

The Hereford Brand

Vol. 8

HEREFORD, TEXAS, October 9, 1908

No. 35

THIS store, packed full of good Furniture, Floor Coverings, Wall Paper, etc., is at your service. We invite you here to see, confidently believing we can supply your wants in a satisfactory way.

HEREFORD FURNITURE CO.

CONSTRUCTION COMPANY BUSY

First Train from Hereford to Adrain to Make Initial Trip February First.

Mr. W. A. Cullin vice-president and general manager of the Southwestern Engineering & Construction Company announced before a meeting of the board of directors Tuesday night that he expected to take a party of Hereford friends by special train over the C. H. & G. from Hereford to Adrain on February 1st. The grade is being pushed as rapidly as men and teams can move the dirt and, just as soon as the right-of-way has been closed up in the vicinity of Hereford, another grading outfit will be put on this end of the line. In fact, there is but little to do now in closing up this matter except some legal forms to be complied with, all of which are under way.

This done, the chief engineer will put a force at work cross sectioning the line from Hereford north to meet the work already completed from Adrain south, and then the graders will begin moving dirt.

After the grading has been finished, the laying of steel will begin. If the Rock Island people get out to Adrain by the time, the C. H. & G. is ready, the track-laying will begin from that place, but, if the extension of that line has not been completed, the first steel will be laid from Here-

ford north. The steel will not be laid by hand, but, instead by a modern track-laying machine, which is capable of placing five or six miles per day. This machine can do the work of a hundred men.

The construction company has proceeded without talking much. It has been the policy of the management to do little talking but a great deal of work. This has met the endorsement of the business interests of the city as they have seen that the company was able to prosecute the work to a successful end.

It must be remembered that when ten miles of steel have been laid that Hereford is to pay the Company \$15,000.00. Those who have subscribed to the fund made payable on such conditions should be ready to meet these conditions.

Successful Entertainment.

On last Friday evening a crowd of young people was seen to leave town some in autos and others in buggies, all seemed to be looking forward to a great time. After a drive of seven miles they reached the country home of Mr. and Mrs. H. G. Hayes where they had been invited to attend a party. From the welcome they received from the hostess in the reception hall all knew the evening was their's and the drive through the cold wind was not in vain. After the girls had adjusted their tangled looks sufficiently to appear in the parlor, all entered into a guessing contest and games of various kinds. After spending a time this way all were given a slip of paper containing different subjects such as, "Moon-

light, Shady Lane, etc." and were told to get partners for a five minute chat on these subjects. After a few moments all secured their partners and as the hostess sounded the call bell all began talking on their subjects. For the next hour all were kept busy changing partners and subjects. At the sound of the bell some forgetting their subject and others complaining that 5 minutes too short a time for discussing important subjects such as Moonlight, Shady Lane, etc.

Last but not least. The hostess assisted by Miss Gallagher passed to each of her guests a match tied with different colored ribbon and instructed them to find their "match." They were led to the dining room where delicious country cream, cake and coca-cola were served.

As the wee small hours drew near each guest departed for home feeling glad to be numbered among Mrs. Hayes' guests and hoping they would be given another opportunity to visit her.

Those present were: Misses Maud Smith, Edith Gallagher, Carrie Fox, Agnes Long, Charlette Fattrick, Willie Hammock, Nannie Jowell, Dixie Tolbert, Glennis Coulson and Ruth Ricketts; Messrs. Sydeborn, France, Clyde and Claud Ricketts, Patrick, Beach, Forrest and Otis Parks, Long, Elliston and Mr. and Mrs. Herbert Cocking.

A GUEST.

Lyceum Course.

The ladies of the town who have charge of the Lyceum Course are meeting with fine success in placing

their season tickets. The course is as good as will be found in many of the larger cities; in fact, the circuit includes many of the best cities in Texas and other states. The first number is being advertised for Thursday, October 15. This is the famous DeArmond Concert Company and those who hear that entertainment will get the full value of the season's ticket.

Hereford Apples.

Several orchardists have been showing some fine specimens of apples during the last few days, many of them being as fine as ever grew on "the old apple tree." It remained for T. E. Shirley, Hereford's optimist as well as orchardist, to bring to the Brand office one limb about two feet long that bore fourteen large sized apples. He also brought in a cluster of four apples of color and flavor. It is useless to remark that even an editor enjoyed such a treat but the friends were allowed to "look" at them for a day or two while they hung in the window of the office. Mr. Shirley will send an exhibit to the Dallas Fair.

(The "Ed" in his mouth-watering anticipation and glee forgot to mention that Mr. Shirley gave The Brand Force apples on this same day far superior to those fourteen, not to look at but to eat.—The Office Devil).

W. E. Marks Transportation agent for a big Pennsylvania road was in Hereford this week as a guest of A. D. Goodenough, president of the C. H. & G. This was Mr. Marks first visit to Texas and the Southwest.

HEREFORD AT THE DALLAS FAIR

Many Panhandle Towns to Have Exhibit at The Great Texas Fair.

Will Hereford have an exhibit at the Dallas Fair? Such a question should not be asked, but unless more interest is manifested in the exhibit, there will probably be no blue ribbons for Hereford this year. A space which will cost \$20 has been secured and promised. It will cost not less than \$100 additional to send the exhibit to Dallas and pay the expenses of a man to look after it. This money will have to be raised by somebody, and somebody is going to raise it. Tomorrow, let every one who wishes to contribute anything in the way of garden products, take what they have to A. H. Elliston's office, where they will be packed for shipment. Many have already brought in stuff but there is not near enough to make a good exhibit. The real estate men should take a part in this as they will be the first to reap the benefit. The farmers should also contribute something.

Sheriff Connell has put up the election notices in the different parts of the county. There are seven voting boxes in the county, two of them being in the city. This year the election will be held on Tuesday, November 8.

Make Aim for Our
Store

GET READY

Make Aim for Our
Store

You
Can't
Afford

to Overlook
our Prices

You CAN
AFFORD

to
look them over

If your aim in life is to economize and to have for your every day use dependable goods at the lowest possible price, we ask you, not for our sake, nor for the towns sake, nor for the sake of anything but your pocket book and your bank account, to make aim for our store and hit the center of economical buying.

Our Great Make-Room Sale

is still on and goods are being sold in quantities greater than ever before, and at prices that cannot be equalled. We have demonstrated our ability to compete. We are proving to you, by quoting prices and showing the identical goods, that we can compete with any house in the state. Our buying power is as great as that of any concern whatsoever, thus we can make it to your interest to buy goods from us. If you are in need of reliable goods at the lowest possible prices, our store will command your attention.

Our
Great
Offer

Two car loads
of selected sam-
ples Furniture
at big savings.

A wonderful
opportunity for
careful buyers

Wholesale and Retail
Furniture Dealer

E. B. BLACK

O. E. THOMAS
Embalmer and Funeral Director

DIRECTORS OF C. H. & G. MEET

Business Transacted—Contract with
Construction Company
Completed.

At the call of the president, A. D. Goodenough, the directors of the Colorado, Hereford & Gulf Railroad Company met in the office of Attorneys Knight & Slaton, this city, yesterday afternoon at 3 o'clock and business of importance to Hereford and the new railroad transacted.

The first business was the completion of the organization, this resulted as follows: W. M. Knight, secretary; C. W. Dodson, Treasurer; A. D. Goodenough, T. E. Shirley and Geo. W. Irwin, Jr., executive committee. The charter names T. E. Shirley, G. A. F. Parker, W. B. Beach, J. D. Thompson, J. P. Slaton, Geo. W. Irwin, Jr., C. W. Dodson and C. F. Kerr as directors of the company, with A. D. Goodenough as president and ex-officio member of the board of directors.

The all-important business was the completion of a contract between the Southwestern Engineering & Construction Co. and the C. H. & G. Ry. Co. This contract recognized the provisions made in the contract between the Hereford Commercial Club and W. A. Callen. This contract calls for the construction of a line of railroad through Hereford and intersecting certain counties north and south of Deaf Smith, the charter provisions being followed.

The Board of Directors were pleased with the progress made by the construction company and the early completion of the line from Hereford to Adrian.

Minstrel Members Hurt.

While the special car of the Mahara's Minstrels was on the siding Wednesday afternoon a string of box cars was bumped against the coach and the occupants given a heavy jolt, resulting in injuries to three members of the company. One colored gentleman suffered a fracture of the knee and the other two received slight bruises.

