

The Hereford Brand

YOU'LL LIKE HEREFORD

THE DALLAS FAIR EXHIBIT

Large Collection of Farm and Garden Products From Deaf Smith County Shipped to Texas State Fair at Dallas

WORK OF HEREFORD COMMERCIAL CLUB

Over Forty Different Exhibitors Contributed to the Fair Exhibit—Club Pays Expenses And Sends Two Men

YOU'LL LIKE HEREFORD and so will every visitor at the Dallas Fair when they view the splendid exhibit which left here on Monday afternoon in charge of J. B. Elliston. A large number of enthusiastic "boosters" went down to the depot to see the big load of boxes, bags, crates, etc., which went to make up the 1,500 pounds of express matter sent by the HEREFORD COMMERCIAL CLUB. This may be called an unfavorable year in Deaf Smith County, but a stranger viewing the exhibit will wonder what our county could do if she had been more fortunate in timely seasons, for there were certainly some prize winners shipped to Dallas. Mrs. J. A. Johnson contributed a mammoth pumpkin which weighed over 49 pounds, and it would furnish the material for a goodly number of "pumpkin pies," "like mother used to make;" and you ought to have seen the water melon which C. D. Williams raised; weighing a trifle over 57 pounds, and any coon's mouth will water when his eyes fall on that melon at the Fair. Will sweet potatoes grow well in Deaf Smith County? Just ask Mrs. W. H. Russell who contributed one weighing nearly eight pounds, and as for cabbages we can refer you to J. D. Thompson who sent the committee two, both of which weighed over 25 pounds, and required a special crate to carry them to Dallas. For beets a prize ought to be awarded to J. H. Bond who contributed a few which weighed over 18 pounds and were over two feet long. A. P. Murchison will show those East Texas people what our county can do in the way of tomatoes, for his collection of six different varieties would attract attention anywhere. "Kershaw" may not be a very poetic name for a vegetable, but when it comes right down to size and productiveness, Deaf Smith is the county for them; and J. P. Wood can give you all the pointers, for he contributed a medium sized one which weighed over 22 pounds, and the vine that bore it did not stop at that, either, for it went right on growing and had 17 others just like the first one.

Taken all in all it will be a great exhibit and one that every resident of Deaf Smith County will be proud of. The Commercial Club deserves great credit for their untiring efforts to make our exhibit just what it is, the best one ever sent to the Dallas Fair, even far better than the exhibit that won an armfull of Blue Ribbons in 1907.

To each and every contributor to

the magnificent exhibit, the Secretary of the Hereford Commercial Club wishes to thank most heartily. Keep your eyes on the awarding of prizes for Deaf Smith County should certainly win her share.

The exhibit at the fair will be in charge of J. M. Boone and J. B. Elliston, who will distribute literature furnished by the Hereford Commercial Club. It will be remembered that Mr. Boone had charge of the Deaf Smith County exhibit two years ago and succeeded in landing several first prizes, five in all. The list of exhibits and exhibitors follow:

- J. D. Johnson, 2 cabbages, weight over 25 pounds.
- J. H. Bond, 1 Kershaw, weight 48 pounds, beets, weight 18 pounds.
- Mrs. J. A. Johnson, pumpkin, weight nearly 50 pounds.
- J. D. Bourn, pumpkin, weight 45 pounds.
- T Cochell, pumpkin.
- J. S. Wyche, mammoth beets.
- J. P. Wood, kershaw, weight 22 pounds and 18 more on the same vine.
- F. T. Ferrell, Kaffir corn, milo maize and cane.
- C. D. Williams, water melon, weight 57 pounds.
- A. P. Murchison, six varieties of tomatoes, peach, apple, pear, yellow bell, red belt and hybrid.
- Louis Arnold, kershaw, weight 42 pounds, squash, weight 44 pounds.
- E. J. Newell, California wheat and pumpkin.
- Vern Witherspoon, Pike's Peak squash.
- W. A. Ricketts, onions and Kaffir corn.
- J. H. Pittman, cauliflower and beets.
- R. H. Norton, asparagus, collard, lake grass and Bermuda grass.
- Chas. Mathis, milo maize, Kaffir corn and squash.
- W. S. Higgins, sweet potato, weight 7 1/2 pounds.
- T. E. Shirley, canteloupes and Kaffir corn.
- Mrs. W. H. Russell, sweet potato, weight 8 pounds.
- J. B. Elliston, Gamma grass.
- Wallace Cox, Wonderberries.
- J. H. Bond, radishes and peppers.
- J. T. Jowell, Millet, 5 feet high.
- T. B. Kellough, Kaffir corn, onions, butter beans, Mexican beans, and tomatoes.
- L. Gough, Cow peas, alfalfa, 4th cutting.
- Mrs. Clarence Wheeler, cucumbers, over 13 inches long.
- J. H. Bowers, Blue grass, red clover, white clover.
- Chas. Paddock, Ground cherries.
- L. W. Ricketts, speltz, one bushel.
- A. W. Gregg, Wheat. This tested

65 pounds to the bushel.
 W. C. Russell, white milo maize, beets, Spring wheat, testing 62 lbs.
 Oscar Mooney, Irish potatoes.
 F. L. Vanderburg, Kaffir corn.
 C. P. Arthur, Kaffir corn.
 G. W. McMillian, Kaffir corn and beets.
 Mrs. A. H. Elliston, Kentucky wonder beans.
 Mrs. J. B. Elliston, Mexican beans and onions.
 Ben Hodges, Summer squashes, weight over 10 pounds.
 J. B. Thompson, tomatoes.
 Oscar Mooney, Indian corn.
 A. C. Elliott, pie melon vine, length 72 feet, 32 melons, covered 100 square yards.
 J. H. Rayzor, wonderberries, huckleberries, sweet and chili pepper.

WHITE FACES AT HEREFORD

The Home of the Famous English Breed of White Face Cattle in the State.

Deaf Smith county is known throughout the state as "the home of the Hereford," and it is here that the "white-face" attains perfection. In the "good old days," as the old-time cow-man affectionately calls the days of the long-horn and the million acre-ranch, there were but very few Hereford cattle to be found in the Panhandle; but as the country settled up with the stock and feed farmer and the cow men began to sell their immense land holdings, better stock was introduced and it was found that the Hereford was the best all-round breed of cattle for this altitude and climate. Thousands of Herefords now replace the long-horned, rangey, Texas steer, and altho there are not as many cattle in Deaf Smith county as there were ten years ago, yet the fact remains that in total valuation there are just as many dollars worth of cattle here now as ever before.

No country or climate, in the United States can compare with the Panhandle for raising hogs, and the famous "Texas Battleship" hog reaches the acme of perfection in Deaf Smith county. For fattening qualities nothing can excel milo maize and alfalfa, and both grow to perfection here, with never a crop failure known. As to diseases, there has never been a case of hog cholera in this country and the health conditions are ideal for hog raising.

Our county has many fine horses, of both the draft and driving variety, while for mules the Panhandle will soon rank with Missouri in mule raising. Taken all-in-all the Panhandle of Texas offers the stock and feed farmer more inducements than any other section of the state. That this fact is being appreciated is shown by the great number of men that are settling in our midst who are devoting their entire attention to the raising of fine stock and hogs.

Men's Prayer Meeting.

The subject for next Sunday will be "Temptation." Leader, W. B. Farmer. All are invited.

THE GEM CITY OF THE PLAINS

Brief History of Town Named After Famous White Face Cattle—The Spot Once a Cowboy's Round-up now a Beautiful City

EVIDENCES OF PROGRESS AND GROWTH

Post Office Receipts—Bank Clearings, Railroad Business—Increase in City and County Property Valuations

Hereford is the seat of Deaf Smith county, Texas. Situated on the banks of the peaceful Tierra Blanco river; a tributary of the Red river; on the main trunk line of the Santa Fe railway from Kansas City to California.

On January 1st, 1898, the present site of Hereford was a portion of a cow ranch, and what is now the finest resident section of our city, was then the round-up grounds of the X I T ranch where thousands of cattle were herded preparatory to driving or shipping them to the grazing grounds of Wyoming and Montana. On September 1st, 1898, the first house was erected on the site of Hereford, and one of our present residents, Judge L. Gough, was present when the house was built. Today we have a population of nearly 5,000, and it is safe to say that in less than three years Hereford will double its population. It has all the conveniences of a modern city, streets, modern sewer system, water works, cement macadamized sidewalks, electric lights, splendid schools and everything that goes to make a desirable place of residence.

The city contains four churches, a well organized public school with nearly 700 pupils, a good college, a number of secret orders, religious and social organizations, two national banks, one state bank, a new opera house, good telephone system and the finest class of residences that can be found in any town in the Panhandle. A new court house will soon be erected to cost \$125,000, which will be a model one in every respect. The Santa Fe recently erected a new depot at a cost of \$20,000.00 and the train service is ample both as to freight and passenger traffic. Come and see us and let us show you our model little city and we are sure that "YOU'LL LIKE HEREFORD."

Hereford is conceded by all visitors to be the best located and most beautiful city on the Plains of Texas, and it well deserves to be called the "Gem City of the Plains." Tho but a little more than 10 years old, it is already known throughout the west and South as a model resident city in every respect. We have good air, good water, good roads and last but not least, good people. There are no saloons, Negroes, Chinamen or other undesirable features in Hereford and every resident has an abiding faith in the progress and prosperity of the city.

We have four churches, the Baptist, Methodist, Presbyterian and Christian and the last named is erecting a new church which will be a model of all that a church should be from an architectural point of view. Nearly all the prominent secret orders are represented including the F. and A. M., Royal Arch Masons; Odd Fellows, Woodmen of

the World, Modern Woodmen, Royal Neighbors, K. of P. and others.

Hereford has every reason to be proud of her business blocks and there have been erected brick and stone structures costing a total of \$105,000.00, of which \$50,000.00 worth have been erected in the last twelve months. We have miles of cement sidewalks and graded streets and Hereford might well be taken as a model of what a city of her size should be. In 1907 the assessed valuation of city property was \$650,000, last year it amounted to \$1,059,000, and this year the rolls show a total of \$1,409,000, an increase of \$350,000 for the year. Before another year has passed it is expected that the new court house, costing \$125,000 will be nearly completed and will stand as a monument of far-sightedness and progress, even tho there are but 500 voters in Deaf Smith county.

When you have traveled over the entire state and not found the place you want to settle in, just pay us a visit and it is a sure thing that, like every other person who has ever seen our city, "YOU'LL LIKE HEREFORD."

BRAND CIRCULATION CAMPAIGN

A Number of Popular Young Ladies of Hereford Have Entered the Contest.

A lively interest is being taken in the Brand Circulation Campaign and during the past week several of the many, popular young ladies of Hereford have received votes and are now in the race for the diamond ring, solid gold watch and neck chain. The number of votes received for each will not be published this issue but will appear in the Brand of October 22nd, as many of the votes were turned in too late for compilation. The following are now in the race and the readers of the Brand are promised the most interesting contest that has ever taken place in Hereford:

- Miss Jessie Sisk
- Una Norton
- Alma Beach
- Willie Hammack
- Dimple Gass
- Jewel Buster
- Nell Wyche

Full particulars of the Circulation Campaign and contest, together with the prizes offered to contestants, as well as to the Brand's patrons will be found on another page.

Why Cole's Hot Blast Is Supreme Over All Heating Stoves

Every part of Cole's Hot Blast Heater is a stove masterpiece. And government patents permit them on Cole's Hot Blast only. Every little detail contributes towards making Cole's Hot Blast the fuel saver, a perfect heat radiator, a stove that holds fire from Saturday night to Monday morning, and the cleanest stove ever set up.

\$12 up Remember Every Stove is Guaranteed

up

Steel Lining
Cast Lining
Hot Blast
Draft
Cast Fire Pot
Cone Grate



The air-tight construction holds back the heat and gases wasted up the chimney with other stoves. The hot blast draft burns the 15,000 feet of gas which is in every ton of soft coal. The heavy castings surrounding the fire protect the body of the stove at all points, and the sensitive, all-steel, radiating surface radiates all the heat into the room.

One season's use will cut your fuel bill in two and give you satisfaction such as you never believed possible with a heater. Will you come in and see?

Hereford Hdw. Co.

CASTRO COUNTY AT DALLAS FAIR

Will Have A Fine Exhibit—W. B. Green in Charge.

On Tuesday W. B. Green left here in charge of the agricultural exhibit of Castro county which will be one of the finest ever sent out of the county. The collection of vegetables, fruits, etc., weighed nearly 1000 pounds and will make a remarkable showing for our neighboring county at the Dallas Fair. The Brand regrets that it was unable to get a list of exhibits and exhibitors as everything was boxed and crated, but we extend congratulations and sincerely hope that Castro county will win her share of the Blue Ribbons, for she certainly deserves credit for the energy and interest displayed in getting up the exhibit.

Prohibition in the Panhandle.

The most ardent advocate of prohibition should be more than satisfied with the showing that the Panhandle makes, for out of a total of twenty-six counties in what is known as the Panhandle proper, there are but two counties in which liquor is sold, namely: Dallam and Oldham, and half of the latter went dry in a recent election. The bibulous traveler cannot get a drink now between Wichita Falls and Dalhart, and it is certainly a long time between drinks when traveling on the Ft. Worth & Denver. The prohibition sentiment is

strong in Deaf Smith county and it is very doubtful if there will ever be another election held with Local Option as an issue.

Criminal Statistics.

It is with pride that we call attention to the fact that under the above head there will be but very little to compile as Deaf Smith county has had but four homicides since its organization, in spite of the fact that it is a frontier county. Of these homicides three were found to be justifiable and the defendant in the remaining one received a sentence of 15 years in the penitentiary. Surely a remarkable showing and one that some of our older counties would like to possess.

County Officials.

Deaf Smith has a set of county officials to which she can point with pride: Here they are:

County Judge, W. H. Russell; Sheriff and Tax Collector E. F. Connell; County Clerk, W. M. Cogsdell; County Treasurer, Chas. E. Smith; County Attorney, W. M. Megert; County Assessor, J. W. Ford.

The Commissioners court consists of the following.

H. B. McKinley, H. F. Shelton, L. R. Bradley and Geo. L. Muse

Apples for Sale.

We still have a few apples left, located in the E. B. Black building, N. Main St., between 5th and 6th streets, near photograph gallery. Witthauer Bros. 1t

Commercial Club Meets.

The Hereford Commercial Club met in the rooms of the Secretary on Tuesday night and discussed many problems of vital importance relating to Hereford and her future. A great many matters were discussed which for lack of space cannot be published this time, but the people of Hereford can rest assured that within the next twelve months they will never regret the fact that they live in the best city on the Plains, and will be able to say to every visitor YOU'LL LIKE HEREFORD.

Missouri Apples for Sale.

Be sure and get a box of those Missouri apples. Witthauer Bros.

Special Notice.

Owing to the number of calls that I have had recently for dyeing, I have installed a complete outfit for such work. An expert dyer has been employed who will remain for one month only, so bring your work at once. All work up to the standard of THE SUITITORIUM.

1t G. E. FULLER.

K. of P. Notice.

The Knights of Pythias will meet at the I. O. O. Hall, Friday night, Oct. 15, for the purpose of further arranging for the organization of a K. P. Lodge in Hereford. All K. P's. are requested to be present, also all those who intend going in as charter members.

O. B. RIRKEY,
Temp Keeper, R. & S.

Junior Endeavor.

Topic: Setting a good example.
Song.
Lords prayer in concert.
Leader—Ryan Estes.
Bible lesson; 1 Tim. 4:12.
Kesson story: The work of the family, by Gene Fowler.
Bible references and general discussion.
Song.
Recitation—Frankie Mae Baker.
Mizpah.

Fine Pasture.

At \$1.50 per month. Feed has just been cut from pasture. Address C. H. Y. care Brand office. 1t

Apples! Apples!!

I will be in Hereford about the 20th with a car of apples, both bulk and boxed and graded. 1t
A. H. MORRIS.

KEEN KUTTER TOOLS At the North Pole



Commander Peary

IN OUTFITTING FOR HIS DASH TO THE NORTH POLE
SELECTED
KEEN KUTTER TOOLS
IN PREFERENCE TO ALL OTHERS.
BECAUSE OF THEIR PERFECT TEMPER AND ABSOLUTE RELIABILITY.

