

The Hereford Brand

Vol. 8

HEREFORD, TEXAS, October 16, 1908

No. 36

Look!

LOOK!

Look!

WE announce to our friends, the purchase of Hereford Furniture Company's stock of Furniture and Undertaking Goods. We have no apology to offer for going into the business, only that we wanted it, and expect to stay with it. The stock invoiced \$9,500.00; we are going into the markets and fill in, until we have not only one of the LARGEST but BEST bought and selected stocks in the Panhandle. ¶ We expect to do a cash business ONLY (30 day bills counted cash.) We are going to sell the quantity to make our profits; by doing this we can sell at a closer margin of profit. EVERY ARTICLE marked in plain figures—one price to everybody. We are not new men in business, therefore we know how to buy goods right. ¶ We will have with us Mr. J. M. Gililand, a licensed Embalmer, who will have charge of that department. We ask you and will appreciate a share of your trade.

Yours for Business,

Irwin @ Matthews

MANY NEW RESIDENCES

Hereford Becoming the Place of Many Elegant Homes. Carpenters all Busy.

Hereford has the reputation of having many handsome residences and elegant cottages, but at the rate new houses are being built and the style of architecture it will not be many months before additional credit will be given to the city.

For the present there is under construction a number of new houses. Parker Brothers are erecting a home for themselves in East Hereford. Hough & Company are having another cottage built on their property in North Hereford. F. H. Oberthier is having an elegant 8-room residence built near the College. W. M. Cogdell has contracted for a 5-room cottage on his property north of the College. The Williams residence has been remodeled and repainted, a new barn and fences built. Several others are planning new houses and the carpenters of the city have all they can say grace over for the next sixty days.

Some Potatoes.

A. E. Botsford who moved to this country from Iowa two years ago was in the city this week and brought in a lot of Irish potatoes. There were 26 in the sack and they weighed 17 pounds. This "some potatoes."

They were smooth and uniform in size and no finer lot can be shown any where. He also brought in a few sweet potatoes, just 7 in number and they too only weighed 17 pounds. The patch of sweet potatoes and also the Irish were raised without irrigation and according to the Campbell system of cultivation. The result of this method worked admirably, especially on the sweet potatoes as the tubers not only grew in the hill but between the rows as well, so that Mr. Botsford will be compelled to plow up the entire surface in order to harvest the crop. The rows being six feet apart and potatoes between the rows shows that even a lowan can raise "some potatoes" on the arid Plains of Texas. Two of the Botsford boys were with their father in the Brand office and it was learned that he had two more lads at home. With these two boys, Mr. Botsford has cultivated 175 acres, raising maize, millet, Kaffir and Indian corn.

Kickers and Knockers.

The Randall County News (See Canyon City News) in commenting on what The Brand had to say about the two classes of citizens adds: We have some of these anvil chorus members in this county, but they are almost afraid to knock for fear of the sparks. It would be a great day for the country if some scientist would discover some way to inoculate these pests (knockers) so that their walls might be turned to cries of joy.

Geo. W. Barcus was at Bovina on Tuesday.

HOW IT IS FIGURED

Nebraska Man Calls The Trumpet Blast a Big Little Matter and Asks for the Arithmetic Man.

The following letter from away-off reader of The Brand calls in question the ability of the "arithmetic man" to figure out a potato crop that The Texico Trumpet heralded as the world's record smasher, and suggests a problem, closing with the hint that even a "cipher" can mean a good deal.

Harvard, Nebr., Oct. 5, 1908. The Hereford Brand,

Gentlemen: The Brand of 2nd just at hand and run through. I notice the Texico Trumpet blows a big blast about a sweet potato crop of 1600 bushels per acre. I have done a little figuring to see where the kink was. I presume others have called this big little matter up to you ere this. If not, I would suggest that you set your "arithmetic man" the problem of ascertaining what the sure enough crop would be with 9 pounds per hill and the hills 18 inches apart and rows 3 feet apart. Doubtless light has been shed on this matter for the benefit of the Trumpet ere this and the crop will then appear more like an everyday product. Sometimes a cipher, even, can mean a good deal.

I read your paper with interest.

Truly yours,

S. J. RICE.

Now to the task. First the problem:—"What is the sure-enough crop of sweet potatoes on an acre of ground with 9 pounds to the hill,

hills 18 inches apart and the rows 3 feet apart?" It appears to The Brand that any boy in the third grade of the public schools should be able to handle this potato problem; in fact, it was submitted to that grade in the Hereford school and this is the result: Each square yard would have 2 hills, the rows being 1 yard apart and the hills a half yard in the row. There are 4840 square yards in an acre; then 4840 times 2, the number of hills the square yard, will give 9680 hills. With 9 pounds to the hill, there would be 9680 times 9 pounds or 87,120 pounds to the acre. Counting 55 pounds to the bushel, this will give exactly 1584 bushels, or in round numbers 1600 bushels as stated by the Trumpet.

Where is the "kink" in this? If the adopted arithmetics of Nebraska do not give the same answer, there must be something materially wrong with the school masters of that state. But this little crop for the Plains need not surprise a Nebraska man. He should see the potatoes. Many of them weighed 6 and 7 pounds each.

Bids Wanted.

Sealed bids will be received by the building committee for furnishing the material for the construction of the First Christian Church at Hereford, Texas, up to Friday, October 23, at 6 p. m. Plans and specifications may be seen at The Brand office. Each class and kind of material must be itemized in the bids. The committee reserves the right to reject any and all bids and to advertise for new bids. Address First Christian Church, Hereford, Texas.

PARK AND CLUB GROUNDS

Owners of Sulphur Park Planning to Convert Property in Handsome Recreation Resort.

In conversation with Judge L. Gough one of the owners of the Sulphur Park and Alfalfa Farm, the other being Geo. W. Irwin, Jr. and J. C. Collins, a representative of The Brand learns that they are laying some large plans for converting the property into one of the most attractive play grounds in Texas, or as far as that goes, the best in the Southwest. The owners have thought for some time that they would take up the proposition but not until recently, and then only at the solicitation of friends in and out of the state, have they given any serious thought to the matter.

In remarking about the property, Sheriff Connel said to one of the men that if the company only knew it, that they had the finest location for club grounds in the whole state. A Chicago gentleman who was here recently has reserved the privilege of subscribing for a bolt of stock, and also another from Burlington, Iowa. Both of these gentlemen who have an eye for the beauty of nature, expressed their exclamation in no uncertain way when driven out to the Park.

The plan is simply this: To or-

(Continued on Page Twelve)

Keep Your Eye on What's Going on at Our FURNITURE STORE

Compare our Prices with others

Compare our Goods with others

There is always something taking place that will interest you. If you are an economical buyer, it will pay you to watch for our announcements. If you are in need of reliable goods at lowest possible prices, our store will command your attention. We ask you to carefully compare our prices with ANYONE'S QUOTATIONS.

Davenports

Handsome Davenport Bed Special. 72 inches between the arms, 46 inches wide when back is lowered, 23 inches deep when used as a Davenport, 48 high carbon Bessemer steel springs, frame quarter sawed oak, massive 2-inch oak arms, wardrobe underneath seat. Price, figured Velour or No. 2 Leather **\$27.50**

Couch Special

Smooth top Couch, handsome, veneered in beautifully quarter sawed Oak. All steel indestructible spring construction, covered with excellent grade of figured velour. We offer now for **\$9.75**

Three-Piece Parlor Suit

A new design in high-grade suits, beauty and simplicity combined with strength, selected Mahogany finish, piano polish. This special suit **\$21.75**
Other suits in different finishes and designs.

Chiffoniers

The greatest Chiffonier offer ever made by any firm. Golden Oak, large and roomy, fine cast brass handles, drawers large and roomy; tremendous value, only **\$5.95**

Sideboards

Made in Golden Oak finish, high glass, top drawers swelled and quartered, large linen drawer and cupboard with two double doors below, French bevel plate mirror—exceptional value—our price **\$13.75**

Rockers

Oak finish, cobbler seat, high arms and back securely braced throughout, comfortable rocker, special **\$2.45**
A very handsome design Oak rocker, golden oak finish highly polished, Extraordinary value, only **\$2.95**
A beautifully designed large arm rocker, quarter sawed, golden oak, high top with broad, shapely panel, large, strong, massive design; best possible design and finish, an exceptional value for **\$4.75**

Wholesale and Retail Furniture Dealer

E. B. BLACK

O. E. THOMAS
Embalmer and Funeral Director

BURIED ALIVE IN HEREFORD, TEXAS

Young Lady Placed in Grave for Twenty-Four Hours and Comes Out Alive.

Prof. La Wonda Diaffa will give a free demonstration of Hypnotism Friday evening upon the vacant lot next to the Western National Bank. One of the tests which the Professor will make will be that of placing a young lady in the last stage of hypnotism which is known as the death trance and while she is in that state she will be placed in a casket and lowered in an ordinary grave where she will remain for twenty-four hours, after which she will be taken up and awakened at the Opera House Saturday evening at 8:15 p. m.

Homeseekers for Texas.

"I estimate that from 10,000 to 15,000 persons will leave tonight through the St. Louis and Kansas City gateways for Texas," said L. C. Hill, agricultural agent for the Santa Fe yesterday. "This includes all the railroad lines that have passenger service to Texas. On the 1st and 3rd Tuesdays of every month attractively low excursion rates are given to homeseekers, and they are taking advantage of these rates with a vengeance. Nearly every Texas line is forced to run trains in several sections from either St. Louis or Kansas City because of the heavy travel. I think this is a very positive indication that the eyes of America, at least, are upon Texas.

"Even if a very small percentage of the visitors decide to locate in the Lone Star State you can readily see that our population will be very materially increased. And the best

part of it is that the great majority of the prospectors are good, substantial people—the kind that we would like to welcome."—Dallas News.

Notice, Tax-Payers.

As I am leaving town for a few days, any one wanting to pay taxes can do so by calling on A. M. Jones at Suggs & Jones' abstract office.

C. L. SULLIVAN,
City Marshal and Collector.
Buried Alive!

Terry County and C. H. & G.

The work of grading goes steadily on. This week two car loads of cement have been hauled out to the crossing on the Paloduro for the reinforced concrete culvert. The culvert will be put in and ready for the graders by the time they get to the draw, so there will be no delay in finishing the grade to Hereford.—Hereford Brand.

It will be seen from the above item that the work on the Colorado, Hereford & Gulf road is being done as fast as possible. Steel has been bought for the road from Adrian to Hereford and it will be only a few months until trains will be running over that portion of the line. A short time ago this paper stated that the first railroad in this county will be the Colorado, Hereford & Gulf. This statement will not only be verified, but that the readers of this paper will have the pleasure of seeing trains running through Terry county in twelve months from this time. We will further state that the management of the road will be here within a very short time probably within the next week or ten days, to close the bonus contract with the people of this county. Our prospects to get the road are better today than they have been since the proposition was placed before us.—Terry County Herald.

Buried Alive!

THE DE ARMOND COMPANY

First Lyceum Number Makes Good in Concert Before Choice Hereford Audience.

The DeArmond Concert Company, the first number of the lyceum course, brought to Hereford thru the instrumentality of a few friends and the ladies of the Methodist and Christian churches of the city, made good last night before a choice Hereford audience. The house was not filled but those present made up the loss of numbers by the greatness of appreciation. The Company in its first number of the program appeared en masse with Prof. Robert DeArmond, basso; Mr. Tracy Holbrook, violinist; Miss Edna Winona Creutz, soprano; and Miss Ora Averitt DeArmond, accompanist and cellist. The selection played was heartily enjoyed and from this Mr. DeArmond selected the remainder of the program, which proved to be choice in every point. Each member of the company appeared in solo, and in company. Mr. Holbrook captured the music lovers of the audience; Miss Creutz tied them securely after being captured; and Mr. DeArmond sang old time plantation for their amusement to make them forget their captivity. The head of the company is versatile, giving with perfect ease a selection from the masters or a melody from the corn fields. He sang in English, Italian and American, his impersonations in the last being a number of old familiar plantation songs. As a whole the concert was of high order and equal to the best. If the other numbers of the lyceum course increase in quality as the DeArmond Company, the re-

maining five evenings each will be worth the price of the season ticket.

