

The Hereford Brand

Vol. 9

HEREFORD, TEXAS, JANUARY 28, 1910

No. 51

THREE MORE DAYS, AND THEN?

THAT 500 FARMERS

New York Man Will Improve Quarter Section Near Kelso Who'll Take It.

The following letter from way-off New York State tells two stories at one time; that land owners are interested in developing the country and that The Brand has a wide circulation. The first is of the more importance as non-resident owners must realize that they must do their part to help the country grow. If the write of this letter will examine the big ad on the last page of The Brand, he will get the proposition in a nutshell. In this connection, let every one who is interested send in names of reliable men who will rent these farms:

No. 77 Chili Ave., Rochester, N. Y.
January, 12th, 1910
Secretary, Hereford Com. Club,
Hereford, Texas.

Dear Sir:

I have been an interested reader of The Brand, and thru its manifest interest in the Texas Panhandle I have become greatly interested in all of that country, in general, and that of Hereford and vicinity in particular, and have noticed with greatly increasing interest, the many wise measures The Brand and the Club are doing and trying to do for the prosperity of your part of Texas, and your special call for land owners, residents or non-residents in your vicinity to say what they can or will do to help along the wheels of progress. I believe your call is the true slogan of progress; it has the ring of genuine metal, any way. Now, I am an owner of a quarter section in Deaf Smith county and have been so for nearly four years, and have been wanting to do something in the way of developing my interests there ever since the fall of 1906, but health and long distance has neutralized my efforts, and I have done nothing. It may be there is nothing I can do, be that as it may, I will give you a description of my quarter section and you can soon tell me what can be done, if anything.

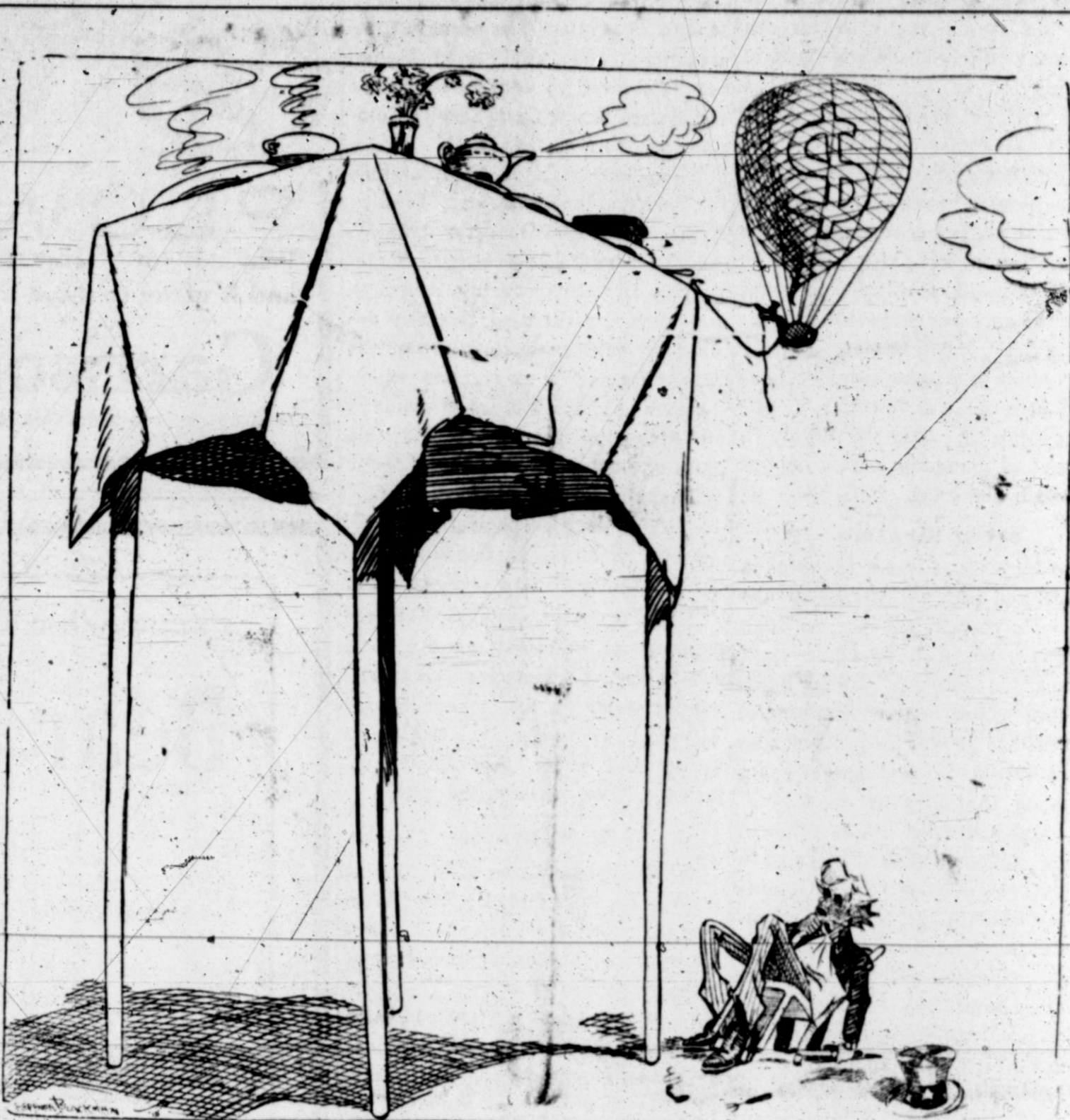
I own the nw 1/4 of section 35, t 4 r 3 in the Kelso district, bought of the Geo. G. Wright Co., in July 1906. I guess that will tell you where it lies. I am not able to go and care for it, and it is too bad to have it lying idle, if any one can be found willing to break it up, and put it into crop, I shall be glad to have the matter attended to right away. I do not want to drive a fierce bargain with any one, but will give any reliable party an opportunity to work the land, all of it this year. If there is any party who would care to undertake the contract of that kind, they can communicate with me personally or through yourself, representing the Commercial Club, and I will be glad to sign a contract for one year, and said contract would oblige the renters to do all needful fencing for the protection of the crops, and buildings for crop housing. If its unfair, will you kindly make me a proposition by return mail, and enclose a contract, and if satisfactory, I will sign immediately and return.