We carry KEEN KUTTER Quality Tools for bench, home, garden and farm—pocket-knives, razors, scissors and shears and table cutlery.

GARRISON BROS.

Fine Colorado Irish Potatoes ONLY \$1.00 PER BUSHEL

I have just received a car load and then went last long. Come to the car and buy your winter's supply.

S. F. WILLIAMS

WE WILL SAVE YOU \$ \$ \$ \$

Goods sold on a strictly cash basis are always better in quality and quantity because they can be bought cheaper and sold cheaper, and that is what we are doing. Since Oct. 1st we have been doing business on a STRICTLY CASH BASIS and that the people of Hereford appreciate our efforts to save them money is shown by our increased patronage. Just compare our prices with what you have been paying.

Peace Maker Flour, soft wheat, was \$2.00 per sack, our price	\$1.70	Pure Uvalde Honey was 10 pounds for \$1.75, our price	\$1.65
Clark's Best Flour, Kansas hard wheat, was \$1.75 per sack, our price	\$1.50	Justice Sugar Corn was 15c per can, our price	10c
Sugar—was 14 pounds for \$1.00, our price 16 pounds for	\$1.00	Other Corn, per can	8 1/3c
Strictly Pure Lard, 10 pounds for	\$1.60	Eastland Blackberries were 15c per can, our price	10c
Irish Potatoes, were 2 1/2c per pound, our price	2c	Peas, best grade, hand picked, per can 10c and	12 1/2c
Oat Meal was 15c per package, our price	10c	Eupion Oil, best grade, was 20c per gallon, our price	15c
Oat Meal was 35c per package, our price, 5 pound package	25c	Rice, best Japanese head, was 10c per pound, our price	8c
Pink Salmon was 15c per can, our price	12 1/2c	Rice, broken, was 8 1/3c per pound, our price	5c
Argo Red Salmon was 20c per can, our price	17 1/2c	K. C. Baking Powder was 25c and 75c, our price	20c & 65c
California Table peaches were 25c per can, our price	20c	Swift's White Soap was 5c straight, our price, 6 cakes for	25c
Tomatoes were 6 cans for 75c, our price	65c	Fels Naptha Soap was 3 cakes for 25c, our price 4 cakes for	25c

All Goods Guaranteed as to Weight and Measure.

JOHN A. JOHNSON

THE STRICTLY CASH GROCERY.



Panhandle Farm Exhibit

POST OFFICE RECEIPTS SHOW A Rapid and Marvelous Growth

POSTOFFICE STATISTICS

Local Government Business Outgrows its Quarters and Reaches Ten Thousand Mark.

Through the courtesy of Postmaster Smith, we are able to publish the table found opposite and it is well worth studying as it shows the marvelous growth of Hereford as shown through the postal receipts from 1903 up to the present year.

At the present time there are 444 boxes in the postoffice, but at the rate that our population is growing, this amount will soon prove inadequate and at the delivery of each mail there is a long line at the General Delivery window. One rural free delivery runs from Hereford and it is expected that before the year is out there will be at least two more established. In a short time Hereford will be in a position to have free delivery as the residences are rapidly being numbered and the requisite number of miles of sidewalk will soon be built. Hereford is also the distributing center for all Castro county mail and the star route runs from here to Dimmitt, the county seat. From 1902 to 1907 W. J. Walters was Hereford's postmaster and since that time the office has been filled by Clarence Smith, with L. E. Smith as assistant.

There are always two parts of the cost of a paint-job to think of: one, first cost; the other, how long it lasts.

Painters hold that a paint that wears three years is a good paint; they usually advise re-painting in three years.

Devco Lead-and-Zinc Paint more often lasts six than three; sometimes ten, twelve; or more.

It's the way it's made and what it's made of that does it. Get Devco here.

K1 ALFALFA LBR. CO. AGT.

First Cold Wave.

The first cold snap of the year came down the pike Monday evening. The mercury column went 9 below freezing during the night. As a result all tender plants were put into permanent winter quarters. The next day however, the clear sky and a warmer condition prevailed.

An Automobile Wolf Hunt.

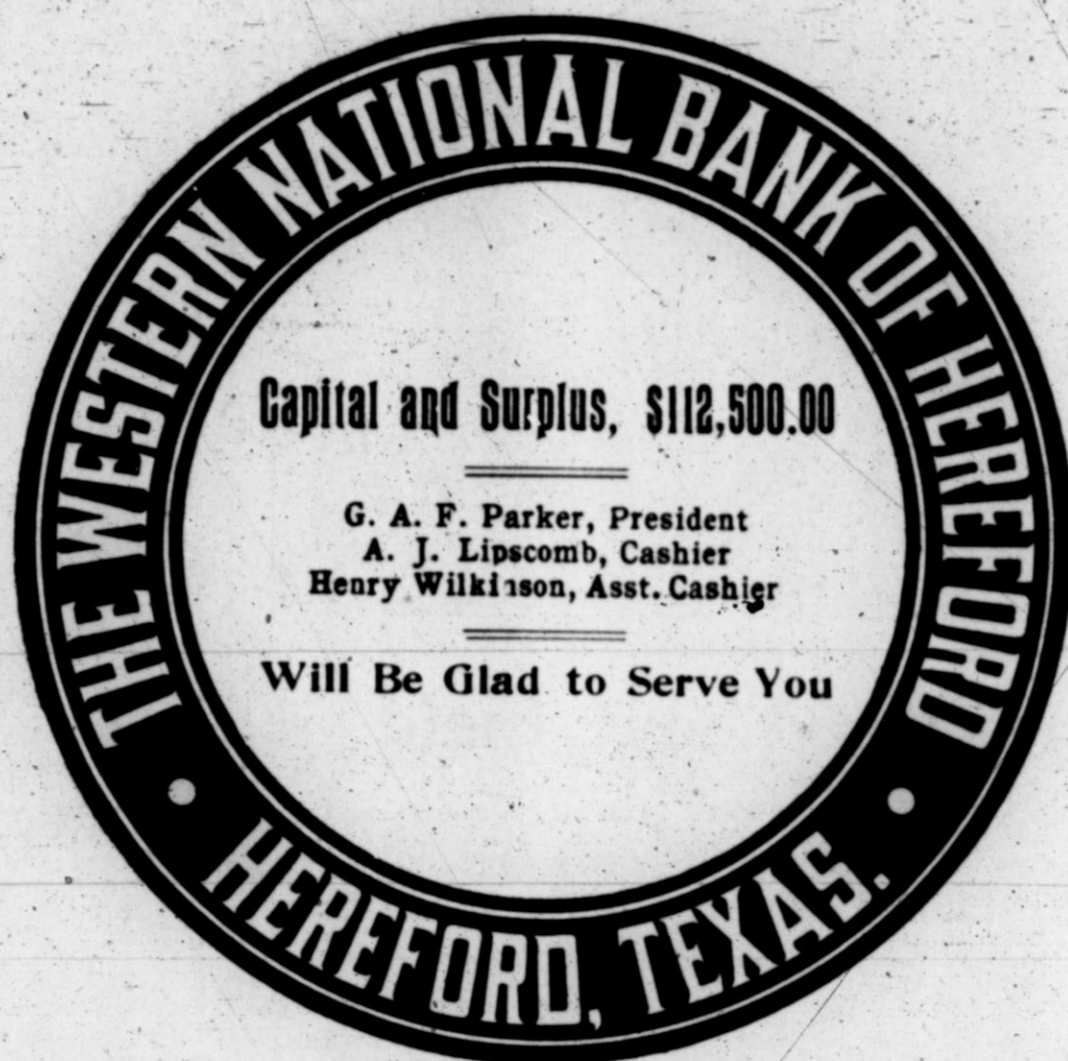
Hunting wolves in autos is the latest diversion of some of Hereford's young men who wish to vary the monotony of the endless rounds of "42" and "pink teas." During the week a party consisting of Dr. F. E. Bowe, Ralph Joss and W. T. Stanberry took an auto and drove about 25 miles west of Hereford, where they found their first wolf

which was soon run down, the auto proving more than a match for his wolfship. The second wolf was not so easily captured and it took five miles of top speed to overtake the animal and even then it showed fight, but was soon dispatched by a shot from Mr. Stanberry's rifle. The total number of wolves killed were five and the hunting party returned home highly elated with their improved way of wolf hunting, minus bounds.

Young People Marry.

At 6 o'clock, Tuesday, of this week in company with the relatives of the young lady, G. P. Genson and Miss F. V. Mullins, called at the residence of Rev. O. W. Dean, Pastor of the Baptist Church, and were there united in marriage. After the ceremony and congratulations, the happy couple proceeded to their own home.

1904:	\$3,357.31
1905:	\$3,345.57
1906:	\$4,511.78
1907:	\$7,078.59
1908:	\$7,171.33
1909:	\$10,132.68



Resolutions.

Whereas it hath pleased the Father to take from our midst Brother J. N. Ogle, therefore, be it resolved that we the members of the Hereford Lodge No. 476, I. O. O. F. humbly submit to this act of our All-wise Providence by which a worthy brother is removed from our lodge. Be it resolved also that we thus express our sympathy to the family of the deceased brother and assure them of our help in every way possible. Further be it resolved that copies of these resolutions be furnished the local paper and Brother Ogle's family; also spread upon the minutes of the lodge.

Submitted by the committee this October 14, 1909.

W. M. BAKER
C. M. MILLER
C. O. LEE
Committee.

Card of Thanks.

We wish to thank our neighbors and friends for their kindness and assistance, during the illness and death of our dear mother and grandmother. May God's richest blessings ever be showered upon them.

L. W. VAUGHAN,
and family.

School Bonds Sold.

The school bonds of the Hereford Independent School District have sold the issue of \$25,000 in bonds to the firm of S. A. Kean & Co. of Chicago at a premium of \$117. This was the best bid and will net the board \$25,117.00. Bids will be opened in a few days for the construction of the building.

Many of the views used in this paper were made by

C. M. McGEE,
The Artistic Photographer

Views of Hereford and points of interest as well as the finest quality of Portrait work

STUDIO, MAIN STREET NEAR 5TH

Buy A Farm in the Panhandle

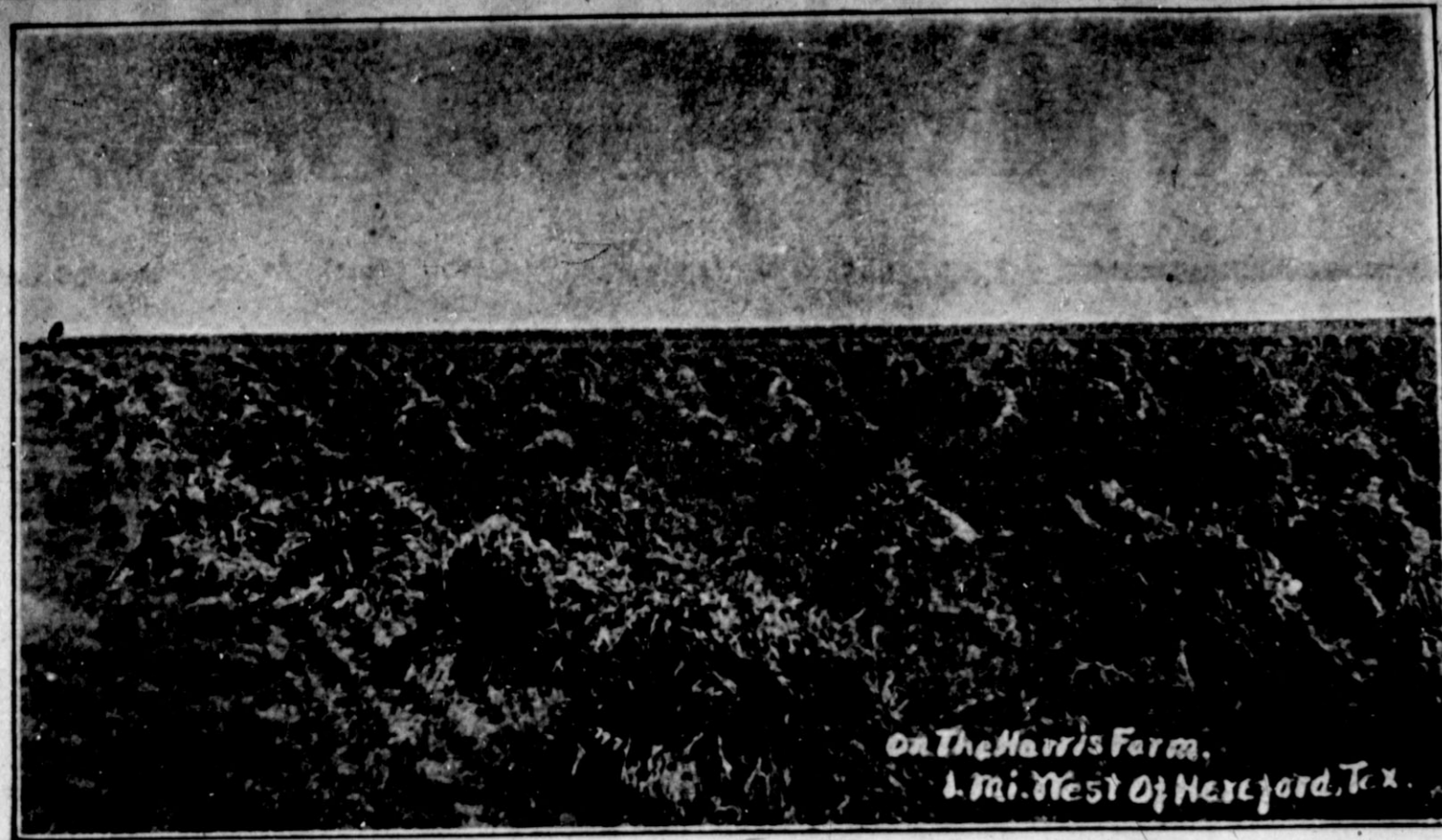
It has been fully demonstrated that the Panhandle is a country in which a man can safely invest his money. The immigration of new people has been something marvelous. They are building substantial homes. It's your time next and we'll be glad to have you.



A Panhandle Farm Scene.

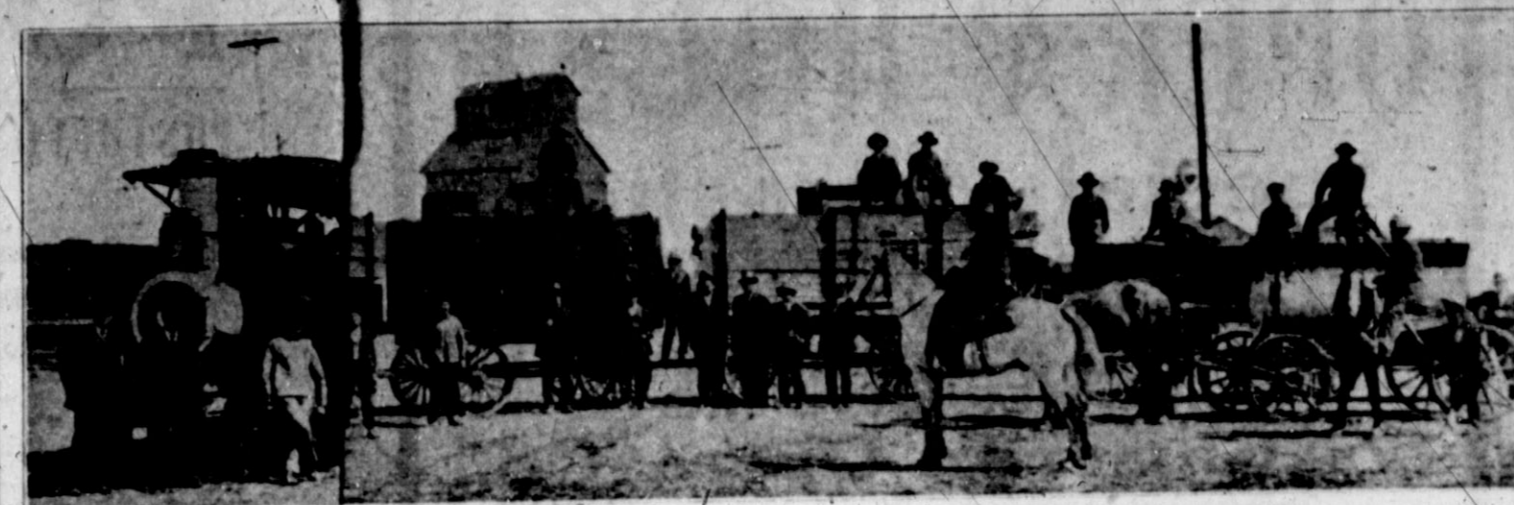
Join one of our special excursions for Hereford, Texas, that leaves St. Louis on Tuesday and Kansas City on Wednesday of the 1st and 3d week in each month. Our autos will be at your service to view the country and see for yourself its wonderful possibilities. Write us.