The minstrel was "pulled off" on schedule time to a full house. The company had come in one day earlier than advertised but a street parade brought out the play-goers. The second night also gave them a big house. The Mahara's made a big hit.

If its town property you want, improved or unimproved, we have it. Come in and see our list.

It Murchison & Jones.

T. J. McAter.

Died, on Tuesday, October 6th, 1908, at 9:30 a. m., T. J. McAter, Age 52 years, 5 months and 11 days. Funeral services were conducted from the Baptist Church at 2:00 o'clock Wednesday afternoon, Rev. O. W. Dean officiating.

Mr. McAter had been making his home for the past several months with his daughter, Mrs. Will Womble. He had been in bad health for a long time and though the end was not unexpected, yet it was a shock to his family.

The remains were laid to rest by the Woodmen of the World.

The man who has been selling 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

THE NEW CITY

Model Town to Be Built on the
Plains of Texas.

It is not often that men would go into a new country and lay out a town of such large proportions as the new city of the plains, Adrian. Located on the highest point of the Staked Plains of Texas, the altitude being 4,000 feet, Adrian is to become a model city for all the Southwest. As platted, it contains four sections of land or nearly 3,000 acres lying in a perfect square. It is the junction of the Rock Island railroad and the Colorado, Hereford & Gulf, the latter road being constructed by the Southwestern Engineering & Construction Company of Newark, N. J. It is expected that both roads will be operating their trains into Adrian by February 1st, 1909. The Rock Island is now running trains within twenty miles of the new city and a force of men are resurfacing the road bed, preparatory to laying steel. Under the contract with the state, this road must build at least 40 miles of new road by that date.

As to the town itself. Other towns of the Plains have simply grown up without the expectation of anybody and without making any definite plans for the future; but with Adrian it is quite different. The streets have all been laid off at perfect right angles over the entire four sections. All of these are of sufficient width to accommodate the traffic of a city of 100,000 people. The townsite company have plans drawn for a water-works system capable of furnishing fire protection and home consumption for 20,000 people. This system will be one of the first things built. The water supply will come from wells on one of the sections, and the water is as fine as can be found any-

where. The company is also planning an electric light system and a sewer system. Both of these public utilities will be put into operation as soon as the demand requires.

The new 50 room hotel has already been planned. The Brand reporter was shown the plans of this modern hostelry Wednesday afternoon, when in the office of the company.

The reputation of the new city has advanced beyond the borders of the community. Letters come to Hereford addressed to parties at Adrian, but being no postoffice there as yet such mail is delivered from this point. These letters bring inquiries as to the location and prices of property in the town. A large number of blocks and lots have been sold and the demand is rapidly increasing. Several Hereford people have made purchases of Adrian property. Being located some 45 miles west of Amarillo and 36 miles north west of Hereford, Adrian has a most admirable advantage for a new town. It is predicted that Adrian will be known as the model city of the Plains.

Buy your winter suit now. Our stock is large and you had just as well have choice. Price \$10 to \$30. G. A. Stambaugh. It

Peculiar Vegetable.

A. P. Murchison brought to The Brand office this morning a peculiar vegetable. Mr. Murchison says he planted some cucumbers in his garden. Later on he put a few horned frogs in to eat the insects. To his astonishment when he went out to gather the cucumbers he found that they had assumed the shape of the frogs and had as many horns. He says that the resulting "pickle" is a cross between a cucumber and a horned frog.

Subscribe for The Brand—\$1.00.

All members of W. O. W. will please be in attendance at meeting Saturday night, October 10. There is business of importance that needs your attention. Come everybody, whether you are a member here or not. C. L. Sullivan, Sec.



Your Check Book is a Check

on unnecessary spending. Many a man spends many a dollar for things he wouldn't buy if he had to draw a check to pay for them. Make all your payments by a check on The First State Bank. You'll find yourself acquiring a balance that will make you regret not having opened an account before. You don't spend before you think when you pay by check. You think before you spend. You know what that often means.

FIRST STATE BANK

OF HEREFORD

W. B. BRACH, President
H. B. WEBB, Vice-President
OTHO H. VARDAMAN, Cashier
J. THOS. WEBB, Assistant Cashier

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



Local and Personal

Hereford Furniture Co. has it for less. 32-tf

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

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

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

Attorney S. J. Dodson was down the Pecos Valley Wednesday on business.

Sam H. Morris who is now making his quarters in Amarillo was in the city Monday.

J. P. Burch of the North Draw was in Hereford last Saturday in his auto on business.

Leonard A. Schmidt of Portales, N. M., was in the city Tuesday and Wednesday on business.

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

Nobbiest line of ties to be found has just been opened at Hubbard & Barnett's. 1t

We are very busy selling, but your property will be next. List it with us. Murchison & Jones. 1t

Miss Padgitt will be pleased to see her friends at Fox's for dress-making. 1t

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

J. W. Norwell, National Bank Examiner for this district, was a visitor in the city Tuesday and Wednesday.

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

Ellis Morris, who was raised in this county but has been in Montana for three years has returned to Hereford.

Bob Denny who lives some eight miles in the country spent the night with his friend, Will Garland, recently.

Harvey Oatman of Clovis was here this week visiting his wife who has a position with the J. A. Fox & Company.

Mrs. Henry Kerr left Wednesday for her home at Granbery, after a six weeks visit with her sister Mrs. T. A. Cox.

Mrs. L. W. Vaughn and daughter Miss Mildred, and grand daughter went up to Amarillo Tuesday to spend a day or two with friends.

We can sell you anything from a town lot to half of a county. Tell us what you want. Murchison & Jones. 1t

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

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

Quarter sections at almost your own terms, if you are a farmer and expect to move on the land. Murchison & Jones. 1t

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

Hon. J. C. North returned Monday from an extensive trip through Central and South Texas, visiting Cuero, San Antonio, Waco and other important cities.

Ladies—If you haven't seen our beautiful line of wraps, you should do so at once, we are selling to most all the particular ladies in town. Hubbard & Barnett. 1t

A phone message to Hon. Geo. W. Barcus from his brother at Plainview, announces the arrival of a first boy and child last Sunday in the home of Rev. and Mrs. Thos. Barcus.

We now have our third cutting of alfalfa in barn in town and it could not be better. If you need hay for winter, better speak now before prices advance. Irwin, Gough & Collins. 34-tf

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

Within two years you will be telling how cheap you could have bought that piece of property in 1908. Better buy it from us now. Murchison & Jones. 1t

E. B. Black left Tuesday afternoon for points down in Texas, his place of destination being unknown, but likely he will go to Cleburne, where Mrs. Black is spending a few days visiting old acquaintances.

Gentlemen—Buy yourself a Hart, Schaffner & Marx suit, a pair of Hanan shoes and you are fixed for a time at least. Hubbard & Barnett's is the place to get all of your Toggles. 1t

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-tf

Bear skin coats for babies, Misses and young ladies are in the lead this season. We have a full line in all the best colors, sizes 2 years to 16 years. Our line of high grade Jerseys and broad cloths are not to be duplicated in the town, come in and take a look at our entire line of cloaks and wraps. If you are in the market for one or more, we will surely have what you want. Hubbard & Barnett. 1t

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

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

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

To Buyers of all Kinds of Building Material

There are many little advantages to be obtained by dealing with us. The close association we have with the demands and needs of our customers has made our relations mutually pleasant. Those who have patronized us have found it greatly to their advantage. Give us your bill

Alfalfa Lumber Company
C. M. Miller - Local Manager

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.

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
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act of Congress of March 3, 1879.

Subscription Price \$1.00 Per Year,
Strictly in Advance

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

COMPETITION vs. COOPERATION

There is an old saying that "Competition is the life of trade." This has been used for many years and has passed as coming from the lips of the wise. To have questioned its truthfulness would have been next to the declaration of anarchy. The public has endorsed its meaning; the tradesmen have attempted to use it but without effectiveness. Like the old adage, "Honesty is the best policy,"—it sounds well but the sound is the greater part of it. It must not be understood that The Brand does not consider honesty a valuable asset, but when men are honest simply from policy, it mounts up but little higher than the fear of a thief who does not steal because he sees prison bars before his face. This adage, "Competition is the life of trade," has been thread bear so long that the hinder parts of the fleshless ghost within stands exposed to the public gaze. He shivers in the winters chill while his friends warm their bones in the substance that should have given him flesh.