State Fair Opens To-Morrow.

The Twenty-Third Annual Texas State Fair opens at Dallas to-morrow. The management has spent over \$150,000 this year in erecting additional buildings and in making other improvements. The fair this year will be the greatest ever held in the Southwest.

The rate to Dallas from Hereford during the fair will be \$14.95 for the round trip.

Buried Alive!

Twelve Miles Road Graded.

There is not much news concerning the railroad this week except that the contractors are working on the road twelve miles out from Adrian and in a week or two they will be making the big fill across the Paloduro. As soon as Mr. Cullen returns from Newark he will place a grading outfit on this end of the line and work out from Hereford north.

Buried Alive!

Mrs. LaFollette Entertains.

On Thursday, October 15, at her home in the country, Mrs. Frank LaFollette entertained in honor of her sister-in-law, Mrs. J. A. Rutledge of Crawfordsville, Indiana, who with Mr. Rutledge, is visiting for a few weeks with relatives. Light refreshments were served. There were present: Mesdames Shelton, Yarbrough, Thomas, Hall, Moore, Floof, Briggs and Christy. Messrs. LaFollette and Rutledge are double brother-in-laws, having married each other's sisters. Mr. and Mrs. Rutledge are making their first visit to Texas and are delighted with the country.

We have a large Stock of Shoes. The best the market affords. Ladies', children's and men's at special prices. J. G. Callens.

NEW TRAINS TO ALBUQUERQUE

Santa Fe to put on New Trains Commencing With November Time Card.

The Santa Fe railroad is to put on another first-class train through Wichita, beginning with the November time card. It will be an improvement on the present trains Nos. 501 and 502.

The train will operate from Kansas City to Albuquerque. It will be a first-class train with sleepers and vestibule cars. The train at present is an accommodation train.

About twenty years ago the train was instituted. It then operated from Wellington to Amarillo. It was a mixed train. In 1891 Wichita became its starting point. This was continued until three years ago, when it went on through to Newton, where it connected with the Santa Fe main line.

Since the Belen cut-off has been completed, a good portion of the California travel from this territory will be handled through this route. The country along the Panhandle line has developed within the last five years and the Santa Fe officials have decided to give it the best train service.

The track along this line is being improved also. A high trestle work over which the trains will run shortly is being constructed between Mayfield and Wellington. The entire route is being ballasted.

There is also some talk that the division points will be changed when the passenger service is made first-class.—Wichita Eagle.

As these two trains will run thru Hereford, they will give the town an additional train service. The time for Hereford has not been set as yet but a table will be published in a few days.

Official Directory

County.
 W. H. Russell..... Judge
 W. M. Cogdell..... Clerk
 J. Dodson..... Attorney
 F. Connell..... Sheriff
 W. Ford..... Tax Assessor
 C. E. Smith..... Treasurer
 T. M. Palmer
 J. S. Wyche
 George Muse } Commissioners
 Frank Shelton }
 G. R. Jowell..... Surveyor
 J. H. Turnbow..... Justice of Peace

City.
 S. B. Edwards..... Mayor
 C. L. Sullivan..... Marshal
 J. C. North..... Attorney
 A. M. Jones..... Secretary
 J. H. Head
 C. G. Witherspoon }
 R. N. Mounts } Councilmen
 L. A. Stroud }
 W. D. Keliehor }

Churches.
BAPTIST CHURCH.
 Services each Sunday at 11 a. m. and evening. Sunday school at 10 a. m. B. Y. P. U. at 3 and 4 p. m. Prayer meeting Wednesday evening. O. W. Dean, Pastor. E. H. Wray, S. S. Supt.

CHRISTIAN CHURCH.
 Services each Sunday at 11 a. m. and evening. Sunday school at 10 a. m. Y. P. S. C. E. at 3 and 4 p. m. Prayer meeting Wednesday evening. J. N. Wooten, Pastor. L. Gough, S. S. Supt.

METHODIST CHURCH.
 Services each Sunday at 11 a. m. and evening. Sunday school at 10 a. m. Epworth Leagues at 3 and 4 p. m. Prayer meeting Wednesday evening. J. W. Storey, Pastor. E. B. Black, S. S. Supt.

PRESBYTERIAN CHURCH.
 Services each Sunday at 11 a. m. and evening. Sunday school at 10 a. m. Y. P. S. C. E. at 2:30 p. m. Prayer meeting Wednesday evening. W. M. Baker, Pastor. C. G. Witherspoon, S. S. Supt.

Lodges.
I. O. O. F.
 I. O. O. F. Lodge No. 476 meets Thursday evening at 7:30 in Odd Fellows' hall.

L. A. Stroud, N. G.
 B. H. Smith, Sec'y.

A. F. & A. M.
 Hereford Lodge No. 849 meets Saturday night on or before full moon, in Mason Temple.

P. W. Price, W. M.
 O. E. Thomas, Secy.
 w. o. w.

Hereford Camp No. 990 meets 2nd and 4th Saturday nights in each month in Odd Fellows hall.

J. W. Burks, C. C.
 C. L. Sullivan, Secy.

M. W. OF A.
 Estacado Camp No. 12058 meets 2nd and 4th Tuesday nights in Odd Fellows hall. C. E. Smith, N. C. L. E. Thompson, Secy.

REBEKAHS.
 Hereford Rebekah Lodge meets Monday afternoon 4 o'clock in the Odd Fellows hall.

Miss Mina Dameron, N. G.
 Mrs. J. T. Inmon, V. G.
 Mrs. P. L. Johnson, Secy.

R. N. OF A.
 La France Camp No. 4731 meets every Friday night in Odd Fellows hall. Mrs. L. B. Cogdell, O. Miss Zelma Beemer, Secy.

Changes Name and Address.

The following letter received by The Brand will be a pleasant surprise to the friends of the writer:

Dallas, Texas, Oct. 7, 1908
 The Hereford Brand,
 Hereford, Texas.

Gentlemen:—Please change the address of The Brand for Miss Myrtle V. Witherspoon, 1103 Buchanan Street, Amarillo, Texas, to Mrs. Dr. E. H. Inmon, 89 Live Oak Street, Dallas, Texas, and oblige me very much.

Yours very truly,
 E. H. INMON.

Dr. E. Homer Inmon and his bride are both well known in Hereford, having lived here during the greater part of their 'teen days. Their many friends join The Brand in wishing the happy couple a long and prosperous life. Mr. Inmon will finish a medical course at Dallas this year.

Buried Alive! 1t

Piano House.

G. W. Smith & Company from Centralia, Missouri, have opened a store in the city and will handle pianos, piano players, sewing machines, talking machines, jewelry, queensware, sheet music and will also do light repairing of all kinds. Mr. Smith has had 18 years experience in the jewelry business.

Buried Alive! 1t

Farris Literary Society Program.

Friday, October 23, 1908.
 Roll Call—Quotation from Shakespeare.

Music—Irma Gough.
 Reading—Fred Baird.
 Chip-basket—Imo Lacy and Carmine Costin.

Original Ghost Story—President Haile.

Music—Miss Ratten
 College Journal—Roy Long.
 Essay—Vera Angel.
 Reading—Dorris Stantey.
 Political Outlook—Ottis Parks.
 Music—Miss Haile.

Critic's Report.
 Another open program. A cordial invitation to all. Come and watch us improve.

Buried Alive! 1t

Exchange Comment.

Bonham News: A man can raise from one hundred to two hundred bushels of yam potatoes on Fannin county sandy land, and can get from 75 cents to a dollar a bushel for everyone of them. Why should a sandy land farmer want to hunt a new country?

Quanah Tribune; Because in the lower Panhandle he can raise from 50 to 250 bushels on land not costing one-third of the Fannin country and and sell them for from one dollar to \$1.50. Besides he is living in a healthier country, that offers untold promises to the poor man.

Second because: He can come to the Plains in Deaf Smith county and raise from 500 to 1500 bushels and get his own price for them. These are facts for one has raised 840 bushels and another 1600 bushels as given in this issue of The Brand.

Buried Alive! 1t

Mrs. W. R. Smith returned yesterday from Tulsa where she has been spending a few days visiting relatives.

The Stein-Bloch
 Line of Men's fine clothes has been added to our clothing department this season. Every person that knows quality and style knows there is none better
 Geo. A. Stambaugh.

Buy your nice things to eat from Jarrott's—and if we please you, tell your friends; if we dis-please you, tell us. "No trouble to fill Small Orders." : .

Choice Farm Lands

I am now offering for sale or trade 11,115 acres of choice lands—A PART OF THE SPRING LAKE TRACT—in the northwest corner of Lamb County, and the southwest corner of Castro County, Texas. All fine farming land, not a foot of waste land on the entire tract; this land adjoins the Star Ranch on the east. This land is in the shallow water belt, pure, soft water from 40 to 60 feet; this tract of land has some improvements in the way of fences and windmills. Will sell the entire tract in body or will cut in 160 acre tracts to suit purchaser. Will have two railroads to cross this land; also have the townsite of Halsell. 200,000 acres around this land was sold last year to actual settlers. Also have large tracts for sale and some improved and unimproved places around Hereford at bargain prices. Terms, \$4.00 per acre cash, balance in from one to ten years, 6 per cent interest. Write or call on owner

J. P. Hammett, Hereford, Texas
 or C. L. Davis Realty and Immigration Co.

TABLE DELICACIES

Phone No. 7 That's it—something good to eat—treat your stomach with respect. Phone No. 7

We will continue the business at old stand and solicit a share of your trade. You will not find a more complete line of Groceries in Hereford, and with our specialty of prompt deliveries, we KNOW we can give you entire satisfaction.

JNO. A. JOHNSON

Newly Furnished Centrally Located
 Rates \$2.00 Per Day

RITCHEY HOTEL

MRS. J. B. McALLISTER, Proprietor

The best is none too good for our patrons Come and Make Yourself at Home

SLEEPING AT THE WATCH

Hereford Has No Organization to Fight the Fire Bug.

The daily newspapers have in each issue a long list of fire casualties. Vernon, one of the best towns on the Denver, had a \$60,000 fire only a few weeks ago; Abilene, on the Texas & Pacific, suffered a heavy loss and some of the best business houses went up in flames; and other towns in the state have sustained heavy losses.

One small fire started in any one of the business blocks of the city would wipe out every house in the block, as there is not a block but that has from two to a dozen wood shacks, which would burn like a pile of kindling wood. Once ablaze, the fire bug would eat its way through the best of the town. In a high wind the fire would spread even beyond the business sections and threaten, if not destroy, a section of the resident portion. The cost of water-works sufficient for fire protection would be eaten up in one hour's time by an untimely fire. It is nothing more than "sleeping at the watch," for

the citizens of the town to wait for a big blaze to wake them up to realize that Hereford must have ample fire protection. Graded streets, concrete side-walks, sewer systems and public buildings are all needful, but the protection of this property is the more so.

The Brand has from time to time called attention to the urgent need of a volunteer fire company and the equipment of this company by the city, but little or no response has been given to it. Of course a newspaper has no way of looking into the future, but the long head of one J. Ray, in his paper at Vernon, pointed out the need of ample fire protection in that city and warned the citizens that they would wake up in the middle of the night to hear the cries of "Fire! Fire!" but too late. The article had hardly been seen by the readers of that paper, and even while one of Vernon's leading citizens was reading Ray's warning, the bells and pistol shots fulfilled the warning. Is Hereford to be caught "sleeping at the watch?"

A Workless Clock.

A man without brains could not possibly make a clock, but for a man even with brains to make a clock without "works" seems to have been accomplished by Ray, the jeweler. The clock consists of a clear flat piece of window glass with the hours painted on and the hour and the minute hand. The hands are supported by a knitting needle laid across a small wooden support. They can be removed and even kept away from the other parts of the clock for several hours, but when placed on the support will at once point to the correct hour and minute; in fact, you can play ball or ping-pong with the two large hands for the evening and then replace them for the correct time. Of course, there is a secret construction concealed somewhere, that makes this clock work like magic, but to see it is another question.

