miles southeast of Dimmitt and a finer piece of wheat land cannot be found in the United States. As a beginning Mr. Gough left Thursday morning by auto for the farm to lay out a tract of 400 acres which will be prepared for wheat sowing this fall. The land will be cultivated according to scientific methods under the supervision of Mr. Gough, who has made a contract with a farmer to do the necessary work. The land will be turned and packed this winter. During the spring and summer, the necessary tillage will follow and in the fall the entire crop will be seeded.

In this connection, it must be mentioned that Mr. McClure has been fully convinced that this country, when the soil is properly handled and developed, will produce a handsome income on the investment.

Don't Need a Paper.

Last week the business manager of the Examiner sent out notices to all subscribers, indicating just how much they were in arrears and suggesting the amount that would put them one year in advance. Many have been the prompt and kind responses. Only one fellow has been ugly. He felt that it was a grave offense to send a statement to a subscriber. Why should his dignity receive a shock by getting a reminder from an ordinary newspaper that he was due a subscription price? So he planked down his dollar and a half, and said, "Stop it! I don't want to be getting duns." So we stopped it. We prefer not to send the Examiner to a blooming idiot anyhow. We intend to keep up our notices until we get rid of the old grouches and dead beats. It costs money to publish a paper and the man who enjoys perusing the pages of the Examiner will pay for the same or steal his neighbors. But as we said, many responded kindly and said things about our effort to put out a representative paper, that makes us feel good. This fellow was only one, and as he is square with this paper, we shall let him pass out of our mind with all the disagreeable things of the old year.

Card of Thanks.

Without friends this would be a cold and unwelcome world. But we know that there are many kind and loving hearts around us, for during the last illness of our departed son and brother this has been demonstrated. We want to thank all our friends and especially the W. O. W. Brethren for their tender kindness during his illness. We will never forget our friends and may the richest blessings fall upon you all.

J. J. WARD AND FAMILY.

**SMILE a little,
Shelp a little,
push a little,
the world needs
you; work a
little, wait a lit-
tle, hope a little,
and don't get
blue.**

Family Laundry 6c per pound. Phone 246. We will call. 43tp5

Arnold & Matthews, Furniture and Undertaking. J. M. Gilliland, Embalmer and Funeral Director. Day Phone 115. Night Phone 251. 38-1f

Smith and Brumley do all kinds of Scavenger work, also haul off your trash, cans and dead stock. Prices reasonable. Hereford, Tex. 46-1f

J. W. Moore, engineer for the city in installing the water works has returned from his home at Lampasas, Texas.

WHEAT ACREAGE IN PANHANDLE

**Dallas News Thinks Farmers Have
Not Used Their Opportunity.**

If the Panhandle wheat acreage is only 10 per cent greater this year than it was last, we should say that our campaign for a larger growing of that cereal had not been very richly rewarded. Neither would that increase be as great as good business judgement prompts. Wheat is high, and the meagerness of the world's stocks renders it likely that a large crop this year would bring a profitable price, though perhaps not so high a price as was paid for last year's crop. The condition of things, therefore, ought to have moved the Panhandle farmer to go "long" on wheat.

But he hasn't done so, if the increase in acreage is only ten per cent. There have been enough newcomers to the Panhandle to make that increase, even if the men who grew wheat there last year had not increased their acreage in any degree whatever. They probably have, and considerably, wherefore it is equally probable that the increased acreage is more than 10 per cent. —News.

The News seems to be misinformed as far as the Hereford country is concerned. A conservative estimate of the increase in this section has been placed at 50 per cent, the total acreage being fairly figured out at 50,000 acres. If the News got its information from unreliable sources the error should be corrected. The Hereford farmers have taken advantage of the early season and prepared their ground and when seeding time came around, they went into the fields with a battery of drills sufficient to plant 30 acres per day.

Newcomers.

On December 28, a boy born to Mr. and Mrs. Monzingo, who live 5 miles out.

On December 25, twins, a boy and a girl, born to Mr. and Mrs. Jasper Crowell.

On January 2, a boy born to Mr. and Mrs. E. R. Carter, of Friona, Texas.

All these are welcome to the Hereford country.

A Complete Library In One Volume



Will tell you something about everything and everything about a great many things; the army and navy, population of counties, states and cities, the new tariff, the 1910 census, progress of Panama canal work, census of Cuba, prosecution of trusts, party platforms of 1909, rise in prices of principal commodities, aerial navigation in 1909, Polar exploration in 1909—discovery of the North Pole, growth of the United States, Sixty-first Congress, about wars, sporting events, weights and measures, universities and colleges, religious orders in the United States, debts of nations, weather forecasts, fatality tables, commerce, taxes, money, banking, insurance, secret societies, prohibition movement in 1909, report of national commissions on country life and conservation of natural resources, and

10,000 OTHER FACTS AND FIGURES

of everyday interest to everybody. No merchant, farmer, laborer, business man, housewife, school boy or girl, should be without a copy of this greatest compendium of useful information ever set in type. On sale everywhere, 25c. (west of Buffalo and Pittsburg 30c.) By mail 35c. Address Press Publishing Co., Pulitzer Building, New York City.

The Means of Successful Plowing



Depends entirely upon the **QUALITY** of the Plow and for this reason the

Parlin, Orendorff & Emerson

Lines have no Equal. The **DOUBLE** and **TRIPPLE EMERSON DISC**, the **EMERSON EXPRESS SULKY** and **GANG**, the **SUCCESS SULKY** and **GANG** are the standard of all Plowing Machinery and we will take pleasure in showing you the many good features of these plows if you will call at our store. We also have a nice line of

Windmills, Pipe, Casing and Builders' Hardware

WARREN HARDWARE CO.

212 Main street

Hereford, Texas

The Quality Store

PHONE 25

HUBBARD GROCERY CO.

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

BEST FLOUR IN TOWN

A Million Dollars Back Of

Cole's Hot Blast Guarantee

See what the makers—the Cole Manufacturing Co. of Chicago—have written us. Pretty strong from a million dollar concern selling 60,000 of this one stove a year— isn't it? Read it. Remember the Original sold here only:

GUARANTEE

"You are authorized to sell the Original Cole's Hot Blast Heater this year on the most rigid guarantee ever made by any stove manufacturer. Our guarantee to every customer of ours is—

- "1—A saving of one-third in fuel over any lower draft stove of the same size, with soft coal, slack or lignite.
- "2—That Cole's Hot Blast will use less hard coal for heating a given space than any base burner made with same size fire pot.
- "3—That the room can be heated from one to two hours each morning with the soft coal or hard coal put in the stove the evening before.
- "4—That the stove will hold fire with soft coal from Saturday night until Monday morning.
- "5—A uniform heat day and night with soft coal, hard coal or lignite.
- "6—That every stove will remain absolutely air-tight as long as used.
- "7—That the feed-door is and will remain smoke and dust-proof.

"All we ask is that the stove shall be operated according to directions and set up with a good flue."
"(Signed) COLE MANUFACTURING CO., (Makers of the Original Patented Hot Blast Stove)."