Competition is like medicine, a little of it may stimulate business circulation, but the addition of another grain would become a deadly poison. The patient would soon fall into the agonies of death. What merchant has not seen his fellows go down in bankruptcy on account of merciless competition. Why has the State and the Nation seen proper to legislate against those concerns that even attempt to restrain trade. The government knows that the first indication of the formation of a "trust for the restraint of trade," is seen in the competition that offers to the smaller concerns. Not satisfied with the income of a legitimate trade, the large concerns, first destroy the force of the smaller tradesmen by "competition," then after this has been accomplished, the prices are restored and enough more to receive an unjust profit. This is the ultimate end of all competition and "trusts," are acting on the principle of the old adage, "Competition is the life of trade," but its meaning to them is, "Competition is the death of the small dealer."

Over against the thought of competition is another principle more in keeping with the brotherhood of mankind. It is Co-operation. In business as well as in civic life, the principle of co-operation when properly applied will bring success.

In early days, when man was still groping in savagery, each individual pitched his tent or found his cave where nature seemed most inviting and where protection from wild beasts could best be secured. Further along the way, the heads of different tribes united their efforts and erected walls around their cities. When the first step was taken to ask the aid of a neighboring tribe in building a wall for the protection against an enemy, the principle of co-operation brought its first fruits. In modern times, the co-operation of the people is needed in building their great cities. Education, sanitation, civic improve-

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.

ment, government, all emanate from the principal of co-operation. So in business, instead of competition and death, there should be co-operation and continued prosperity.

The business men of every town, large or small, should work together for the public as well as for their private welfare. The failure of one merchant or business concern is often sufficient to bring on a panic, the extent of which depends largely upon its business connections. In Hereford, there should be such unanimity of purpose that one merchant would assist his fellows in making a legitimate trade. This would necessitate the greatest regard for truth, even in the smallest matters, but such a condition would bring untold rewards to every legitimate business in the town. As a trade center, Hereford has just now crossed the line. The co-operation of the business interests of the city, will bring the greatest and quickest results. A fair and reasonable profit to the tradesman, a just compensation to the laborer and artisan and a good and sure market for the farmer, will make Hereford a city of no mean proportions and that not many years hence.

Notice.

Hereford, Texas, August 26, 1908.
To the Public:

I am now winding up the estate of J. A. Johnson, deceased, and will ask that all who are indebted to the estate will call and pay what they owe, as we are closing up the business to the 20th of August.

The business will continue under the same name and at the same place but under new management. We much appreciate past patronage and ask for a continuance of the same. Anticipating prompt payments of all amounts due this estate and thanking you in advance for same, I beg to remain
Yours very truly,
EDGAR A. JOHNSON,
Exr. estate of J. A. Johnson, deceased.

Breakfast Steaks.

The new meat market of Arthur & Dobbins, which is still on wheels because they cannot secure a building, will deliver breakfast steaks, if you will phone 173 the evening before and leave your coupon book on the kitchen table. A nice juicy steak will be placed there while you sleep.
34-2t

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

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

B. Y. P. U. Program.

Subject, "Journey across the sea."
Scripture, Mark 4, 35-41.
Leader,—Maud Dean.
Song.
Prayer—Clyde Wilson.
Christ stilling the Tempest,—John Gilliland.
The healing of the Gerasene Demoniacs,—Annie Laura Sasser.
Song.
Idols regarded as demons,—Ethel Fuqua.
Song.
Collection.
Prayer,—Essie Smith.

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

Don't Burn Up Your Home!

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

WE UNDERSTAND OUR
BUSINESS

Copes & Palmer



REGISTERED HEREFORDS

All ages of Fine Bulls
for sale at reasonable
prices.

COME AND SEE THE CATTLE

J. D. BURKETT

Chalmers-Detroit "30"

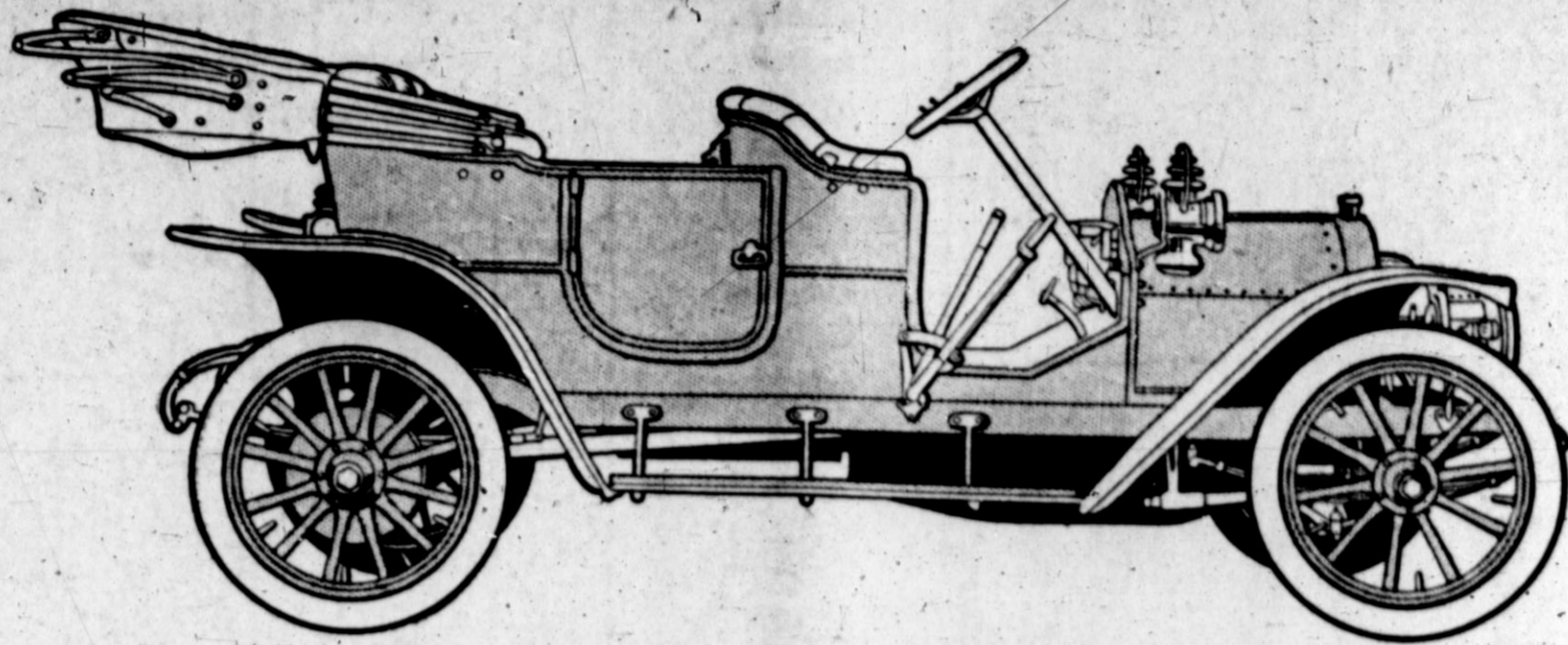
1909 Models Ready Touring Cars, Tourabouts, Roadsters

"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 upholstering 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 \$1,500

Thompson & Daniel



Local and Personal

J. D. Burkett was in Amarillo yesterday.

Claude Estes of Dimmitt was in the city Wednesday.

Mrs. H. C. Myrick is visiting relatives in Hill county.

B. S. Arnold returned yesterday afternoon from Kansas City.

Miss Ada Hughes left Wednesday for a visit in Navarro county.

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

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

Dr. and Mrs. Bisco are now at home to their friends on Illinois street.

Hon. W. F. Schenk of Meridian, Texas, a friend of W. M. Knight, is in the city.

Robert Elliott returned from Waco Wednesday, where he had been to visit his family.

Mrs. H. E. Cathey of Dallas is in the city for a visit with her daughter, Mrs. D. W. Hawkins.

Frank Wilson who has been taking a vacation on account of his health has returned to Hereford.

A. E. Botsford and his two sons from near Summerfield were callers at The Brand office yesterday.

J. B. Jesse, Clifton Jesse, Geo. W. Howard and Homer Wigham all of Mo., were in Hereford this week.

Ladies—Call and see my new style book and patterns for tailored suits. Paul Barnett. 34-2t

The educational column does not appear this week on account of pressing duties of the correspondent.