Hoping to hear from you soon, I remain,

Most Truly Yours,
DR. H. A. WHITFIELD.

An at Home.

Little Sarah Elizabeth Harp was at home to a number of her friends on Tuesday afternoon, Jan. 25, from 4 to 6 p. m. This was the fifth birthday of the little hostess and no pains were spared to make the day one of unalloyed happiness. Prompt-



"HOW'S THIS FOR LIVING HIGH?"—J. E. H.

IMMIGRATION BUSINESS

Proposition to Organize Big Local Company to Handle Business.

A few of Hereford's real estate men are thinking seriously of organizing a big immigration company. While they have been hard at work, each one for himself, they feel that a united effort would bring quicker and better results. The object of the company would be to bring in actual settlers only, giving to those who buy land to make homes a better deal as to time and interest rates. The Hereford Commercial Club may also take a hand by offering some inducements to actual settlers, such as the payment of freight on their household goods from their old homes to Hereford.

There is one thing sure, this country and no other as for that, can hope to advance until the land is put under cultivation, and farmers are needed to do that. The land speculator's time is about past—he must now sell to the actual settler on long time and low rates of interest. Of course the settling up of the country will advance the price of land more than ever but the speculator must wait his time.

This big country will be composed of men who have the utmost confidence in the country—no cold footed members will get in. After the organization, if it is consummated, the people of the community will be asked to co-operate in two ways—talk for the country and "keep off the grass" the new company will plant. No success can obtain unless this is done. When a company or real estate man goes to the expense and trouble of bringing a number of prospectors in and then to have them thrown into confusion by some "knocker" who reflects on the land men is the very thing that will kill the land business and prejudice new people against the country. That there are some dishonest real estate men in Texas is not doubted, there are also others, but when the banks and leading men of a community endorse a firm or company, the community should be held responsible for misplaced confidence. The thing to do and the only honest way is to tell the truth about the country and don't knock on your fellow men.

Mrs. J. H. Cardwell is spending a few weeks at Mineral Wells.

To Our Correspondents.

The Brand appreciates the splendid corps of correspondents it now has in the field. Their weekly letters are read with interest by our subscribers. It occasionally happens that a letter or part of a letter is omitted. To insure insertion, all letters should be mailed so as to reach this office not later than Wednesday. Correspondents must sign their real name as well as their pseudonyms to each communication. It would help the typesetter, if the writing was done on every other line and that each paragraph be started on a new line. Follow the forms in the paper as published and you'll not miss it far.

THE BRAND PUBLISHING CO.

THE NEW COMET

Stranger in Western Sky Called The "African" Comet Attracts Wide Attention.

Astronomers all over the world and at Hereford are trying to solve the appearance of the comet in the Western sky which has been in view for some two weeks. It was thought by some that it was Halley's famous comet but it appeared at the wrong place to lay claims to that, Halley's comet will first appear between Saturn and the Pleiades. This "wanderer" now plainly visible is growing in brilliancy each night. Last night when the head of the comet was about 2 degrees above the horizon. The tail showed to be not less than 20 degrees long, standing up against the sky like a long whisk broom. The presence of Venus in the same part of the heavens, while it dims the comet to some extent adds beauty to the heavenly vision. The world may witness the usual phenomenon in having two comets in the sky at the same time. The comet now to be seen is fast approaching the sun and will soon disappear but it may return after it "rounds" the sun and appear in the early morning in the eastern sky. Watch it.

Weather Forecast

Special to the Brand.
New Orleans, Jan. 28, 10 a. m.
Tonight and Saturday fair weather. Warmer.

CLINE.

City Marshal's Mother Dies.

City Marshal C. L. Sullivan was called to Sanger, Texas, recently on account of the death of his mother, Mrs. A. A. Sullivan who died at her home last Saturday. Mr. Sullivan has the sympathy of his many friends in Hereford in this sore bereavement.

Jumbo Loaf Bread, quality and size combined. Hereford Market.

L. Gough was at Clarendon this week on business.

W. B. Park has returned from a trip to Central Texas points.

A. P. Helpfrey of Parrott was in town this morning with his market wagon.

Mr. Goff of Nebraska, cousin of Ira A. Braden, has come to this country to engage in the sheep business.

STREET CROSSINGS BEING PUT IN

City has Force of Men Laying Paving Brick on Principal Crossings.