Hereford Hardware Company



\$12
up

Local and Personal

Wall Paper. E. B. Black Co 48tf
 Carving Sets. Warren Hardware Co. 44tf
 Just received a car rock salt. Hicks & Harrison. 44tf
 Joe Kelihor was in Amarillo Saturday.
 Globe-Wernicke Book Cases. E. B. Black Co. 48tf
 Ponder it well, "The reason Why" on page 8. 1t
 J. Eagle Henderson spent Sunday with home folks at Portales.
 Heating Stoves at Warren Hardware Co. 44tf
 Order coal in nice weather. Hicks & Harrison. 44-tf
 Lace Curtains. E. B. Black Company. 48tf
 A powerful question, "The Reason Why." Read it on page 8. 1t
 E. B. Black Co. Furnishes the Home. 48tf
 Prairie Hay at Hicks & Harrison. 44tf
 W. O. London has returned from his claim in New Mexico.
 Hon. C. D. Wright returned Tuesday from Portales, New Mexico.
 Boys coaster wagons. Warren Hardware Co. 44tf
 E. B. Black Co. Furniture dealers and Undertakers.
 We are not advertising coal. Haven't enough to bother about. Hicks and Harrison. 44-tf
 Some have never solved it, have you? "The Reason Why." Read it on page 8. 1t
 Rogers 1847. Warren Hardware Co. 44tf.
 E. B. Black Co. sells Queensware and China. 48tf
Ladies' Skirts and Suits made new at the Wardrobe. 48tf
 J. P. Bourell and wife are at their old home in Indiana for a month's visit.
Family Laundry 6c per pound. Phone 246. We will call. 4355p
 Judge C. F. Kerr of the capital of Castro county was in Hereford Wednesday coming up by private auto.
 Judge J. E. Ferguson of Kansas City returned to Hereford Tuesday on important business matters.
 Dont risk cotton seed cake advancing in price. Investigate. Hicks & Harrison. 44-tf
 Mr. and Mrs. C. E. Smith have returned from Oklahoma where they spent the holidays with her parents.
 "The Reason Why" is interesting and instructive. Read it on page 8. 1t
 E. B. Black Co. doesn't KEEP furniture, but SELLS it. 48tf
 Take a walk, and see how little coal there is in Hereford. Hicks & Harrison. 44-tf
 We have a nice assortment of Japanese china ware. Warren Hardware Co. 44tf
 Mr. and Mrs. J. L. Fuqua enjoyed a pleasant visit by Mr. and Mrs. W. H. Fuqua of Amarillo last Sunday.
 Miss Lena Edwards spent Christmas with her mother. She has returned to her school at Black City.
 Prof. and Mrs. E. H. Wray spent a short vacation at Denton, their former home, during the holidays.

Baggage and transfer hauler. J. L. Van Sickle, phone 313. 48-tf
 Big assortment Art Rugs, Matting and Linoleums at E. B. Black Company's. 48tf
 You will find Haviland and Versailles China ware at Warren Hardware Co. 44tf
 I repair your flues cheaper than moving furniture in case of fire. See Loughmiller. 37-tf
 Call J. L. Van Sickle, phone 313 when you have hauling to do. 48tf
Bargains in Ladies Suits and Coats for cash at Geo. A. Stambaugh's. 1t
 Order feed and coal early, our wagon dont leave the store after 6 p. m. Hicks & Harrison. 44-tf
Family Laundry 6c per pound. Phone 246. We will call. 4355p
 B. M. Hester has for sale a quarter section of land 3 1/4 miles south of Hereford awful cheap. See him. 6-tf
 A. J. Lipscomb, cashier of the Western Nat'l Bank has been confined to his home this week on account of illness.
 Free building lots in Baskin Heights to the first twenty to erect four-room houses. Phone L. Baskin for particulars. 48-tf
 Henry and Ike Ward of Amarillo were in Monday to attend the funeral of their brother. They returned Wednesday.
 John Hendricks, son of Dr. J. G. Hendricks left Monday for Alesian Fields to visit with his grandmother and sister.
For High Grade Tailoring work go the Wardrobe. 48tf
 Mrs. Geo. W. Irwin and children have returned from Mineral Wells where they spent several weeks at that popular Texas health resort.
 Prof. and Mrs. E. M. Haile came back Sunday from their Christmas vacation which they spent with his father and mother in north Kansas.
 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
 Ralph Joss and Terrence Stanberry two of Hereford's most popular young men spent the holidays at Mr. Stanberry's home in Midlothian, Texas, where they enjoyed the events of the season.
The Wardrobe, first door south of McGhee's Photo Gallery. Phone 335. 48tf
 C. S. Richards made a trip by auto to Clovis last Saturday to deliver Geo. Irwin's Moline car to J. N. Hancock in exchange for a house and lot in that city. He saw the ad in the Brand.
 Mr. and Mrs. C. Younger and Mr. and Mrs. Harry Rowland have returned from Centralia, Mo., where the two couples were married during the holidays. They will make Hereford their home.
 Dr. O. P. Sutherland of Texico, according to promise and previous announcement has opened his office in Room 3 of the Miller-Walker building. It will be remembered that Dr. Sutherland left a splendid practice here to go into other business but his "first love" has been too strong and he returns to Hereford to make his home.

**LADIES' FURNISHING STORE
 COST SALE**

**COMMENCING SATURDAY, JANUARY 8, 1910
 Most Important Sale of the Year**

Our Policy

Never carry over goods from one season to another, is why, we are making this wonderful sacrifice. During this sale you can buy the best of styles in Suits, One-piece Dresses, Skirts and Long Coats for women and children, Hosiery, Knit Underwear, Millinery and Notions of all kinds.

Actual Wholesale Prices

We have only new, up-to-date goods and you can feel assured when you are buying at the Ladies' Furnishing Store, even at reduced prices, of getting the LATEST and BEST styles that experience and careful selections can procure.

Seeing Is Believing

And quoting prices on paper does not prove the great values we are offering during this sale, so we invite you to come whether you are an intended purchaser or not and let us prove to you that you can buy any article at actual Wholesale Price.

LADIES' FURNISHING STORE

Halley's Comet

Have you seen it! Some late home-goers say they have, but The Brand hasn't. All the astronomical experts have told where to look for it but they use an unknown tongue in giving the information. In simple everyday language try this recipe for finding it: Time, 8 o'clock at night. Face due south. To your right and in the southeast skies will be seen the brightest star in the heavens. This is Venus. From Venus follow a line across the heavens at a right angle of about sixty degrees until you find two bright stars near each other, (about three yards apart) one quite red in color, The red one is Mars, the other just below it is Saturn. Now trace a

line due east towards Pleiades, known as the "seven stars". The comet if it can be seen at all will appear in this place. A small field glass will reveal it now but in a few weeks it may be seen with the natural eye. The comet will move towards Saturn and will pass near Mars which will meet it on January 15th.