EDWARDS-O'BRIEN LAND COMPANY, Hereford, Texas

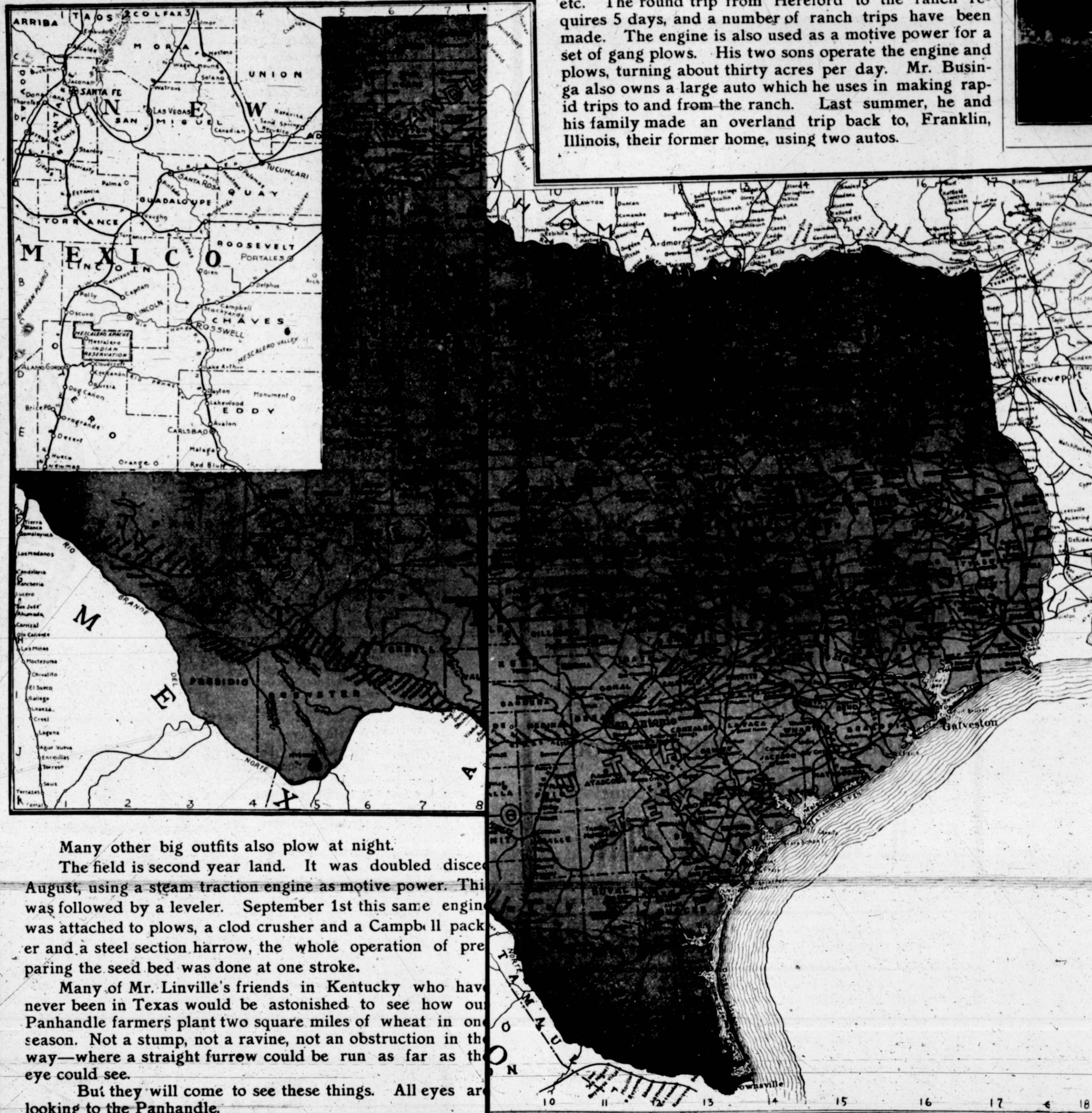
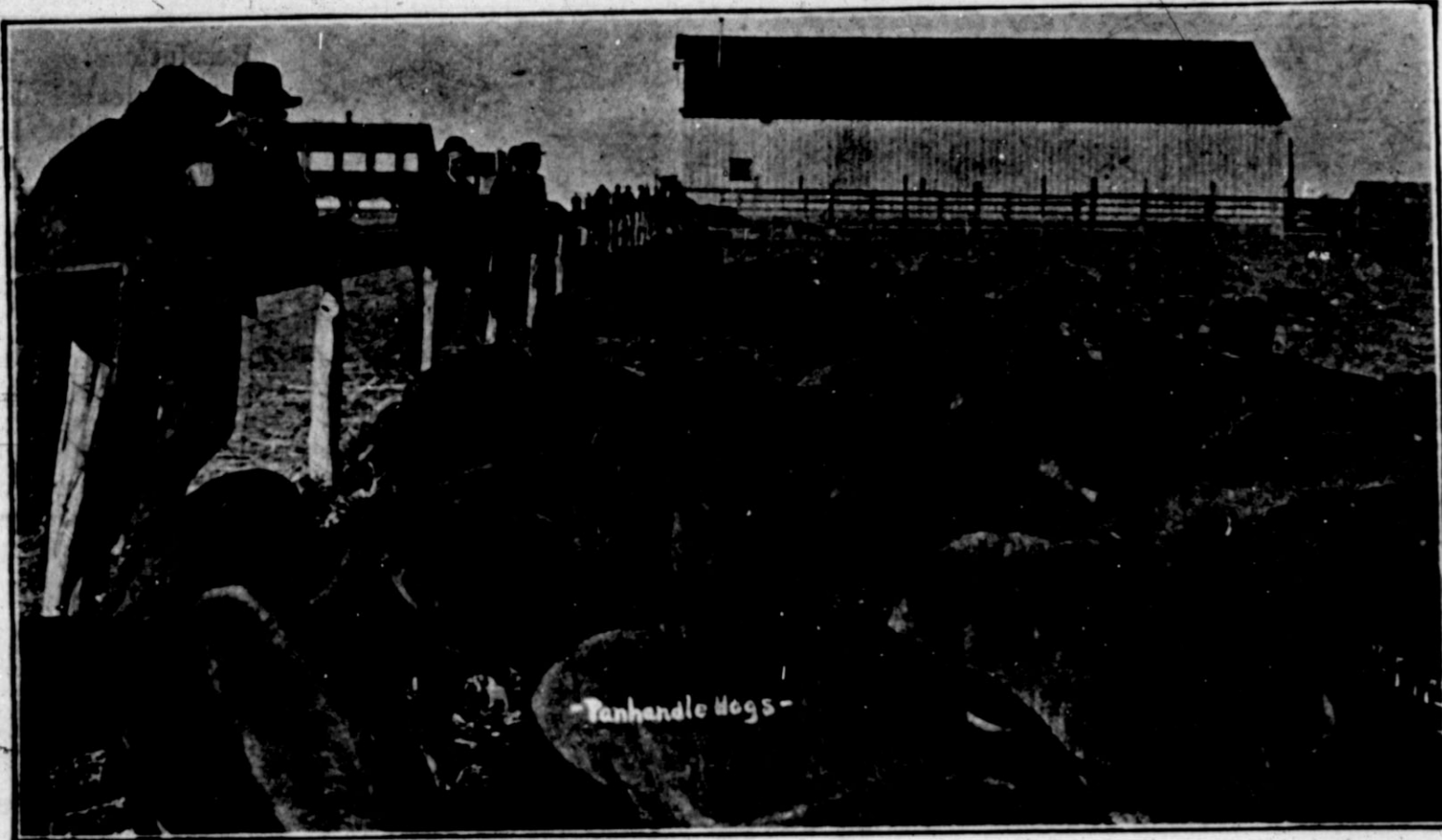


The Panhandle Way

The accompanying picture of the big 40 H-P road engine and three large trail wagons attached is only a snap-shot of the outside of a plan to improve a 4000-acre farm in Deaf Smith. The outfit belongs to C. S. Businga who nine months ago came from Illinois. His ranch is 30 miles out and in this one trip with his road train he is carrying three carloads of building material; consisting of lumber, lime, sand, cement, cement blocks, house hardware,



etc. The round trip from Hereford to the ranch requires 5 days, and a number of ranch trips have been made. The engine is also used as a motive power for a set of gang plows. His two sons operate the engine and plows, turning about thirty acres per day. Mr. Businga also owns a large auto which he uses in making rapid trips to and from the ranch. Last summer, he and his family made an overland trip back to, Franklin, Illinois, their former home, using two autos.

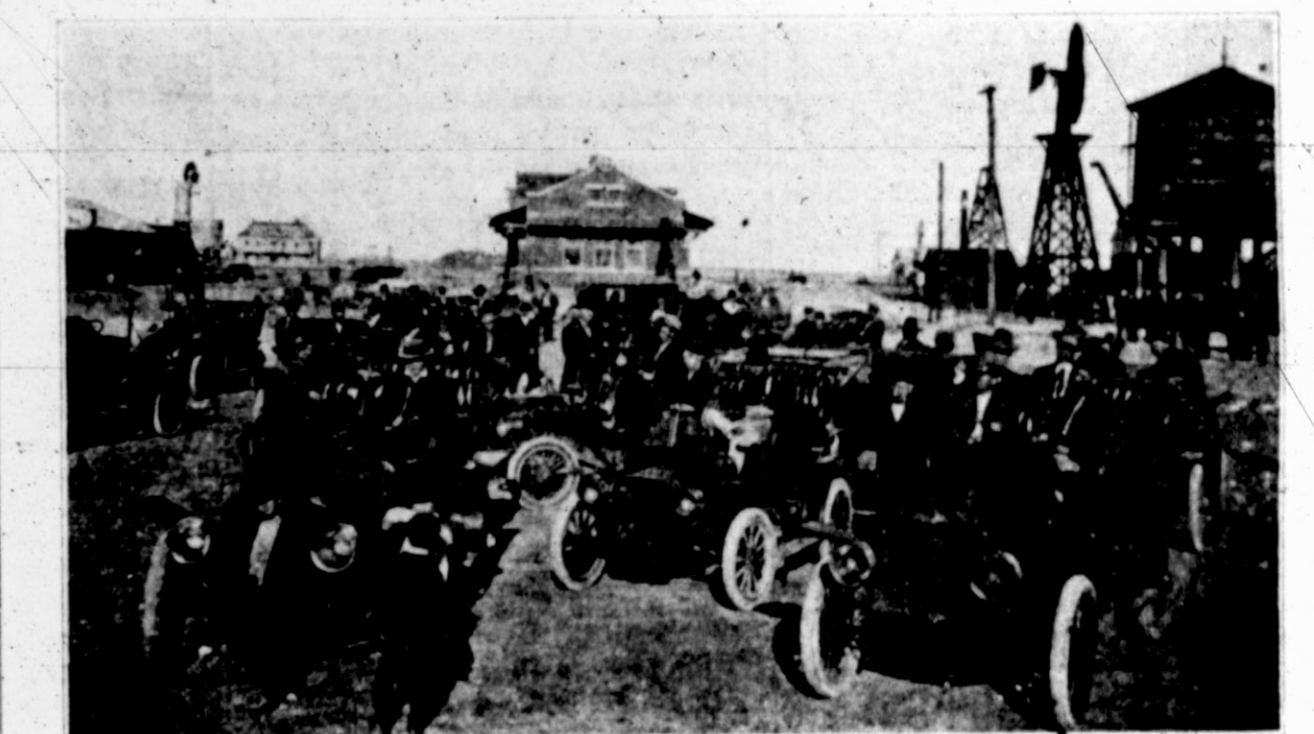


Hereford's Beautiful Play Ground

A few miles down the beautiful Tierra Blanco River is Sulphur Park, known throughout the Panhandle as "Hereford's Play Ground." It is here that the youth and beauty of Hereford congregate to while away many a pleasant hour. The fishing is excellent and many a truthful swain has very nearly lost his reputation for veracity after spending a few hours pulling 5 pounders from the crystal stream and then telling his friends all about it.

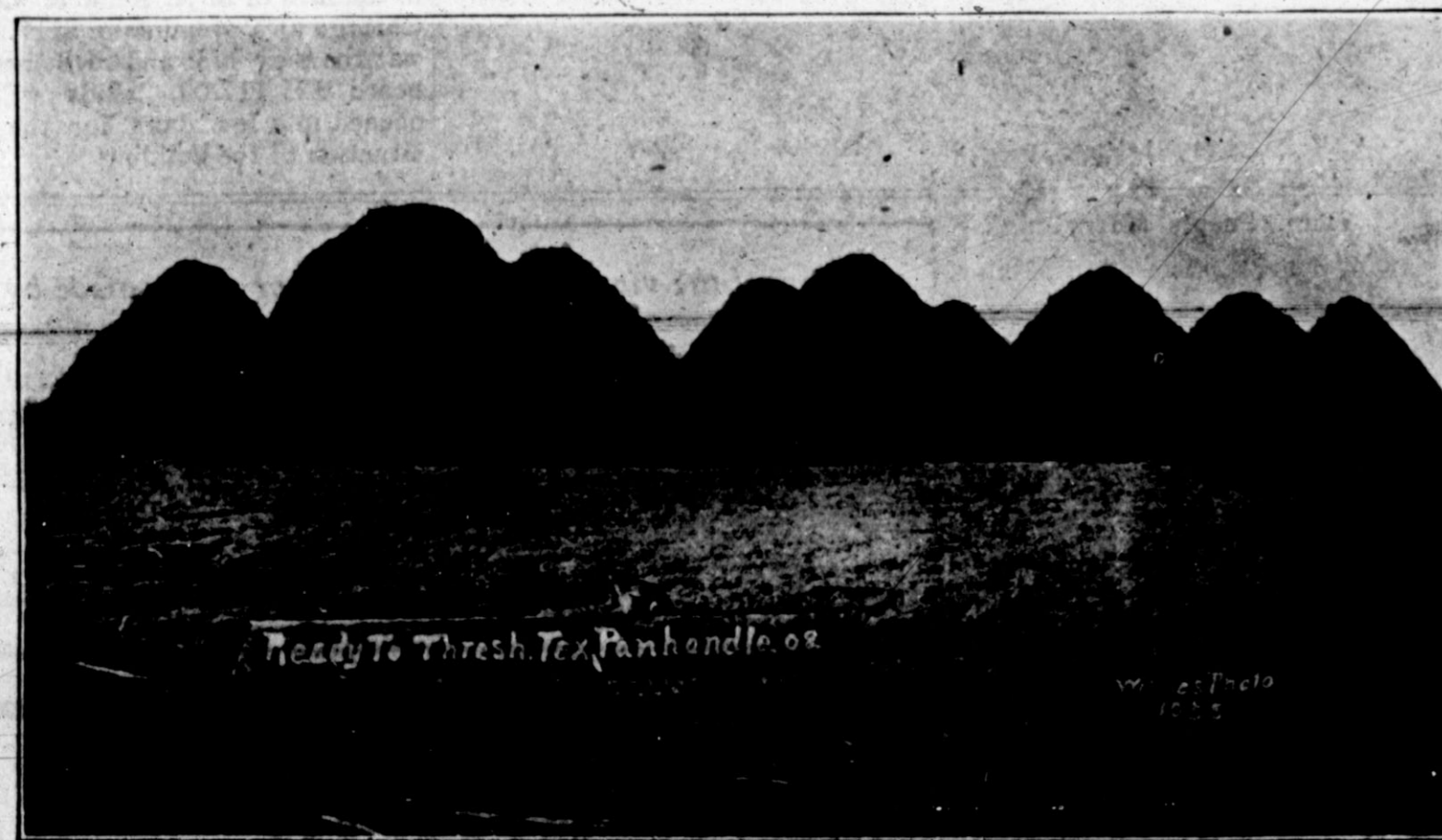
"The Old Swimmin' Hole", immortalized by the poet Riley could not have been more attractive to the youngsters of his day than some of the favorite swimming pools at Sulphur Park.