Miss Dona Padgitt, dressmaker, is now at J. A. Fox's Dry Goods store. 1t

J. L. Green, son of W. B. Green, left yesterday for Stillwater, Okla., to enter the A. & M. College of that state.

Mrs. J. J. T. Bassett of Amarillo, passed thru Hereford on her return from Dimmitt where she had been visiting.

Misses Turrentine and Collins have been detained from their places in the public school on account of slight illness.

H. C. Myrick was called by wire yesterday morning to Hill county on account of the death of a niece of Mrs. Myrick.

Mr. and Mrs. J. P. Collier of Roswell came in yesterday afternoon and will visit friends in the city for a few days.

List your property with us. We will collect the commission with neatness and dispatch. Murchison & Jones. 1t

Just in the swellest assortment of woollens for LADIES and MEN'S tailored suits ever shown in the city, at Paul Barnett's. 34-2

We are Real Estate Merchants and we have just what you want. No trouble to show goods. Come and see us. Murchison & Jones. 1t

Something Swell—My new styles and-patterns for LADIES TAILORED SUITS, call and see them. Paul Barnett. 34-2t

T. B. Ridgeway of Missouri is in Hereford this week. He acted as deacon for the Santa Fe while coming down by taking up a hat collector for a singing preacher.

E. C. Moore, representing the Texas Farm and Ranch, was in Hereford this week taking subscriptions to that paper and will give a write-up of the country.

Leather leggings, a fur cap and a good all wool Coat Sweater sounds mighty warm these cold mornings. You'll find them in all sizes at Hubbard & Barnett's. 1t

The immigration companies have just-landed the largest excursion of homeseekers this year. Twelve autos lined up on main street to carry out the party of J. P. Snyder and others.

Attorney M. J. Quigley has returned from the bedside of his wife in Newark, N. J. Mrs. Quigley was improving when he left and is expected to be entirely restored to health.

B. H. Smith and D. F. Ashbrook have formed a partnership and will engage in the insurance business, writing all kinds of insurance. The style of the firm will be Smith & Ashbrook.

V. Ehrhardt of Emington, Illinois, who owns the Jno. E. Ferguson section 2 miles from Hereford, came in on the excursion yesterday and while here will make some improvements on his holdings.

The ladies of the Christian Church will give a reception next Wednesday evening from 8:00 to 10:00 o'clock to the members and friends of the church. The reception will be held at the church.

Joe Killough of Amarillo, but who lived at Hereford during its first days, is now with the John A. Johnson grocery, where he will be pleased to see his old-time friends. He is located permanently in the city.

Dont forget our prediction—15,000 population for Hereford in five years—better cut this item out and put it away, and see how much over this estimate the figures will go. Murchison & Jones. 1t

We now have our third cutting of alfalfa in barn in town and it could not be better. If you need hay for winter, better speak now before prices advance. Irwin, Gough & Collins. 34-tf

You old timer! have you ever figured how many dollars you've lost, by not buying two years ago? Better get busy, prices will steadily increase. Murchison & Jones. 1t

Geo. Petsinger and son of Libertyville, Iowa, friends whom Mr. and Mrs. Kibbe made while in California were here last week on a visit and are so well pleased with the country that they will likely move to the Plains.

Mr. and Mrs. R. A. Tynes left yesterday for Mart, Texas, where Mr. Tynes has a position. He held the position of prescription druggist at El Merito Pharmacy for a number of months in which place he gave fine satisfaction.

Our line of ladies' skirts have just arrived and there are some beauties among the lot too. Styles bound to be correct as they were bought direct from the east where extreme styles always prevail. Hubbard & Barnett. 1t

Ten miles N. E. of Hereford, and in five miles of station, I have fine quarter with 100 acres in wheat, house, 58-ft. well, mill, tank, sheds, all fenced. School on adjoining land. Will sell at reasonable price. Address L. Baskin, Hereford, Texas. 33-tf

H. R. Morrow of Amarillo and W. A. Johnson, of Roswell, both stockholders in the Stroud-Gary Hardware Company, were here this week for a day or two. They are pleased with the business of the year and are delighted with the city improvements.

If you are not our shoe customer, you should be. Ask our hundreds of satisfied shoe customers and you will be convinced that our Guarantee Shoe Department is the place to buy shoes that wear. Try us for your next bill. Satisfaction guaranteed or the price paid refunded. Guarantee Shoe Department, Hubbard & Barnett, Props. 1t

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-tf

E. A. Hoover, of the celebrated Hoover family, was in the city this week in the interest of the Daily Oklahoman. He has placed the agency with the Boone News Stand, where those who want to read the Oklahoma paper can always find a copy at the usual price.

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

Ladies—We furnish the goods and the dressmaker; what else do you want, come and let us figure on that tailored suit. If satisfaction is what you want, you will get it here, both in material and workmanship, as well as our dressmaker guarantees absolutely to fit you satisfactorily. Hubbard & Barnett. 1t

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



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—IS'NT 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

THE MOST TERRIFIC BATTLE OF MODERN TIMES

WHO WILL BE THE NEXT PRESIDENT

is agitating the politicians at present. If you are interested, don't allow it to drive from your mind the fact that this tremendous unloading sale opens

Saturday, 10 October
Fifteen Days of Sunshine

We Don't Like to do it,

but the knife must be put to these goods, and store will be closed Thursday and Friday, October 8 and 9, in order to cut the heart out.

Open Saturday, Oct. 10 for the BIG SALE
We shall do our part if you want to save money.
IT IS UP TO YOU!

Will Commence Saturday, October 10, 1908

Begins Saturday, October 10, 1908

and Continue for 15 DAYS ONLY

Ends Saturday, October 24, 1908

THERE WILL BE A WHIRL WIND OF BARGAINS

All SALES

Must be **CASH**

Nothing Charged

ON account of a slow season, the entire stock will be turned loose at prices that would make Rome howl, and would-be competition hunt for shelter. It is an upheaval unprecedented. It is an earthquake in Hereford, but it is a merchandise quake. Right at the time when everybody is looking for big profits, we turn this store over to the people. The store is crowded with high grade merchandise we can't afford to hold. We need cash and are calling on the people to get it for us. If prices do the work we will get it by the barrel, for no such slaughter of goods was ever attempted by a merchant before. Everything in the store goes, nothing reserved. The battle will commence Saturday morning October 10, and wind up at midnight, October 24. Remember, this is no fire or bankrupt sale, nor is it a job lot of cheap goods shipped in to sell for a fancy price, but honest merchandise at honest prices.

All SALES

Must be **CASH**

Nothing Charged

Come in and see the First Day You Can't Afford to Miss it

LOOK, LISTEN, ACT

Just at the time you need Misses' and Children's Cloaks. We will put on sale 100 Cloaks and will sell every one in the lot cheaper than you can buy the materials. "We can fit you, the styles are right."

Ladies' and Children's Furs

Are to go at the actual cost of manufacture.
25 Ladies' Dress Skirts all to go at slaughter prices.

35c Values 19c
60c 49c
\$1.25 98c
Buy them at cost, you will need them soon.

Apron Gingham, Flannel, Etc.

8 1-2c Apron Gingham 6c
15c Outing Flannel 12c
12 1-2c Outing Flannel 10c
15c Bleached Muslin 12 1-2c
All Calicoes, now 5c

Mercerized Petticoats

In this line the price cutter is sharpened to the keenest edge.
\$1.25 Extra Values now 89c
3.00 Extra Values now \$1.60

Prices Annihilated

In Ladies' Misses' and Children's Hosiery and Underwear

15c Ladies' Misses' and Children's fast black Hose 7c
20c Ladies' Misses' and Children's fast black Hosiery pair 9c
28c Ladies' Misses' and Children's fine Lisle Hosiery 19c

CLOTHING

\$ 2.50 Youths' Suits \$ 1.90
4.00 3.15
6.00 4.45
10.00 Men's Suits 7.45
12.50 Men's Suits 10.00
20.00 Men's Suits 16.00
25.00 19.45

Overcoats

\$10.00 Overcoat \$ 7.59
\$12.50 and \$15.00 Overcoats 9.49
22.50 Overcoats 17.35

Men's Underwear

65c Shirts and Drawers 49c
\$2.50 and \$3.00 all wool and Camel hair \$1.95

Dress Shirts

\$1.25 Values 95c
1.50 Values \$1.19
\$1.00 Value 50c
2.00 \$1.50
2.50 1.95

Hats

\$3.25 Values \$2.45
4.00 3.45
5.00 4.20
5.50 4.45

Men's Corduroy Pants

We have 20 Trunks that we will clear out at Actual Cost. Come in and take a look. All Soft Cases go at cost.