Will Buy Notes.

A correspondent wishes to buy a few first mortgage vendor's lien land notes. If you have anything to offer, write out a full and complete description of the land and the notes, and state what you will take for them. Address your letters to Box 248B, care Hereford Brand.

Dont call at Brand office to inquire about this—the manager hasn't got the money in his old clothes. Write out your proposition in a business way and if there's anything doing—you will be notified. 48-2t

Will Attend Family Reunion.

E. B. Black will leave Saturday to attend a family reunion at Miami, Florida. He will go by way of Cleburne and will be joined at Itasca by his sister, Mrs. Coffin. They will then visit friends in New Orleans also in Alabama and Georgia cities, before making the trip down to the place of reunion in Florida. The trip will consume about 30 days and Mr. Black anticipates a most pleasant and needed vacation.



JANUARY 10

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

The Hereford Brand

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

Address all communications to
THE HEREFORD BRAND

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

Subscription Price \$1.00 Per Year,
Strictly in Advance

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

ANNOUNCEMENTS

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

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

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

DEAF SMITH COUNTY.

For County Clerk:—
J. H. KING
FLETCHER ROGERS
O. B. PIRKEY
G. M. SUGGS.

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

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

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

CITY OF HEREFORD.

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

For Secretary and Treasurer:—
A. M. JONES

A HEALTH RESORT.

The plans for making Hereford a
summer and health resort are slowly
but surely maturing. In a few days
an announcement will be made giving
the details in full. For the present,
it is only necessary to state that am-
ple boarding and lodging facilities
must be provided, attractive and
clean entertainments furnished and
the proper kind of advertising done
to let the people in the sultry and
over-heated districts know what
Hereford has to offer. And again
there is no use to invite our neighbors
into a disease effected town. **HERE-
FORD MUST BE CLEANED UP.**

That the tower-tanks all over the
city are filled with deadly germs is
the firm belief of prominent physi-
cians. The wind has done its work.
The Brand dares to say that not one
tank in a hundred has been cleaned
out since they have been erected and
therefore are breeding places for
germs. How is your tank, neighbor?
Have you ever examined it? Allow
the water to run out and take a peep
into the tank. You'll be surprised,
astonished and dumfounded. Would
you drink water from a bucket half
filled with ooze and trash blown in

from the lots, streets and stables.
Hereford a possible Health Resort!
Not much in this condition. **CLEAN
OUT, CLEAN UP.**

TEXAS ALMANAC

The Brand is in receipt of a copy
of the Texas Almanac as published
by the Dallas News. This publica-
tion is called an almanac but it is a
compendium of information about
the greatest country in the world—
Texas. It is not a book to be read
and thrown away, but a valuable ac-
quisition to your library and some-
thing to be kept for future use and
reference. The price is 30 cents
per copy postpaid.

Some of the information contain-
ed in the book may be mentioned:
It classes the Panhandle as the
"wheat belt" of the state of Texas;
it says that apple, plum and grape
culture in the Panhandle has been a
revelation. Under the chapter of
sugar beet culture, it says: "In
the list of tests, it will be seen that
there are five which show a very
high percentage and these beets
came from Northwest Texas—The
Panhandle." The list has the name
of J. S. Wyche three times with a
percentage of 16 and a purity of 80.
These tests exceed the Colorado
beets.

**TEXAS LEADS IN RAIL-
ROAD BUILDING**

Lone Star State Takes Long Lead
Over Other States in Active
Construction.

From Trade Review.

The following figures, compiled
by Manufacturers' Record, indicate
in the first column the miles of rail-
way actually constructed in the
States named during 1909, and the
second column gives the miles pro-
posed and under actual construction
for 1910.

Alabama	55	103.70
Arkansas	79.50	298.
Dis. of Columbia	3.81	
Florida	120.26	368.50
Georgia	162.00	265.00
Kentucky	88.50	116.00
Louisiana	96.25	100.50
Maryland	12.68	15.00
Mississippi	47.50	111.50
Missouri	15.00	305.00
North Carolina	153.50	247.00
Oklahoma	131.70	328.00
South Carolina	32.25	
Tennessee	75.50	98.50
Texas	789.20	1,128.00
Virginia	27.50	41.00
West Virginia	140.75	137.25
Total miles	2,033.90	3,742.95

Telephone Subscribers.

All bills must be paid by the 10th
of each month or the service will be
discontinued until settlement is made
Hereford Telephone Company. 46-3

Public School Opens.

The Hereford public school
opened Monday of this week with
all teachers present and the rooms
filled with eager students. The hol-
idays gave both teachers and pupils
a much needed rest and all are back
hard at work for the last term.

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. 36-1f

Notice to Stockmen.

Let us teach your colts by the
scientific method. Satisfaction guar-
anteed. For further information
write or see us. Jacobs Bros. 47f5

See the low prices we will make
you on Over Coats and men's and
boys' suits. Geo. A. Stambaugh. 1f

THE FIRST STATE BANK

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



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 Build-
ing, 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 HEREFORD BRAND thanks its many friends for their liberal support and patronage during the year 1909 and wishes them a pleasant Three Hundred and Sixty-Five days of the year 1910. Your business has enabled the management to publish a paper which has pleased thousands of its friends. He believes this because the friends have told him so. May The Brand have many more pleased friends at the end of 1910 is the ambition of the "boys behind the gun".

CITY WELL TESTED

Water Sufficient for All Purposes Secured on First Trial.

A test was made beginning Monday of this week of the city well. The well is located near the electric light plant and 100 feet deep and penetrates to the second strata of water, the first strata being at a depth of 50 feet.

The pump was started and run continuously for 36 hours, and something less than 150,000 gallons was pumped, or about 500 gallons per hour. At the close of the test and after the water had cleared, the big 3 inch stream was turned into the 100,000 gallon concrete reservoir. This was filled in a short time. The duplex power pump is installed in a brick building adjoining the light plant and will be used to pump the water direct from the big reservoir into the mains under pressure, insuring a steady and strong stream for fighting fire.

The big steel tower on top of which will be placed a 75,000 gallon steel tank and which will be used to supply water for domestic purposes will be erected as soon as the steel structural iron arrives which is expected at any time.

Superintendent J. W. Moore and Foreman J. E. Word have done a good job for the city and when completed Hereford will have the best small system in the Southwest.

Now, boys get together and organize a volunteer fire company. The Brand suggests that the City Marshall call a meeting.

Presented with Life Memberships.

A surprise was injected into the service at the College Chapel last Sunday at 11 o'clock, when Bro. Narce arose and proceeded to make a short but touching little speech at

the close of which he presented to Misses Beulah Wright, Mate G. Hunt and Ruby Norton each a beautiful diploma from the Junior Endeavor Society. These diplomas give the young ladies a life membership in the Christian Woman's Board of Missions of the Disciples of Christ and cost \$25 each. They are presented as a token of appreciation for their splendid work in the church and societies.

Junior League Program.