Watches, clocks and jewelry repaired at Smith's. All work guaranteed. 36-2t



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

Agents Wanted
Throughout
the
United States

Call on
or Write us

The Star Land Company

Main Office 1113 Commerce Building,
Kansas City, Mo.

FOX & GYLES, Agents
Hereford, Texas

Branch Office, Hereford,
Texas

We Own and
Control All
the Lands We
Offer for Sale

Perfect Titles
Guaranteed

WE are now offering eighty thousand acres of land for sale. We also have contracts to sell other large bodies of land, and having superior facilities for disposing of what we offer, our supply will not last very long. We are fitting up new offices both at Kansas City, Mo., and Hereford, Texas, to handle our growing business this year. All mail to either office will receive immediate attention. Our territory is the United States of America. We will sell you land, or will sell your land for you. The Jewel in the Panhandle Empire of Texas is Hereford, which is surrounded by fine farms and located in the only real shallow water belt of the Panhandle. Let us show you our alfalfa, wheat and oat fields of from forty to one thousand acres. Come and see us; drink our clear, cool water; breathe our pure air—come to the Hereford country, the home of contentment and wealth. We have six new automobiles at your service at all times. Come on any excursion date. Buy your ticket to Kansas City and from there take our train of coaches via Santa Fe to Hereford.

The Star Land Company FOX & GYLES, Agents
Hereford, - Texas

Hereford Society

Mrs. S. B. Edwards leaves today for a visit to the Dallas Fair.

Miss Roxie Witherspoon returned Thursday from a visit to relatives at Amarillo.

Mesdames W. H. Russell and Alex Thompson are visiting in Central Texas.

Mrs. A. L. Gibson returned the first of the week from a pleasant visit to New Mexico.

Mrs. W. F. Norris of El Paso is the guest of her sisters, Miss Warren and Mrs. G. W. Barcus.

Mrs. G. W. Barcus returned home Friday after spending a week with Rev. and Mrs. Thos. Barcus at Plainview.

Dr. Quarey, wife and little daughter Alice of Morganfield, Kentucky, are guests of Mrs. Quarey's uncle, Ben Hammock, and family.

Mesdames Tom Webb and J. S. Warner left Saturday night for a visit to their parents, Mr. and Mrs. J. W. Wasson, at Leon, Iowa.

The Monday Afternoon club met Oct. 12, with Mrs. C. S. Garrison as hostess. The following program was carried out:

Roll call,—Dramatis personal.
Paper,—Dramatic survey of play,
Talk,—Character grouping and contrast,—Mrs. Snyder.

Lesson,—Act I, Scene I.
Comparative paper,—Julius Caesar, Act I, scene I, and Carvalames, Act I, scene I,—Mrs. Arnold.
Quiz,—Historic setting.

The ladies of the Christian church very pleasantly entertained the members of their church Wednesday evening after prayer meeting. The purpose of the social was to enable the members to get acquainted with each other and meet and mingle for a few hours of pleasant conversation. The H. C. C. faculty very graciously furnished the special features of entertainment. Miss Shirley as vocalist, Miss Haile, pianist; Miss Rattan, violinist; Mr. Brown, reader. It is always a treat to have the privilege of hearing these talented young people and their contribution to this happy occasion was exceptionally pleasing. Refreshments of sandwiches, coffee and pickles were served after which the guests departed, feeling that it was good to have been there.

Buried Alive! It

To Agents.

All my lands in Deaf Smith and Castro Counties is off the market except the south half of section No. 64 in block K-4. 36-2t

J. R. T. BASSETT.

Buried Alive! It

Tax Talk.

The following statistics, furnished by the Texas Commercial Secretaries Association, indicate the tax sources of Texas and the amount of revenue which the various tax measures yield the state, also the revenue derived from state, county and municipal purposes. This association is giving to the press a series of articles on taxation, and these figures will serve to prepare the reader for a clear understanding of this important question. The association will reproduce the articles pamphlet form for free distribution. Write the Texas Commercial Secretaries Association, Ft. Worth, Texas.

The state tax rate for general revenue purposes is 6 1-4 cents on the \$100 assessed valuation; school rate 16 2-3c; average county tax rate about 40c; average city rate about \$1.50.

The ad valorem tax for general revenue amounts to \$1,357,300;

school, 3,600,000; county, \$8,500,000; city tax, \$11,000,000. The state receives from sources other than general property the following amounts: Gross receipts, \$700,000; franchise tax, \$354,000; charter fees, \$109,000; occupation (mainly liquor), \$1,000,000; poll tax, \$350,000; miscellaneous receipts, \$244,000. Total tax collected in state of Texas from all sources and for all purposes, about \$27,000,000. Of this total, agriculture pays \$7,000,000; town and city real estate \$8,500,000; railroads, \$3,000,000; other property (mainly corporation) \$5,500,000; receipts from sources other than property, \$3,000,000.

Buried Alive! It

More About Fire Protection.

The amount of property in Midland that has been destroyed by fire during the past twelve months, if carefully figured out, would run into numbers surprisingly large. Of late the fires have been serious and have occurred with alarming frequency. The most deplorable feature of the matter is that so long as we are without waterworks we will be unable to offer effective resistance, and must continue to be at the mercy of the flames. But the end is in sight. The city council is now preparing to float bonds for a complete water and sewerage system and one of the attendant blessings of this enterprise will be adequate protection against fire.—Midland Examiner.

If Midland has no fire department, then Midland must look in and not out for the cause. A town without a fire department isn't rigged out with the kind of togs suitable for a city to wear. The members, diked out in their red flannel shirts and rubber helmets are things of beauty and joys supreme. Let Midland profit by the lessons that have been burned home. The first cost of a fire department can be saved in one hour, if that hour is illuminated with leaping flames and ascending smoke from somebody's all. The way to get a fire department is to get one. Now that the way has been pointed, we expect Midland to do the busy act without delay.—Ft. Worth Telegram.

Comment on these two paragraphs is unnecessary for Hereford. The most humble citizen knows that such a town as Hereford must soon follow in the foot-steps of Midland and other towns. It is not a question of money for the city; the council will gladly take the steps needful if the people will but say the word. The present assessment will justify a bond issue sufficient for the purpose and more. Waterworks and a well-organized fire company will place Hereford in line. The saving of property is the main thing, but the reduction in insurance rates will also be worth the while. This saving alone will soon pay for the equipment for the fire company.

J. C. Jeffries of Amarillo was in Hereford yesterday.

N. E. Hord David Derden Sam H. Morris

N. E. Hord Land and Live Stock Co.

Large tracts for Colonization purposes, and small tracts at special prices and terms to the actual settler. See us.

Offices: Amarillo and Hereford Amarillo and Hereford City Property

THE RIGHT PLACE

For Lumber and all Classes of Building Material. 100 per cent Pure Paint. Largest Stock of Glass in Town. No trouble to Figure Bills. Prices Right.

Come and See Us.

T. M. PALMER LUMBER CO.

LET US SHOW YOU

Our Saddles and Harness. If we don't happen to have what you want, let us make it for you. We make anything from a throat-latch to the complete trappings.

J. A. CANTERBURY

The Exclusive Horse Goods Dealer

The Home Bakery

For

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

C. F. HACKER, Proprietor



Between the Past and Present

methods of transmitting money, the comparison is entirely in favor of the present. The only robberies you ever hear of are those where cash has been sent instead of checks.

THE FIRST STATE BANK

issues drafts payable anywhere you like. They are far safer than currency and the expense of sending is less. You'll be wise to employ them when you settle your accounts next time.

FIRST STATE BANK

OF HEREFORD

W. B. BEACH, President
H. B. WEBB, Vice-President
OTTO H. VARDAMAN, Cashier
J. THOS. WEBB, Assistant Cashier

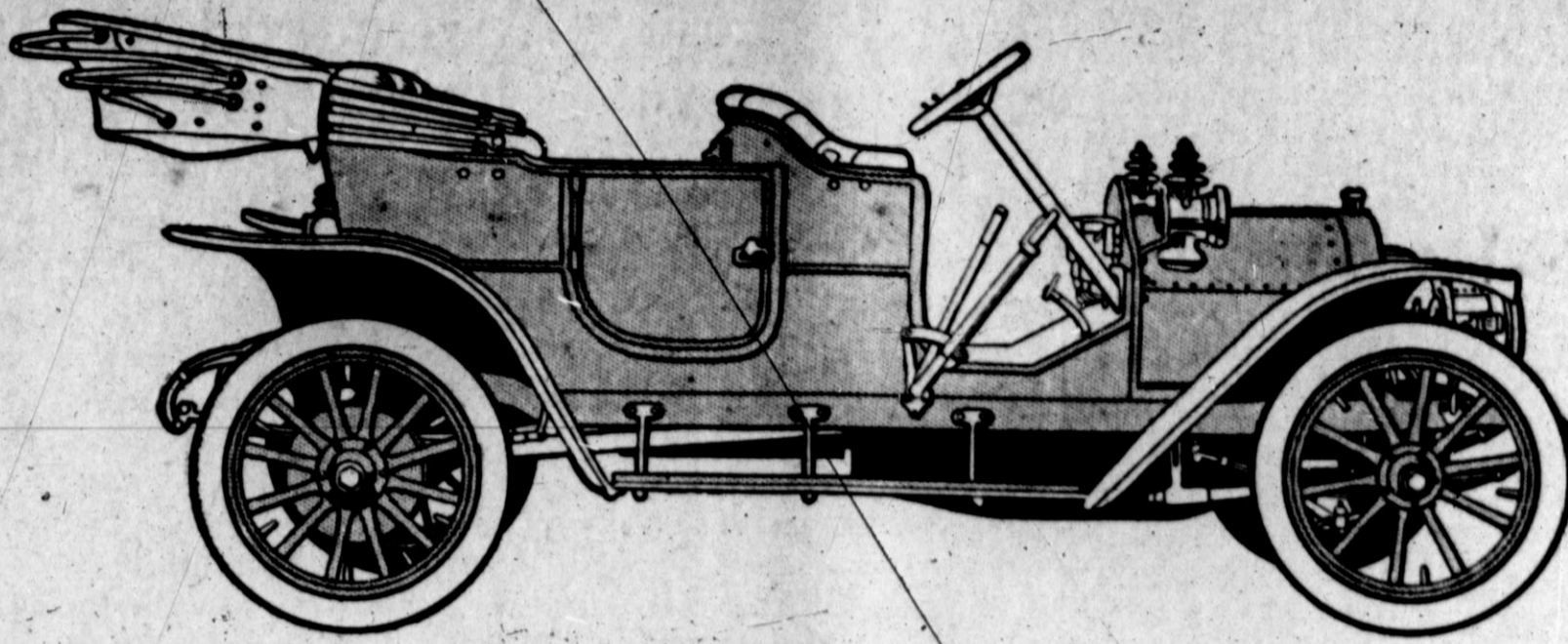
Chalmers-Detroit "30"

1909 Models Ready Touring Cars, Tourabouts, Roadsters

"It's a Good Car"

No doubt other 4-cylinder cars will be offered around \$1,500. It remains for you to compare them. Here is one that has two years start of all others. It is not a makeshift—not an experiment.

This one has behind it all the reputation—all the skill and experience—we gained in making that incomparable car—the Thomas-Detroit 40. The car combines the best foreign features with the best American. Yet it copies neither foreign or American.



A high-grade 4 cyl., five-passenger, 24-30 h.-p. car, made by the makers of the Thomas-Detroit Forty.

The Chalmers-Detroit '30' seats five comfortably, has a 110 inch wheel base and it weighs 2,000 pounds. Painting and upholstery are high grade. The motor develops 24 30 h.-p., sufficient to drive the car 40 to 50 miles per hour. The three-quarter elliptic springs, as used on the best foreign cars, give perfect comfort in riding. A car you can take pride in.

Compare it with rival cars—with any car costing up to \$2,000. We are willing to abide by your judgment.

Price \$1,600, with lamps, horn and tools, F. O. B. Hereford, Texas.