Do you care for duck hunting? You will find the best shooting in the Panhandle at our play ground, and if you can hit the "broad side" of the proverbial barn, you will be able to kill all the feathered tribe you care to.



One Thousand Acres in Wheat Field

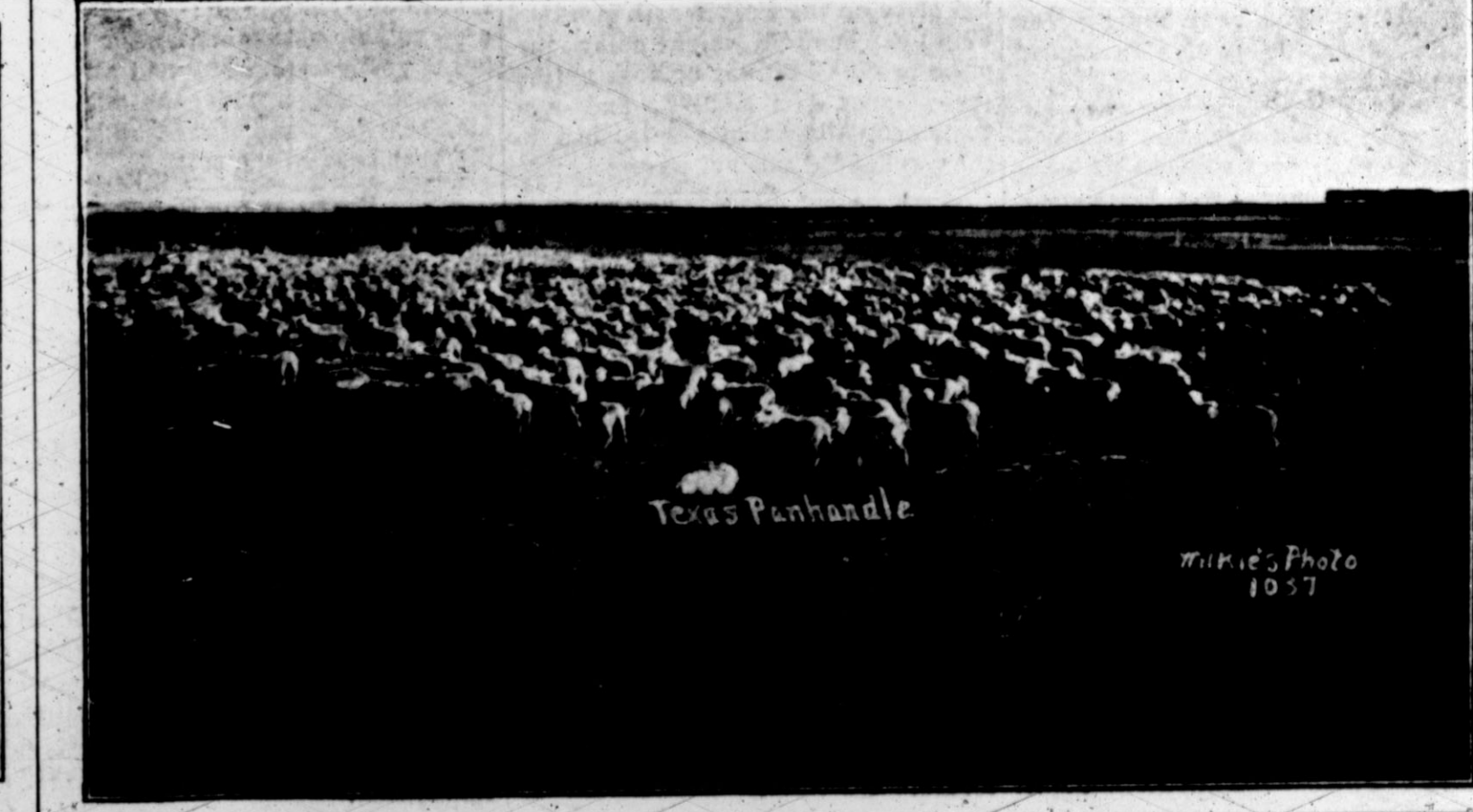
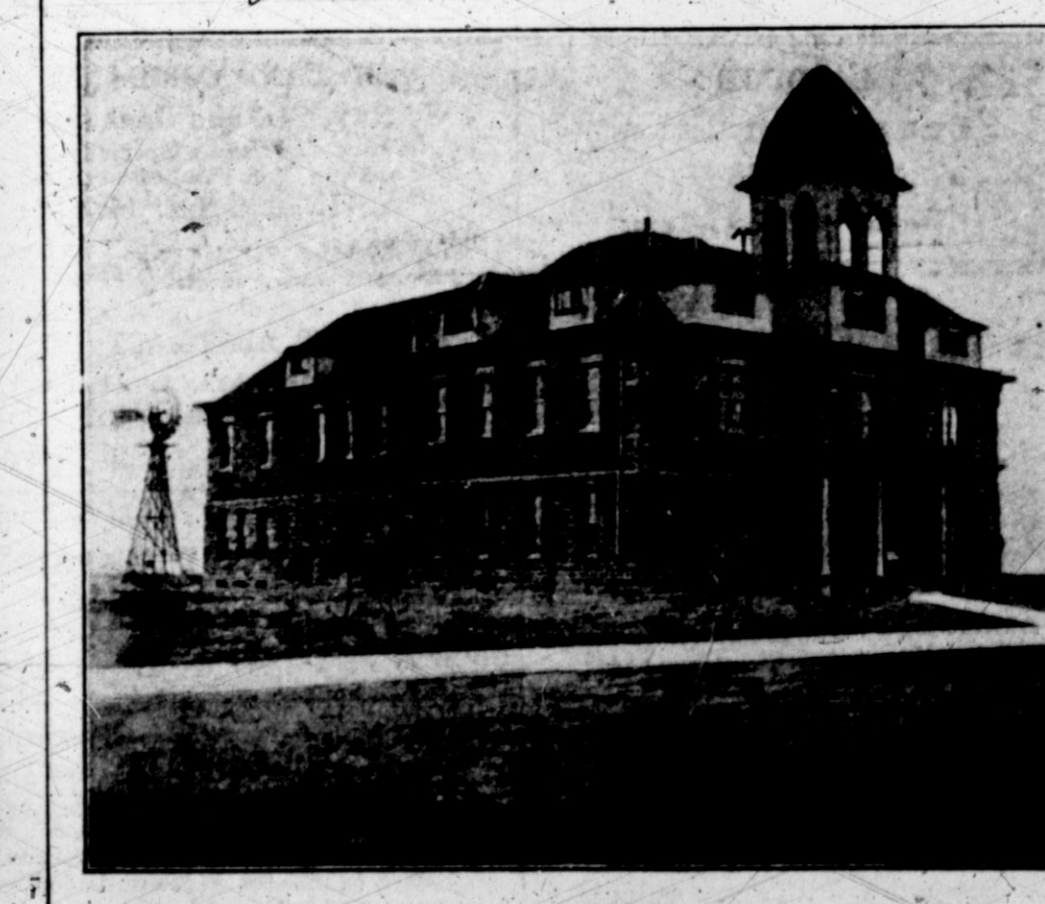
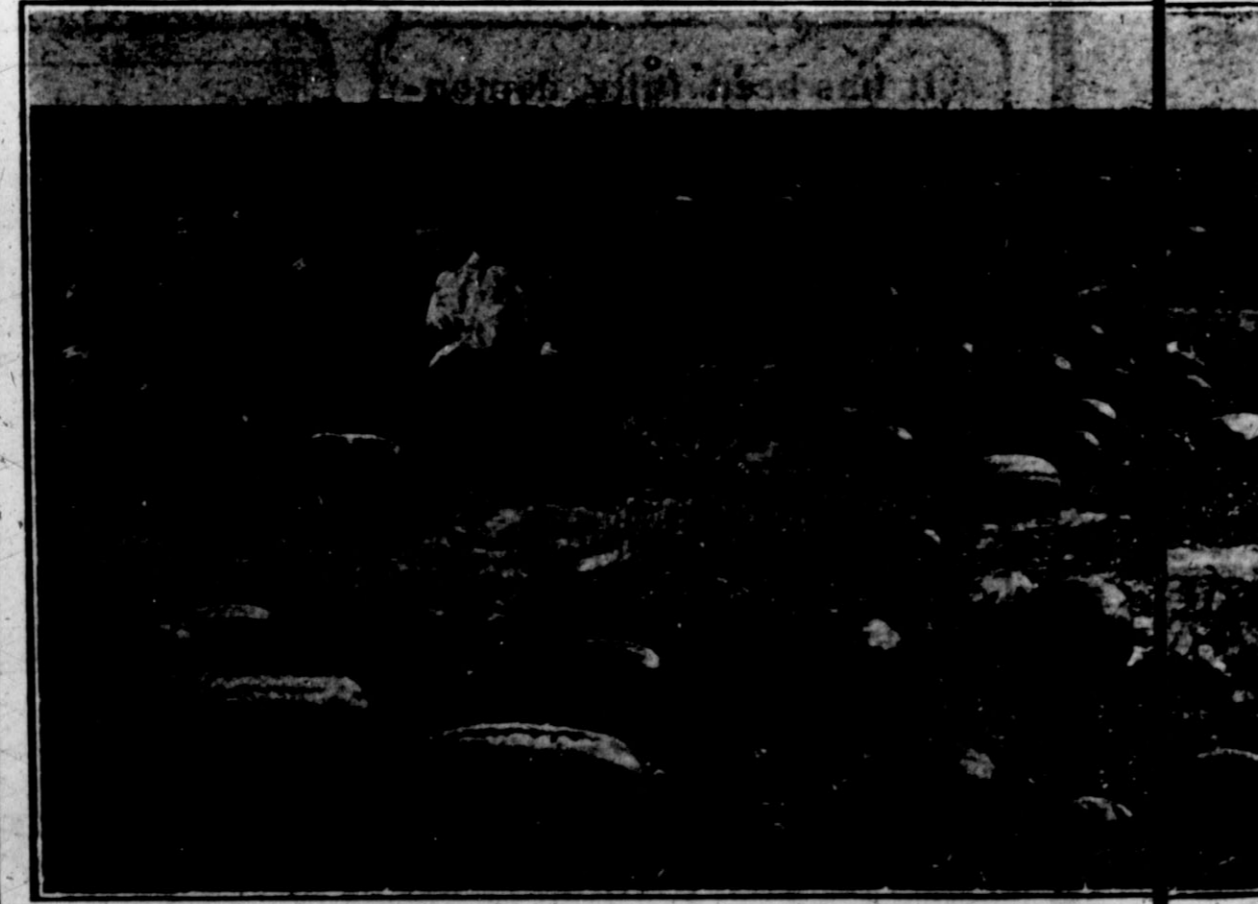
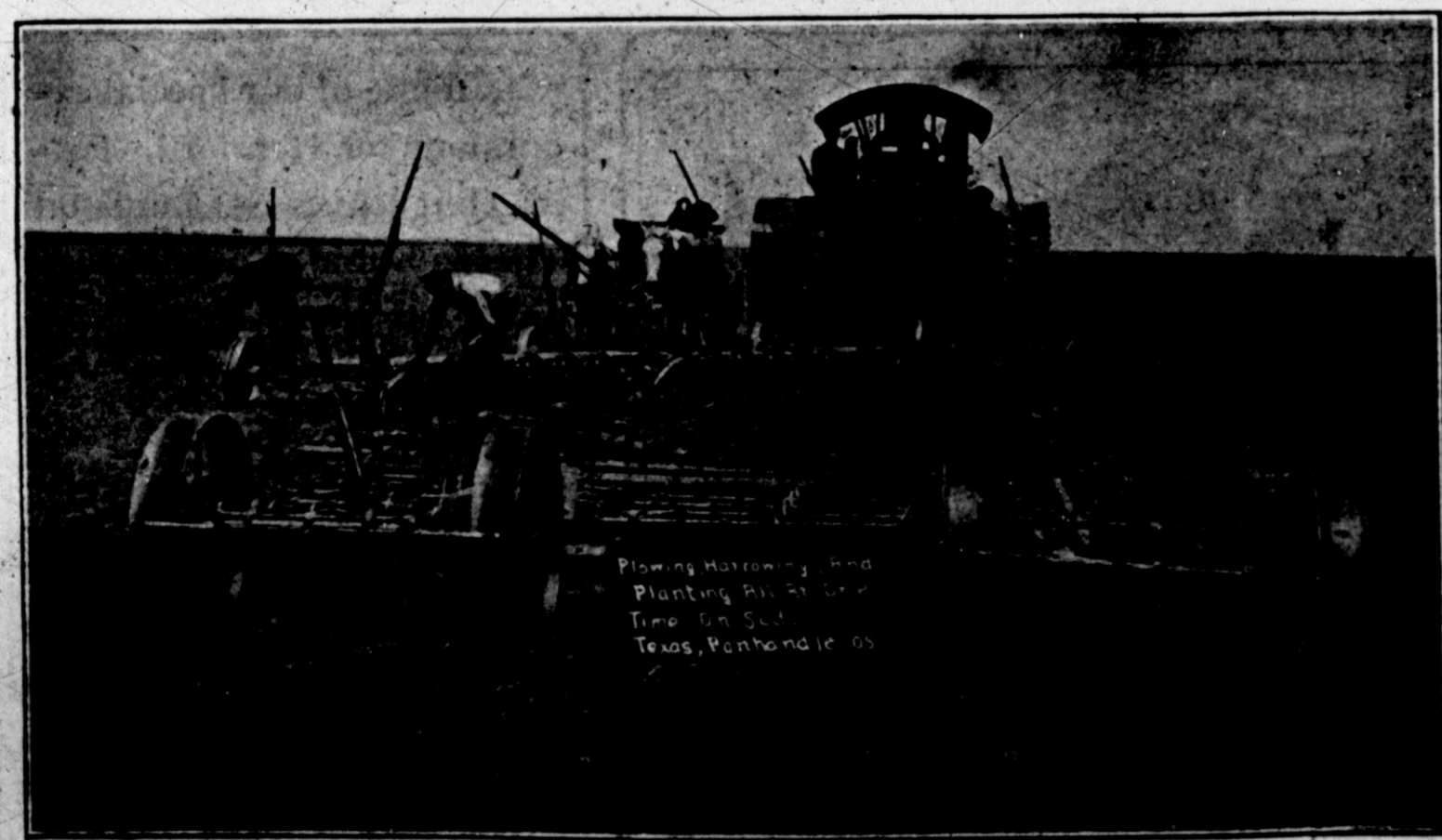
Wm. Linville, well known in Kentucky as the largest corn grower in that state, and equally well known in the Panhandle as a man who does things on a big scale and altogether progressive farmer has planted 1200 acres of wheat on his farm 14 miles out from Hereford. When it comes to plowing day or night makes no difference to Mr. Linville as he had two shifts of men every day, using a headlight on his engine on dark nights, and when it was moonlight the headlight was dispensed with.



Many other big outfits also plow at night. The field is second year land. It was doubled disc in August, using a steam traction engine as motive power. This was followed by a leveler. September 1st this same engine was attached to plows, a clod crusher and a Campbell packer and a steel section harrow, the whole operation of preparing the seed bed was done at one stroke.

Many of Mr. Linville's friends in Kentucky who have never been in Texas would be astonished to see how our Panhandle farmers plant two square miles of wheat in one season. Not a stump, not a ravine, not an obstruction in the way—where a straight furrow could be run as far as the eye could see.

But they will come to see these things. All eyes are looking to the Panhandle.



Fine Stock In The Panhandle.