Leader—Jim Black.
Song—No. 165.
Scripture Reading—Psalm 7.
Prayer—Mrs. Hawkins.
Song—No. 159.
Bible Questions—Bessye Snyder.
Recitation—Mary Sue Bullock.
Reading—Elizabeth Black.
Recitation—Modena Burks.
Song—Elizabeth Everett.
Paper—Bernadine Price.
Song—No. 160.
Violin Solo—Raymond Hawkins.
Song—No. 158.
The Lord's Prayer.

Business Men Organize.

At a meeting of a few of the retail merchants last Thursday night at the office of Secretary Holman, the Hereford Business League was organized by electing C. W. Warren, President; J. H. Cardwell, Vice President; S. B. Holman, Secy. Treasurer.

Young Men's Banquet.

The young men of Hereford are making arrangements to pull off a big banquet at the Arcadian Cafe on the 14th inst. It will be quite an elaborate affair and the purpose will be to entertain their young lady friends and their "hosts and hostesses" of the past year who have entertained them in their homes. Invitations will be limited to those who have entertained the young men collectively as a set.

LOCALS

E. R. Rice of Clovis, a former resident of Hereford, was in the city this week on business.

W. M. Mathis and family will leave Monday for their new home in Moran, Texas.

Mrs. J. F. Collup has returned from Olton where she has been visiting with her sisters, Mesdames Wicker and Vaughn.

Dr. O. P. Sutherland, dentist, is permanently located in elegant offices in the Miller-Walker Building, Room 3. 48t2

Dr. A. L. Taylor returned yesterday from an extended business trip to Kansas City, Fort Worth and other points.

We have some heavy wool skirts. In order to close them out, we have cut the price to \$1.00 and \$2.00 regular \$4.00 and \$6.00 values. Geo. A. Stambaugh. It

Dr. O. P. Sutherland is now prepared to do your dentistry work. He has the latest and most modern equipped office. 48t2

H. C. Cline of Indiana is here for the winter to visit his daughter, Mrs. H. L. Rice. If his health improves he may become a permanent citizen among us.

Mrs. Dr. Lee Jones and daughter have returned from an extended visit in Central Texas. Temple, Killean and Fort Worth being the points visited. The Doctor is all smiles now.

O. J. Robinson, of Dallas, who has recently become a Hereford property owner, was here Thursday and Friday looking after his interests. Mr. Robinson likes the West and Hereford, and proves his faith in its future by investing his money.

SHOOTING AFFAIR

Castro County Stirred by Unfortunate Occurrence at Box Supper.

While two young men, Dick Lovelace and Bert Boyd were returning home from a box supper held at Dimmitt, Monday night and when about one mile south of town, were fired upon by unknown parties in ambush. The young men say that as they were riding along they heard the command, "halt," but before they could rein up their horses, they were fired upon; then they put spurs to their horses and ran out of the fusillade of bullets which followed. Both horses were shot but the boys escaped. One of the horses staggered during the shooting but ran a mile before he fell dead. The other horse received a flesh wound in the hip. Up to the time of going to press no arrests have been made, but it is understood that warrants have been issued. The community is greatly stirred over the unfortunate affair.

Rockefeller's Maxims.

The following maxims and trite sayings are favorites with John D. Rockefeller:

The sleeping fox catches no poultry.

Silks and satins, scarlet and velvet, put out the kitchen fire.

Ask thy purse what thou shalt buy.

What maintains one vice would bring up two children.

The man of business and the business man both is the one who does it.

Take hold, hold fast, hang on and don't let go.

A man without decision can never be said to belong to himself.

Six cents a day not spent for cigars is \$11.00 at the end of the year

and \$550.00 at the end of fifty years.

Here are the original sayings of Amos Lawrence himself, which were most pleasing and important to young Rockefeller.

Do not spend your Sabbaths in noise and riot, but attend the public worship of God.

I am the richest man, I suppose, that there is on this side of the water, and richest because I am the happiest.

Every man's pleasures should be at home.

The habit of industry once well fixed, the danger is over.

Get the habit firmly fixed of putting down every cent you receive and every cent you expend.

Good principles, good temper and good manners will carry a man through the world. The most important of these is good principles.

Business before friends.

Keep business before you; don't let it drive you.

Morality is strict justice between man and man.

Keep an accurate account of merchandise bought and sold each day, with the profit, as far as possible.

Never be in debt more than two and a half times your capital.

Avoid tobacco and intoxicating drink.

Do your work first and enjoy your play afterward.

Practice a system of rigid economy and never spend a nickle for unnecessary objects until you have acquired it.

Never allow a bill against you to stand unsettled over the Sabbath.

D. L. McDonald of Van Wert, Ohio, arrived last night and will begin at once to sink a big well south of town for the purpose of testing the underground water supply. If found sufficient a small tract of land will be put under irrigation as a demonstration.

Society

HEN PARTY.

When the invitation to a "hen party" given by Misses Wenona Arthur and Ina Gregg at the latter's home, were received, every one felt sure of a pleasant evening. As the girls began to arrive their striking costumes caused much merriment.

Soon a "progressive gossip" was indulged in and the way some of the "visiting girls" handled the subject proved their long experience in the art. Then followed a contest in tacking carpet rags, occasionally a low wail was heard as a needle found its way into a finger of some awkward hand. Then followed a word contest which was very interesting and caused considerable study. Miss Harriet Shirley received the prize which was a dainty apron.

The girls were then divided into groups to prepare their own refreshments, some were given chafing dishes while others used the stove. Soon a rich odor of salmon, peas, candy, pop corn and chocolate, filled the house and after several hands had been burnt and several dresses soiled the tempting dishes were ready for serving, then everyone helped herself and ate in the good old fashioned way. At a very late hour the guests united in saying that Misses Arthur and Gregg were unsurpassed in originality and hospitality and reluctantly took their departure. The "visiting girls" and respective costumes were: Misses Earl Gough in a neat "skirt waist and shirt" with extremely large bow tie, white fur cap draped with a dainty scarf. Leron Gough in a long, flowing, cream empire gown and head scarf from under which her hair fell in ringlets. Claude Ricketts as a milk maid in long checked apron and blue sun bonnet. Her sleeves were rolled up high displaying a pair of tapering arms. "Hebe" Frizzell strikingly resembled a coy little maiden of the far East, in her long silk opera cloak thrown over an empire gown of soft clinging silk, caught about the waist with a broad red sash. In her hair she wore a sparkling bandeau. Karl Shirley wore a brown coat of the latest cut. Her hair was becomingly arranged in extreme pompadors and puffs. W. R. Bridges wore a "skirt waist and shirt." The skirt fell in graceful folds from the waist line and trailed far behind her majestic form. She wore a stiff collar and long blue tie. Forest Parks wore a bright striped gown caught up at the waist by a red cord. A small brown sun bonnet ornamented her head. Guy Nesbitt wore a princess gown of rich red broadcloth of the latest style a dainty scarf was thrown over her head. Clyde Wright was becomingly attired in a "skirt waist and shirt" with a stiff collar and black tie, a long scarf knotted above each ear was the only ornament for her head. Clyde Baird looked charming in a long clinging empire gown of soft silk and a head scarf of delicate blue. Roy Long wore a "skirt waist and shirt" and brown head scarf tied in a large bow on the left side. Judging from the perfect ease with which they glided about from room to room and the graceful way in which they sat, it was hard to believe that this was their first appearance in society. The young ladies who helped to make the occasion an enjoyable one for the visitors were: Misses Stella Rhone, Harriett Shirley, Irma Gough, Ruth Ricketts, Vera Angel, Ruby Wilson, Lora Guinn, Beulah Potter, Glennis Coulson, Willie Moyers, Willia Elliott, Belle Woodburn, Mate G. Hunt, Lelia Gregg, Wenona Arthur and Ina Gregg.