Thompson & Daniel



Local and Personal

Buried Alive! 1t
Robert Humphries of Clovis is in the city.

Judge C. G. Witherspoon has returned from the Pecos Valley.

Edgar Johnson went over to Melrose, New Mexico, yesterday.

Grape juice; the best drink in town at Callen's. 1t

J. P. Collier went down to Roswell yesterday afternoon on business.

Figure with us on water tanks and plumbing. Copes & Palmer. 28 tf

Heaters and cook stoves at a bargain at the 2nd hand store. 35-2t

We carry the best hosiery in Hereford. Bear Brand for children and Burson for ladies, and cheap. J. G. Callen. 1t

The price is the thing. Hereford Furniture Co. 32-tf

W. H. Fuqua of Amarillo was in Hereford yesterday and today on business.

Ben Peas of Kentucky is visiting the Brockman brothers and looking for a location.

J. O. Jenkins will leave today for West and Waco, where he will visit his aged father.

C. Risser of Amarillo was in the city this week looking after some items of architecture.

40 ton nice maize and sorghum for immediate delivery. O. K. Land Company. 1t

Do you want good underwear? We have the best. Prices at the bottom. J. G. Callen. 1t

Buried Alive! 1t
Get Smith's prices on pianos—he will save you the agent's fat commission. 36-2t

320 acres 7 miles of Hereford must be sold at once a bargain see O. K. Land Co. 1t

We carry the best assortment of mens pants in Hereford. See them. J. G. Callen. 1t

Mrs. C. S. Richards returned from Dallas yesterday where she had been called on account of the death of Mrs. Stovall.

Our Dry Goods Department has been crowded for several days, with customers buying real Bargains. J. G. Callen. 1t

Estes Woodburn of Dimmitt was in the city the first of the week and reported that fine progress is being made on Castro County's new court house.

The contract for the construction of the new Pecos Valley depot at Hereford has been awarded to a firm of contractors at Kansas City, and work will soon begin.

Mr. and Mrs. C. L. Sullivan leave today for Central Texas, where they will visit his mother's home and visit the great Texas Fair at Dallas. They will be gone some ten days.

Buried Alive! 1t
The Moral Cowardice of Politicians.
Carl Schurz: I have had an active part in a great many political campaigns and probably addressed as many popular meetings as any man now living; and I have always found that whenever any public question under public discussion had in it any moral element, an appeal to the moral sense of the people proved uniformly the most powerful argument. With the majority of the people, notably the "plain people"—using the term in the sense in which Abraham Lincoln was wont to use it—I found the question, "Is this morally right?" to have ultimately more weight than the question, "Will this be profitable?" I have seen men of great ability and high standing in the official world do the most astonishing things when they might, as far as their voices could be heard, have easily arrested the vicious heresies by a bold utterance of their true opinions. The moral cowardice of the politicians is one of the most dangerous elements of democracies.

Buried Alive! 1t
House on Installment Plan.
If you have a lot, I will furnish you the lumber on the installment plan for your house. See me about particulars. 33-4t
H. H. HAWKINS.

THE DALLAS FAIR OPENS TOMORROW

Great Fair of Texas Throws Its Gates Wide Open for Visitors.

Tomorrow, Saturday, October 17, the Texas State Fair will swing its gates wide open for the thousands of visitors who will see the big show on the first day. The amusement features of the Fair have been enlarged, the grounds further beautified, new buildings erected and many things done to make the enterprise a success. The farm and garden exhibits will be larger this year than ever before, but it appears that the agricultural industries of the state are the least in consideration in the minds of the management, as this

department will be given the smallest amount in prizes. The purse in the races amounts to \$50,000.00, while the entire agricultural exhibits have been awarded less than \$1000. Hereford will be represented by a number of visitors but there will be no Deaf Smith county farm products at the Fair this year. It takes money to ship stuff to Dallas and requires some cash to pay a man to properly care for the exhibit. The Commercial Club did not have the cash to pay these expenses, and those interested in the exhibit did not feel inclined to furnish it and so the few samples that were brought in were not shipped. Last year the Club paid the expenses out of its treasury, but as there is now a deficit on account of the local fair, there was nothing else to be done.

Buried Alive! 1t
Buy your saddles and buggies from the Hereford Hardware Co. 28tf

RESOLVED!
THAT SOME PEOPLE DON'T KNOW HOW TO DRESS THEMSELVES. WHY DON'T THEY JUST COME TO US? WE CAN SHOW YOU THE BEST CLOTHES IN ALL STYLES AND QUALITIES FOR THE LEAST MONEY, AND SEND YOU AWAY LOOKING AS SATISFIED AS YOU FEEL. THE MAN WHO IS WELL DRESSED HAS EVERY ADVANTAGE IN BUSINESS OR IN SOCIAL LIFE OVER THE POORLY DRESSED MAN. ISN'T IT TRUE?
BUSTER BROWN



YOU CANNOT FEEL SATISFIED UNLESS YOU LOOK SATISFACTORY TO OTHERS. THE WAY TO BE SURE TO DO THIS IS TO GO TO THE BEST PLACE TO BUY YOUR CLOTHES. SATISFYING A CUSTOMER BRINGS HIM BACK AND HE TELLS HIS FRIENDS. THAT'S WHY WE HAVE A LARGE CLOTHING BUSINESS. REMEMBER THIS: THAT IF YOU COME TO US FOR ANYTHING YOU WEAR YOU CAN FIND IT—THE RIGHT QUALITY, THE RIGHT STYLE AND THE RIGHT PRICE.

RESPECTFULLY,

H. C. MYRICK

You Can't Wear a Stylish Dress Correctly Unless You Have the Right Corset as a Foundation

Henderson Corsets are particularly recommended by the leading ladies' tailors for beauty of design, style and comfort.



The new "Fashion Form" models give the graceful, rounded, tapering waist effect and the extreme length of the skirt holds the hips in perfect subjection and gives the flattened effect in the back that is so popular with good dressers at this time. They are made in a wide range of styles. It will give us pleasure to have you inspect them and and to demonstrate to you some

of their many points of superiority. We have just received a new shipment. Prices \$1.00 and \$1.50.

Long Kid and Silk Gloves

In order to reduce our stock in this line we offer 'till November 1st:

Extra Long Kid Gloves, \$3.50 grade for	\$2.85
Elbow Length Kid Gloves, \$3.00 grade for	2.45
Extra quality Silk Gloves, \$2.00 grade for	1.45
Medium quality Silk Gloves, \$1.75-\$1.50 for	1.15
Long Lisle Gloves, \$1.00 grade for	.70

GEO. A. STAMBAUGH

The
Hereford Brand

D. W. Hawkins, Business Manager
A. C. Elliott, Editor

Address all communications to
THE HEREFORD BRAND

Entered April 17, 1901, as second-class
mail matter, post office at Hereford, Texas,
set 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.

WITH land selling at from \$100 to \$125 per acre in Iowa which until recently was selling at from \$15 to \$25 per acre less, how is it that the lands of the Plains which will make as much, if not more, year in and year out, for the farmer with less labor and exposure, still remain as cheap as they are? The advance alone of \$25 per acre in the Iowa land during the last 12 months will buy the best raw land on the Plains. The distance from a good town will, of course, put the price some higher or lower. In conversation with a gentleman from Burlington, it was learned that the Iowa people did not, as a rule, believe that the Plains of Texas was suitable for agricultural purposes. They argue, he said, that if this soil will produce what is claimed for it, that the people from every state would literally fall over themselves to get to it, and that if the country was such a great place, why is it that until recently no one knew about it? This argument would be good, if the people of the United States knew the country as well as they do Iowa and Illinois. But they do not. Until a few years ago, even the old Texans and those who had made their home of the Plains, did they begin to study the agricultural possibilities of their own state; in fact, the great "cattle kings" had it published from the house-tops that the Plains and West Texas were not suitable for farming purposes and never would be. They wanted the vast rolling prairies to remain their possession and to become their permanent domain. But "the man with the hoe" sent spies into the country. They found it inhabited by giants "in the saddle" but the country "flowing with milk and honey." The spies reported to the brethren that it was a country in which "the wind pumped the water and the cows cut the wood." The people wandered for forty years in the wilderness of ignorance before they went up to possess the land. Those Iowa folks who have never been to Texas on one of the semi-monthly excursions, will think surely that the people are falling over themselves to get some of the land, when they should see twelve train loads of prospectors go out of Kansas City, all bound for the Panhandle of Texas. Nothing in the history of the world can be found like the settlement of the great Southwest, where men go to the frontier and prospect for a new home in palace cars and automobiles. The sailing of the Mayflower was indeed an epoch date, but the same thing has happened a hundred times over and over in founding the Plymouth of the new Southwest. Instead of a musket and a hoe, the husbandman goes out with a steam plow and a grain drill. Instead of making a "clearing for a ten acre farm, he turns the sod of a thousand acres. Will Iowans and the rest see this after it is too late to find a home on the Plains of Texas? Let them answer.

THE unexpected always happens. Three years ago Hereford was a village and now some folks act just like they are still living in a village.

Twitchell Sues P. V. Road.
From Daily Panhandle.
W. D. Twitchell vs. the Pecos & Northern Texas Railway Co. et al is the name of a damage suit filed with the clerk of the district court in this city in which the plaintiff asks damages in the sum of \$10,000. The plaintiff alleges in his original petition that on or about the 12th day of September he was a passenger on one of defendants trains enroute from Amarillo to Toyah, in pursuance of his regular duties as state surveyor; and it was on that train that he was assaulted by one J. W. Childress, Jr., and injured physically and mentally in the sum named.

Plaintiff alleges that he had warned the agents and servants of the said company on the train of the probability that the alleged assailant would enter the train for the purpose of assaulting him; that he had warned the trainmen of the alleged character of the co-defendant in this case, and asked at their hands the protection due a passenger.

Plaintiff alleges further that the warning was also given by another passenger on the train, and that even in the face of this oft repeated warning the assault was made and the injury inflicted.

It is alleged by the plaintiff that the assault was made upon him from behind at a time when he was seated and reading; that he had no warning of the intentions of the alleged assailant until the actual violence had been committed. He alleges that his lips and head were bruised and injured, and that he was humiliated, being at the time in the presence of ladies and many other passengers.

Candy Display.
J. D. Jarrott has just put in his store one of the most convenient show cases for the display of fine candies. It consists of a number of sections in which are placed the different kinds of candy, showing from the front the toothsome stuff to a good advantage.

See my figures before you buy your lumber, enuf said, J. A. Fox. 33-tf

Who Raised the Corn?
The following clipping from the Plainsman is misleading either in its statement of facts or its grammar. Anyhow, the question has been asked, who raised the corn? A representative of The Brand was at Mr. Rice's farm one day this week and "raised" a dozen ears in the usual prospector style and it is supposed that this is the method Mr. Heidgerken used in raising some of that big corn. At any rate, the yield was good if the grammar is bad.

H. J. Heidgerken brought in from the Rice farm Wednesday, samples of corn grown by himself. The largest ear weighed one and three-fourth pounds. He has 35 acres of this corn which he thinks will yield not less than 40 bushels to the acre.

Will Close at 6 O'clock.
We, the undersigned grocerymen of Hereford, Texas, agree to close our places of business at 6 o'clock every evening except Saturday, beginning October 19, 1908.

(signed) J. A. JOHNSON.
J. D. JARROTT.
CARDWELL BROS.
HUBBARD GRO. CO.

Wreck on the Denver.
Last Tuesday as the Denver train was passing near Washburn the engine, tender, baggage, mail and one passenger coach left the track. No one was seriously hurt. The two grandchildren of E. T. Woodburn, Elsie and Kate Cross and their aunt, Miss Jane Cross, were on the train but all escaped without injury. They were delayed one day in arriving at Hereford where they will make a few days visit.