For several days, G. F. Loughmiller contractor for the city, has been laying street crossings on 3rd Street. The material used is the very best—hard paving brick. The first put in is on 3rd Street, that street having on one side a complete line of sidewalks. Other crossings will be put in as rapidly as the contractors can do the work. The work being done is permanent and looks good enough for a city of ten times the population. Let the good work go on and thus add another plank to the platform.

ly at four the "tots" began to arrive each one having rather an important look as they presented Sarah Elizabeth with some little gift. Ere long shyness gave place to fun and frolic and so joyous was the play that when the time to depart come one little one said, I've just come." The dining room was very prettily decorated with red and white. From the ceiling sixteen ribbons were brought down to the table marking the places for as many guests. Tiny baskets filled with delicious candy were the favors. Dainty cream and cake were served. The happy children on this occasion were little Misses Edna and Emma Bell Elliott, Grace Ferguson, Annie Wilda Lea Christine Mitter, Willie Givens and Mary Jones; Masters Frank and Fred Vanderburg, Willie Davidson, Sterling and Thomas Hendricks, Davis Elliott, Moyer Shore and John T. Nutter.

E. B. Black writes from Florida that he is wearing summer clothing and is enjoying the novelty of summer in the winter time.

SAW THE LABEL

Missouri Reader Takes Notice and Sends Dollar to Keep in Good Spirits.

Hereford Brand.

Dear Sirs:-

I see on the wrapper of my paper that my time is out. Please accept \$1.00. I don't want to be without The Brand. It keeps me in good spirits. I own a section of land near Hereford and I want to keep posted.

Respectfully,
J. C. Hulén, of Mo.

DAIRYING CONGRESS

Important Meeting of Dairymen to be Held at Amarillo, Friday February 4th.

At the call of the Chamber of Commerce of that city, Amarillo will entertain the Dairying Congress on the above date. A splendid program has been arranged and a number of experts and other speakers will appear. Chas. Wellburn of the A & M College of Texas will address the Congress upon the dairy industry in the state. Congressman J. H. Stephens has advised the committee that the general government would also send an expert to the meeting.

It is to be hoped that the Panhandle people will largely attend this first Congress. The question of dairying is just now coming before the Panhandle people and a step in the right direction at the right time will save much for the dairy farmer.

Sanitary Laws.

The rigid sanitary laws recently published by the State Board of Health, if enforced, will do much good for the Panhandle. All reportable diseases will receive a check and those who fail to report same will be liable under the law. Carelessness with patients who have contagious and transferable diseases, such as fever and small pox has done more to endanger the lives of our own people and caused more deaths than any one thing. Certain sanitary regulations are enforceable where patients have typhoid and if these regulations are carried out as contemplated by the State Board, the Panhandle will rid itself of such fever. The Brand has been informed that in some cases, little or no care has been exercised to prevent the spread of typhoid. Further that many of the open tanks are positively filthy, reeking with decaying matter which forms a breeding bed for the germs, that the backgrounds are unsanitary in many places, that the rear premises of restaurants and hotels frightfully unsightly and positively filthy. This is not said to damage the eating houses but to save the lives of the people. If you don't believe this take a walk around town. If Hereford escapes an awful epidemic next spring and summer, it will be miraculous. Clean up. CLEAN UP.

VALLEY IRRIGATION FOR HEREFORD FARMS

Farm of Warren and Barcus East of Town Equipped with Pumping Plant.

That the Hereford Country has unlimited resources has long been claimed by those who know but few have turned their attention to irrigation except for gardening purposes. Now since the water supply of the Tierra Blanca has shown to be practically inexhaustible, a few have determined to try it out. To this end C. W. Warren and Geo. W. Barcus who own a large farm east of town are the first to make a practical test. These enterprising men have installed a 850-gallon per minute centrifugal pump on the low bank of the creek at a suitable point in their farm and have been making the test. Last week, they had completed a small in-take reservoir and ditch on one side of a level 115 acres of valley land. The ditch about 750 yards long and a few feet wide was thrown up only temporarily. A large crowd went out by autos to witness the first test. They found everything about ready to start. A large 40-H.P. thresher engine owned by J. C. C. Robinson was used, with

Guy Rokinson at the throttle. The in-take pipe was about 8 inches and the discharge somewhat smaller. When the stream was turned on a regular flood of water was thrown over into the ditch. Beginning at about 500 gallons per minute the discharge was run up to not less than 1200 gallons. The ditch soon filled for a distance of 250 yards when the soft earth began giving away in several places and an overflow occurred. Civil engineer C. C. Eastam will finish the survey of the tract and lay out the plan for the remaining ditches. Work is progressing nicely and the first 115 acres will be ready for seeding in Alfalfa this spring. It is expected that with little irrigation, four crops will be obtained each year. On the south side of the creek Messrs Warren and Barcus have about 275 acres more which will eventually be put under the ditch and planted in alfalfa.

This first test proved entirely satisfactory to all who saw it. That the Tierra Blanca contains a sufficient flow of water to supply a number of pumping plants is not doubted in the least.

Saving the Fruit.

It is hard for a man to grow a orchard and then fail to enjoy the fruits of his labor, but this is often the case when he allows a late frost or freeze to kill the young fruit. In those states where commercial orchards are grown, they have succeeded during the last three years in saving the crop by smudging. This is nothing more than orchard heating, and a number of ways have been successfully used. In Colorado, New Mexico and Missouri thousands of acres were saved last year at small expense. Why should not owners of home orchards save their fruit when it can be done easily and at small cost. One man in Colorado who had a large peach orchard saved \$10,000 worth of fruit at a cost of \$250.