MISS RUSSELL'S RECEPTION

Miss Margaret Russell entertained on Friday afternoon from 3 to 5 with a reception and children's recital. The guest of honor was Miss Jean Fowler of Bartlett. Miss Russell was assisted in receiving by Misses Velma Slaton and N Anna Elliott. Each number was well rendered, special mention being made of the violin number of Misses Barker and Elliott, the vocal solo by Miss Parker and the recitation by Miss Fuqua.

The reception suite, was decorated with Xmas evergreens and rose colored lights. Refreshments of home made candies, rose colored cream and cake were served by Mesdames Russell, Estock and Ferguson.

Invitations included Misses Jean Fowler, Annie Fitzhugh Parker, Corene and Susie Barker, Georgia Irwin, Velma Slaton, Edna, Emma Belle and N. Anna Elliott, John Fuqua, Annie Wildy Lea, Grace Ferguson, Cora Lee Gough. Masters Charles Dodson, J. L. Fuqua, Davis Elliott, Wilburn Burcus, Shirley-Hendricks, Burke Dunn, Jack Biscoe, Sam-Stroud and Roy Gough.

NEW YEAR'S PARTY AT THE LIPSCOMB HOME.

The ladies of the Monday Afternoon Club were at home with Mrs. A. J. Lipscomb, Saturday evening January 1, from 6 to 8 o'clock.

It has been the custom of the Club ladies since its organization to entertain their lady friends on New Years day. This year the presence of the gentlemen added a new feature to the reception. The Lipscomb home, which is one of the prettiest in Hereford, never looked more inviting than on this occasion. The beautiful receiving rooms were attired in Xmas green interspersed with white. The dining room was especially pretty. From the chandeliers in the center of the room was suspended a white Christmas bell. An elaborate piece of clumsy lace covered the elegant dining table and on it was reflected a cut glass vase of white carnations surrounded with dainty sprays of smilax. Festoons of the green were placed over window and doors. In receiving line Mrs. Lipscomb, hostess, with Mesdames Barcus, Garrison and Russell welcomed the guests and after an exchange of greetings invited them to the parlor where Mesdames Johnson, Snyder and Slaton served hot chocolate. In the dining room Mesdames Price and Bell served coffee and sandwiches. Appropriate little favors of mistletoe were presented to the guests by Mesdames Irwin and Russell. At least a hundred of Hereford's society going people are indebted to the Monday Club for a most enjoyable New Year's evening.

MRS. HAWKIN'S WATCH PARTY.

Mrs. H. H. Hawkins entertained a number of her lady friends at a "watch party" on New Year's eve.

Mrs. Hawkins is a most delightful hostess on all occasions and it goes without saying that the ladies, bent on mirth, who assembled at this cherry home were received cordially and the good times that followed were such as always characterize such feminine assemblies, or so called "hen parties." Pop-corn and candy were served during the evening and the pleasure of the mid-night watch was enhanced by the hostess serving ice cream and cake. Little time for reflection was taken and the tinge of sadness which usually comes with the farewell to the old year was dispelled by the hearty good cheer the advent of this New year brought these merry makers.

MISS DAVIS ENTERTAINS

The spirit of the Yuletide is permeating every circle of society and it was with a light heart and good

cheer that Miss French Davis welcomed to her home on New Year's eve the members of the Methodist League. Music, games and contests comprised the several diversions of the evening, and it was with great interest the young people watched the passing of the old year and heralded with joy the coming of the new.

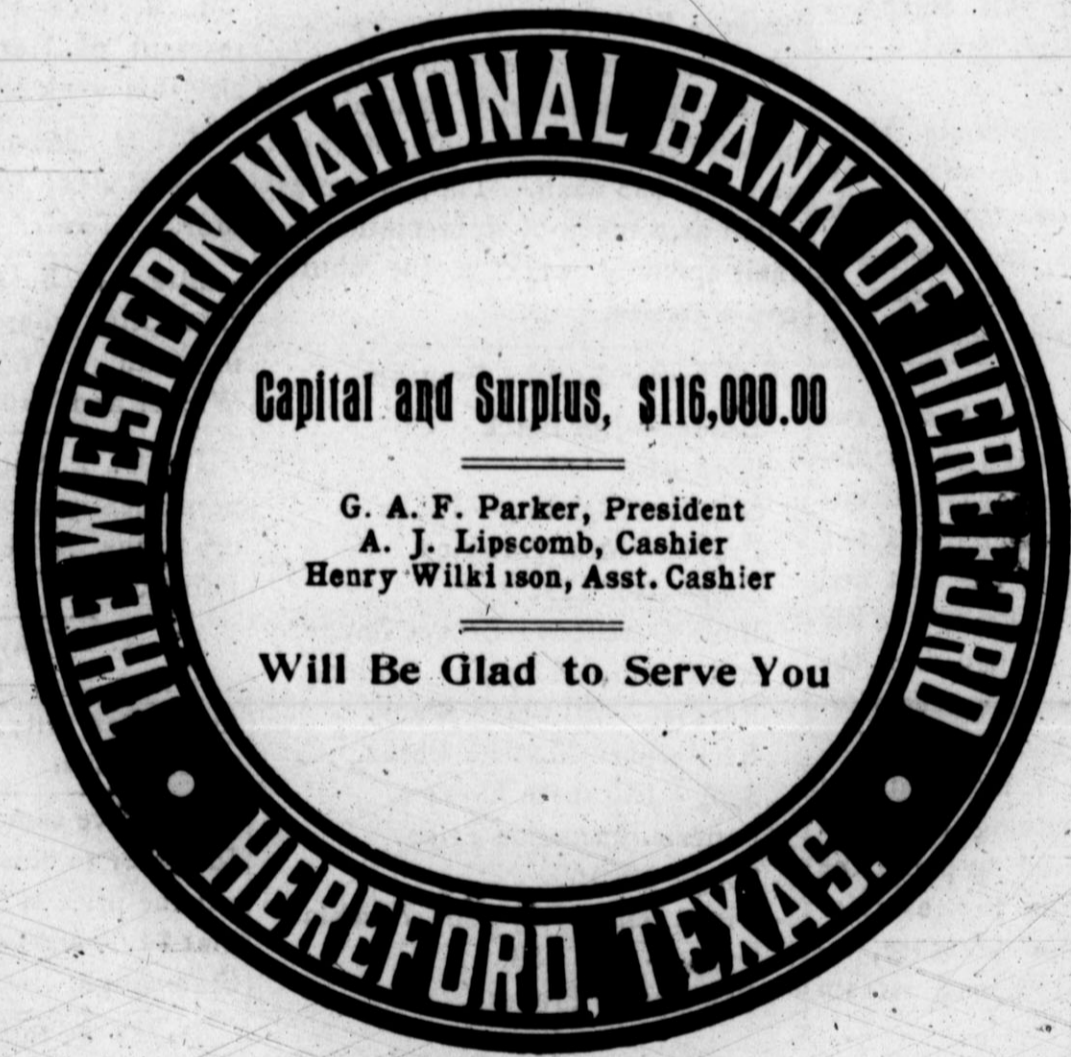
Mrs. C. L. Sullivan entertained at dinner Monday evening: Misses Rhone and Moore, and Messrs. Joss and Stanberry. An elegant repast was served which was fully appreciated by the guests.