Democratic Ticket

For President :
W. J. BRYAN,
For Vice President :
J. W. KERN.
For Governor :
T. M. CAMPBELL.
For Attorney-General :
R. V. DAVIDSON.
For Representative 106th District :
J. R. BOWMAN.
For County Judge :
W. H. RUSSELL.
For County Attorney :
W. M. MEGERT.
For Sheriff :
E. F. CONNELL.
For County Clerk :
W. M. COGDELL.
For County Treasurer :
C. E. SMITH.
For Tax Assessor :
J. W. FORD.
For Justice of the Peace, Precinct No. 1 :
J. H. TURNBOW.
For Constable, Precinct No. 1 :
C. S. RICHARDS.
For Commissioner Precinct No. 1 :
L. R. BRADLEY.
For Commissioner Precinct No. 2 :
H. B. MCKINLEY.
For Commissioner, Precinct No. 3 :
H. F. SHELTON.
For Commissioner, Precinct No. 4 :
GEO. L. MUSE.

City Orders Material.
As soon as the material for the sewer system can arrive, the city authorities having placed an order for same this week, the work of making the ditches will begin. It was first thought that the work could be more cheaply done by a ditching machine but it develops that for Hereford on account of the condition of the soil that it will save money by having the work done by hand.

The system will extend over the settled-up part of town but there will be two or three laterals running out from the main system. One of these will run to Twenty-five Mile Avenue another will go towards the College. These will enable those who wish to make connection to do so without any great expense.

Non-Resident Land Owners.
We expect to have large excursions from now on and can sell your land for cash. Write us giving location, lowest price and terms. Edwards-O'Brien Land Co., Hereford, Texas. 35-4t

W. O. W. Notice.
All members of W. O. W. whether you be a member here or elsewhere are requested to be present at hall Saturday night October, 17, as there is business of importance to every Woodman in Texas. We should lend a helping hand in securing for Texas the head offices of the W. O. W. By securing the head offices for Texas, we would help our state many million dollars, annually.

On October 25th, this camp will unveil monuments of two deceased Sov's. C. L. Sullivan, secretary.

More Street Grading.
The city fathers have not held up on the work of grading the main streets of the town. Dewey avenue is now graded from the railroad to the lake; Miles avenue has also been graded for a number of blocks, and also Welsh avenue.

The man who has been stealing lumber over in East Texas for me has got to vamoose. So I have only a few cars of cheap lumber left to trade. You will have to get busy if you want any more cheap lumber from J. A. Fox. 35f

Our
**REPAIRING
Department**



is complete in every detail. Any job turned over to us will receive prompt and careful attention

Remember, too, that we always carry a complete line of high-grade

Jewelry,
Watches,
Clocks,
China,
Cut Glass,
and Silverware

W. H. RAY

Engraving and
Special Manu-
facturing

Fine Watch
Work and Jew-
elry Repairing

**BE CAREFUL
WHAT YOU EAT**

WE HANDLE
ALBATROSS FLOUR
THE STANDARD OF QUALITY

Call and see us; we are headquarters for all kinds of FRESH GROCERIES. We were here in the beginning and know who to please you by keeping you supplied with the best of good things to eat

Cardwell Brothers

BUY YOUR
LUMBER
FROM
Kemp Lumber Co.
J. W. BURKS, - - Local Manager

Refreshments

A glass of our Ice Cold Soda is is very refreshing these hot days. We serve all the late and popular drinks of the season, and use only the purest Fruits and Syrups in their manufacture. We also serve the best Ice Cream in Hereford. Call in and see us the next time you are "down town." We promise you the best service as well as the best drinks. Give us a trial.

DRUGS **T. M. COULSON** CIGARS

The Stroud-Gary Hardware Company

Have sold their stock of merchandise to Chas. W. Warren and L. A. Stroud, to be delivered to them on January 1st, 1909. All accounts and notes due Stroud-Gary Hardware Company will be collected by the present firm. Everyone that owes them either notes or accounts are requested to come in at once and settle, as they must all be paid at the earliest day possible. All goods that are sold from now to January 1st must be paid for the first of the month following.

Thanking everybody for their liberal patronage in the past and commending the new firm to your favorable attention, we are, Truly yours,

Everything
in Hardware



STROUD-GARY HARDWARE CO.

Everything
in Hardware

Local and Personal

Deacon Ridgeway returned to his Iowa home Wednesday.

L. A. Stroud went down to Dimmitt Wednesday on business.

Born—To Mr. and Mrs. J. H. Williams, Oct. 9, 1908, a boy.

R. D. Sedwick has returned from a visit to home folks at Gatesville.

Mr. and Mrs. R. W. Lovelace spent a day in Amarillo this week.

Buy your saddles and buggies from the Hereford Hardware Co. 28-1f

Bring your kodak films to McGhee & Eskildsen to be finished. 1f

McGhee & Eskildsen are the ones to finish your kodak films. 23-1f

G. R. Jowell was among those who made a business trip to Canyon City Monday last.

J. R. Galey of Chicago was in the city on Monday last and made the Brand office a call.

Mrs. W. H. Russell and son left last Saturday for a visit to old friends at Gainesville and Paris.

Judge C. F. Kerr and B. D. Woodlee of Dimmitt autoed into Hereford on Tuesday of this week.

H. L. Rice of Illinois an old-time subscriber of the Brand was in the city during the last excursion.

A. D. Goodenough, president of the C. H. & G. left for Dallas and Csahm last Saturday on business.

Attorney M. J. Quigley with the C. H. & G. Ry. is in Fort Worth this week on business for the road.

Miss Padgett will be pleased to plan and make that dress or suit for you. At J. A. Fox & Co's. 6-3t

For fresh Jersey milk, call on the Hereford Dairy. Phone No.9. 24-1f

Hon. John H. Boyd, superintendent of the Reformatory at Gatesville, is visiting relatives in the city.

Get your Harness made and your repairing done at the Hereford Hardware Co.'s Saddle Shop. 28-1f

The 40 acres known as the Hereford Truck Farm belonging to Martha J. Nelson is not for sale. 32-4t

If you want any views of your home or farm scenery see McGhee & Eskildsen. 23-1f

J. C. Hulen of Centralia, Missouri, was in the city during the last excursion. He was pleased with the Hereford country.

Mrs. Tom Webb has gone to Leon, Iowa, to visit home folks for a few weeks. In the meantime, Tom will try to look pleasant.

R. L. Hope of Centralia, Missouri, and several others will keep themselves posted on the progress of the Plains from this date.

T. F. Pearson of Plainview was here this week and rented a building in which he intends to put in an up-to-date plumbing outfit.

J. J. Henderson of Waco, who has been in the city for the past ten days, left for his home Wednesday on the 2:25 Pecos Valley.

H. McMahan of Napton, Missouri, is here for a few days looking after his interests. He will have a part of his ranch sown in wheat.

J. W. McMillen of Ohio sent a message to The Brand by his friend D. L. McDonald, who was down with some excursionists this week.

J. R. Peñrose of Burlington, Iowa, dropped into Hereford on a flying trip last Monday and made the acquaintance of the Brand office force.

Mrs. W. B. Parks left Wednesday for a visit to her sister at Manitou, Oklahoma. From there she will make a visit of two months in Texas.

Five, ten, twenty and forty acre improved places edge of town for sale at reasonable prices. Address L. Baskin, Hereford, Texas. 31-1f

McGhee & Eskildsen are prepared to do the best grade of work in photography ever done in the town. All work guaranteed. 23-1f

Veterinary calls answered day or night; phone 142; will be at Warren Grain Co.'s on Saturdays for dental work. F. E. Bowe. 23-1f

Mrs. Jennie Thompson, grand matron for the Eastern Star, has gone to Beaumont as a delegate to attend the grand state meeting of that order.

Frank Lambart has moved to Hereford from McIntire, Iowa, and will make his home here in the future. He has some land holdings a few miles from the city.

William Argo, better known as Bill, is now with the El Merito Pharmacy and says he is willing to remain at home and try to forget his summering in Central Texas.

Captain Sam Cooper of Granbury, Texas, has been visiting in Castro county for the past few days and stopped off with his old-time friend, E. T. Woodburn, the first of this week.

Engineer W. M. Strong will make his home in Roswell in the future and will have charge of an irrigation proposition in which the services of an expert civil engineer will be required.

See J. H. Wilson for all kinds of fresh meats and pure lard. 2-1f

E. E. Ramsy and daughter left Wednesday for a visit to friends in Kansas City and incidently to attend the K. C. Stock Show.

Mrs. C. G. Witherspoon and daughter returned Wednesday from Toyah Valley where they had gone in company with Mr. Witherspoon who will remain a few days longer.

G. C. Groner of Dallas has accepted a position as drug dispenser with Woodburn & Son. Mr. Groner comes to Hereford highly recommended as a pharmacist and prescriptionist.

J. H. Copeland left Wednesday for Greenfield, Oklahoma, where he goes to take the management of one of the Hubbard & Barnett's line of dry goods stores. Mrs. Copeland will follow in a few days.

Prettiest quarter-section in the country only 3 miles out all in crop. Also 80 acres 5 miles out all in crop, for sale at very reasonable prices. Address L. Baskin, Hereford, Texas. 31-1f

Mr. and Mrs. W. A. Cullen and the two younger boys left Wednesday for Denver. From there the party will go to Newark, N. J., to spend the winter. Mr. Cullen, however, will return to Texas in about ten days.

Mrs. J. H. Onstead who has been here for some weeks while Mr. Onstead pursued his business left Wednesday for Tulia, where they will be for several weeks. Mr. Onstead represents one of the old-line insurance companies.

See Hal Hawkin's house now in construction, for a sample of the Lumber that I have for trade for any old thing, J. A. Fox. 33-1f

C. T. Dobbins was in Dallas the first of the week for the purpose of buying a modern outfit for a meat market and vegetable mart. The firm will be composed of H. H. Hawkins, C. P. Arthur and C. T. Dobbins and will handle all kinds of meats and vegetables.

I will be compelled to be in my office the greater part of my time for the next three months on account of city tax collections. So if my services are needed elsewhere please phone office, 222 or residence, 182. City office is with Suggs & Jones abstractors. C. L. Sullivan, City Marshal. 34-1f

Jeff C. Patterson of Greenfield, Indiana, was among the prospectors last week. He contemplates locating a Jersey cattle breeding farm near Hereford. He is the owner of a number of high pedigreed cows and is a most enthusiastic stockman. Though advanced somewhat in years, he holds the championship as the best old man bicycle rider in the world and carries a silver headed cane as a trophy of his victories. He was one of the boys who wore the "blue" in the 60's and belonged to the 64th Illinois.

Junior Epworth League Program.
For Sunday, Oct. 18, 2:45 p. m.
Leader, —Mary Anthony.
Song, "More About Jesus."
Prayer, —Mrs. Hawkins.
Song, "Where Jesus Is, Tis Heaven."
Reading, —Clifford Acker.
Recitation, —Bernadine Price.
Solo, —Ralph Smith.
Recitation, —Cassie Philips.
The Lord's Prayer, in concert.
Song, "Christ is King."
Subject: "David's Kindness to Jonathan's Son."
Lesson: Eph. 1v. 32.

J. A. Fox will trade you lumber for any old thing.

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



REGISTERED HEREFORDS

All ages of Fine Bulls for sale at reasonable prices.

COME AND SEE THE CATTLE

J. D. BURKETT

LLANO ESTACADO NURSERY

S. L. BOONE, PROPRIETOR

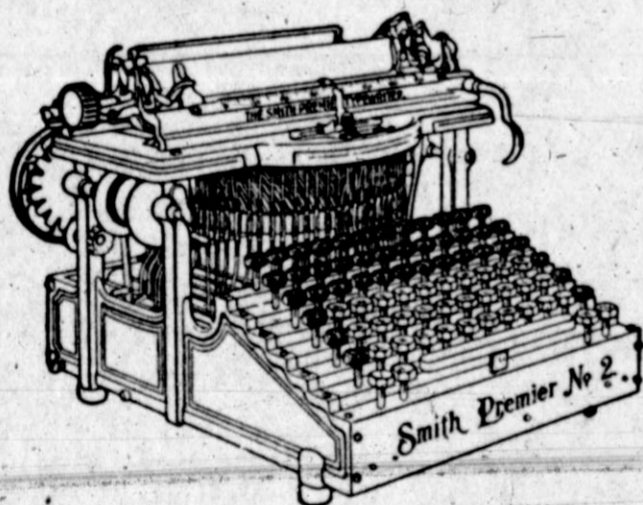
Is now offering all the leading varieties of both shade and fruit trees to the trade at reasonable prices. All home-grown trees. Let us fill your orders

NURSERIES AT HEREFORD AND LOCKNEY

A BIG FIRE

Is likely to occur at any time. In which case you would be protected if you have a Policy in some of the good Companies we represent. Phone 273

Smith & Ashbrook



YOU write a letter to Jones enclosing a statement of his account. The letter should be in purple copying ink, the statement in black record, the credits in red.