There are several different kinds of orchard heaters, some good, some better. The fuel may be either crude oil, refined oil, or coal. It does not require a great number of heaters for a small orchard. One firm who sells a good heater recommends:

That at least one heater for each tree be used; that heaters be placed thicker on the wind side of the orchard; that heaters be placed in the center of the square between the trees; that heaters be placed on the ground; that the fires be started when the temperature falls to 33 or 34 degrees; that the fires be kept burning until the danger point is passed.

One man can attend 400 oil heaters or 200 coal burners, but the amount of fuel burned depends upon the severity of the cold wave. Sometimes one-half the number of heaters only may be needed. The Brand publishes this week a splendid article on the subject.

Senior Epworth League Program. Sunday, Jan. 30, 1910.

Missionary Study.

Topic; Acts 8: 4-13, —Psalms; 22, 22-31.

Song.

Short Biographies of each:—

Charles Taylor — Letha Edwards.

Mary Reed — Maggie Watson.

John-G. Paton — Annie Price.

June Nicholson — Ruth Story.

Song.

Benediction.

Leader — Dimple Gass.

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

CIVIL SERVICE EXAMINATIONS

The Following Letter is Fully Self Explanatory:

Amarillo, Texas, Jan. 25, 1910. Postmaster, Hereford, Texas.

Sir: Will you kindly let it be known through your local newspaper that an examination for stenographer and typewriter will be held here March 24, 1910. The necessary instructions and application blanks can be secured by addressing me or the United States Civil Service Commission, Washington, D. C.

There will also be examinations for Teacher, Indian Service, Trained Nurse, Telephone Operator (Male), Junior Chemist (Explosives), Topographic Draftsman during February and March, but it is particularly desired to secure applicants for the typewriter and stenographer examinations as there is a good demand and also good salaries are paid this class of employees.

Thanking you in advance, I am, Very respectfully,
E. C. Brown,

Member Board of Examiners.

There will also be held at Hereford similar examinations for Census Takers. Postmaster Smith will conduct same at the school house, Saturday, February 5th, beginning at 9 o'clock, a. m. All who are interested be there on that date.

W. W. Bynum.

W. W. Bynum father of Mesdames J. W. Bradley and R. W. Baird died at the latter's residence in south Hereford last Monday morning at an early hour. He was 76 years old and had been in feeble health for some time. Funeral services were conducted from the Presbyterian Church, the pastor, Rev. W. M. Baker officiating. After the services the remains were taken to the City Cemetery where they were laid to their peaceful rest. Mr. Bynum was an old settler of this community and leaves a large circle of friends and relatives to mourn his departure. The Brand joins with the friends of the bereaved family in extending sympathy.

Heating Stoves at Warren Hardware Co. 44tf

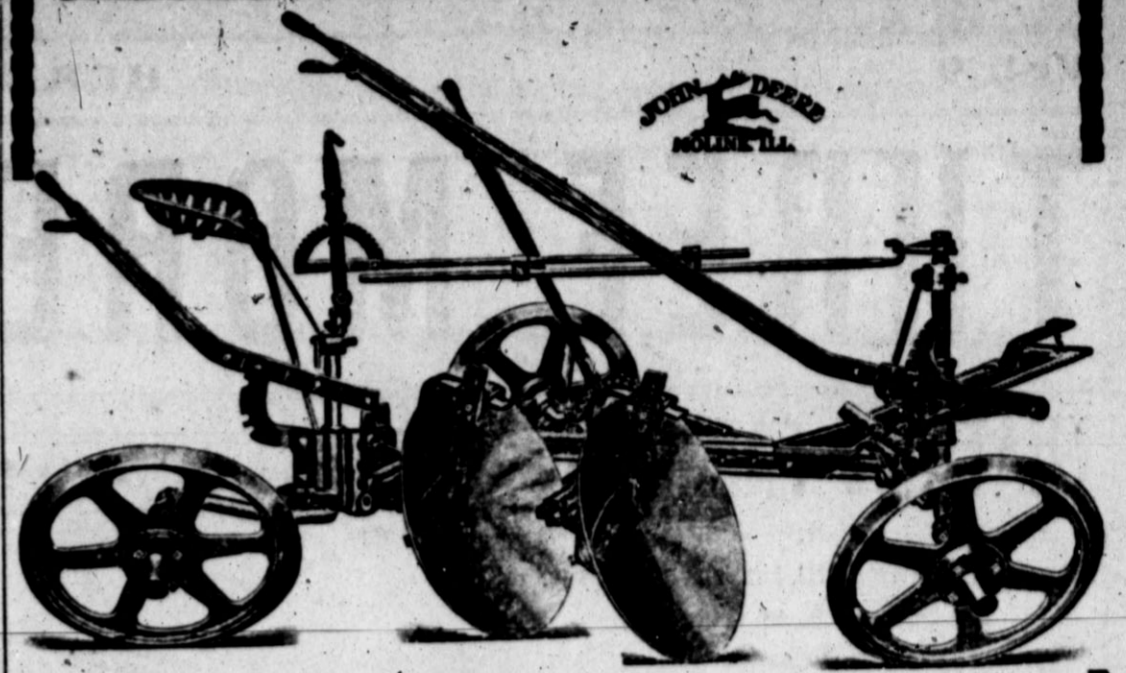
Team Runs Away.