A great many people in other states, and in part our own state, too, think that the Panhandle country does not have much in the way of fine stock. This is an error, for no part of Texas contains finer stock than Deaf Smith county and its neighbors. Here is the home, one of the most noted of the many breeds of fine cattle, and it is here that the Texas "Battle-ship" hog reaches perfection, while the sheep industry is an extensive one, and the old adage that a "sheep has a hoof of gold" is exemplified here. Horses and mules of the finest kinds are raised in Deaf Smith County, and the days of the cow-pony and wild mustang are over, to come again no more. Our country was once a vast cattle ranch, today it is the home of a countless number of thriving and contented stock and feed farmers, and we will soon lead the world in wheat raising.

Local and Personal

New Post Cards at Smith's. 35-2t

85 cent Linoleum at 55 cents at E. B. Black Co's. 1t

Have that old suit made new at "The Wardrobe." 1t

Keep your right eye on Baskin Heights. 1-tf

Iron Beds, one third off at Black Co's. 1t

Mr. and Mrs. H. O. Park are spending a week visiting in Canyon City.

Administer Rugs at \$18.75. E. B. Black Co's. 1t

Ladies Suits Cleaned and Pressed. A Specialty at "The Wardrobe." 1t

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

C. W. Meadows is at Comanche this week on business. He will return via Dallas.

Let The Blue Pencil figure your Furniture Bill at E. B. Black Co's. 1

Levi Smith and family left yesterday for Harrisonville, Mo., where they will make their future home.

Where is "The Wardrobe"? Room 1 over Hereford Hwd. Co. 1t

New 8 Day Clocks at Smith's, sold at a bargain for a few weeks. See him. 35-2t

Mrs. Nesbit, of Coryell City, Texas, has been visiting her son, Guy T. Nesbit during the past week.

For either dry or chemical cleaning. Visit "The Wardrobe." 1t

A rare bargain in some odd lots and remnants of Hardware, including Hammers, and Fence Plyers at Smith's.

Every thing included in the Blue Pencil sale at E. B. Black Co's. 1t

F. W. Lambert could not get the peaches he advertised on account of failure on the part of the shipper to make up a car.

Give "The Wardrobe" a trial on your Tailoring Work." 1t

J. T. Wilson sold 400 steers to C. F. Clark, of Mexico, Missouri. They will be shipped to Mr. Clark's stock farm in Missouri.

Howard Hamilton, Rockford, Ill., movements. All guaranteed at Smith's. 35-2t

Hon. Jake Litteral of Missouri is here, for a few days looking after his farm. He says the Panhandle is in as good condition as his section.

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

Among the recent arrivals in Hereford are: Dr. D. H. Parker and wife who are visiting Mrs. C. S. Richards, a sister of Mrs. Parker.

For Up-to-Date Cleaning and Pressing go to "The Wardrobe." 1t

We are expecting a new shipment of Pianos in a few days. If you want one, let's have your order. 35-2t Smith, the Jeweler.

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

Mrs. C. S. Richards has returned from a visit of six weeks with her sister at Custer City, Oklahoma. Two children of her sister returned with her.

Mrs. J. A. Canterbury left Hereford on Tuesday for San Angelo where she will join Mr. Canterbury who will engage in business at that place.

Whenever you see a man who looks as if he knew how to dress well, the chances are he's wearing Hart Schaffner & Marx clothes, bought of Hubbard & Barnett. 1t

Those interested in any line of painting or drawing will please see Miss Moore either at the College or at the residence of C. W. Meadows. 33-4t.

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

For 1st Class Cleaning and Pressing, go to "The Wardrobe." 1t

Dining room furniture and parlor suits, one third off at Black Co's. 1t

Compare our prices on goods. We court your investigation at Smith's. 35-2t

With every Iron bed, a \$3.75 best steel coil spring for only \$1.95 at Black Co's. 1t

The best matting at 25 cents per yard at E. B. Black Co's. 1t

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

If it's furniture you want, this is the time to buy. Blue Pencil Sale at E. B. Black Co's. 1t

Your last Winter's suit and overcoat can be made to wear this Winter, too, if you bring it to THE SUITITORIUM. 1t

Good team, harness, farm implements, cow and calf, hogs, 50 acres of maize and forage crop, use of two sections of land until first of year. See Smith, the Jeweler. 35-2t

R. W. Lovelace made a business trip to Amarillo on Wednesday in the interest of the Hereford Opera House. Mr. Lovelace will book many attractions during the season.

Rutledge, of Amarillo, the piano tuner is in town this week. Leave orders at Black's. 1t

The prevailing colors in men's clothes this fall, as indicated by the showing of Hart Schaffner & Marx suits at Hubbard & Barnett's store, are to be grays and blues. Some fine looking goods there. 1t

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

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

Keep out of the "Red" by buying Furniture at "Blue Pencil Prices" at E. B. Black Co's. 1t

Among those who went to the Dallas Fair from Hereford were W. B. Anthony and family, who left this morning and expect to be on hand when Deaf Smith county is awarded the blue ribbons.

Mrs. A. L. Clinkenbeard and little daughter are visiting her sister, Mrs. T. E. Shirley, coming last Friday from her home at Ladonia. Carl Shirley who had been at school at Waco accompanied her on the trip.

W. E. Cleavinger, of Leavenworth, Kansas, arrived at Hereford Thursday on his way to Spring Lake where he owns a section. Mr. Cleavinger will improve his property at once preparatory to moving his family from Leavenworth.

A car load of hogs recently shipped from this country brought the top price on the Fort Worth market; \$7.40 per hundred weight being the price paid. This car of hogs netted the shipper just \$1,097, and yet some people say that hog raising in the Panhandle will not pay.

Half a dozen men were walking up a country road one of the warm days last summer; they took off their coats, for comfort, and five of the coats had the Hart Schaffner & Marx name in them. Hubbard & Barnett say that's about the proportion—5 to 1. 1t

The old wooden building which has been an eye-sore to every public spirited citizen was moved from West 3rd street on Thursday, where it has been partially blockading the traffic for several months. Buildings occupying the streets of Hereford do not make a very favorable impression on visiting strangers who are looking for a town in which to locate.

Hart Schaffner & Marx clothes are made for men who want the best. Hubbard & Barnett have a big line of them. 1t

Others are taking advantage of the great reduction in prices in furniture at E. B. Black Co's. Why not you. 1t

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

No use trying to get better than Hart Schaffner & Marx clothes; you want find any. Go to Hubbard & Barnett's and get the suit you like. 1t

Mr. and Mrs. R. H. Norton left Wednesday afternoon for the Dallas Fair, a visit at Stephenville and also in Arkansas to see Mr. Norton's father. They will be away about three weeks.

It's a good thing for this town that our men have a chance to wear such clothes as Hart Schaffner & Marx make. Hubbard & Barnett are selling lots of them. 1t

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

We are headquarters for school Books. Order you any book wanted also buy and sell second hand books. 35-2t Smith, the Jeweler.

You can learn by a look through the stock of Hart Schaffner & Marx clothes shown by Hubbard & Barnett what a variety of new patterns are to be had in men's fabrics. 1t

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

We are now agents for the Lyon & Healey Piano, the new, high grade Piano, made by a house of international fame. Price right, quality right. G. W. Smith. 35-2t

Mrs. W. H. Walker and children of Stamford, Texas, have been visiting A. P. Murchison during the past week. Mrs. Walker is a cousin of Mrs. Murchison.

Some of the best dressed, best looking men in town are wearing Hart Schaffner & Marx clothes, sold by Hubbard & Barnett. 1t

Marion Orr and family left today for Oklahoma City, where they will make their future home. Mr. Orr will engage in the wholesale stove business, but will retain his property near Hereford as he has great faith in the progress and prosperity of the Panhandle country.

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 wont be long until we see some of our finest buildings in this beautiful addition. A private park, near the center is being laid out. Write L. Baskin for particulars. 36-tf

On Saturday night Prof. Frank Moony gave a demonstration of hypnotism and mind reading at the Star Theatre much to the delight of all who were not the Professor's subjects. The gentleman would certainly make a hard prisoner for Sheriff Connell, judging from the ease with which he removed handcuffs and padlocks. The table rapping exhibition was given with Messrs Robt. Elliott and W. B. Dameron as able assistants, and a number of youngsters performed all sorts of queer antics under the mistaken idea that they had stirred up a bumble-bees nest on the stage.

Peary at the Pole.

One of the most striking window displays yet to be made in Hereford may be seen at Garrison Bro's. Hardware Store, where Mr. Olson, the efficient bookkeeper has deflected by his skill a "scene in the artic." A full grown figure of a man dressed in a heavy fur overcoat, cap and gloves gives the idea of the frigid zone, but the big blocks of rock salt, sprinkling with fine salt, sends a chill through you as if right off the polar regions. In the man's hand is a "Keen Kutter" hatchet which Peary carried to the far north, and lying on the "ice" around are other "Keen Kutter" tools which were a part of the equipment of the Peary Expedition.

OPERA HOUSE

Special Attraction

Three Nights Commencing MONDAY, OCTOBER 18

C. H. KERR Presents
The Cameron Opera Co.,
Opening in the big New York Musical Comedy Success
"DOLLY DIMPLES"



30 People 30-- Music! Fun! Girls!

2 CARS of Magnificent Scenery and Electrical Effects. \$10,000.00 Worth of Gorgeous Costumes. The Big Whirlie, Pearlle, Girlie Show. Change of Program Nightly.

Special Prices, for 3 nights, - \$1.50
Seats on Sale at Betts & Millard's

WHO HOLDS 1770

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

Bring your friends when you come

D. R. GASS & SON

Professional and Business Cards

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

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

L. GOUGH
GENERAL IMMIGRATION
NOTARY PUBLIC
Hereford, Texas

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

KING REALTY CO.
Lands, Loans and Insurance
Notary in Office
Abstracting a Specialty Hereford, Texas

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

A. P. Murchison J. S. Jones
MURCHISON & JONES
Real Estate and Live Stock
Hereford, Texas

B. H. Smith D. F. Ashbrook
SMITH & ASHBROOK
ALL KINDS OF INSURANCE
AND LOANS. Phone 273.
Office 1st door South of First National Bank

O. K. LAND COMPANY
We Buy, Sell and Exchange
Panhandle Land a Specialty
See us Three Doors East of Post Office
A. H. ELLISTON, MGR.
HEREFORD, TEXAS

E. S. Ireland R. A. Holland
DIMMITT ABSTRACT CO.
ABSTRACTS OF CASTRO AND BAILEY
COUNTY LANDS
Dimmitt, Texas

HARVEY CASH C. L. ADAMS
CASTRO ABSTRACT COMPANY
Abstracts of Castro and Bailey
Counties. Your business solicited.
DIMMITT, TEXAS

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



GOOD THINGS FOR BREAKFAST,

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

You'll Like Our Groceries

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

Stock is fresh daily and price always close to cost

Cardwell Brothers

Queen of the Pantry

THE BEST BISCUIT FLOUR IN HEREFORD

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

JARROTT

&

WILKINSON'S

PHONE 81.

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.**

MILLINERY OPENING

Saturday, Sept. 11th

My new stock of Fall and Winter Millinery has just arrived, and I am now ready to show a line of the most stylish and up-to-date hats that have ever been on display in Hereford. Ladies come and see for yourself. Third door north Presbyterian church.

MRS. UDO WHITTHAUER

Tierra Blanco Herefords

L. R. BRADLEY, Owner

W. T. WOMBLE, Manager

...BREEDERS OF...

Registered Hereford Cattle

Herd Headed by Strike Six, No. 156847

Assisted by Texas Tom, No. 204446

Will sell a quantity of young stock either singly or in car load Lots

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

Society

MRS. WITHERSPOON ENTERTAINS.

Mrs. Claude Witherspoon entertained a party of ladies Tuesday afternoon from 3:30 to 5:30 in honor of her sister Mrs. R. L. Evans and Mrs. W. H. Morris.

The reception rooms of the Witherspoon home were beautifully decorated in golden red and autumn leaves. In the dining room the punch bowl was gracefully presided over by Miss Amber Collins. After the guests were served with punch they were seated at the several tables prepared for "42" and a most interesting game ensued.

Home made candy was served during the game and delightful refreshments of cake and chocolate were served after the game.

The guests were: Mesdames C. S. and W. H. Garrison; Slaton, Barker, Barcus, Price, Jarrott, Evans, Morris, Evans, Arnold, Barnes, Lea, Gibson, Irwin, Gregg, Collins, Matthews, Hough, Obertheir, and Lipscomb.

SURPRISE PARTY.

Last Sunday being the birthday of Miss Nona Arthur, her parents prepared a very happy surprise for her in the afternoon by inviting a number of her friends in to help celebrate the occasion.

Miss Nona had been invited out to dine and in her absence the friends assembled at her pretty new home to greet her on her return. Dainty refreshments of sweet meats, ices and cake were served by the hostess and the afternoon proved a very pleasant one. The guests in addition to a shower of good wishes, presented the fair young lady with a chafing dish as a memento of their love and esteem. May this day bring many happy returns to Miss Arthur! is the wish of the guests and many additional friends.

Mr. and Mrs. N. J. Matthews entertained at six o'clock dinner Monday evening in honor of Mrs. W. H. Morris of Marshall, Missouri.

Mrs. J. H. Pitman and Miss Miller entertained Mr. and Mrs. B. S. Arnold and their guest Mrs. Morris at twelve o'clock Friday, October 8. Mrs. Pitman was unable to be at the table, but it is a pleasure to her many friends to know that her health is improving and that doubtless before long she will be able to be out again.

Mr. and Mrs. W. C. Witherspoon entertained a small party of young people Tuesday evening at "42". Refreshments of chocolate, cake, punch and candy were served during the evening and a most enjoyable time was had by the following: Misses Gregg, Hammock, Warren, Collins, and McGarr, Messrs Nesbit, Wright, Stanley, Charelton, Woodburn and Dr. Massie.

J.M. Gilliland Embalmer and Funeral Director, with Arnold & Matthews, Furniture and Undertaking. Day phone 115, night phone 251 or 232. 3tf

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

A lathe large enough for any work and a shaper will be installed at once. Give us a trial. Old Christian church building. Phone 381. 33-tf PYLANT BROTHERS.

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.

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

17 jeweled nickel movement in 3 oz silver case. Swiss Breguet spring guaranteed the best value watches to be had. See Smith, the Jeweler. 35-2t

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—Class pin of '09 last Sunday. Please return to this office and receive reward. 1t

LOST—Sunday evening, a heavy hitch-rein near College. Return to A. P. Murchison- 1tp

FOR RENT

BRICK BUILDING—For rent. See W. H. Rayzor. 35tf

ROOMS—Fine furnished with bath. Mrs. W. H. Russell, phone 347. 1t

FOR RENT—One seven-room house close in. Apply to C. H. Carl. 34-tf

PIANO—Will rent my piano for a few months to right party. Jno. Yarbough. 36-2tp

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

FOR RENT—120 acre farm one and one half miles from Daven. Can give possession any time. 33-tf C. O. Lee.

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

ROOMS AND BOARD

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

ROOMS—Furnished or unfurnished. English office building, south side court house square. 35-2t

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

MISCELLANEOUS

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

WANTED—Dressmaking at my home, 2nd door South of College. 34-4tp Mrs. N. O. Hunt.