The New Tri-Chrome Smith Premier Typewriter will do it all with one ribbon; do it quickly, neatly and correctly.

This machine permits not only the use of a three-color ribbon, but also of a two-color or single-color ribbon. No extra cost for this new model.
The Smith-Premier Typewriter Co.
1637 Champa St., Denver, Colo.

THE TAXES TO PAY

Assessor Finishes and Rolls Are Approved by Commissioners.

The Deaf Smith county commissioners met this week and approved the rolls of Assessor Ford. The total footings show that the county had \$7,335,860 worth of taxable property on January 1st, 1908.

For 1907, the rolls showed but \$2,962,750 assessment, an increase of four and one-third million dollars or about 148 per cent. This is certainly a heavy increase in assessment, but in as much as the rate of tax has been cut down, the total amount of taxes to be paid has not increased any more than the natural growth of the county would demand. The taxes to be paid for 1908 will amount to \$39,285, while the amount for 1907 was \$35,917, a difference of \$3,368. There were 601 polls assessed. Adding to this about 100 exemptions, there should be something like 700 voters in the county for the general election in the next month.

The total assessment in the Hereford Independent School District is \$1,696,776. The taxes to be paid for the school will be \$5,090.26. This will be sufficient to run the full nine months.

Prof. LaWanda Diaffa, the famous hypnotist, who will appear at the opera house tomorrow (Saturday) night, comes to Hereford recommended by the press and managers as being able to perform the most wonderful feats of any living man. The opera house manager at Amarillo praises him for his work and his methods. As announced in another column, the young lady will be buried this afternoon in the vacant lot near the Western National Bank and will remain there for 24 hours when she will be taken up and awakened before the audience at the opera house Saturday night.

A GOOD SHOWING

Western National Bank Increases Working Capital to the Sum \$100,000.00.

The peace editor of The Brand noticed the Western National Bank was advertising a surplus of \$50,000 and as he understood the word "surplus" it meant something a fellow had no use for, and he called at the bank this morning and put in his application for his share of the surplus.

Mr. Parker explained that while this \$50,000 was really for the benefit of the people of this community; they were to receive the benefit by having a strong bank. Going more into details it seems that on the 19th day of June 1902 Mr. Parker opened a private bank here with \$25,000.00 capital under the name of Smith, Walker & Co. At that time Mr. Parker with the assistance of one clerk did all the work in the bank. A year later on July 1st 1903, the private bank was merged into the Western National Bank, and the capital stock increased to \$50,000. Now, after five years a surplus of \$50,000 has been accumulated and the bank has a working capital of \$100,000.00.

The first cashier was Mr. F. B. Fuller, who is now running a bank in El Centro, California.

The next cashier was Mr. Ross W. Davis. About this time Parker and Davis were candidates on the Democratic ticket for president and vice president of the United States and the people of Deaf Smith and Castro counties voted for them almost to a man, thinking they were supporting home people. Mr. Davis moved to San Antonio where he now lives, and Mr. A. J. Lipscomb became the cashier. The third time is always the charm, and it is to be hoped that Mr. Lipscomb may long hold both his charms and his position. The Brand congratulates the officers of the bank upon their successful management, and the people upon having a good strong bank.

CLASSIFIED ADVERTISEMENTS

MISCELLANEOUS WANTS

WANTED—At once, 100 men to buy lots in the new town of Adrian, O. K. Land Co. 36-1t

LAND WANTED—Having sold nearly all of our land, we are in a position to buy or sell yours. Write or call on us at once, if you have something good. Edwards-O'Brien, Land Co., Hereford, Texas. 35-2t

FOR RENT—HOUSES

FOR RENT—A good two-room house close to school for a good long term. J. F. Collup. 35-1f

REAL ESTATE FOR SALE

FOR SALE—The Iowa Hotel for sale or trade. See L. Gough. 34-1f

FOR SALE—640 acres in 12 miles of Hereford on good terms, must be sold see O. K. Land Co. 1t

Lots for Sale—In growing part of Hereford at very low prices. J. M. Boone. 39-1f

A SNAP—160 acres 6 miles west of Hereford if sold at once O. K. Land Co. 36-1t

FOR SALE—320 acres close in, will be sold at a bargain. See L. Gough. 34-1f

FOR SALE—The Robertson ranch, near the new town of Adrian. Unimproved. \$8.50 per acre bonus. M. V. Robertson. 28-1f

For Sale or Exchange—A 5 roomed with house, barn, windmill and garden spot. Will sell or exchange for 1-4 section. W. M. Cogdell, 36-2t

FOR SALE—My five room residence 3 blocks east of courthouse, 3 lots, good barn, windmill and well, at a bargain if sold at once. Apply to Oscar Vaughan. 35-2t

FOR SALE—New seven room house price \$2000, 1-3 cash balance in monthly or yearly payments. Six lots in Evants addition, price \$65.00 each. Also three lots on Dewey avenue. C. S. McMillon 34-1f

For Sale—5 room house and three lots close in. Barn, well and windmill \$2,000. Reasonable terms. Also a 4-room house with hall, well, windmill, good barn and other improvements, for \$1900 cash. J. M. Boone. 36-1f

FOR SALE—Two quarter sections, 1 half-section and 1 section of land from 3 to 10 miles northwest of Bovina. All good land, can plow every foot. Price right and terms easy. Address F. D. Perkins, Shenandoah, Iowa. 27-10tp

Lumber, to trade for good Land notes. J. A. Fox. 33-1f

LIVE STOCK FOR SALE

FOR SALE—A few Duroc Red spring pigs, choice for breeding. E. E. Ramsey. 32-1f

FOR SALE—Five hundred (500) ewes on the Star Ranch. Price \$2.25. R. A. Morris, Bovina, Tex. 35-2t

HOGS—Sixty-five head of hogs cheap for quick sale. Also pair heavy horses. See W. I. Brockman. 2tp

HORSE—Good, gentle, young work horse for sale at a bargain. Cash will buy him. See Berry Orr at Warren's wagon-yard. 34-4tp

FOR SALE—See Fred Millard, the Hereford horse dealer, when in need of anything in the way of work teams. Will sell you a good team or trade for yours. 50tf

MISCELLANEOUS

FOR SALE—Nearly new buggy and harness, cheap. O. K. Land Co. 1t

FOR SALE—A ladies Racycle at the 2nd Store. 33-2t

MONEY TO LOAN—on patented land. Your vendor's lien notes extended. J. H. King. 21tf

FOR SALE—A good new large barn, see O. K. Land Co. 1t

GUNS and BICYCLES—New and second hand, for sale or rent. Repairing a Specialty. Walter Gregg. 34tf

MAPS—Hereford city and Deaf Smith county maps for sale by Suggs & Jones, Abstractors. 27tf

FOR SALE AT A BARGAIN—A \$45.00 light plant, hollow wire, three lights of 750 candle-power each. Hubbard & Barnett. 36-1f

FOR SALE or RENT—Sewing Machines and all parts can be supplied at the Second-Hand Store. Walter Gregg. 34-1f

FOR SALE or TRADE—A good baker's oven and outfit. Will trade for good wagon and team. Apply to Oscar Vaughan. 35-2t

BALED MILLET—Nice, fresh baled millet for sale. Either by ton or bale. Delivered in small lots. Fred Millard, one mile from College. 1f

PROPERTY OWNERS—All parties owning property in Hereford or land in Deaf Smith and Castro counties are requested to write Baskin Land Co., Hereford, Texas. We have cash buyers. Give complete description and lowest cash price in first letter. 24-1f

For Sale—Two steam plow outfits. One engine a 22 horse power, the other a 32 horse power, all in good shape and ready for use. Also two separators that are run by these engines. Farm implements, mules and horses. Easy payments, plenty of time, 8 per cent interest. J. S. Mollenhour. 36-4tp

Brand Want Ads

always bring results. If you want help, want to buy or sell anything, place a few lines in this column. The cost is little---5 cents a line.

Let the Little Ads Help YOU

Wonderhose

Four Pair One Dollar

EVERY pair of Wonderhose is warranted to wear. In case of dissatisfaction return the imperfect goods and they will be replaced free of charge.

H. C. MYRICK

HIGH CLASS GOODS AT LIVE AND LET LIVE PRICES

John Deere Stag Sulkey, Stag Gang, Double Disc and Tripple Disc Plows; Hoosier Grain Drills; New Moline Wagons; Celebrated Velie Buggies; Sampson Geared Windmills; Star and Leader Wood Windmills; Colorado Perfect Barbed Wire, pliant and tough; Charter Oak, Round Oak and Garland Stoves. Come and let us show you these goods, and also figure with you on Windmills, Piping, Casing, Etc. Also anything in Heavy Shelf and Builders' Hardware. Our Prices are Right.

Make Our Store Headquarters
When in Town

GARRISON BROS.

Watch Our Ads

THE PRICE OF LOTS

Correspondent Writes to Know the Selling Price of Lots in Hereford.

This question would be difficult to answer, the price depending upon the location as to the business center of the town, the difference of direction, the class of adjoining property, the distance from the schools and churches; the anxiety of the seller or his condition financially, the estimate the owner and the buyer place upon the future of the town and a dozen other things that will always enter into a deal in real estate. For example: Recently a quarter block located about eight blocks from the main street sold for \$1000; the next day a three-quarter block just across the street sold for a little less than \$2000. Another quarter block within a short distance of this same property sold for \$600. This was considered a bargain as were also the other two purchases. Still there is a quarter block just north of the college that sold for only \$300. This quarter is 15 blocks from the center of the business section. Business lots seem to have a long range of prices, all the way from \$1000 to \$3000 according to location and facing.

We will make the price and Guarantee the Lumber, what more do you want? J. A. Fox. 33-1f

Hereford Lighted.

The light plant has trained its machinery sufficiently to warrant continuous runs and the lights are now turned on in full strength. The brilliancy of the light has been the favorable comment of every one. The lights in the windows of the business houses along main street quite sufficient to brighten up that thoroughfare. In a few days, the company will begin placing the poles for the arc light supports and then Hereford can lay claims to the best lighted city on the Plains.

Let me figure on that barn you are going to build, will save you big money. J. A. Fox. 33-1f

High Diver Killed.

Decatur, Texas, Oct. 13—Allie McKenzie, high diver for the Danville & Casper Amusement company, met his death here at 4:35 o'clock this afternoon while diving from the city water tower, a distance of 80 feet. In diving he turned too far in the air, alighting in the net upon his feet, and on the rebound, was thrown from the net into the air about fifteen feet, and in coming down missed

the net, his head striking a box, crushing his skull. He lived only five minutes after the accident.

The dead man's home was in Mangum, Okla. He was 23 years old and unmarried. A large crowd saw the accident.

Buried Alive! 1t

The Brand's Friends.

Kindly letters are always a source of pleasure even to one hardened to short rations and long marches. A few letters from some distance friends are published this week for the benefit of those who are urged to "go and do likewise."

HURRAH'S FOR TAFT.

Malden, Illinois.

The Hereford Brand:

Enclosed find postal order for One Dollar for which you will please continue to send The Brand to Phebe A. Morris for one year. We cannot get along without the news from the great Panhandle country. Hurrah for Taft and prosperity.

Yours truly,

D. K. MORRIS.

TWO YEARS.

Sitka, Alaska.

My Dear Mr. Parker:

Please pay The Brand \$2.00 for two years subscription. I would not miss The Brand for anything.

Trusting you and yours are well, I am sincerely yours,

JOSEPH T. BAUER.