Wednesday morning about 10 o'clock, a team hitched to the running gear of a wagon got away at the lower end of Main and dashed up that street at a terrific speed. Fortunately no teams or vehicles were in the street and they had clear sailing. The delivery wagons of the grocery men barely escaped, missing them by a few inches. No danger was done but two more good horses spoiled and the town loafers scared out of their wits. Such carelessness with teams will some day cost Hereford another innocent life as it did last summer. Be careful folks.

Sam Worley.

The first time a man offers himself for an office he is usually timid about it. This is true of Sam Worley who enters the race this time for County and District Clerk, but he is about to get the harness warmed up and will soon get his running gear in good shape. Mr. Worley has been in Hereford about 8 years and while not a native of the he has been in Texas 26 years, and he thinks long enough to justify his candidacy. He has never held office, of course, having never run before and he wants all his friends to lend him their aid and to give him their votes at the proper time, that is, when the July primaries come around. If elected he promises to give his best efforts to the duties of the office.

THAT JOHN DEERE



PLOW is the one your neighbors use and they're satisfied. Why not you? Has the lightest draft, cuts it all out and is made to stand the strain. See

Garrison Brothers

Make Our Store Your Headquarters

When Buying Groceries

Bear in Mind

the difference between

Cheap and High Grade GROCERIES,

the difference between

Healthful and Unhealthful GROCERIES,

the difference between

JARROTT & WILKINSON'S Groceries

and Other People's Groceries

TRY A BRAND LINER

Sacred Song Service.

At Baptist Church Sunday January 30th, 7:30 p. m.

Hymns.—222-175.

Anthem.—Mrs. Mounts, Bessie Sisk, Messrs Taylor and Lambert.

Solo.—Mrs. Barker.

Male Quartette.—Messrs Taylor, Powelson, Olson and Barker.

Anthem, Jesus and Shall—Miss Hammock, Mrs. Johnson, Messrs Powelson and Barker.

Reading.—Mrs. Jarrott.

Duet.—Soprano and Tenor, Miss Fisher, and Mr. Olson, Violin Obligato, Miss Wilson.

Solo.—Miss Milam.

Ladies Quartette.—Misses Milam, Fisher, Wilson and Mrs. Hicks.

Male Quartette.—Messrs Taylor, Powelson, Olson and Barker.

T. E. Shirley Beet.

Yes, he has discovered something and he's beat by a beet. It all happened accidentally. There were left in his garden last fall a few common red table beets. The tops died down and nothing was thought of them until Carl Shirley, his son, was plowing the garden the other day, when he "turned-up" a number of the beets, sound and good. One exhibited measured 21 inches around and was in splendid condition, having kept with little protection through the coldest weather. This beats Mr. Shirley's already exalted idea of the

Panhandle and suggests that beets and cabbage could be preserved through all the winter with little trouble.

NEW EMBROIDERIES AND LACES—Spring tints of Embroideries and Laces. New Patterns, also Allovers and Nets. Geo. A. Stambaugh. 1t

Take a walk, and see how little coal there is in Hereford. Hicks & Harrison. 44-ff

SMITH & ASHBROOK

HEREFORD, TEX.

Sell all kinds of Insurance

**Fire
Tornado
Life
Accident
Health
Plate Glass
and Live Stock**
EMPLOYERS' LIABILITY

Office first door south of First National Bank

North Union Items.

We will change the Hill Side Items to North Union as we think it more appropriate.

Dorian Brubaker while trying to handle a young mule was very painfully kicked but not seriously hurt.

W. C. Russell has finished sowing his spring wheat.

Several young people spent a few pleasant hours at Mr. Berve's Sunday night.

Mr. and Mr. Ben Hodge spent Sunday at the home of Mr. and Mrs. W. C. Russell.

Uncle George Higgins and wife spent the day at Mr. Ridgeway Sunday.

Mrs. J. W. Miller spent Monday with Mrs. C. W. Russell.

Ben Hodges has begun sowing his spring wheat.

Little Mable Parks has been quite sick. She did not attend school last week.

Mr. Berve came down to the school house the last day of Mrs. Dawson's school and gave the children a very good talk.

The school at Berve's school house is progressing nicely.

Mr. and Mrs. Dorian Brubaker gave a dinner to the young folks

Sunday. The invited guests were: Misses Minnie and Ina Berve, Mable Dawson, Dessie Short. Messrs Jno. and Todd Short and Harvey Berve. They all went away at a late hour after thanking their host and hostess for the pleasant time.

Some one suggests that a Market House at Hereford be established. We think it would be better for the country people and also for the grocery men. They would not have to handle country produce and would save the country people from taking a bucket of butter on one arm and a basket of eggs on the other, tracking all over town to find the place where they can get the best price for their produce.

To the butter makers: Try putting a little table salt in your cream when churning when the cream sponges up and see how it will improve it. About a teaspoonfull of salt to a gallon and half of cream.

SADA.

Kelso Items.

The cold weather of the past seven weeks has at last broken and we are having nice growing weather. Everybody wearing a smile over the prospect of a good crop as the season is the best we have had in three years.