PASTURAGE—At \$1.50 per month. Feed has just been cut from pasture. Address C. H. Y. care Brand office. 1t

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

FOR SALE—Cheapest place in Hereford located across street from courthouse, 2 lots 2 houses well, stables etc.; only \$1,200. Write or see Mrs. G. W. Dent Box 143. 362t

FOR SALE—Seventy five acres of maize. T. A. Osborne, Summerfield, Texas. 34-4t

Engraved calling cards are in perfect taste. See the elegant samples at the Brand 1tf

FOR SALE Good set of single and double harness nearly new, see J. B. Elliston. 16-tf

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

FEED—For sale, cheap. Maize, Kaffir and sorghum, inshocks. See Eugene Love. 35-2tp

WANTED—at once a competent stenographer for general office work. Give age, experience, references and salary expected, in first letter. Address W. L. Sims, Farwell, Parmer County, Tex. 35-2t

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

REAL ESTATE FOR SALE

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

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

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

CITY PROPERTY FOR SALE

FOR SALE 6-room house, well and wind-mill, fruit trees, large barn, chicken house, corral, lot 100x140 ft near public school. Terms to suit purchaser. See C. O. Lee. 7tf

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

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

FOR SALE—7-room house, East front, lot 100 by 140 feet, on South East corner of block, fenced, cement walk on two sides also leading to front of house, well and wind-mill, barn 22 by 36 with loft, only 4 blocks from Post Office. Price \$2000 Terms easy. C. O. Lee. 29-tf

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

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

FOR SALE OR TRADE—220-acre farm in Van Buren County, Iowa, all fenced hog-tight, good improvements, plenty of good water; good orchard of apples, peaches, pears, plums, cherries. Will trade for land in vicinity of Hereford, Texas. For particulars, see or write C. O. Lee, Hereford, Texas. 24-tf

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

LIVE STOCK FOR SALE

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

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

FOR SALE—or trade for Texas, land or Hereford town property. 65 head of registered Short Horn Cattle, price \$6,500 clear. One Hotel the only hotel in town of about 500 population, price \$4,000, clear. \$12,000 equity in 320 acres fine well improved farm near Railroad and county seat of Randolph County Missouri, will trade separate or all in lump. Address Owner Box 8 Clifton Hill, Missouri. 33-4t

THE BRAND CIRCULATION CAMPAIGN

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

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

**CLOSES WED.,
DECEMBER 22,
12 O'CLOCK MIDNIGHT**

**\$400.00 IN PREMIUMS
WILL BE GIVEN AWAY**

Not just one big premium which only one may enjoy but twenty or more will be distributed

Rules

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

Consolation Prizes

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

Free Distributions of Premiums.

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

Special Prize to Castro

A special prize has been reserved for the young lady living in Castro or counties other than Deaf Smith, who receives the greatest number of votes during the contest. The conditions are the same as to all other premiums. The prize will be a solid gold bracelet, set with a diamond. This bracelet is of the latest style and the workmanship is perfect. This will make a handsome gift for any young lady. Value \$30.

Free Magazine

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

LIST OF PREMIUMS FOR SUBSCRIBERS AND PATRONS

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

Extra Premiums will be announced next week.

100 Free Votes for Paid Up Labels

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

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

Schedule of Votes and Tickets

On Subscription

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

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

For Ad Space

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

And so in in the same ratio and proportion.

For Job Work

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

And so on at the same ratio and proportion.

Worker's Special Gifts

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

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

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

A solid gold neck chain and locket, set with a genuine cameo, has a place inside for a photograph. The young lady who wins this prize will be more than delighted. Price \$15.

Worker's Additional Special Gifts

One Mandolin, G. W. Smith Music Co. Value \$7.50.

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

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

One Ladies' Satin Trimmed Panama Skirt, J. G. Callens, Dry Goods, Value \$7.00.

LAST WORD Some young lady will have the pleasure of wearing the beautiful gold watch, the sparkling diamond ring or one of the other gifts as a Christmas present from The Brand. Who will it be? That will depend largely upon the individual efforts and popularity of the young lady. Now, let the young ladies who wish to work for these presents call at The Brand office and receive instructions, get the necessary blanks and receipts. Young ladies not living in Hereford requested to write for information.

The Hereford Brand

316 Main Street

Hereford, Texas

The Hereford Brand

COUNTY NAMED FROM TEXAS HERO

How Deaf Smith Bears the Name of One of the State's Most Worthy Men.

The following most interestingly written history of Erastus Smith offered in the Sequin, (Texas) paper in 1900 by S. S. P., the initials of some unknown historian. It is reproduced in the Brand for reasons well evident. The citizens of Deaf Smith county are proud of the relation that exists between such a Texas hero and their adopted county.

In the southwestern corner of Guadalupe county fronting the Cibola river, opposite La Vernia lies a beautiful and fertile valley adorned with many a lovely home and far reaching farm, owned and occupied by as noble, intelligent and kindly people as any country was ever blessed with. We wonder how many of them have ever given any thought as to who and what the man was, who first rode over this beautiful valley and attracted by its loveliness determined that of all the unsettled domain of Texas, he would mark this valley as his own. What appreciation this man must have had for fertile soil! What an eye he must have had for the beauties of nature! What courage he must have had to face the wild beast and the savage away back in 1830, and with a few companions, aided by the surveyor and his compass, laid out, marked the lines and established the corners and boundaries of a Spanish league of land, 4428 acres, in this fruitful valley. Who was this man? If all the owners of these farms will examine their tax receipts and title papers they will find therein written the name of the original grantee, "Erastus Smith." How many of them know that this "Erastus" Smith was "Deaf Smith?" One perhaps among the most famous of guides, scouts and Indian fighters in Texas in his day and time and whose name is identified with more thrilling incidents in the history of the State than any other single individual.

"Deaf" Smith was one of the most unique figures in Texas in those early times. He was a native of

New York and came to Texas in 1817, and became an actual settler in 1821. He was "hard of hearing" from his childhood which caused him to become silent and fond of solitude. In company he was reticent and seemed to be absorbed in thought. But in time of danger he was bold, fearless and enterprising and cautious. He was a most efficient and indefatigable observer of the movements of the Mexican army during the war and his perfect knowledge of the country and his astonishing coolness and bravery made him invaluable to the patriot army of Texas.

The life incidents of this strange, silent man, laboring under the infirmity of deafness, yet accomplishing so much in his country's defense, would read like some romance of the older times.

He piloted Fannin from the Mission Espedo to Conception and was the first to fire a gun in the battle which ensued. He marched at the head of Johnson's division as guide in the attack on San Antonio in 1835. During the fight he was severely wounded while defending the Veramendi house near which Milam was killed.

He was sent by Gen. Houston to verify the news that the Alamo had fallen. He met Mrs. Dickerson who had escaped with her child and who confirmed the report of the fall of the Alamo and the slaughter of its brave defenders. He accom-

panied Mrs. Dickerson to Gonzales, carrying the babe in his strong arms.

With a small company, Deaf Smith covered the retreat of Gen. Houston from Gonzales after the fall of the Alamo and kept constantly between the Mexican army and the fleeing families.

It was through Smith's having captured a Mexican courier that the whereabouts of the Mexican army was actually ascertained just prior to the battle of San Jacinto, which enabled the Texans to select advantageous ground and be thoroughly prepared for the decisive battle.

It was Deaf Smith who performed the dangerous and important service of destroying Vinces Bridge which cut off the retreat of the Mexican army and brought on the battle of San Jacinto. And it was the same Deaf Smith who the day after the battle, and after the capture of Santa Anna, carried the orders of Santa Anna to the camp of Filisola commanding that officer to retreat westward and quit the soil of Texas.

Such are some of the incidents in the life of Erastus Smith, known to fame as "Deaf Smith," a patriot of the highest order and whose name will be remembered when the names of many who call themselves great will have sunk into oblivion. A man of whom it has been truthfully said, "His name bears with it more of respect than sounding titles. Major, Colonel, General, sink into insignificance before the simple name

of Deaf Smith, that name is identified with the battlefields of Texas. His eulogy is inseparably interwoven in the most thrilling annals of our traditional narrative a peculiar interest."

He died and was buried at Richmond, Texas, Nov. 30th, 1837.

Deaf Smith trod the soil of Guadalupe county 70 years ago. He left his name upon the map of the county as he has also upon the map of Texas.

A Birthday Surprise.

Quietly and mysteriously, gathered on last Friday night, a goodly number of friends and neighbors and walked in and greatly surprised Mr. Everett Brubaker, while he was very busily engaged in trying to choose a saddle. He had so much advice and assistance that he decided to wait for a more opportune time.

Mrs. Brubaker served a decidedly popular luncheon of oysters, pickles and cakes that were as good as they were beautiful; bananas and coffee.

A beautiful Bible was presented to Mr. Brubaker after which there was music, readings and a recitation. All had a most enjoyable time.

A Friend.

Notice.

The First Baptist Church of Hereford will celebrate the tenth anniversary of its organization, with services suitable to the occasion, next Sunday at 11 a. m. Every member should be present. Every body invited to attend the Services.

O. W. DEAN, pastor.



The above unique design is used on all the Commercial Club stationery, and is indicative of the Past and Present of the Panhandle of Texas.

HEREFORD'S LIVE WIRE

The Commercial Club—What it Has Accomplished—The Best Thing That Ever Happened to Our City.

February 12th should be celebrated in Hereford each year, along with other holidays, as being the anniversary of the berth of the liveliest proposition that ever struck our town. This refers to the Hereford Commercial Club; an organization that has made the people of Hereford sit up and take notice, and also galvanized some of the dead ones into a fairly good imitation of life.

The club originally started with a membership of over two hundred, the fine banquet evidently causing much exuberation and enthusiasm, which gradually died out among lukewarm members when it became known that the Hereford Commercial Club was organized to work and not to eat. At present the club has a membership of 100 of the liveliest wares ever stranded in a cable of business energy and up-to-date-ness. When it is considered that it takes two good men to undo the knocking of one dead one, some idea can be obtained of what the club is up against. Thanks are due the Club for the overwhelming vote in favor of a new court house to replace the present bat and rat hostelry, for the sidewalk epidemic, for the sewer system, for the splendid exhibit recently sent to the Dallas Fair, for the prominence that Hereford now holds in the news columns of all the large Texas dailies and for a host of other good things too numerous to mention.

Every Monday the Officers and Directors of the Club meet at dinner and talk over what has been done in the past and plan for future work. Any one is welcome and the only card of admission necessary is the four bits with which to pay for the good things consumed, along with facts and figures presented by the hustling Secretary. The second Tuesday in each month is the date of the regular meeting and thus far the attendance has always been good; thus showing an interest which bodes well for the future of Hereford. The officers of the Club are: Wm. M. Knight, President; L. Gough, Vice-President; O. H. Vardeman, Treasurer; and the Board of Directors consist of W. M. Knight, L. Gough, J. L. Fuqua, A. J. Lipscomb, F. H. Oberthier, A. C. Elliott, A. H. Elliston.

LUMBER AT WHOLESALE PRICES

Buy your lumber from the manufacturer and save from thirty to fifty per cent. To any person intending to build a house or to any contractor we will deliver lumber on board cars at Hereford at the following prices:

No 1 Common 2x4 10 to 20 feet long	\$2.00 per hundred feet	No. 1 Common Flooring	\$2.15 per hundred feet
" " 2x6 10 to 20 ft. long	1.90 " " "	" " Shiplap	1.82 " " "
" " 2x8 10 to 20 ft. long	1.90 " " "	" " 1x12 Boards s 2 s	2.25 " " "
" " 2x10 10 to 20 ft. long	2.00 " " "	" " 1x10 " " "	2.00 " " "
" " 2x12 10 to 20 ft. long	2.10 " " "	" " 1x8 " " "	2.00 " " "
" " Drop Siding	2.25 " " "	" " 1x6 " " "	1.90 " " "

We would like to correspond with any one who contemplates building. We manufacture everything in Yellow Pine and are prepared to furnish prices on large contracts. The smallest car load that can be shipped is about twelve thousand feet lumber and two or more persons can order in same car so as to make a car load. Address The

LUFKIN, TEXAS

HARRINGTON LUMBER CO.

THIS IS A CHANCE YOU DON'T OFTEN FIND

Swell Furniture that you can't tell from new at a price that you will admit is an unusual bargain.

A \$40.00 Davenport for \$15.00; A \$22.50 Iron Bed for \$14.00; A Swell \$18.00 Dresser for \$9.50; A three-quarter Iron Bed with new, best grade coil springs for \$3.50.

SAFES, TABLES, CHAIRS, STOVES AND RANGES

IT IS TO YOUR INTEREST to buy where you get full value for every cent you pay, and I am helping my interest by offering you bargains which are bound to pull your trade. Come in and see what I've got and how much I can save you on the article you want.

Opposite Hereford
Hardware Co.

The Racket & 2nd Store  **HEREFORD, TEXAS**
WALTER NELSON, Proprietor

A FAIR COMPARISON

Deaf Smith County not Behind Older Counties in Agricultural Products—The Facts Given.

For the past few years certain editors in central, southern and eastern Texas have helped fill their meager columns with would-be sarcastic and humorous articles in reference to the claim of Deaf Smith county as an agricultural county. Well, we just went down to the Dallas Fair in 1907 and took five 1st prizes; after that those self-same editors sat up and took notice, and for a time they were quiet; but of late they have been at it again, so their attention is called to a comparison of Deaf Smith County with three others, one each being selected from eastern, central and the gulf country of Texas and here follows the valuation of each in the agricultural products: Bastrop county, \$2,750,000, Victoria county, \$2,600,000, Houston county \$2,250,000 and DEAF SMITH COUNTY \$2,760,000. These figures are for the year 1908 and are official.

Of the above named counties all are in the "black-waxy" belt, where any old thing is supposed to grow, not excepting first and second mortgages, while Deaf Smith County is the only one not laying claim to having any of the so-called "black-waxy" land in her boundaries.

When you farm here it is not necessary to wait a week or so to plow after each rain, and there is no sand, either, just fine, mellow, alluvial soil that grows splendid crops "while you wait" and that is why we say YOU'LL LIKE HEREFORD and Deaf Smith County.

The Cameron Opera Company.

On October 18th the Cameron Company will open an engagement of three nights at the Hereford Opera House. This is one of the most important attractions which will be seen here this season. They present a different musical comedy each night and carry an exceedingly fine production to each and every musical comedy they present.

C. Herbert Kerr, the eminent author and composer is directing the orchestra with The Cameron Company.

Hereford people are quick recognize big values in entertainment and when a regular \$1.50 musical attraction appears at a popular price of admission they do so with the as-

urance that the public will make up in numbers what is lost in price and it goes without saying that The Cameron Opera Company with its supporting company, superb scenic equipment, dazzling electrical display, stunning costumes and carload

of mechanical effect is the one big show bargain of the year.

Phoebe Cardowine, Americas best lady dancer is one of the features. Miss Cardowine was one of the famous Cardowine troupe of national dancers.

For Sale.

1200 bushels of fine seed wheat. This wheat tested 63½ pounds per bushel and was pronounced by Mr. Fallwell at the Elevator to be the best he had seen this season.

ccc 32-tf A. W. GREGG.

THE

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

BEST

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

STOVES

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

IN

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

TOWN

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

Warren Hardware Company

If Its a Good Roast or Steak, Sausage

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

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

Yours for Business,

CITY MARKET

STANEK & ROOD, Proprietors
Successors to Wilson & Cloyd.

THE ARCADIA OF AUTOMOBILES

City Has More Cars to Its Size than Any Other Town—Many Farmers Use the Gas Machines.

Hereford and its surrounding country might well be called the Automobilists' Arcadia for with its miles of level roads without a stone or bad stretch of road, it certainly presents an ideal condition for those fond of motoring. In this city alone nearly one hundred cars are owned and nearly every farmer in the country comes to town in his automobile to do his usual Saturday trading or to get his mail and it is no unusual sight to see thirty or forty cars on Main street at one time. One of our most prominent cattle men, living near the New Mexico line, does all of his traveling from pasture to pasture in his car; certainly a radical departure from the old ways of cattle ranching. Last winter parties often went hunting in motor cars and they experience no difficulty in going any direction they wanted to cross the level stretches of country and it was not necessary to remain in the roads. A few weeks ago two auto parties went wolf hunting and had several exciting chases and succeeded in getting all but one wolf that they started, and there were no dogs used for trailing; it was just a case of auto vs. wolf and the wolf ran second.

B. Y. P. U. Program.

Topic—How can we fit ourselves for usefulness.

Leader—L. A. Sasser.

Prayer.

Violin Solo—Ruth Wilson.

Paper—Why should I wish to be an intelligent Christian. Jerry Burkhalter.

Paper—What an intelligent person should know. Waldine Wilson.

Address—Can we become intelligent by accident. T. W. Barton.

General discussion.

Song.