The Reason Why

HAVEN'T you often wondered "why" some merchants seem to sell goods high? Haven't you wondered "why" they could not sell as cheap as other merchants? The dealer buys cheaper at wholesale than you can at retail, you both pay the same freight, then "why" should he charge you more than you pay elsewhere? The first reason, in fact the principal one, the bar to close selling, "the handwriting on the wall," for him who tries the small profit basis is the CREDIT SYSTEM. Do you know that it is not safe to figure less than 20 per cent. for loss on bad debts? Do you know that the cheapest system of collection costs the merchant 5 per cent. of his outstanding accounts? It takes at least double the capital to run his business, the interest on this money has got to be paid. He has to pay for bookkeeping, joining fees and dues to rating agencies, he can't discount his bills. **WHO PAYS FOR THESE THINGS?** Does the house whose prices you believe are the lowest sell you goods on open open account? I have quit the Credit System, the richest man on earth couldn't buy a nickle's worth from me on credit. The result is that I can save you from 25 to 50 per cent. on everything you buy. I invite comparison with mail order houses and expect to get your trade by making it so much to your interest to trade with me that you can't afford not to.

Walter Nelson

The Square Deal Man. Corner Main St. and Railroad



SAVE FUEL BILLS

With an

Electric Flatiron

DAY CURRENT NOW
Ask Phone No. 388.

HEREFORD ELECTRIC LIGHT AND POWER COMPANY

Groceries

We are fitted out complete in our new quarters in the Miller-Walker Building now, and we extend our friends a most cordial invitation to call and see us. We have one of the most complete lines of Groceries in town, and we will continue to live up to our reputation of selling good goods at the right prices

TELEPHONE 45

J. D. Curtsinger

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.

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The Hereford Abstract Company

Titles to Deaf Smith County Lands.
Prompt Service. GIVE US A CALL

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BRITAIN-DUNLAP BUILDING

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.**

TRY A BRAND LINER

L. W. VAUGHN.

The news came Friday morning that Brother L. W. Vaughn had passed away at his home in North Hereford Thursday Dec. 30th, at 11:30 p. m. His death, tho not unexpected, was a shock to many of his friends. For months his health had been in an impaired condition, but for a few hours previous to the end, there seemed to be a slight change for the better and the family saw no occasion for alarm till about five o'clock in the afternoon when he was stricken with paralysis, from he never recovered. At 11:30 the second stroke came and death almost instantly followed.

The deceased has been under the care of physicians for some time and many trips were taken by him and his family to health resorts and for consultation with specialists but little encouragement was ever given with reference to the sick one's recovery, and much of the time since his return from Colorado in the early summer his condition has been critical.

Everything that kind and loving hands could do to relieve and minister to the wants of the sick one was done but after long nights of anxious watch care, God's finger touched him and he slept.

Mr. Vaughn was born in Alabama April 27, 1849, and was at the time of his death 60 years old. He with his parents moved to Palopinto Co. Texas when he was a child and the rest of his life has been spent in this state. He was married on the 18th day of Feb. 1872 to Miss Elizabeth Carrie Taylor, and to this union there were given four children. The wife and children all survive to deeply mourn the loss of a kind devoted husband and father. The children are Mrs. C. N. Baird of Glasier, Texas, Oscar and Mildred Vaughn and Mrs. J. B. Miller of Hereford.

Early in life he confessed his faith in Christ and joined the Methodist church. Afterwards he united with the Christian church and for many years he has labored diligently for the Master in whose footsteps he daily walked. He had, from early manhood been a faithful worker in the church, most of the time filling the office of elder or deacon. Four years ago Mr. Vaughn came with his family to Hereford and during his residence in the city he has made a great many friends. His business, social and religious associations were of such a nature that when the sad news of his passing came, a gloom was cast over the entire community and the fact that a good man had gone was sorely felt by all. He will be greatly missed in the church, whose interest he always had at heart. He will be missed in the business circles for his citizenship was based on a high plane, but most of all he will be missed in the home where his devotion as husband and father had so firmly attached him. The surviving wife and children are almost heart-broken over their loss and the home will be oh! so desolate without his presence. However there is such comfort in the thought that they mourn not as those without hope, for their loss is his eternal gain and he has gone to enjoy a higher citizenship and more perfect communion with his Lord and a home circle which can never be broken.

A large concourse of friends gathered at the family residence on Saturday afternoon at 3 o'clock to pay a last tribute of love and respect to one whose death brought grief to the home and sore regret to the neighbors and friends. Rev. Shore conducted the funeral service and his talk was based upon the 7th and 8th verses of the 14th chapter of Romans, favorite passages of the deceased. The talk was full of feeling and was

comforting to the bereaved wife and children. The hymns sung were, "Asleep in Jesus," "Jesus, Lover of My Soul," and "Come Ye Disconsolate."

The burial was in the city cemetery. The casket was covered with beautiful floral offerings, mute testimonials of sympathy and love. The sympathy of a large circle of friends is extended to those who

mourn on account of this death.

The relatives from a distance who attended the funeral were, Mr. and Mrs. Otis Truelove of Amarillo and Mr. W. S. Vaughan, of Stratford, brother of the deceased.

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. 35-1f

OPPORTUNITY

I carry one of the most complete stocks of Jewelry and articles found in a jewelry store in the Pandangle, and the opportunity is yours to select from such a stock. We have on hand at all times a line suitable for birthday and wedding gifts. Lens for your glasses ground right-on-the-dot. Fine repair work of all kinds a specialty.

JEWELER **W. H. RAY** 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.

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

GOOD SADDLERS GENTLE DRIVERS
Special Conveniences for Drummers

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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. Have 120,000 pounds Bulk Corn in transit that we are offering at \$1.45 per cwt. F. O. B. Hereford

WE HANDLE ALL KINDS OF POSTS.



Out With the Old, In With the New.