Luther Gregory and Otto Ellison are doing some plowing for Mr. Kanna of Trinidad, Colo., who is improving his two sections, seven miles southwest.

Mr. Stephens has returned from Texico where he bought 600 head of sheep.

Jay Gregory spent Saturday night with the Ellison boys.

John Gregory has returned from a visit to the old home in Hood County Texas, where he went to attend a family reunion.

Ed Chappell has been helping the blacksmith out by trying to plow the frozen ground.

Mr. and Mrs. W. B. Palmer are enjoying a visit from her parents, Mr. and Mrs. Robertson of Sabetha, Kansas.

Miss Lena Gregory visited Mrs. Cramberg Thursday.

Everybody are busy farming.

The school at Correll Lake is progressing nicely.

Wanted a man teacher at Kelso for a term of four months.

The Ellison Bros. are putting up a new windmill.

Spring Lake Items.

Dr. Orval and Dwyte Axtel went to Hereford one day this week to make another operation on Mrs. Dwyte's knee as the first operation failed to be a success.

Mr. Ott went to Hereford this week and says he never saw the roads better.

The protracted meeting is progressing nicely. There has been seven conversions. There were 300 at church last Sunday. Rev. Hulbert is assisting Rev. Hensell.

Dug Harvell built the flue to Mr. Duveng's new house which will soon be ready for occupancy.

Tillie Thomas is still improving.

Miss Minnie Axtell took her little nephew Robert Axtell who has been staying with her the last six months to Amarillo to join his parents who are making that city their home at present.

Mr. Geist and daughter, Nova, took Miss Goldie Geist to Hereford this week where she took the train for Plevna, Kansas, her former home where she will spend several weeks visiting her sister and old friends.

Grandma Axtell gave her granddaughter, little Margurete a birthday dinner Saturday to which all the little ones in the neighborhood were invited. All report a splendid

time and a good dinner. Grandma never tires of trying to please the children.

Edgar Rice spent Saturday night with Roy Gilbert.

ANGIE.

Chatterings From Parrott.

Another attraction has been added to our beautiful skies. A comet appears nightly in the low west pointing upward as if to say "If you don't like the outlook try the up-look."

The plowing continues. Friday morning the ambitious ones were kept out of the fields a little while by frost.

Rachel Helphery spent Friday night with Miss Fannie Neely.

Mr. and Mrs. Dukes, Mattie Fay, dined with Miss Grant and brothers Sunday.

Mr. and Mrs. Henley and family took Sunday dinner at the Henderson home.

B. F. Neely and wife were callers at R. S. Neely's Sunday afternoon.

A. P. Helphrey, wife and daughter Rachel were entertained by the Jennings' Sunday.

Mr. and Mrs. Emerson Hacker and Mr. John Hacker and son called at the Grant home Sunday afternoon.

Miss Fannie Neely, through the kindness of Miss Grant, was enabled to go to Hereford one day last week. A very pleasant day was spent by them. One thing to be remembered was an agreeable call at the Brand office.

Miss Grant and brothers went to Dimmitt to Church Sunday evening.

Don't forget that we are going to have Sunday School next Sunday in Mr. Metcalf's house where we are having day school.

Mr. Williams, the contractor for Mr. Dukes' house, the carpenters who worked with him, and Mr. Dukes went hunting in Mr. Williams' auto Monday afternoon.

We had the pleasure of being at the Duke's new home Monday and watched Mr. Butler while he deftly put on paper and gave the finishing touches to the woodwork.

The meadow larks are beginning to sing over the beautiful weather.

JACK AND GILL.

Findly Items.

George Sachse returned Tuesday from a trip to Colorado Springs. He enjoyed a very pleasant time with friends.

Charles Lovall is helping Conrod Droege build a house for Mr. Gallmeyer. Mr. Gallmeyer expects to arrive this week from Indiana.

Wm. Schum is having some land broken on his farm, which he expects to put in a crop this year and he will build also.

Mr. Hunter is going to open up a general merchandise store in Findlay.

Robert Houlette has petitioned for a postoffice in Findlay.

Our school teacher, Miss Fern Churchill, is doing nicely in school. Her term expires in a couple of weeks.

A. B. Schultz and Geo. Sachse spent a few days in Hereford at the College Dormitory visiting. They returned home Monday.

Henry Zwick intends to put in 60 acres of broom corn on his farm.

Three excursion autos were at the Escavada Headquarters last week.

Telephone for Santa Fe.

The Santa Fe through this part of the state has adopted the telephone system of train reporting. The entire wiring system has been changed to copper, the high poles cut down and set in a straight uniform way, making the line attractive as well as useful. Automatic telephones will

HEREFORD VIEW STOCK FARM

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

A few reasons why you should Buy Berkshires from me.

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

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

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

To The Public!

Take your Blacksmith work to

JNO. N. JACOBSON

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

THREE GOOD PAPERS

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

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

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

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| The Brand Magazine | .50 | | For Three |

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THE HEREFORD BRAND

be installed at all stations and put on all trains and the tickers will be used only when needed. The train will carry a kind of shepherd's crook with insulated wiring connected with the office of the conductor, and all that will be needed to use the phone will be to hang the crook on the wires. There will also be at intervals along the track secret automatic telephone connections, and as the train passes that point the stations on either side will know the exact location of the train.

Will Plant Spring Wheat.