NOT SOME THINGS

But every item in this store for less than others pay for the same goods

2 papers jet head Mourning Pins for 1c
Best Hair Pine 2 packages for 1c
5c card Safety Pins 4c
7c dozen Pearl Buttons, the dozen 15c
25c box Menmen's Talcum Powder 15c
10c Metal Black Hair Combs 7c

All Dress Goods and Silks at Mill Cost

50c Dress Goods now 35 and 39c
65c Dress Goods now 48c
75c Dress Goods now 58c
85c Dress Goods now 69c
\$2.00 Dress Goods now \$1.65

Novelties in Purses, Bags, Belts and New Collars

At the same great reductions. Read this ad through and follow the crowd to the fountain head of the biggest of all bargain givers events.

Lace Curtains Cut to the Quick

\$1.25 kind, 3 1-2 yards long 79c
1.50 kind, 3 1-2 yards long 98c
2.00 kind, 3 1-2 yards long \$1.30

Men's and Ladies' Handkerchiefs

Ladies' 8c Handkerchiefs now 4c
Ladies' 10c Handkerchiefs now 6c
Ladies' 15c Handkerchiefs now 8c
Men's red 10c Handkerchiefs now 7c
Men's white 10c Handkerchiefs now 6c

SHOES

For Men, Women and Children at less than Manufacturers cost

\$1.75 Ladies' Dongola Patent Tips, now \$1.29
2.50 and \$3.00 Fine Kid Shoes, now 2.15
1.50 White Canvas Slippers, now 98c
2.00 Men's Calf Shoes, now 1.65
5.00 Men's Fine Kid and Box Calf Shoes, now 4.35

\$1,000 Worth Fine Table Linens

Bought at sixty cents the dollar from Denny, Lane & Co., New York's largest importers of Table Linen. We are going to sell them as we bought them.

45c Table Damask bleached, now per yard 29c
75c Table Damask bleached, now per yard 48c
85c Table Damask bleached, now per yard 69c
\$1.00 all Linen Table Damask, now per yard 79c

Colored Table Linen, Red and Blue

35c Values for 25c

Extra! Extra!

10c Towels 7c
15c Towels now 8c
20c Towels now 12c

And to Make Matters Worse

So long as there is a yard of Calico in the house you can buy 10 yards for 10c
With the purchase of \$5.00 or over throughout the dry goods and clothing room. Remember we are with the common people, we always have been and expect to be, and if you want CALICO it is a certainty you will come to us.

Our Store will be Closed Two Full Days to Mark Stock Down. Store will be Closed Thursday and Friday, October 8th and 9th Look here! Forced to sacrifice is the cause of this price butchery. Start! Ready! Go! The great race to this Merchandise Massacre commences Oct. 10, at 9 o'clock a. m. Pages could not describe the hundreds of items not advertised. The entire colossal stock participates. No reserve, no limit, all go. Pandemonium will reign supreme. Your dollars will do double duty here. Mark the hour, turn in at the signs, they tell the story. FARE PAID TO PURCHASERS of \$10 and over in a radius of 10 miles. Fare paid to purchasers of \$15 and over in a radius of 15 miles. Now come! Don't delay! The cash must come. No matter how much loss to ourselves, the stock must go. NOTICE:—No goods sent on approval. Your money back on return of goods in good shape. No goods exchanged on Saturday.

COME IN

We want to meet

YOU

FACE to FACE

LOOK FOR THE BIG SIGN

D. R. GASS & SON

Mark the Hour

Mark it well. The Greatest Sale ever held in the state opens here at 9:00 o'clock a. m.

Saturday, 10 October

NOTICE---MERCHANTS From Country Towns wishing to buy a portion of this fine Stock at the same prices listed in this circular will be waited on between the hours of 8 and 9 o'clock every morning; goods packed and shipped next day

The Stein-Bloch

Smart Clothes



you saw advertised in last week's Saturday Evening Post are sold in this town by

Geo. Stambaugh

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

The Home Bakery

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

C. F. HACKER, Proprietor

The price is the thing Hereford Furniture Co. tf

Close in Property.

I have a 2-acre lot in 5 blocks of the public school that can be bought cheap if sold at once. Has south front. See me today for price. 34-2tE R. E. COOK.

Notice.

All parties knowing themselves indebted to the Hereford Telephone Company will kindly settle at once or we will be compelled to discontinue your service. 34-2t

Moved.

We have moved to the rear of the First State Bank where we will be pleased to meet all old friends, and new ones, when any kind of work is wanted. 34-2t C. G. WITHERSPOON & SON.

Lumber, Lumber, Lumber-to trade for land, J. A. Fox. 33-tf

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-tf

It's going to get cold. Better buy your bed blanket. Our stock is large. G. A. Stambaugh.

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.

Lumber to trade for cattle, horses, land or city property. J. A. Fox. 33-tf



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

Hereford Society

Mrs. A. Gibson left Sunday morning for a trip to Albuquerque N. M.

Miss Fannie Turrentine spent Saturday and Sunday with parents at Amarillo.

Miss Roxie Witherspoon left Friday for Amarillo to visit relatives and friends.

Mesdames J. P. Slaton, J. F. Barker, J. P. Snyder and Miss McGaer went to Amarillo Friday.

Miss Kate Hendricks left Saturday for an extended visit to friends at Marshal Texas and Kansas City.

Mesdames Mercer and Canterbury left Sunday for Fort Worth where the latter will visit her mother.

Misses Shirley and Ratten and Mr. Haile were the guests Saturday and Sunday of Mrs. Lee Bivins of Amarillo.

Mr. and Mrs. N. J. Matthews entertained at dinner Sunday. Mr. G. W. Irwin, wife and family and Mrs. B. S. Arnold.

Mr. and Mrs. W. R. Evants of the country were guests of friends and relatives in Hereford Wednesday and Thursday.

Mrs. Estella Tucker left Friday for Amarillo where she is the guest of friends. From Amarillo she will go to Ft. Worth for a six weeks visit.

Misses Collins and Warren and Mrs. B. S. Arnold went to Amarillo Saturday afternoon and returned Sunday morning. They attended the Fair while there.

Cardwell-Bourn.

At the home of the bride's parents in northeast Hereford, Miss Essie Bourn and Mr. Emmett Cardwell were quietly married Sunday morning October 4th, at ten o'clock.

Mrs. A. L. Gibson being the only person outside the immediate family who witnessed the ceremony which Rev. Baker of the Presbyterian church performed, the marriage was no doubt a surprise to the friends of the contracting parties as the secret was very carefully kept until after the ceremony. Mr. and Mrs. Cardwell left on the 10:20 west bound train Sunday morning for a trip to points in New and Old Mexico, and El Paso Texas. They were accompanied by a shower of good wishes from a host of friends who wish them great joy and prosperity in their new relationship.

The ladies of the Monday Afternoon Club met with Mrs. A. C. Elliott as hostess, Monday October 5th, 1908. The program in Roman Art was carried out as follows:

Roll Call; Minute talks on Italian Artists; using Perry pictures.

Roman Art; Elements and Type, Mrs. C. S. Garrison.

Piano: Miss Haile accompanied by Miss Ratten with Violin.

Reading; Evening Hymn of the Hours—Blume, Mrs. Jarrott.

Talks; Illustrated with Perry pictures. The Eternal City;

The Republic,—Mrs. Irwin. Imperial Rome,—Mrs. Lipscomb.

Papal Rome,—Mrs. Elliott.

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

Ranch for Sale.