NEEDS RAIN.

Ambia, Indiana.

The Hereford Brand.

Enclosed find One Dollar for subscription to your paper for one year. Very dry here, think Indiana will have to send to the Texas Panhandle for rain.

Yours truly,

W. A. SUMMERS.

Buried Alive! 1t

March Winds.

The Plains is known for its peculiarities and it comes this week with a "March wind," in October. The quiet still days that have prevailed since the first week in September when a heavy rainfall came, were broken Wednesday and Thursday by a heavy wind from the Southwest. The clouds of dust which the street sprinkler was unable to chase down kept the pedestrians busy trying to keep their linen clean and the dust out of their eyes. This wind, however, does not trouble the native, for he knows that it is a gentle way of nature in reminding the forgetful of the many pretty days the Panhandle gives up without a murmur. And then, too, it is a "sure sign" of rain to a new comer as well as to the older inhabitant. But what's the use to count the bad windy days; there is no life without some "cloud" — of dust to fill the bad man's eye, and the Plains is just and wise to all alike.

BRYAN IS SAFE

Committeeman Hudspeth Says Commoner Will Have Votes to Spare.

New York, Oct. 13.—Vice Chairman Hudspeth of the Democratic National committee made public today a list of the states in which Mr. Bryan will receive the electoral vote. They are as follows:

The solid South, 166; Nebraska, 8; Indiana, 15; Ohio, 23; West Vir-

ginia, 7; Nevada, 3; New York, 39. Total, 261. Necessary to choice, 242.

The vice chairman put Wisconsin in the doubtful column, and said that New Jersey, Connecticut, Rhode Island and Illinois were still debatable with New Jersey and Connecticut favorable to the Democratic party.

Lumber, Lumber, Lumber, to trade for cattle, horses, mules and city Property, J. A. Fox. 33-1f

All the latest sheet music at Smith's in Opera House building. 2t

T. G. Nance, of Plainview, has moved to Hereford and will have charge of the Iowa Hotel, beginning from yesterday. Mr. Nance is an experienced hotel man and is fully acquainted with the requirements to make a first class house. He is also an old-time Plainsman being among the first to come to this part of Texas.

Sante Fe Surveyor, Walters, in company with Messrs Deshler, Beck and Ashbrook went into New Mexico yesterday to run the lines locating their claims on the Sante Fe lands, preparatory to going there to file in December.

J. L. FUQUA, President

C. W. DODSON, Cashier

The First National Bank

HEREFORD, TEXAS

CAPITAL	\$ 50,000.00
SURPLUS AND PROFITS	40,000.00
SHAREHOLDERS LIABILITY	50,000.00
TOTAL	\$140,000.00
TOTAL ASSETS	500,000.00

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

Safety Deposit Boxes For Rent

This Bank is well equipped to handle all business entrusted to its care and respectfully solicits your account

Good Things For the Table



are easy to choose here. No matter how delicate your appetite may be, we have something to tempt it. If you are tired of the usual things to eat, just come and see our

STAPLE AND FANCY GROCERIES

What to have on your table will no longer be a worry after you have visited our store.

With so many tempting things to choose from you cannot fail to find something new and something good every time you come here.

Give us
a Trial
Order

HUBBARD GROCERY CO.

Phone 25
for Prompt
Deliveries

Educational Column

"An honest countenance is the best passport."

Miss Artabel Givens of the Ninth Grade has been quite sick for the past few days.

Acrobats not only practice how to leap, but also how to fall. They have learned that they must miss the mark every now and then, and so they train themselves to miss without getting hurt. Pupils, you too, must expect to miss once in a while, and have courage enough not to let it hurt you. So long as you won't acknowledge it, you haven't failed. Remember the energy it takes to cry over spilt milk will fill new pitchers.

Miss Fannie Turrentine teacher of the fourth grade was able to resume her school duties again on Monday after an absence of a number of days on account of illness.

Browning beautifully says,—
"The beginning shall suffice;
The aim, if reached or not, makes great the life."

It may be interesting to none that more than thirty thousand people go to the quiet little town of Ayr annually to render homage to Robert Burns' memory. The town abounds in quaint reminders of the poet who has given it such fame. The Old Bridge of Ayr is very little changed since the time of Burns, and casts its shadow in the stream below just as it did when the inspired plow man used to lean upon its time-worn parapet. All visitors to Ayr drive about two miles from the town to the little cottage, so famous as the birth place of the peasant poet. The low-roofed, humble room where Burns was born with its immediate surroundings, show us that he was essentially a man of the people, and never was there a better illustration of the truth that a poet is born, not made. Burns said of himself that his passions raged like so many devils until they found vent in rhyme; yet his brother declared that Robert never wrote half the brilliant thoughts that flowed from his lips while he was cutting peat in the bog. Near the town of Ayr flows the little brook where Burns and his Highland Mary said farewell to each other, before she returned home to, prepare for their wedding.

According to the solemn custom of the country, the lovers, when exchanging their vows of everlasting faithfulness, stood beside a stream of running water, emblem of eternity and holding a Bible between them, pledged their love and loyalty forever. They never met again, for Mary died soon after at her home. The Bible which they held is now preserved in the Burns Monument at Ayr, and on a faden page we see his autograph and beneath it, a tress of Mary's hair.

It is said that when the stranger visits the grave of this fair girl whom Burns loved as he loved no other woman in his life, that a tender melancholy is awakened. In the center of the monument, delicately sculptured in relief, are the figures of the lovers, clasping hands in that pathetic leave-taking, which was so quickly followed by another, wherein the poet's fingers were replaced by the cold hand of Death. Below them are the simple words: "Erected over the grave of Highland Mary." A pilgrimage to the haunts of Burns would be incomplete without a visit to the miserable house at Dumfries where he died at the age of thirty-seven.

Miss Millicent Griffith, a teacher in the High School, has been entertained the past week at the home of E. B. Black.

Mrs. A. M. Jones filled Miss Fannie Turrentine's place in the fourth grade during her illness.

The writer of this column when visiting Denver, saw a beautiful statue of Robert Burns in the center of the City Park, and on it this inscription:

"A poet peasant born, and unto his country brings,
More of fame's immortal dower, than all her kings."

New pupils are entering the different grades and the enrollment has now about reached the five hundred mark.

It is said of the city of Paris that it is pre-eminently the City of Pleasure. It is the cradle of the freshest thought, the newest fashion and the latest luxury. Within its limits there is little else than sunshine, gaiety and life. It is the paradise of pleasure seekers.

Napoleon, that master of art of kindling enthusiasm, once said, "Imagination rules the world."

Who of the High School pupils will lend a contribution to this column in the next issue of The Brand?

College Notes

"The Breeze," The Hereford College Paper will be out about the twenty-eighth of this month. It will be a monthly this year.

A large audience attended the opening exercises of Farris Literary Society last Friday evening. The next meeting to which the public is invited is on Friday night of next week.

Students are still coming in.

Bro. Nance of Clovis addressed the Students in chapel on Tuesday.

During the chapel sociological discussion conducted by Pres. Haile one young man gave as his reason for preferring to live in the country "fried chicken." A number of town people were immediately won over to that side.

Most any night an auto may be seen stopping in front of the Girls' Home. Why?

Adrian and Return.

On Tuesday of each week we will run our car to Adrian for the Benefit of prospective buyers for Adrian lots. See us Saturday or Monday O. K. Land Co. 36-24

Fresh Strawberries.

W. B. Webb brought into the Brand office this week a few fresh strawberries which he pulled from the vines in his garden. He would not say how many he had but it is not supposed that he pulled all of them. With strawberries and cream this time of year for the Plains must be a "new one" for the unbelievers.

Buried Alive! 1t

Jr. C. E. Program.

Leader,—Cora Lee Gough.
Subject, "A young man whom Jesus loved." Mark 10, 17-22.

Song,— "Stand Up for Jesus."

Lord's prayer in concert.

Bible lesson read by Anna Garrison.

Circle of sentence prayer.

Lesson story,—One thing lacking, Clyde Kibbe.

Round table talks on selfishness.

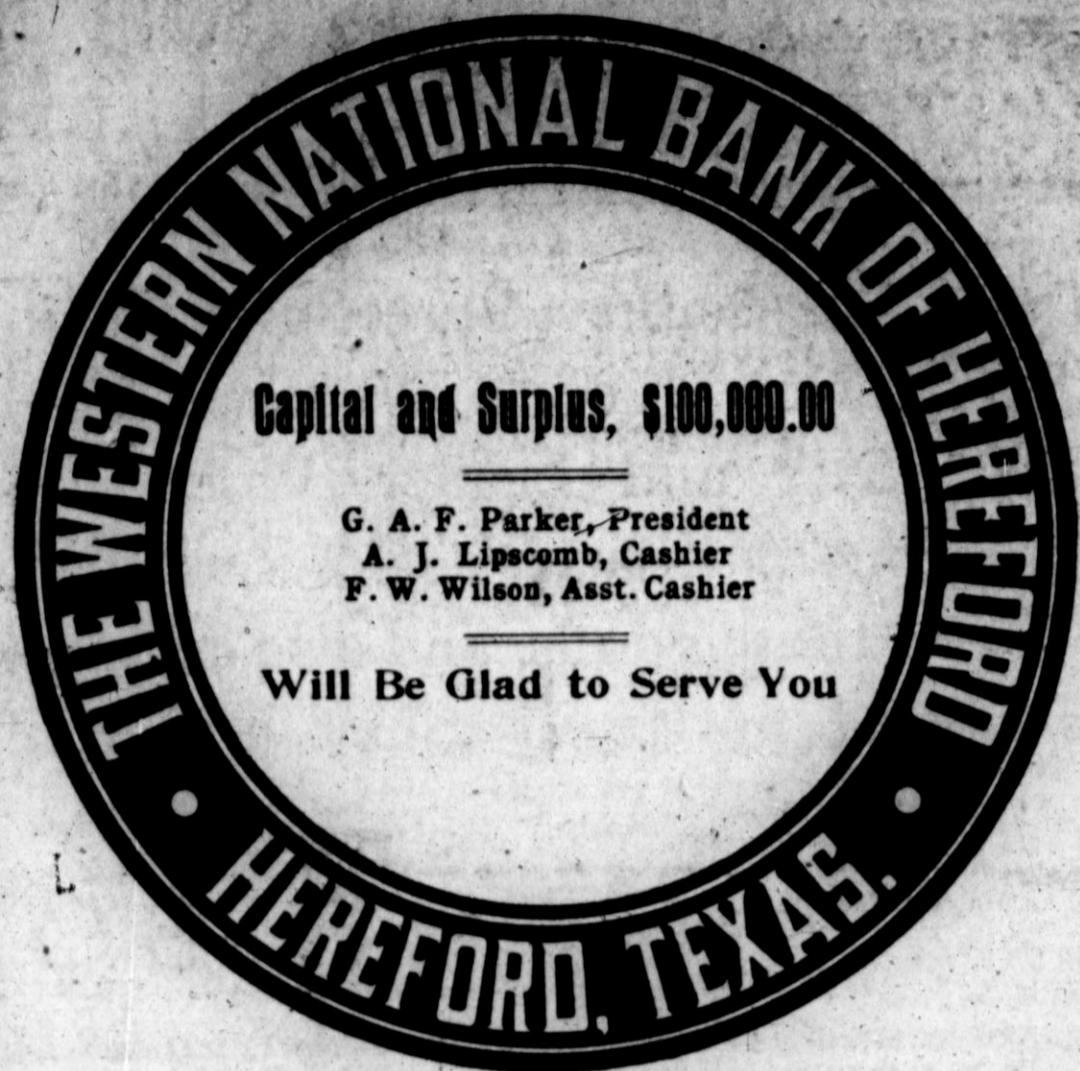
Song,— "Jesus Lover of my Soul."
Mission lesson by Miss Ruby Norton.

Bible verses.

Talk,— "Giving up all for Jesus."
Superintendent.

Mizpah.