A number of Hereford farmers will plant spring wheat. The season and present condition of the soil warrants the planting. Farmers who know say that any time from February 1st to March 15th is the correct time to plant. But one thing must be done—see that the drill puts the seed down to the moist earth and that the surface not be too fine—A "dust mulch" is wrong both as a moisture holder and as a protection against "blowing." A moderately course surface is the best. If you find that any part of the wheat land has a tendency to "drift," a quick harrowing at right angles to the wind will usually stop it.

Time to Plant Trees.

There is no better time in which to plant trees of all kinds than now. The condition of the soil was never better. Trees planted now will have time to recover from the transplanting by spring and will do better than if planted later.

Knowing this many are now planting fruit trees. Shade trees are also being set out. Hereford needs 100,000 trees planted this season—it will be a large dividend paying investment. Buy trees adapted to the climate and those which have been acclimated.

Genuine Rugby Niggerhead Coal on track. Hicks and Harrison. 1t

10870

A \$100 Typewriter for 17 Cents a Day!

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

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

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

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

Yours for 17 Cents a Day

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

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

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

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

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

A Quarter of a Million People are Making Money With

The OLIVER Typewriter

The Standard Visible Writer

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

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

"An Oliver Typewriter is Every Home!"

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

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

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

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

THE COST OF A CREAMERY

Too Much Being Paid by Towns for Equipment—A Lesson of Experience

Prof. R. C. Potts, Oklahoma Agricultural and Mechanical College.

Dear Sir:

In many localities creamery promoters, or agents of industrial building companies have been at work, and in a few places they have succeeded in getting enough stock subscribed to build and equip a creamery. These outfits, such as they have succeeded in selling, have cost the people from \$4,500 to \$7,000 and in some instances more. Some of these creameries built in this way have been quite successful, while others have been closed up or sold out after a few months operation. Many people have heard of the cost of these creameries and their failure and thus formed the opinion that a creamery must cost from \$5,000 to \$6,000 and only a few ever succeed. The fact is that a satisfactory creamery can be built and equipped for \$3,000 to \$3,500 and the best, with refrigerating rooms and machinery, also pasteurizing machinery and full equipment for two tons of butter a day need not exceed \$5,000 or \$6,000. Creamery failures are most often due to improper organization of the company and the creamery being built where there is not sufficient cream produced to support and maintain it.

Successful cooperative creameries are in operation in Oklahoma at Okarche, Blackwell, Kremlin, Cordell, Orlando and Pawnee. Others are now being organized and will soon be built. The cost of the equipment for such creameries as these which have a daily capacity of 1,800 pounds of butter or the product of 2,000 cows, is about \$1,200. An itemized list of the equipment required and the approximate cost is as follows:

- One 20 horse-power horizontal tubular steel boiler, complete with trimmings, and smoke stack \$230.00
- One 15 horse-power horizontal center crank engine, complete with all necessary trimmings, 151.00
- One combined churn and butter worker, capacity 600 lbs. 175.00
- One 300 gallon cream ripener with copper coils and lining 235.00
- One 24-bottle steam turbine tester for 9-inch bottles complete with glassware 35.00
- One No. 3 Sanitary milk pump (Rotary) 24.70
- One 4x6 steam deep well pump head 24.00
- One 400-gal. galvanized steel water tank 11.00
- One 400-gal. galvanized steel butter-milk tank 11.00
- One 200-gal. galvanized water tank 7.00
- One 1-pound lever table butter printer 9.00
- One 600-pound platform weighing scales 11.25
- One 400 pound butter scales 10.50
- One 12-pound torsion cream scale 8.50
- One butter moisture test scale 15.00
- One-half gross 9-inch cream test bottles 13.50
- Three gross 1 1/2 ounce sample jars 9.75
- Belt, shafting, pulleys and hangers (estimated) 40.00
- Water and steam pipe, fittings and valves (estimated) 50.00
- Miscellaneous equipment, including pails, strainers, brushes, etc., (estimated) 25.00
- Creamery supplies sufficient for first month including salt, tubs, boxes, butter color, etc. 75.00
- Making a total cost of \$1,180.70
- The equipment above is what may

be called the essential equipment. It would be required in every creamery either on a small or large scale. Some modifications or changes might be made in the size or kind of cream vats or ripener, in the printing table, and some of the other pieces.

The prices given do not include the freight which would amount approximately to \$100. The cost of installing the machinery would be about \$70, including the setting of the engine and boiler.

The cost of a building would depend upon its size and the material used. A building 25x50 feet, with a boiler room and coal shed (16x20) built as an addition can be built for \$1,400 to \$1,800. This would be with cement floor and the building complete with screens for the windows and doors, and a well insulated storage room.

In addition to the above equipment some creameries install pas-

teurizing and refrigerating machinery. The cost of these will vary with the size and capacity.

The pasteurizing equipment consists of a steam heater in which the cream is raised to a temperature of 170 to 185 degrees, Fahrenheit, and cooling coils thru which is circulated water or brine, and the cream is quickly cooled to 50 degrees. A pasteurizer and cooler with a capacity of 2,500 pounds of cream per hour would cost \$375 to \$500, according to the kind.

A 50-gallon starter can be used in making pure lactic culture of milk, for flavoring the cream, costs \$50 to \$65.