Five-section ranch within 5 miles of Dimmitt for sale. Purchaser can get terms to suit him. The land as well as the price is alright. \$4.00 per acre will start the deal. Write Robert Elliott, Hereford, Texas. 4-2t

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

CLASSIFIED ADVERTISEMENTS

LOST AND FOUND

LOST—A red Navajo saddle blanket last Monday. Return to ice house and get reward. 33-3t

LOST—Fraternal Brotherhood pin, (FB), black enameled. Return to Brand office. 1t

MISCELLANEOUS WANTS

WANTED—To rent a piano for few months. See Mrs. Frank Williams. 1tp

WANTED—To rent a two or three room house in edge of town with an acre or more of cultivated ground. Walter Nelson. 34-2t

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

REAL ESTATE FOR SALE

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

FOR SALE—Several acreage tracts in Evants addition. Murchison & Jones. 1t

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

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

FOR SALE—4 acres in South Hereford, close in, good 3-room house, well, windmill, barn and out-houses. All under fence and in cultivation. Murchison & Jones. 1t

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-tf

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

FOR QUICK SALE—2 raw quarter sections near town. Shallow water, price right, 1-3 cash, balance 10 years, 7 per cent. Also 75 acre feed crop, close in. House and pasture free until January 1st. Farm may be for rent next year. O. K. Land Company. 29-tf

FOR RENT—HOUSES

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

LIVE STOCK FOR SALE

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

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

HOGS FOR SALE—Bred sows, sows with pigs, shoats or any thing in the hog line. Fred Millard, one mile N. E. of College. 33-3t

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

FOR SALE—One Gray Percheon Norman Stallion, weight 1700 pounds. Will sell on good terms or trade for other stock. Address Sunset Stock Farm, Friona, Texas. 33-3tp

MISCELLANEOUS

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

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, Abstracters. 27tf

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

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. tf

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-tf

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

GOOD SADDLERS GENTLE DRIVERS

Special Conveniences for Drummers

HEREFORD TEXAS

The Patronage of the General Public is Cordially Solicited.

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

Financial Statement.

The following statement shows the receipts and disbursements of funds for the Hereford Fair and Anniversary. A few bills are still outstanding.

Total receipts from all sources, \$753.10.

Hereford Concert Band	\$100.00
L. P. Landrum, work	2.80
Premium Ribbons	5.10
P. S. Fulton, carpenter work	14.00
Advertising	14.00
J. M. Witt, collecting	5.00
Hauling lumber	5.70
Hereford Lumber Co	54.20
Alfalfa Lumber Co	16.95
S. M. Smith, drayage	3.25
J. M. Boone, labor	6.20
C. E. Edwards, nightwatch	5.00
W. C. Moore, labor and hauling	4.25
John A. Johnson	23.20
Cardwell Brothers	10.25
Hubbard Grocery Co	4.00
Bakery	18.80
J. M. Hubbard, barbecue work	18.00
Wood	1.60
G. W. Castles, barbecue work	18.00
Ben Bradley, barbecue work	20.00
W. T. Smith, drayage	6.00
Cloyd & Wilson, meats	191.10
Geo. Dent, drayage	.45
Oscar Vaughn, bread	9.65
H. R. Duff, mutton	38.50
D. W. Crawford, making coffee	6.55
A. E. Winterrowd, hauling	11.50
I. N. Brown, hauling	2.50
J. W. Burckhalter, cleaning grounds	1.00
Palmer Lumber Co	15.05
Bradley & Lemmons, drayage	.75

Intermediate Endeavor.

Bible lesson, Rom. 12, 1-2.
Song.
Prayer.
Mission study,—Inez Ricketts.
Duet,—Hazel Wilson and Reba Groves.
Lesson story,—Lucy Cassels.
Song.
Sentence prayer.
References:
Prov. 14, 34,—Edna Kellow.
Acts 17, 24-27,—Roy Feemster.
Psalms 144, 12-15,—Grace Elliston.
Matt. 28, 18-20,—Mark Weems.
Dan. 7, 13-14,—Mae Gough.
Song.
Mizpah.

Oyster Supper.

An oyster supper will be given at the residence of Mr. and Mrs. H. G. Hayes, Friday night, October 16, for the benefit of the Wycbe Sunday School. The proceeds of the supper will be used to purchase an organ for the school. Everybody invited. The young ladies will not forget that this is leap year, so bring your beaux along.

Harvest is On.

The biggest yield of feed crops far a number of years past is now being harvested. Many farmers have finished the harvest of kaffir and maize. Some are claiming as high as 50 and 60 bushels of seed besides the forage, which is always sufficient to pay for the expense of harvesting and even more. The heads of maize and kaffir are large and well matured. The millet crops of the country are extra fine. Farmers in Castro seem to have the best of this crop. Several have reported that the millet in the field stood shoulder high and that the yield has been enormous. The weather during the harvest has been good.

Christian Endeavor Program.

For Sunday afternoon, Oct. 11, at the Presbyterian church.

Topic, "Learning to do by doing."
Scripture lesson, Rom. 12, 1-12.
Leader—C. D. Wright.

Repeating the scripture lesson by eleven of the members.

The value of cooperation in Christian work, Rom. 12, 5.—Lester Fretz.

Talks on the lookout and social committee subdivided as follows:

1. The purpose of the committee.
2. The work of the committee.
3. How the committee helps the society.
4. How the committee will help the church in later years.

G. M. Suggs on the social committee, and Miss Ingalls Gyles on the lookout committee.

General discussion.
Question box on Endeavor work.

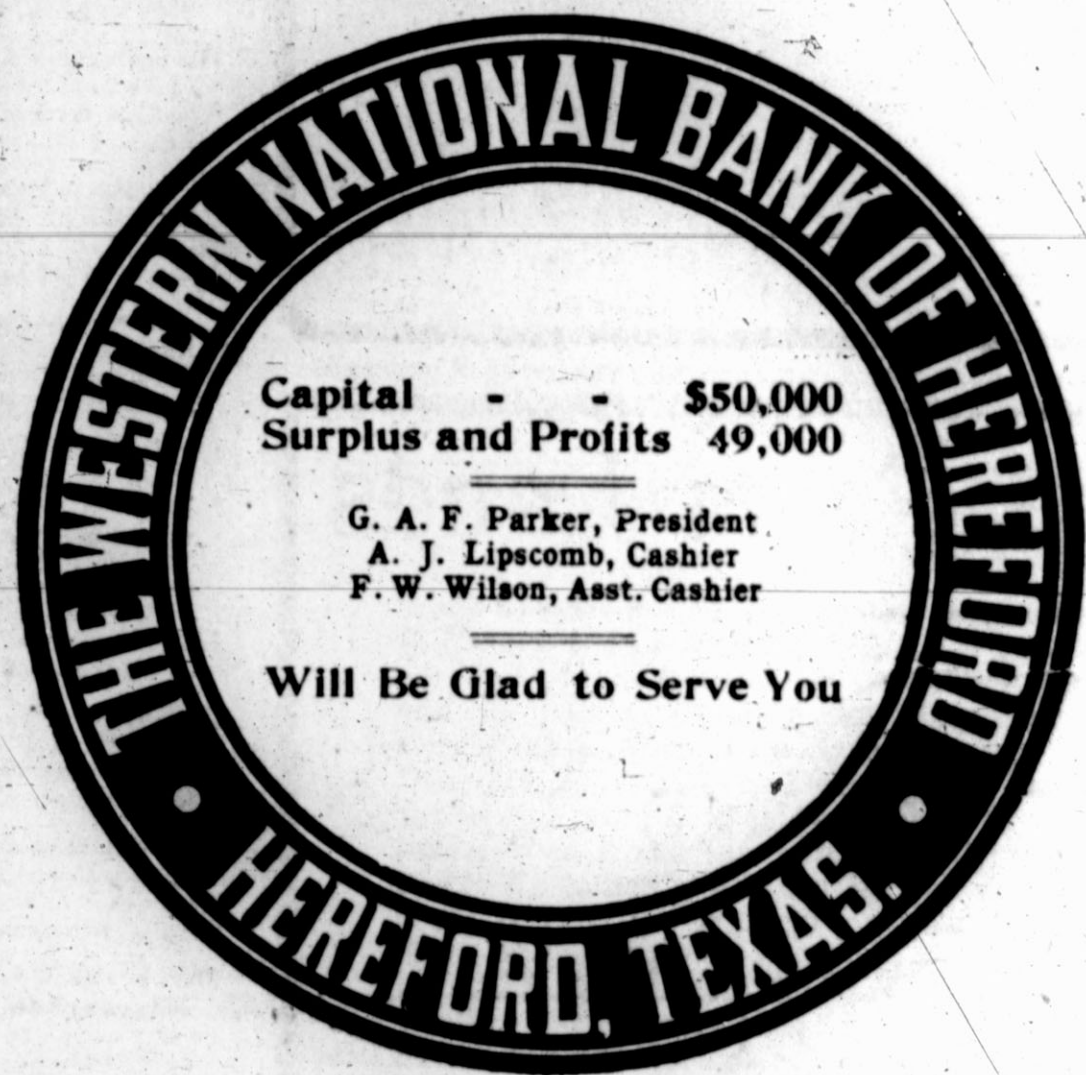
J. J. C. Rockhold Leaves.