HONOR ROLL OF HEREFORD CITY SCHOOLS

In the following list appear the names of all pupils in the City Schools who have made satisfactory grades in all subjects for the month ending December 31, 1909.

- FIRST GRADE**
 Boys—Forrest Bratton, Bonnie Brumley, Henry Brunk, Manning Chandler, Walter Farmer, Sterling Hendricks, Philip McKinley, Nolan Sasser, Herman Owings, Clarence Terry, Raymond Vincent, Jack Roberts, Charles Burkett, Roy Clements, Wm. Curtis, Robert Darnell, Elbert Fallwell, Kermit Ferrill, Guy Gilliland, Kyle Johnson, Vestá Johnson, Paul Jowell, James Wilson, Clarence Womble.
 Girls—Loett Dobbins, Ina Turnbow, Ima Wharton, Anne Clare Wray, Laurentine Wilson, Inez Terry, Neva Smith, Ada Smith, Ruth Fox, Marie Burns, Corrie Barker, Jessie Anthony, Modena Burks, Leta Brazil, Pauline Crawford, Mary Ruth Davis, Gladys Hicks, Carrie Miller, Corene Smith, Annie Wicker, Olive Wilson.
SECOND GRADE
 Boys—Don Bockman, Ervin Cochran, John Otis Cobb, Lee Feemster, Homer Gilliland, L. D. McKinley, Elton Taylor, Joseph Weaver, Willie Wilson.
 Girls—Dorothy Boardman, Mary Sue Bullock, Frankie May Baker, Cosette Hawkins, Corinne Jowell, Ruth Lee, Bertha Melton, Sena May Mounts, Pauline Peters, Dorothy Ramsey, Ada May Rance, Cassie Shadrick, Ina May Tucker, Freda Thickston, Lula Belle Wilson, Jessie Womble, Jonny Wood, Vada Wheeler.
THIRD GRADE
 Boys—Burke Dunn, Ted Estes, Arthur Lay, Littrel Spratt, Sam Stroud, Homer Wilson, Ernest Woodburn.
 Girls—Alice Biggs, Edna Elliott, Elizabeth Black, Neva Clements, Bell Darnell, Maude Garnett, Elsie Gerbitz, Belle Hendricks, Daisy Melick, Lavinia Miller, Maxine Roberts, Grace Smith, Doyle Womble.
FOURTH GRADE
 Boys—Wesley Anthony, Willie Lord, Raymond Hawkins, Albert Murchison, Glen Boardman, Dick

- Norton, Roy Robertson, Deahl Stewart, James Storey.
 Girls—Jessie Glenn Bullock, Ora Curtis, Joe Darnell, Viola Darnell, Elizabeth Everett, Cora Lee Gough, Pearl Hamilton, Edna Hammack, Helen Jenkins, Stella Johnson, Irene Melick, Eva Claire Lancaster, Ruth Myrick, Bessie Robertson, Gertrude Robinson, Laura Waterman, Mattie Wilson, Blanche Warren, Hallie Womack.
FIFTH GRADE
 Boys—Gilbert Fox, George LeGrande, Hiram Terry, Ray Wittbauer, Wesley Bradley.
 Girls—Lois Cobb, Anna May Chandler, Lena Loughmiller, Charlotte Mooney.
SIXTH GRADE
 Boys—Jonathan Pitman, Cecil Cook, Jesse Ford.
 Girls—Arva Sherk, Lota Fuqua, Mamie Feemster, Effie Hendricks, Lillian McMahan, Verdine Buckner, Grace Wilson, Beatrice Story, Olive Buster, Elzina Mounts.
SEVENTH GRADE
 Boys—Sloan Baker, Hugh Wilson.
 Girls—Lena Wittbauer, Gladys Ivey, Alice Walker, Essie Smith, Glenna Rutherford, Inez Ricketts, Mae Murchison, Madora Darnell, Annie Dean, Mary Bourn.
FRESHMAN CLASS
 Boys—Jim Lipscomb, James Robinson, James Rogers.
 Girls—Mary Blacet, Helen Baldwin, Ruth Churchill, Ida Darnell, Lois Garrison, Mable Gass, Jeanette Jacobs, Clara Lindenbauer, Alma Norton, Alta Renfro, Eskale Roberts, Cotta Sisk, Lucy Story, Annie Laura Sasser, Nellie Wilson, Lillie Wood, Jennie Wyche, Ethel Williams.
SOPHOMORE CLASS
 Boys—Roy Feemster, Clarence Fretz, John Gililand, Albert Hacke, Horace Stroud, Edgar Webb.
 Girls—Lucy Cassels, Ethel Fuqua, Floy Jenkins, Mattie B. Murphy, Helen Sisk, Leona Tabler, Clyde Wilson.
JUNIOR CLASS
 (Grades 90, or above)
 Girls—Ruth Story.
SENIOR CLASS
 (Grades 90, or above)
 Girls—Annie Price, Price Bruce, Nellie Black.
 Picture Framing a specialty at Black's. 48tf

BEST PAPER YET

Thanks are Due Pastor of Presbyterian Church in Kentucky Town for Highly Complimentary Letter.

The Hereford Brand, Hereford, Tex.
 Dear Sirs:
 Please find enclosed check for \$1 for which continue to send the best paper of any paper in the West. Merry Christmas and all the prosperity for the New Year now foreshadowed by your rather accurate prophetic prognosticator.
 Yours very Cordially,
 B. M. Snive.
 G. M. Suggs for Clerk.

"More the merrier" until the election, but G. M. Suggs then wants to be the merry one by being elected to the office of County and District Clerk for Deaf Smith County. He feels confident that he is able to fill the place to the satisfaction of the people. The records of the office of Suggs & Jones will give an idea of the care he has taken in making a complete abstract of matters effecting land titles. He has cheerfully given out from time to time valuable information to all who have asked for it, "without ey and without price" often the information being worth hundreds of dollars to the one seeking it. His familiarity with the records of the clerks office makes him double sure of knowing what to do if elected, and his four years of careful study has fitted him for the place. He has been in Texas all his life and in Deaf Smith a little more than four years and asks the voters of the county to give him their support for this important office.

L. A. Stroud for Treasurer.
 This gentleman came into The Brand office last Wednesday and smilingly said: "Just say to the people that L. A. Stroud would like mighty well to be the next county treasurer and that he is strickly in the race. You might also tell The Brand readers that he has been in Hereford long enough for everybody to find out how mean he is and it will not be necessary to hold any secret concuses to investigate him—everybody knows him. And don't forget

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 \$1.75 For Three
The Hereford Brand	- \$1.00	
The Brand Magazine	- .50	

Subscribe at This Office, 316 Main.