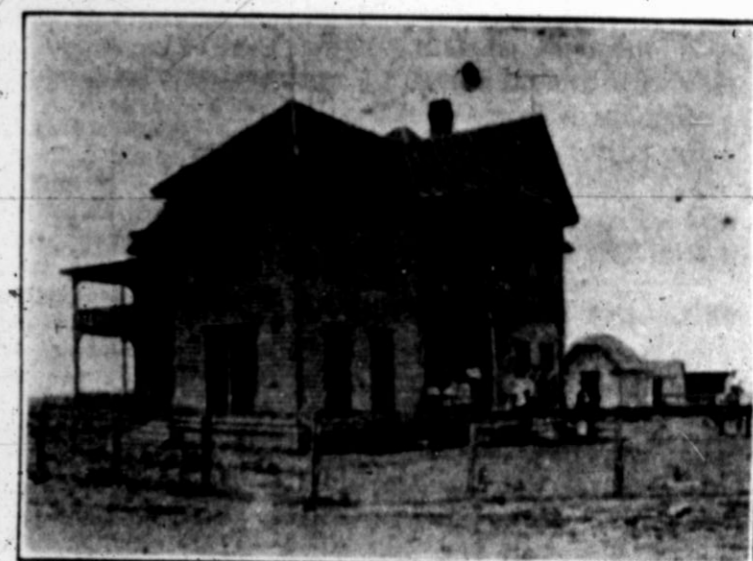
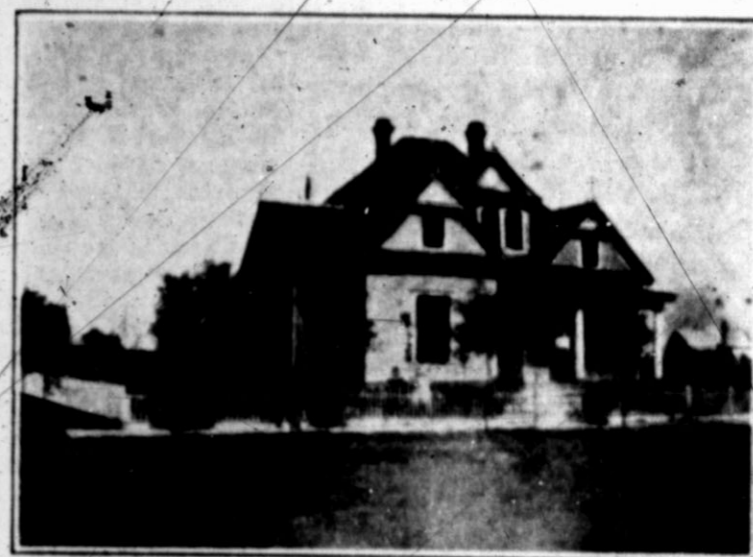
Benediction.

Judge Ferguson Visits Hereford.

Judge John E. Ferguson honored the Brand office with a call on Wednesday. It will be remembered that the Judge organized the First National Bank of Hereford. He is now located in Kansas City where he has extensive business interests, but he still retains his holdings in the Panhandle and predicts a glorious future for Hereford and Deaf Smith County.

For Fine Cleaning and Pressing **SEE James Snyder** Work called for and delivered I Make a Specialty of Ladies' Skirts

A Few Residences in the "Gem City of the Plains"



PROPERTY VALUATIONS

Shows Heavy Increase in Taxable Values During Past Few Years
Tax Rate Low.

In spite of the fact that but a few years ago this county was the home of the long horn and cow puncher, and nearly half its area was a portion of that great ranch, of three million acres, owned by the Capitol Syndicate Company of Chicago, Ill.,

and better known to every stock man in Texas and the west as the X I T ranch, yet Deaf Smith ranks today as one of the foremost counties in northwest Texas.

A slight idea of the strides this county is making may be found by comparing the assessed valuation of 1909 with that of preceding years. In 1905 the assessment rolls showed a grand total valuation of \$879,000 in 1907 the amount was \$2,952,750; an increase of about \$2,083,750; while in the present year it shows the total assessment to be \$7,323,333, which is an increase of \$5,239,528 over 1907. Surely this is a showing

that many of the thickly settled counties of eastern or southern Texas might well be proud of. Altho this county has ever been foremost in the march of public improvements and a new court house will soon be erected that will cost \$125,000, yet our tax rate is an exceedingly small one when it is taken into consideration that the total voting population of Deaf Smith county is only 500. Compare these rates with other counties whose assessed valuation is many times what ours is: State tax 21 cents per \$100.00. School district number one 6 cents per \$100.00. School district num-

ber two 10 cents per \$100.00. Independent school district 50 cents per \$100.00. Attention is called to the fact that the special county tax of 20 cents per \$100.00 pays for the cost of maintaining all the roads, bridges, jail, jury and includes the tax for the new court house.

Hereford Believes in Trees. Hereford has never been called "The Forest City or The City of Elms," but when it comes to planting trees and beautifying our little city, there is no other county seat in Texas that for its size, or even double the population that can show the record that Hereford possesses.

During the last three years L. P. Landrum, our local nurseryman has sold in Deaf Smith county alone, over six hundred thousand trees, and in Hereford the greater amount of these trees have been planted. It is the exception rather than the rule to find a home in Hereford, no matter how humble, that has not a row of trees planted either in the yard or on the sidewalk line, and in a very few years many of our prominent resident streets will be completely shaded by the over-hanging foliage.

We want your second hand school books at Smith's. 35-2t

BIG YEAR at HEREFORD

MORE LAND SOLD THAN EVER BEFORE



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



HEREFORD, TEXAS, or
KANSAS CITY, MO.

Star Land Company

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

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THE HEREFORD BRAND

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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.

ANNOUNCEMENT.

With this issue of The Brand appears a change in the caption at the head of this column. Mr. D. W. Hawkins former manager retires to a more attractive field of work, having sold his interests to Miss Millicent Griffith and the present manager. Miss Griffith is now at Dimmitt where she is principal of the school, and will not enter actively into the business until her contract has been fulfilled. Mr. C. B. Fullerton, who has only recently returned from a two year's stay in the Canal Zone in Panama has been employed as local editor and general assistant. The policy of The Brand will remain the same.

In this connection the writer wishes to say in behalf of the retiring manager that no more congenial business relation could be desired with him as a partner. Under his careful and conservative management the business of The Brand grew at a most satisfactory rate. He carries with him, the best wishes from the office force from the "Devil" down to the editor and from Uncle Jimmie down to the Foreman. May the Allwise Providence keep him in the hollow of His hand.

Cook County Paper Talks.

(From Gainesville Register)

There is no section of the State that is filling up more rapidly than the Panhandle, but this does not mean that there are yet many people in that section. They are live, wide-awake bunch, however, and that accounts for their growth and prosperity.

J. E. McCune, who formerly lived at Era, now resides at Tulia, a small town in Swisher County. He says that his county, which has only 400 voters, is now completing a new court-house at a cost of \$75,000, for which they recently issued bonds. Mr. McCune expects to see a handsome new court house here when he comes back again.

In Deaf Smith County, which has about 1,000 voters, a new court house is to be built in the near future, and on last Saturday the people of that county voted bonds for \$125,000 with which to build it. The bond election carried in that county by a vote of 2 to 1 and the vote shows what a progressive people live out there.

By a vote of over two to one the citizens of Deaf Smith county decided last Thursday to erect a modern courthouse to cost \$125,000. Complete returns have not yet come in from the county boxes, but the two precincts who voted at Hereford show 303 for and 104 against the issue.

This assures Hereford the most magnificent court house in the entire Panhandle country. Work is expect-

ed to start on the building within a few weeks.

The above appears in the Fort Worth Record of October 1.

The population and wealth of Cooke county are three times greater than that of Deaf Smith. If Deaf Smith can have a \$125,000 court house, should any one hesitate in helping Cooke county build one of equal value?

Citation By Publication.

The State of Texas, to the Sheriff or any Constable of Deaf Smith County greeting: Oath having been made as required by law you are hereby commanded to summons S. M. Hughes, by making publication of this Citation once each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, if there be a newspaper published therein, but if not, then in any newspaper published in the 69th Judicial District; but if there be no newspaper published in said Judicial District, then in a newspaper published in the nearest District to said 69th Judicial District, to appear at the next regular term of the District Court of Deaf Smith county, to be holden at the Court House thereof, in Hereford, on the first Monday in November, A. D. 1909 the same being the first day of November, A. D. 1909, then and there to answer a petition filed in said court on the sixth day of October, A. D. 1909, in a suit, numbered on the docket of said court No. 287, wherein Geo. W. Irwin, Jr., is Plaintiff, and W. A. Munger, S. M. Hughes and The First National Bank of Hereford, Texas, are Defendants, and said petition alleging that on the 14th day of May, 1909, the plaintiff was the owner in fee simple and entitled to the possession of all the southeast one-fourth section 46 in Block K-8, Certificate 356, granted to the Tyler Tap Railroad Company, situated in Deaf Smith county, Texas. That thereafter on the 15th day of May, 1909, the defendants Munger and Hughes unlawfully entered upon said premises and dispossessed the plaintiff thereon of and now with-hold from him the possession thereof.

That the rental value of said premises is reasonably worth \$1.00 per acre per year.

Second. Plaintiff avers that on or about the 12th day of May, 1909, defendant Munger executed a deed to the tract of land above described, to the plaintiff and deposited said deed with The First National Bank of Hereford, Texas, under an agreement between plaintiff and said Munger by which said deed was to be held by said Bank, together with the purchase price of said land, which was not to be paid to said Munger by plaintiff until an abstract of title was furnished the plaintiff and he could have an opportunity to examine same. That said agreement also provided that if the title was acceptable to the plaintiff the said deed should be delivered to him by the Bank, and the bank should deliver to the defendant Munger the purchase price of said land, amounting to \$340.00. And that said deed and the purchase price of said land amounting to \$340.00 is now in the possession of said bank.

That on or about the 12th of May, 1909, and before the plaintiff had an opportunity to examine the abstract of title to said land, the defendant unlawfully and fraudulently executed a deed to the defendant S. M. Hughes and placed the same on record in the deed records of Deaf Smith county, Texas, by which it was intended to pass the title to said land to the defendant Hughes, notwithstanding the fact that at that time the said bank held possession of the deed from the defendant Munger, conveying said land to the plaintiff.

That the said deed to the defendant Hughes was executed by the said Munger for the purpose of defrauding this plaintiff, and that it was the intention of said Munger to obtain from said bank the purchase price of said land, deposited with it by plaintiff, and at the same time prevent plaintiff from obtaining the title and possession of said land.

Plaintiff prays for judgment for the title and possession of said land and for damages and for a writ of possession, and in the event the court shall hold that the plaintiff is not entitled to a judgment for said land, then that he may have a judgment directing said bank to refund to him the purchase price of said land now held by said bank, and for costs of suit and other relief.

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

Witness my hand and the seal of said District Court of Deaf Smith county.

Given under my hand and the seal of said court, at office in Hereford, this 7th day of October, A. D. 1909.

(SEAL) W. M. COGDELL,
Clerk District Court Deaf Smith County.

THE FIRST STATE BANK

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

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

STRONG AND RELIABLE

AND TRUST COMPANY

HEREFORD TEXAS

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

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

Insurance placed in best companies and policies looked after.

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

CONDENSED STATEMENT OF THE CONDITION
OF

The First National Bank

HEREFORD, TEXAS

At the close of business February 5th 1909.

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

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

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

THE BASKIN LAND CO.

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

SMITH & ASHBROOK

HEREFORD, TEX.

Sell all kinds of Insurance

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

EMPLOYERS' LIABILITY

Office first door south of First National Bank

"I SAW IT IN THE BRAND"

The HEREFORD NURSERY

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

L. P. LANDRUM

Local and Personal

New Post Cards at Smith's. 35-2t
 For bargains in Acreage property in Hereford, see C. O. Lee. 36-tf
 Fine furnished rooms with bath, Mrs. W. H. Russell, phone 347. 1t
 Pants properly pressed. 1t
 The Suitorium. 1t

21 jewel Hamilton watches at Smith's. They are not excelled. 35-2t.

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

Fine furnished rooms with bath. Mrs. W. H. Russell, phone 347. 1t

Special bargains in high grade Watches at Smiths. 35-2t

The best dressed men in town are wearing Hart Schaffner & Marx clothes. They buy them from Hubbard & Barnett. 1t

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

Sheriff Connell left for Kansas City on Thursday. He is expected to be away on official business nearly a week.

We have no dissatisfied customers. The Suitorium. There's a reason. 36-1t

Mrs. William Blockinger, left on Monday for Paragul, Oklahoma, where she will reside during the winter.

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

Constable Clarence Wheeler went to Kansas City on Thursday to attend to some legal matters which demanded his attention there.

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

Get a Sangamo 16 size Watch made and guaranteed by the Illinois Watch Co. Smith has 'em. 35-2t

Ladies Skirts and Suits Cleaned and Pressed. The Suitorium. 36-tf

Just received a nice line of jet trimmings and some of the latest styles in hats. Mrs. Udo Witthauer Milliner, 3rd door N. of Presbyterian church.

It's easy to be well dressed at easy cost if you go to Hubbard & Barnett's. They sell Hart Schaffner & Marx clothes. 1t

Smith sells Edison, Columbia and Victor Talking Machines and Records at the lowest possible price. 35-2t

Herman Reinking of Fort Wayne, Indiana, was in Hereford this week with his friend A. B. Schultz whose is in the west part of Deaf Smith County. Mr. Reinking is a young man and is the first of 35 or more who with their families will settle in Farmer county near the Deaf Smith county line. The new settlement will be called Fort Wayne.

The Original Quaker Male Quartette will appear at the Hereford Opera House this evening and it will be well worth hearing. This quartette was first organized in 1856 by C. H. Baker, and was then composed of the four Baker brothers. From that time the quartette has been on the boards and is now under the management of N. L. Baker, a son of the original founder.

Among the recent arrivals to the Panhandle country are F. C. Bradley and family of Clinton, Wisconsin, who will live near Summerfield, where Mr. Bradley has purchased a fine tract of land. Mr. Bradley expressed himself as well pleased with our country and its possibilities and the Brand extends him a hearty welcome with the wish that many of his Wisconsin neighbors may soon join him.

FOR ALL KINDS OF
**Machine Repairing, Blacksmithing
 and General Repair Work**

GO TO THE

HEREFORD MACHINE SHOP

W. T. WOOD, Proprietor.

Auto and Gasoline Engine Repair Work A Specialty

Satisfied Customers

are the best advertisement for the business man. This kind of advertising is our chief stronghold.

The best value money can buy in our line is to be found at our store.

We make your watch keep the best time.

W. H. RAY, Jeweler and Optician

Attention Farmers!

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

MURPHY & BARNHART,
 Proprietors THE HEREFORD BLACKSMITH SHOP

J. F. COLLUP

DEALER IN

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

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

I'M IN THE MARKET FOR ALL KINDS OF WHEAT

WE HANDLE ALL KINDS OF POSTS.

The Home Bakery

For

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

W. E. TOMPKINS Proprietor



Dallas, Texas and Return \$14.95 account

Texas State Fair

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

R. E. BRYANT, Agent

CONCRETE WORK

All classes of Concrete Work at the Right Price.
 SIDE WALK, 12 1-2 cents per square foot. CURB, 20 cents and up. All work warranted against breakage, wear or unsightly cracks for one year.
 BEST SAND and GRAVEL in the Panhandle delivered to any part of town for \$1.50 per yard.

S. T. WORLEY

P. R. Purcell & Sons

Livery, Feed and Sale Stables

GOOD SADDLERS GENTLE DRIVERS

Special Conveniences for Drummers

HEREFORD TEXAS

The Patronage of the General Public is Cordially Solicited.

Concrete AND Plastering

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

HEREFORD, TEXAS **W. J. BRAND**

Aransas Pass Contracts

Twenty-five to sell for \$150.00 each. Last chance to secure them. Date of sale will soon be announced and no transfers after this date is set.

Get A Contract In The Deep Water City

Each contract gets a Lot, Truck Farm, Residence or Hotel. 25 feet of water across the bar. Railroads coming. Send orders to Union Trust Company. Last chance; act now.

WAYNE BROWN,

Bay View Hotel

Aransas Pass,

Texas

SANTA FE R. R. AT HEREFORD

Business of Transportation Company Indicates Rapid Development of Contiguous Territory.