J. J. C. Rockhold left Wednesday for his old home at Lineville, Iowa, having sold all of his interest in the Panhandle. Mr. Rockhold says he came here three years ago for the purpose of making some investments and after due consideration of the advantages he placed a small sum in some land, and that he is not leaving because of any lack of good things in the country; "in fact," said Mr. Rockhold, "I think the Plains of Texas the best country west of the Mississippi and, if I wanted to make my home in the Southwest, I would not hesitate in selecting the Hereford country. I like the country and have made good on my investments."

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

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



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.

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

The Meloncolic Days

(Owed to a watermelon and paid in full by our Poet Lariat.)

The meloncolic days have come,
The saddest of the year;
The doctor and the drug store man
Now grin from ear to ear.

The undertaker's losing sleep
The death list's on the climb,
And the sexton in the church yard
Is working double time.

The air is filled with shrieks of pain
We either groan or grieve,
But the worst was out at Cocking's
Where we met last Sunday eve.

There was cake, cream and lemonade
I scarce can keep from yellin',
But the most effective of the lot
Was the deadly watermelon.

Brother Bridges at the ice cream feast
Soon carried off the prize,
'Twas remarked when he had finished
"He is sure a Bridge of size."

(Reader, please don't shoot the poet,
It's the best that he can do;
Using both poetic license
And local option too.)

Buchanan, Hays and Ribble sang
And made sounds that rasped our ears,
Like the haunting shrieks of melodies
They'd murdered in past years.

Long made his name appropriate
Twist last and foremost course,
And Richards called in paraphrase:
"My kingdom, for a hearse."

The eclipse was viewed with wonder
In which the ladies jined,
'Twas the faces of Sidebottom and Olson
Behind moons of melon rind.

Each guest enjoyed the evening
But I'll bet a ten spot hot,
That 'twill be remembered longest
By your Poet Lariat.

There's the head of "morning after"
And dark brown tastes which follow,
An evening spent with Bacchus
But the melon "beats them hollow."

The dreams that come in melon time
When you're knotted up with pain,
Make the maniac's deadly brain storm
Seem a balmy summer rain.

Napoleon and his legions came
And camped upon my chest,
And jabbed me with their bayonets
In the region of my vest.

Old Titus beat my temples
With a ten ton battering ram,
And Carson marched his soldiers
Up and down my diaphragm.

I was torn apart with horses,
Swallowed fire and molten lead;
I was boiled and fried and roasted
As I lay there on my bed.

There's a deadly twelve-inch rifle
That can throw a ton of steel
Twenty miles and hit the target—
There's the dread banana peel.

There is dynamite and powder,
Famine, pestilence and bame;
There is war and flood and cyclone,
But all these are very tame.

Grim death resting on his sickle
When the melon season's done,
Calls around him his assistants
And they answer one by one.

There's the doctor and the soldier,
There's the fool that rocks the boat;
There's "I didn't know 'twas loaded,
Each one clamoring for the vote.

And death looking o'er his hepers
As they gather at his call,
Says, "You've done your duty nobly
But the melon's king of all."

Letter to Mr. Sam Worley, Hereford, Texas.

Dear Sir: Let's have a little private talk by ourselves on business; nobody else, please, read.

You want to know how to do a cheap job of painting and have it look good. Here it is: The cheapest thing there is in the way of a good-looking job—say nothing about its being good—is Devoe; the regular thing in devoe.

The reason is: Devoe goes further than anything else. Lead-and-oil is good-looking; don't go so far and costs more. The other paints are more or less short in one way or another; don't go so far and costs more than Devoe.

Devoe costs least of all; you don't mind its lasting longer do you? We can't help it; a paint that goes further and lasts longer; we can't help it.

Yours truly,
F. W. DEVOE & Co.
New York, Chicago and Kansas City.
P. S. Alfalfa Lumber Co. sells our paint.

Double Page Ad.

If folks are looking for some real bargains, they will be found in that big double page ad of D. R. Gass & Son. This sale is being conducted by Mr. Riggs, who has a reputation of doing things on a large scale. He does not make much noise, but the people do that for him in their efforts to carry off the goods after they have bought them. The Sale will continue for fifteen days.

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

Engraving and Special Manufacturing

W. H. RAY

Fine Watch Work and Jewelry 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 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

NR TO-NIGHT NR

If you are feeling out-of-sorts, take an NR Tablet, and you will feel better in the morning. They will make you feel just right. "NATURE'S REMEDY" strengthens the Stomach, Liver, Kidneys and purifies the Blood, does its work thoroughly and pleasantly, yet it never gripes, weakens or sickens—invariably making the user feel stronger and better.

Better Than Pills For Liver Ills.

Take NR Tablets for Indigestion, Sick Headache, Loss of Appetite, Sallow Complexion, Liver Complaints, Skin Diseases, Pimples and Eruptions, Chills, Malaria, Biliousness, Rheumatism, Torpid Liver or Inactive Kidneys and all troubles arising from the digestive organs.

Get a **25c.** *Nature's Remedy* **One** **Tablet** **Box.** **NR TABLETS NR** **GIVES RELIEF.**

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

ELECTRIC LIGHTS FOR THE CITY

Juice Turned on for First Time
Wednesday Night to the De-light of Citizens.

After a most careful construction of a first-class plant, manis and laterals, the Hereford Electric Light & Power Company made a trial run Wednesday evening when the "juice" was first turned on. A short run developed a "hot box" or two. The next day, yesterday, the fires were again started and a long trial run was made to train up the machinery. The big steam-boat whistle with its resonant sounds announced their readiness.

The company has constructed for Hereford the best plant in the Panhandle. It has a capacity for a city four or five times the present population of Hereford. Every detail of the work has been attended to personally by Mr. Meadows, the manager, who has seen that nothing but first-class work and material has been put into the plant.

Many of the business houses and residences have been wired and meters are being put in. Extensions will be made as rapidly as linemen can put up the work.

Senior Epworth League Program.

For Sunday, Oct. 11, 4 p. m.
Subject: The Finished Revelation.
Song, "More About Jesus."
Prayer,—Leader.
Scripture reading, John 16, 1-16,
—Nellie Black.
Scripture reading, Rev. 22, 18-21,
—Ruth Story.
Song, "Savior, Like a Shepherd."
In what sense is the Bible a finished revelation?—D. W. Hawkins.
In what sense is the Bible an unfinished revelation?—Geo. W. Barcus.

Song, "Christ is King."
Man's need and longing for a revelation of God and truth.—Jesse Stanford.
Piano Duet,—The Misses Edwards.
Song, "The Love Song."
Leader,—D. W. Hawkins.

Trade Locals

Figure with us on water tanks and plumbing. Copes & Palmer. 28 tf.
The price is the thing. Hereford Furniture Co. 32-tf

Lumber to trade for Mules. J. A. Fox. 33-tf

Jake Literal of Missouri, who owns a farm near Hereford, came in Wednesday to look after his interests

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

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-tf

Have you ever realized the immense amount of good farm lands, surrounding Hereford? When you fully grasp the situation you will know that Hereford is bound to grow. And now is the time to buy city property. Let us show you our list. Murchison & Jones. 1t

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-tf

Professional and Business Cards

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

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

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

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

DR. H. H. TAYLOR
PHYSICIAN AND SURGEON
Office upstairs in Odd Fellows Building.
Residence Phone 138. Office Phone 16

DR. G. F. LeGRAND
PHYSICIAN AND SURGEON
Office at El Merito Pharmacy.
Residence Phone 244 Office Phone 300

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

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

E. F. Connell. W. D. Kelleher
E. F. CONNELL & COMPANY -
Real Estate and Live Stock
Panhandle Farms, Ranches and Hereford City Property of all kinds. Also some good bargains in Central Texas black land farms.

Wm. M. KNIGHT Jno. P. SLATON
KNIGHT & SLATON
ATTORNEYS
First National Bank Bldg
Hereford, Texas.