THE HEREFORD BRAND

PARK & NESBITT

We are now prepared to make small Loans on Farms and Ranches in any amounts, on long time, at 8 per cent. interest, anywhere in the Panhandle, Buy and Sell Vendor's Lien Notes, Make Abstracts, Write Deets, 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**



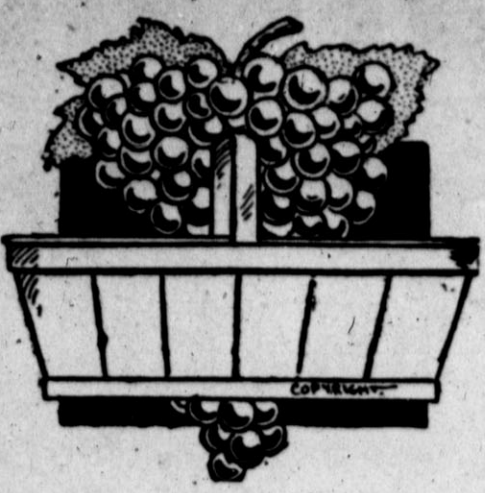
Winter Excursions

Los Angeles or San Diego, Cal., and Return, \$75.40
 November 1st to December 31st, 1909. Limit, Six months from date of sale.
 San Francisco, Cal., and Return, \$84.90.
 November 1st to December 31st, 1909. Limit, Nine months from date of sale.
 R. E. BRYANT, Agent

to mention that my candidacy is subject to the action of the Democratic Primary." Thus he has said it all, Mr. Stroud has been in Hereford about 5 years and until recently was in business. He feels that he is qualified to perform the duties of the office and if elected will try to show his appreciation by faithful work.

Big Land Deal Closed.
 Judge C. G. Witherspoon and his associates closed one of the largest land deals yet made in this section. It was the sale of 5,000 acres of irrigable land in Toyah valley to Swenson Brothers of Chicago who will sell the land in small tracts to actual settlers only. Its a well known fact that this valley is destined to become the greatest Alfalfa

and fruit section in Texas. The fruits exhibited by Mr. Witherspoon has shown the possibility Mr. Swenson and his associates develop the country at once, have employed irrigation experts to out the field.
College Students Leave
 The young people of Hereford who are attending school in other places all left Monday for their respective places: Elmer Dame for the State University; Miss Frankie and Bertha Dameron Denton; Earl and Leron Gou Misses Irma Gough and Har Shirley for Waco.
 R. E. Cook, Notary Public Conveyancer, will go any place town to take acknowledgements



A BASKET OF LUSCIOUS GRAPES to tempt the daintiest appetite is among our offering of Seasonable Fruits and Vegetables. Come and get one while they are plentiful and inexpensive. While here don't fail to note the appetizing freshness of our display. The question of what fruit or vegetable to have will not bother you when you see it. For whatever you choose here is bound to be good, for everything is of the best.

Stock is fresh daily and price always close to cost

Cardwell Brothers

In Bad Fix

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

Take CARDUI

The Woman's Tonic

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

Your Meat and Baking Together

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

Burnam & Dobbins

Tierra Blanco Herefords

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

Registered Hereford Cattle

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

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

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Abstracts of Castro and Bailey Counties. Your business solicited.
DIMMITT, TEXAS



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

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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—Pearl ear ring lost on street Tuesday. Finder please return to Brand office. 1t

LOCKET—Found on street. Owner may get same by calling and paying for this ad. 15c 1t

PURSE—Containing a small amount of money. Owner may secure same by describing purse and paying for ad. 1t

FOR RENT

FOR RENT—A 3-room house. See Edgar Betts at Betts-Millard's Drug Store. 40-tf

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

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

MISCELLANEOUS

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

COCKRELS. — Barred Plymouth Rock Cockrels for sale by R. H. Norton, one mile of town. 48t3

FINE CHICKENS for sale. Six nice Rhode Island Red hens at \$1.00 each. 1 nice Rhode Island Rooster for \$4.00; or the six hens and rooster for \$9.00. Mrs. Geo. A. Stambaugh. 2t

MAIZE.—Bundle maize for sale. 7 miles south of Hereford. W. B. Green. 47t2p

WILL TRADE—my interest in 57 lots on 25-Mile Avenue for land, improved city property or vendors lien notes. A. C. Elliott care-Brand Office, Hereford, Texas. 44-tf

MAIZE—40 or 50 tons of well headed maize for sale, 8 1-2 miles south east from Hereford. W. Tidwell Smith. 3tp

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—General Hardware and Implement business, good clean stock, no competition, stock will invoice about \$6,000. Will also sell buildings and lots, worth \$4,000. It is a bargain for a live party. Want to retire from business, reason for selling. Address Haase Hardware Company, Vega, Texas. 45-tf

REAL ESTATE FOR SALE

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

WANTED—Land to break in tracts of one section or more. Box 871, Amarillo, Texas. 44t6p

TRADE.—240 acre improved farm in Montgomery county, Mo., 5 miles from good town. 200 acres in cultivation, balance grass and pasture land. 40 acres growing wheat. Price of farm, \$10,000, incumbrance \$4,000.00. 10 years at 6 per cent. Will trade my equity for an improved 160 or 320 acres near Hereford. Jarrott Harris, Wellsville Mo. 1tp

FOR SALE OR EXCHANGE—291 acres of good land in Butler Co., Kans., all tillable which I will sell or exchange for land in the Panhandle, in Deaf Smith or Castro counties. Land must be first class. Distance from town no objection. Write Box 248A care of Brand office, Hereford Texas. 43tf

CITY PROPERTY FOR SALE

FOR SALE—Two choice lots, southwest corner, three blocks from court-house. \$100.00 cash, balance \$20.00 per month. Inquire at The Brand Office. 45-tf

SEVEN—room house with 6 lots, barns, well and mill on 25-Mile Avenue for trade. Will take land or vendors lien notes. Write Box 248 or call Brand office. 44tf

FOR SALE—Cottage with 2½ 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

LIVE STOCK FOR SALE

FOR SALE—1375 head of sheep. M. V. Robinson. 47tf

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—Work mules. Work mares. Work and saddle horses broken and unbroken, all halter broken. Troy Wombie, Hereford, Texas. 48t4

FOR SALE—Fresh milk cow. W. C. Russell. Route No. 1. 2t

FOR SALE—20 head of horses and mules, most all work stock. Also complete set of farm tools. M. V. Robertson. 47tf

HEREFORD VIEW STOCK FARM

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

A few reasons why you should Buy Berkshires from me.

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

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

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

Notice Stockmen.

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

Truck Gardener Wanted.

This is an ad. Hereford needs an experienced truck gardener. A small plot of ground close, with ample facilities to irrigate, may be secured at a low rental. Write or apply to The Brand office for full information. 48-3t

500 FARMERS WANTED!

The Hereford Country offers Splendid inducements to industrious Farmers. Land owners will give renters a good "lay" and an opportunity to better their conditions. Write Secretary Commercial Club or The Brand for information.

500 LAND OWNERS!

are wanted who will agree to have as much as 160 acres put under cultivation. The rental returns will pay for improvements necessary, the selling value of the section will be enhanced and the opportunity to sell greatly increased. Write The Brand or the Commercial Club for information.