When land around Hereford is selling for double the present prices, then people will fall over themselves to buy. I am now offering the following to actual settlers only and at reasonable prices: Fine quarter 3 miles out; improved 40, edge of town; improved 320, only 2 miles out; 80 acres close in; improved 5-acre place in town; dandy 320 six miles out; improved 200 acres 6 1-2 miles out. Ask for prices and more detailed description. Address L. Baskin, Hereford, Texas. 33-1f



EMPIRE GRAIN DRILL

NOW IS THE TIME THE CAREFUL FARMER IS PLANNING FOR NEXT YEAR'S WHEAT CROP. YOU DO THE WORK; LET US FURNISH THE TOOLS. WE CARRY AS GOOD A LINE AS MADE. LET US FURNISH

The Plow, The Harrow, The Pulverizer and The Drill

USE THESE TOOLS PROPERLY AND THE YIELD WILL FOLLOW. LET US SHOW YOU THESE GOODS BEFORE YOU BUY. THE TOWER PULVERIZER IS THE BEST TOOL OF THE KIND EVER PUT ON THE MARKET. WE CARRY A FULL LINE OF HARDWARE, IMPLEMENTS, WAGONS, BUGGIES, WINDMILLS, STOVES, TIN AND ENAMELWARE, GUNS, AMMUNITION AND CUTLERY.

HEREFORD HARDWARE CO.

Warren Grain Co.

For Grain,
Feed, Coal and
Posts. Will Pay
the highest market
price for all kinds
of Grain and
Field Seeds

We Solicit a Share
of Your Business

Don't Burn Up Your Home!

LET US EXAMINE THAT OLD
GALVANIZED FLUE. PERHAPS IT
NEEDS RETINNING

WE UNDERSTAND OUR
BUSINESS

Copes & Palmer

Nature's Remedy
NR-TABLETS-NR
CURES CONSTIPATION,
DYSPEPSIA, RHEUMATISM.
Better Than Pills
For Liver Ills.
Get a 25¢. Box
Sold Everywhere.

A.H. LEWIS MEDICINE CO., ST. LOUIS, U.S.A.

E. T. WOODBURN & SON, - Hereford, Texas

HEREFORD
and other points on
Pecos Valley Lines
best reached by direct connection with the A. T. & S. F. Ry.
BE SURE
your ticket reads via Santa Fe **all the way.** Full information regarding rates, etc., cheerfully furnished.
D. L. MYERS,
Traffic Manager, Pecos Valley Lines
Amarillo, Texas

SOUTHERN LIGHT AND HEAT MFG. CO., Amarillo, Texas

The Problem of Economic Lighting, Heating and Cooking Solved.
Our system meets every requirement in town and on the ranch. Demonstrations made free of charge on premises of prospective purchasers. For particulars and special liberal terms, address SOUTHERN LIGHT AND HEAT MFG. CO., Amarillo, Tex.

GOING TO BUILD?
That is a good plan. Another good plan will be to let me figure with you. I will guarantee to do a job you will be proud of. Plans and specifications given prompt attention. . . . Blue Prints a Specialty.
J. T. WILLIAMS

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 Blanca river.

TAKE A DRIVE!
HAVING Purchased the Easterwood Livery Barn we are now ready to serve you with the best drivers or saddlers. We will also run a Sales Stable in connection with our other business. See us for work stock or drivers.
SHERK & STANEK

LOCAL TELEPHONE

**Strings Big Cable along Main Street
New Switch Board Arrives.**

The local telephone company has strung a 200-line cable two blocks up main street and for two blocks more, a 100-line cable. This has been done this week, a large force of linemen having been busy at the work. A 500-drop switch board has arrived and will be installed at once. The demand for phones has gone beyond the capacity of the present system and this has necessitated the expenditure of large sums of money by the company.

LATEST AUTO RULES.

What the Gentlemen of the Country and City Must Do.

From Daily Panhandle.

The following is the new code agreed upon for the season of 1908 by the Farmers' Anti-Auto Protective Society, which has just held its annual convention in the different states of the Union:

1. On discovering an approaching team, the automobilist must stop off-side and cover his machine with a tarpaulin painted to correspond with the scenery.
2. The speed limit on country roads this year will be secret, and the penalty for violation will be \$10 for every mile an offender is caught going in excess of it.
3. In case an automobile makes a team run away the penalty will be \$50 for the first mile, \$100 for the second, \$300 for the third mile, etc., that the team runs; in addition to the usual damages.
4. On approaching a corner where he cannot command a view of the road ahead, the automobilist must stop not less than 100 yards from the turn, toot his horn, ring a bell, fire a revolver, haloo, and send up three bombs at intervals of five minutes.
5. Automobiles must again be seasonably painted—that is, so they will merge with the pastoral ensemble, and not be startling. They must be green in spring, golden in summer, red in autumn and white in winter.
6. Automobilists running on the country roads at night must send up a rocket every mile and wait ten minutes for the road to clear. They may then proceed carefully, blowing their horn and shooting Roman candles.
7. In case an automobile comes up behind and wants to pass, the farmer will affect deafness until the automobilist calls him a hard name.
8. All members of the Society will give up Sunday to chasing automobiles, shouting, shooting at them, making arrests and otherwise discourage country touring on that day.
9. In case a horse will not pass an automobile, notwithstanding the scenic tarpaulin, the automobilist will take the machine apart as rapidly as possible, and conceal the parts in the grass.
10. In case an automobile approaches a farmer's house when the roads are dusty, it will slow down to one mile an hour, and the chauffeur will lay the dust in front of the house with a hand sprinkler worked over the dashboard.

Buried Alive! 1t
Big Lot Blankets and Quilts price the lowest. J. G. Callens. 1t

Notice to Advertisers

In order to insure good position and give time to set ads properly, advertisers should have their copy in the office not later than Wednesday night. Anticipate your wants a little, so that the "devil" will have time to "kick" your job off the press in time.

Professional and Business Cards

W. J. ROGERS, M. D.
PHYSICIAN AND SURGEON
Office at Coulson's Drug Store
Residence Phone 77 Office Phone 105

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

W. A. PRICE
PHYSICIAN AND SURGEON
Office at El Merito Pharmacy
Res. Phone 220 Office Phone 300
HEREFORD, TEXAS

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

R. M. JOHNSON,
PHYSICIAN AND SURGEON
CITY HEALTH OFFICER
Res. Phone No. 109 Office Phone No. 105

L. GOUGH
GENERAL IMMIGRATION
NOTARY PUBLIC
Hereford, Texas

J. W. HICKS
PHYSICIAN AND SURGEON
Office over Coulson's Drug Store.
Office Phone 298 Residence Phone 217

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FALL WHEAT SOWING

Farmers of the Hereford Country
Beginning to Sow for a Big
Yield.

The farmers all over the country have been studying the wheat raising question and many have attempted to put their fields in the proper condition for sowing. The demand for seed has been great and judging from the way the whole proposition has shaped itself, there is to be one of the greatest sowings in the history of the Plains. The success of this year's crop has forced the last remaining doubt from the minds of the farmers and they all conclude that the Plains is to become the wheat field of the country. Many of the Hereford farmers will have in as much as 500 acres, some will sow 1000 acres and not a few will have in more. The acreage last year, according to authentic statistics, was not less than 20,000 acres within the trading circle of Hereford. Just what the acreage will be for next year cannot even be guessed at now, but The Brand intends, as it did last year, to gather the reports and publish a list of the wheat farmers and their acreage.

See Wm. Cogdell's house
now in construction for a
sample of the lumber that
I have for trade J. A. Fox.
36-tf

New Furniture Firm.

Geo. W. Irwin, Jr. and N. J. Matthews have bought out the stock of furniture of the Hereford Furniture Company, which until recently was owned by W. J. Gilliland & Son. The stock was invoiced the first of the week and on Wednesday the doors were opened for business. The style of the new firm will be Irwin & Matthews. Both of these gentlemen have had large experience in the

mercantile business and they intend to keep an up-to-date stock of house furnishings. Their undertaking department will be in charge of a competent embalmer and funeral director.

Some More Potatoes.

Lawrence Johnson who hails from Iowa had a sweet potato digging at his garden in East Hereford this week and became so much interested in the process that he concluded to weigh the output. Having only five rows that covered a little less than 25 square rods, he weighed up 1400 pounds, or about 42,000 pounds to the acre. Counting 50 pounds for a bushel, this will make only 840 bushels to the acre. At 50 cents per bushel, Mr. Johnson figures that an acre would bring \$420 in hard cash, and sends greetings to his Iowa friends to make him a visit at any time soon and he will have potato pies made in eleven different ways, "cross-barred, open-faced and kivered." He will also have potatoes fried, boiled, mashed with a lump of butter on the crown, baked with the jackets on, and some sliced and cooked in the gravy of a fat hen. Yes, he wants his Iowa friends to know that Hereford and the Plains can furnish all this and more too.

Subscribe for The Brand—\$1.00.

Dirt Broken for Church.

The contractors turned the first dirt for the excavation of the new Christian church last Monday afternoon. The building when completed will be 77 feet wide by 91 feet long, surmounted by a dome, the top of which will be 70 feet from the ground. The work will be pushed as rapidly as possible as the Christians have sold their old property and are now without a home.

See F. H. Oberthier's
house now in construction
for a sample of the
lumber I have for trade.
J. A. Fox. 35-tf

PARK AND CLUB GROUNDS

(Continued from page 1)

ganize a stock company of, say \$100,000.00, to be divided into shares of \$100.00 each. Take \$30,000.00 of this fund and improve the property, erecting fences able to detain buffalo, antelope and deer, build a few houses for the comfort of the stockholders and their friends, construct a large pavillion, lay off camping grounds, plant the meadows in fast growing forest trees, throw two or three dams across the stream, making the fishing and boating facilities better, divide the entire property into drives and avenues and add many things that the stockholders may desire for their convenience.

The territory suitable for this purpose contains about 800 acres, more than half of which is in the valley. At present there are 325 acres in alfalfa, with 100 acres more ready to be seeded. As a club ground it offers superior advantages over anything in the state. The property instead of being an expense to the share holders will actually become a source of revenue. The income from the part not especially used for park purposes would more than pay the interest on the investment and the expense of the keep-up, and as time goes on, the property will become more and more valuable. In no distant day, a street car line could be run out from Hereford. The distance on a direct line from the corner of the original town section is four miles. A public road has been ordered opened on that line, it is only four and one-quarter miles. At any rate, with a little population, Hereford would be in shape to furnish sufficient traffic for the line. During the summer months, the park would become the home of hundreds of resorters. A series of instructive

lyceum courses and shows could be inaugurated for the summer and soon Hereford would be the center of a largest summer gathering in the Southwest.

Christian Endeavor Program.

October 18, 1908, at the Presbyterian church.

Subject, "Systematic and Generous Givings."

Scripture lesson, I Cor. 16, 1-2, Mal. 3, 7-13.

Leader—Miss Roxie Witherspoon.

Piano Solo—Lora Guinn.

Giving to Foreign Missions,—Miss Enna Mercer.

Home Missions,—Miss Leila Gregg.

Scriptural manner of giving,—Meda Woodburn.

Five minute talk by Pastor.

Question box.

All parties owning property in Hereford, or land in Deaf Smith and Castro counties are requested to write Baskin Land Co., Hereford, Texas.

We have cash buyers. Give complete description and lowest cash price in first letter.

Senior Epworth League Program

For Sunday, October 18, 4 p. m.

Subject,—“The value and power of missionary information.”

Song,—“I Love to Tell the Story.”

Prayer,—A leaguer.

Song,—“A Little Bit of Love”

Scripture Reading, Acts 11, 15-21, —Essie Johnson.

Scripture Reading, Acts 15, 6-12, —Miss Beemer.

Song,—“Work for the Night is Coming.”

“The study of the Bible as a missionary book.”—Miss Griffith.

Scripture references,—Sam Brunk and Edgar Inmon.

Song,—“Throw out the Life Line.”

The study of the world's great mission fields.

Bible references,—Velma Patton and Annie Price.

The study of the biography of missions,—Rev. J. W. Story.

Song,—“The Morning Light is Breaking.”

Leader,—Mrs. W. P. Edwards.

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