There is no surer indication of the healthful growth of any city or country than the hard and sure figures presented by the railroad company. During the past eighteen months 2,585 cars have been unloaded at Hereford, which goes to show in a convincing way that this city and Deaf Smith county is growing by leaps and bounds; and it has been a healthy growth, too, with an entire absence of any land booming propositions, so often met with in other parts of the West. That our country is settling up with solid citizens from other states is shown by

the fact that in less than a year and a half there have been 271 cars unloaded at this station, consisting wholly of household goods shipped by immigrants to our thriving section. The freight and passenger receipts for Hereford show an increase of \$3,299.24 from January 1st 1909 to September 1st 1909, over the corresponding period of 1908. During the past eighteen months 271 cars of grain have left Hereford, and this showing will be much larger after the Fall shipments are finished for this year. To show the marvelous rapidity with which this country emerged from cattle ranch to the farm, one has but to glance at the cattle shipments for each succeeding year: In 1908 but 622 cars of cattle were loaded at this point, while a few years ago the total ran into the thousands for each year. The Santa Fe recently erected a new depot at Hereford which is a model of convenience and architectural design.

At the Opera House. Many catchy song hits will be introduced for the first time in this city when The Cameron Opera Company plays its engagement at the Hereford Opera House, commencing Monday night. During the action of their first play "Little Dottie Dimples" you will go out whistling "Rose Sweet Rose" the song of the pretty Irish Colleen and the Irish lad's love for her. During the play, "A Trip to Egypt" you will hear a song which will linger in your memory for a long time to come. It is a soldiers serenade to his sweetheart called "Loved One So Pure and Tender," and running all through the musical comedy "M'lle Julia" is a song which cannot fail to score in your estimation and to linger in your memory. It is entitled "My Alsatian Maid," and tells of a Swiss Alpine boy wooing a mountain girl. Besides these principal songs there are twenty other big song hits in each musical play they present.

FINANCIAL INSTITUTIONS

Hereford Enjoys the Convenience of Three Strong Banking Houses in Hands of Conservative Men.

The bank exhibits as shown by their statements are always taken as an index to the condition of a town and community. The First National the Western National, and the First State Bank and Trust Company constitute the banking institutions of Hereford, named in the order of their age. They have a combined capital of \$200,000.00, with deposits amounting to nearly \$1,000,000.00 according to their last published report.

The First National Bank, the first one organized, has a capital stock of \$50,000.00 and its officers are J. L.

Fuqua, President, E. B. Posey, Acting Cashier and A. Herbst, Assistant Cashier. The capital stock of the Western National Bank \$50,000 and its officers consist of G. A. F. Parker, President, A. J. Lipscomb, Cashier, and Henry Wilkinson, Asst. Cashier. The First State Bank and Trust Company altho the youngest bank in Hereford has done an extensive business and is organized with a capital stock of \$100,000 with the following officers: S. B. Edwards, President, H. B. Webb, Vice-president, W. S. Higgins, 2nd Vice-president, Otho H. Vardeman, Cashier and J. Thos. Webb, Assistant Cashier.

More Sidewalks.

An illustration of the progressive spirit which moves our citizens is shown by the fact that J. W. DeAtley is having cement sidewalks placed on his property in three different parts of the city and the total amount is nearly 2,000 square feet. It is to be hoped that many will follow Mr. DeAtley's example.

Flour will advance in the near future. If you haven't bought you had better get busy. You can still buy at the following prices:

FLOUR! FLOUR! FLOUR! Do You Eat Bread?

We sell Flour and guarantee every sack we sell. If it don't suit you come to the Elevator and get your money back. Its made of Selected Panhandle Wheat. None better has ever been offered in Hereford, and very little as good. . . .

50lb. Sack \$1.35 For the Next Thirty Days 50lb. Sack \$1.35

This price is for cash only and to get you acquainted with the flour. Best Soft Wheat Flour \$1.50 a Sack.

Hard Wheat Brands: Amarillo Best, Dictator, Royal 3X. Soft Wheat: "Panhandle"

Star Mill & Elevator Company O. FALWELL, Mgr.

FALL AND WINTER MERCHANDISE

For the past two months almost every Express and Freight has brought us New Goods and now our stock is complete with Bright, Seasonable Merchandise.

For the Women

"PRINTZESS," "PALMER" and "LA VOGUE"

Coats and Suits

We want you to come and see and select a garment just for one "try-on." You will find the reason in the mirror, reflecting a fit and distinction that will really surprise you. At COLLAR, SHOULDERS, HIPS and FRONT you'll find our garments fit without a wrinkle. You can't help but get the right style for they're all individual, representing the art and skill of the most expert designing staff in the world.



All Colors, and Prices range from \$15.00 to \$45.00

752



For the Men

Stein-Bloch

AND

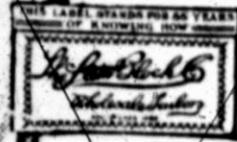
Schwab Suits

AND

Overcoats

All Sizes and Colors in Regulars, Slims and Stouts

\$10.00 to \$30.00



Shoes and Oxfords

in Patents, Swedes Plain Kid, etc., in both lace and button styles.

\$3.00, \$3.50 and \$4.00

New Ginghams, New Madras and Shirting, New Outings and Flannelettes, New Torchon Laces all widths and prices.



Walk-Over Shoes

Hold Their Shape.

To many people an old shoe is nothing but an eyesore. This is due in most cases to experience with shoes that were not properly "dried out."

WALK-OVER Shoes are "dried on the last" for ten days allowing all the adhesives used on the inner parts to become perfectly dry, thus insuring shoes that will hold their shape long after the newness has worn off.

\$3.50, \$4.00, \$5.00

Cluett and Monarch Shirts

Both Plain and Coat Styles

\$1.00 to \$2.50

Furs

The prettiest and most complete line of Furs ever shown in Hereford at prices from \$1.50 to \$20.00

Underwear

for Ladies and Children, cotton and wool in both separate and Union Suits, at from 25c to \$2.50

Notions

Our Notion-stock is one of our strong points and is always complete.

Winter Underwear

In wool and cotton, Separate and Union Suits. Price 50c to \$1.00

Hats

STETSON and THOROUGHbred Soft and Stiff Hats, at from \$1.50 to \$7.50

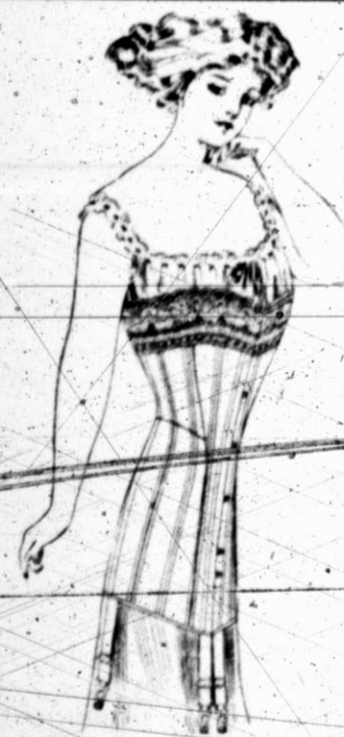
New Neckwear,

Fancy Hosiery, Collars, Etc. Carry a full line in the latest styles and colors.



Black Cat Hosiery

For the Women and Children.



HENDERSON Fashion Form Corsets

Make the perfect fitting gown \$1.00 to \$4.00

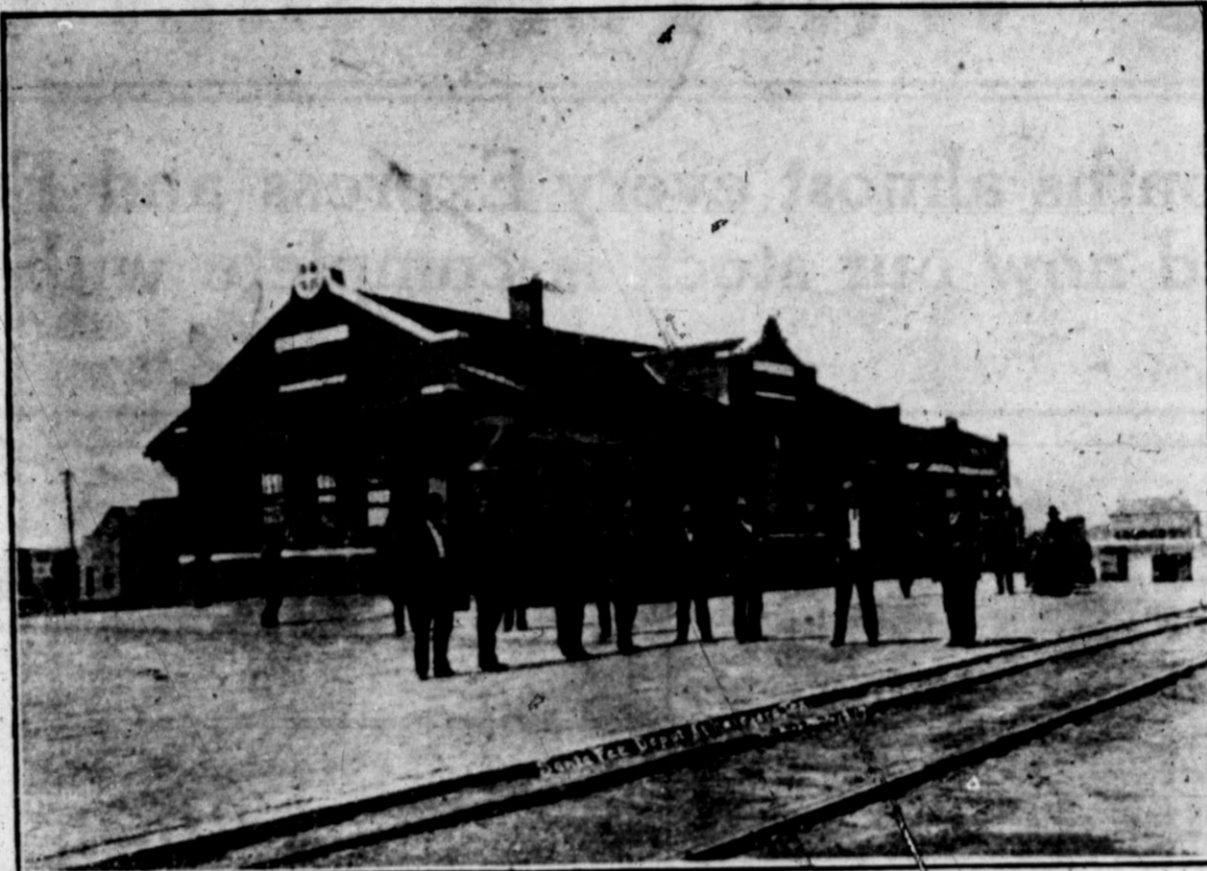
Geo. A. Stambaugh

HEREFORD,

TEXAS

THE NEW SANTA FE DEPOT

The advent of the Santa Fe Road in the Panhandle of Texas marked a new era for this section as well as the entire state. The line from Amarillo to Roswell widely known as the Pecos Valley opened a territory of inexhaustible resources. The great cattle ranches have gradually dissolved and their places taken and are being converted into farms.



The group in the picture shows the office force at Hereford. R. E. Bryant, the present courteous and congenial agent stands seventh in the line, and while his better half is not in the group, to her is entrusted the key business

Last year the Santa Fe line alone delivered 1174 Immigrant outfits into the Panhandle of Texas. At the busiest season the Gen. Mngr. of the Pecos Valley Lines acknowledged that his road was "swamped" on account of the heavy incoming business. Prosperous towns have sprung up all along the line.

PANHANDLE DAY AT DALLAS FAIR

Friday, October 22nd, Panhandle Will Invade the Central Fair City of the State—Special Train.

All aboard for the Dallas Fair! Residents of the Panhandle will turn out en masse on Thursday next when a special train will leave Amarillo that night and arrive at Dallas in time for the opening of the gates Friday morning, which will be known as "Panhandle Day." Trains on the Plainview branch and the main line of the Santa Fe will arrive in Amarillo in time for the special and a great crowd of "Panhandle Pushers" are expected to be on hand.

Deaf Smith county has a fine exhibit at the fair and it is hoped that many of our citizens will be there when the blue ribbons are handed out to Messrs. Boone and Elliston, who have charge of the exhibit. In speaking of the Fair, Judge Lon D. Marrs, Mayor of Amarillo, said: "There will be an immense attendance at the coming Fair from the Panhandle. Crops in our section are very good in spite of some unfavorable weather. The fair has been exceedingly well advertised this year and a great interest is displayed in all sections of the state. I have visited recently. The management deserves great credit for the splendid improvements made this year and for the generosity of

the premiums offered. It is my candid opinion that this will be the greatest exposition in the history of the association."

Spring Lake Items.

Mr. Ott went to Plainview Tuesday on business.

Mr. Axtell, whose wife has been spending the summer at Mr. Dwyte Axtell's for the benefit of her health, has been visiting them for the past 3 weeks, left Tuesday for Amarillo. He was delighted to find his wife's health much improved.

Wm. Ratliff, father of Mrs. J. I. Phipps who has recently moved to Spring Lake is visiting her at present. He is delighted with this fine country.

Mrs. Joe Thomas is still quite ill at her home.

Grandma Axtell was called to the bedside of her daughter in Topeka, Kansas this week.

Mr. Stuck and Mr. Cline went to Hereford Wednesday for lumber to build Mr. Cline a new house.

We are expecting a physician to move into this neighborhood in the near future.

Milton Ott is working at the Sullivan ranch at present.

Dong Howel killed 35 ducks the past 2 weeks on Mr. Phipps' farm. Good shooting for two weeks.

The Ladies Aid of Spring Lake met Tuesday, at the church and quilted for Mrs. Williams.

J. I. Phipps recently took the contract to stack the millet from 25 acres of land owned by Dwyte Axtell. He says that the foundations

were laid out for 3 average sized stacks, but when the job was done, there were 9 big stacks in all, and Mr. Phipps was a truthful man before he came to Texas. He says that this is the first crop of millet he ever saw grow and the yield was very heavy when threshed a full report will be given.

Albert Frederick and wife went to Dimmitt on business Tuesday.

Mr. J. I. Phipps and wife spent from Saturday until Monday in Hereford visiting friends, among whom were Mr. and Mrs. Frank McCully, who have recently moved from Mo. to Hereford.

ANGIE.

And Still They Come.

During the week five cars were unloaded at Hereford containing the household effects of new arrivals in Deaf Smith county, add many more are expected before the close of October. Among the new citizens were J. W. Blackwelder, John Guthrie and John Guthrie, Jr. all from Raymond, Ill. These gentlemen have purchased a fine tract of land near Hereford and will commence farming operations at once. The elder Mr. Guthrie expressed himself as more than pleased with the Panhandle and predicts a large immigration from his state during the coming fall and winter. He will try to raise Irish potatoes on a large scale and says he can see no reason why they will not grow as well here as in his native state provided the proper attention is given to the crop.

In a few weeks C. S. Fleming and family from Delevan, Wis., will move here and break up a section

which he recently purchased thru the Independent Land Co. Several of Mr. Flemings neighbors contemplate purchasing farms in this section.

A. G. Noble of Fairfax, Mo. will soon move to Deaf Smith county and settle on his section which he recently purchased. Mr. Noble says that the Plains country is the finest he has ever seen and is not in the least discouraged on account of the

unfavorable season of 1909.

During November, G. E. Shepard of Macon, Neb. will move here and will bring with him his six sons, all grown. This is certainly a strong combination and should amply take care of the entire 640 acres which Mr. Shepard expects to farm during the coming year. He purchased 1,700 acres but will not put the balance in cultivation for a year at least.

EXTRA! EXTRA!

OPERA HOUSE
3 NIGHTS COMMENCING
MONDAY OCT. 18



MISS GRACE CAMERON

O. H. KERR PRESENTS THE CAMERON OPERA CO.

In Standard Musical Comedy Successes with complete productions. Opening bill "DOLLY DIMPLES"

30 PEOPLE 30--MUSIC! FUN! GIRLS!

Jingly Music, Pretty Girls, Elaborate Scenery, Gorgeous Electrical Effects. Magnificent Costumes. Change of Program Nightly.

SPECIAL PRICES SEASON TICKET, 3 NIGHTS \$1.50 SEATS ON SALE, BETTS & MILLARD

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