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

L. GOUGH
GENERAL IMMIGRATION
NOTARY PUBLIC
Hereford, - - - Texas

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

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

SAM H. MORRIS
HEREFORD CITY PROPERTY
RENTAL AGENT
ABSTRACTS ACCOUNTING
Office over Garrison Bros. Hd-w. Store—Phone 72

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

The Rayzor Colonization Co.
PLAINS LAND AND CITY
PROPERTY
HEREFORD, TEXAS

O. K. LAND COMPANY
We Buy, Sell or Exchange
A. H. ELLISTON & SON, Mgrs.
Three Doors East of Post Office
HEREFORD, TEXAS.

DON'T READ THIS

Unless you want to. But say, if you do you will learn that I have a nice lot of well bred (but short fed) Hereford Bulls and a nice lot of Berkshire Pigs, all for sale. (No, not to give away) for sale, and well worth the money. Yes, independent, like the hog on ice; can't stand, go down. At present I am down on prices. Do I have to have the money? No, good notes is what I give my creditors.

COME ON, LET'S DEAL

R. H. NORTON
ONE MILE WEST FROM HEREFORD, TEXAS

COAL = GRAIN = HAY

We are in the market for Wheat, Corn, Oats, Maize and Kaffir Corn. We handle the best grade of Colorado Coal. Come and examine our coal and get our prices before buying

Hereford Grain Co.
Phone No. 160 Free Delivery

MAITLAND COAL

We now have in transit several cars of Genuine Black Diamond Maitland Coal. See us before placing your Storage Orders.

W. L. FALLWELL & SONS

Get Ready for Sowing Wheat

By Buying the Superior Grain Drill

to plant your wheat. The best grain drill on earth. Has force feed and pressor wheels—the two things necessary in a grain drill to plant your grain crops perfectly. We have a full stock of the Success Sulky and Gang Plows, Emerson and Moline Disc Plows, Disc Harrows, Drag Harrows, Land Rollers, Katydid Sod Plows, American Hog Fence, Baker Perfect Barb Wire, Etc. Bucks heating Stoves, Cook Stoves, and the Great Majestic Ranges. Eclipse and Woodmanse Windmills, Pipe and Casing. Come in and get our figures on anything you need in our line. They will save you money.

Everything
in Hardware



STROUD-GARY HARDWARE CO.

Everything
in Hardware

College Notes

The young ladies' tennis court will soon be in condition for use.

The Farris Literary Society holds its first meeting on Friday night of this week at 7:15 in the College Chapel. The Hereford people are invited to attend.

The tennis match which was arranged for last Saturday was postponed and played Monday. Messrs Brown and Bridges of the College played against Messrs. Woodburn and Russell. The honors were evenly divided in the doubles each side taking two sets. Two sets of singles went to the College boys.

A committee has been appointed by President Haile to procure new song books for chapel use.

Citizens of Hereford and visitors are always welcome to the Chapel services at 10 a. m.

Professors Brown and Bridges hied to the country Saturday and brought a half dozen wild duck and one sand-hill crane. The latter bird was dressed, cooked and served on the College tables as a fat young turkey gobbler, unbeknowing to the other members of the faculty. They enjoyed the feast very much.

Social Amenities.

A charming young girl, who has been educated abroad and is spending her first summer in America since she was a little tot, is wide-eyed in wonderment over the extraordinary liberties in the way of personal contact which she sees young girls of her own age permitting young men to take with them.

She hears "rough house" applied to boisterous doings which these girls laugh at her for objecting to, but she says she would not adopt their ways for anything in the world.

She was horribly shocked the first

time she saw one of the girls allow a young man to sit in a hammock with her. And she was even more amazed when, in a frolicsome mood, the man dared tip the girl out and have a rough and tumble tussle with her on the lawn.

This type of young girl allows her young friends to pull her about and treat her generally with the greatest familiarity. If in a teasing mood they snatch out her hairpins and let her hair down, pull off her slippers, untie her bows or otherwise disarrange her, she may pretend to protest, and sometimes assume an air of injured dignity, but in reality she is not in the least offended and retaliates in kind—very often by giving her tormentor a vigorous "pummeling" with her fists.

Such a girl thinks nothing of sprawling in a hammock or on a divan or on the beach or the grass with a masculine companion and nothing of the thousand and one familiarities these positions lend themselves to.

Yet, to say the least of it, these are atrociously bad manners, and it is the girls who permit such license, and not the young men who take it, who should be held responsible. For young men have their own way of "sizing up" a girl, and are not likely to take liberties unless encouraged to do so.

The girl who is given to "rough house" tricks opens the way to further familiarities, and is apt to be or to speedily become a "spooner" of the most yielding sort.

Our little embryo debutante, who is being initiated into American customs this summer, had never even heard of "spooning," which was as foreign to her elegant vocabulary as "rough house." And when she became enlightened she was more wide-eyed with wonderment than ever.

A respectable girl allow a man to kiss her, to put his arm about her, or hold her hand unless they were affianced. Good gracious! How could

such things be? How, indeed, among those of so-called refinement? Yet such a condition widely exists because many mothers are lax and many daughters, though supposed to be well bred, have not been taught the error of such ways.

Young men rarely care seriously for girls with whom they can freely "carry on." True, they will spend more or less time in the society of such girls, and perhaps seem to admire them, but they don't fall in love with or wish to marry them.

Every young man carries in his heart a feminine ideal—a standard of conduct which seems to him perfect and by which he measures the girls about him. He may not be conscious of this; indeed, in many cases he is not in the least conscious of it; yet it is there, strongly affecting his attitude toward an opinion of girls, and causing him to single out and fall in love with the girl who seems to embody his ideal.

The pretty face is not enough, though it may be the first magnet. Attractive conduct counts enormously and the girl who is "good fun," yet dignified when occasion demands, who has too much self-respect to allow any one to take liberties with her, is sure to be the most admired.

The pretty little exile who has returned to her native land to make her debut summed up the situation rather forcefully when she said that "rough house" and "spooning" were such inexpressibly bad manners that it seemed incredible they could be indulged in by any but the servants, who were to be pitied for not knowing any better.—NEW YORK HERALD

See O. E. Thomas' house now in construction for a sample of the lumber I have for trade. J. A. Fox. It

Let us oil your mill 50 cents per month. Copes & Palmer. 28 tf.



Letter to Every Good Citizen of Hereford.

The makers of a paint 'I won't handle have been writing letters to me in this newspaper. This is a funny way an up-to-date firm with any experience in business would post letters in the mail box, not in the newspaper. We won't pay any attention to letters of this kind or attempt to answer them, but will, however, be glad indeed to give the most courteous attention to any letters sent to our place of business.

We would like to take this opportunity to address a sort of open letter on painting to all the residents of Hereford, as this is the most satisfactory way we can reach everybody in town. We want to remind you that a long, dreary winter is just around the edge of this fine weather. You should protect your property against rough winter weather with a coat of good paint. To make painting a good investment, however, you must have not only GOOD paint but the RIGHT paint for the particular purpose for which it is to be used. Sherwin-Williams Paint, prepared, (S. W. P.) is the best paint you can use on the outside of buildings. One of the principal reasons that S. W. P. always gives such splendid results is because of the high quality of linseed oil used in its manufacture. It's the oil film that resists the action of sun, wind and rain. If the oil is not good the paint will not be good—it will not wear. The Sherwin-Williams Co. have an advantage over nearly all other paint manufacturers

as they own and operate their own linseed oil mills and are able to safeguard the quality of the oil from the very source. The oil used in Sherwin-Williams paint products is much superior to the ordinary linseed oil of commerce. If your house is painted with S. W. P. you can be sure it will put off the necessity of repainting for the longest possible time and save you money by the year.

We also want to remind you that your house can be made bright and cheery for the long winter days with a coat of paint or varnish on the little things about the house.

When you want paint for any purpose it will pay you to come in and see us. 1t

THE HEREFORD LUMAER CO.

Junior Endeavor Program.

Subject, "How Jesus Welcomed the Children." Mark 10, 13-16. Song, "Bring Them in." The Lord's Prayer in concert. Bible lesson by Maxine Roberts. General discussion of lesson. Song, "Child Come Home." Recitation—Cora Lee Gough. Lesson story,—How Ferdge saw the Jesus Man.—Mamye Feemster. Mission study period,—The youth of Mexico—their religious teachings,—by superintendent. Business. Song, "God be With You." Mizpah.

Land for Sale at Sacrifice.

One section five miles from town, on public road, all fenced, about 100 acres in cultivation, well and wind mill, corrals etc. Price \$22.00 per acre; Terms One-half cash, balance on time. This the very best bargain in the Hereford country. No better land anywhere—water about 40 to 50 feet. We can "show" you if you will only let us.

C. G. WITHERSPOON & SON.

28-tf Exclusive Agents.

Let a Brand Want Ad do the work