Refrigerating machinery, which includes an ammonia compressor, condensing and expansion pipes, etc., are often installed in the larger plants. With refrigerating machinery, ice is unnecessary, as cold brine is pumped through the

coils of the cream ripener to cool the cream, also coils in water tank to cool the water.

A five-ton refrigeration outfit, which would be adaptable to a creamery of a daily capacity of making 2,000 pounds of butter, would cost complete when installed \$1,500.

Summary of the cost of a creamery, with all necessary up-to-date and modern equipment of 1,800 pounds butter daily capacity:

| | |
|---|------------|
| Essential equipment (see list) | \$1,180.70 |
| Freight (estimated) | 100.00 |
| Cost of installing machinery (estimated) | 70.00 |
| Building, boiler and refrigerator room complete | 1,600.00 |
| Well or water supply and sewer (estimated) | 200.00 |
| Total | \$3,150.70 |
| Additional equipment for large plant: | |
| Five-ton refrigerating machinery complete, including cost of installing | 1,500.00 |

| | |
|---|------------|
| Pasteurizer and cooler for 2,500 pounds of cream per hour | 450.00 |
| One 50-gallon starter can | 65.00 |
| Total | \$5,165.70 |

The Oak and the Ivy.
BY M. G.

In the forest stood a mighty oak. So majestic was he that all who came to that part of the greenwood paused to admire his strength and beauty, and all the other trees acknowledged him as their monarch.

The ivy loved the oak-tree, and inclining her graceful tendrils where he stood, she crept about his feet, and twined herself around his sturdy trunk. The great tree whispered and said, "So you love me, do you, little vine? Very well, then; play about my feet, and I will keep the storms from you and tell you pretty stories about the clouds, the birds and the stars." Whenever the storm came the oak-tree cried to the little ivy: "Cling close to me and no harm shall befall you! See how strong I am; the tempest does not so much as stir me—I mock its fury."

See how strong and brave he was, the ivy clung to him; his brown rugged breast protected her from every harm, and she was secure. The years went by; how quickly they flew. The ivy was no longer a weakly little vine, for her thousand beautiful arms had twined hither and thither about the oak-tree giving forth a bright foliage and stretching far up among his branches.

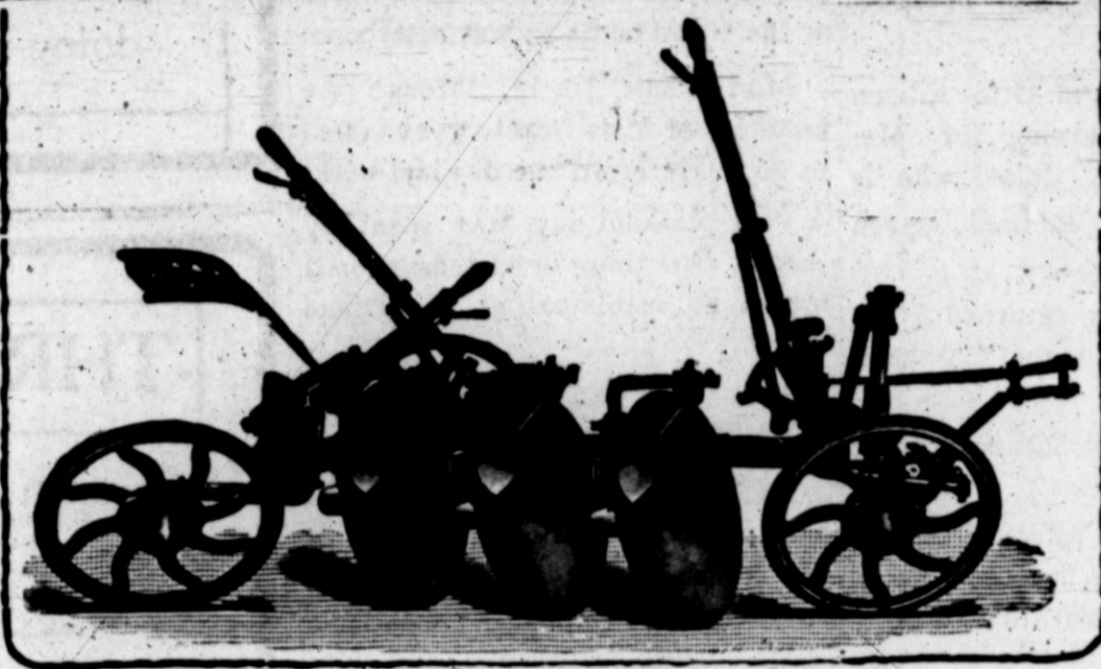
The tree was always good and gentle to the ivy. There is a storm coming over the hills, he would say, "Cling close to me little vine and no harm shall befall you." But a time came when the Storm King himself rode upon the blast. He hurled a mighty thunderbolt at the oak-tree, and the brave, strong monarch of the forest was riven. The ivy unhurt, bound up his wounds, and tried to nurse him back to health and vigor.

And so it was that, although the oak-tree was ever afterward a riven and broken thing, the ivy concealed the scars upon his shattered form, and covered his wounds all over with her soft foliage, so that no one saw the havoc of the years nor the ruin of the tempest, but only the glory of the oak-tree's age, which was the ivy's love and ministering.

Man is the mighty oak, and tender woman, the ivy that would cling to him for protection, and give him her love as freely as the flower sends forth its sweet aroma into the air about it.

(This should have appeared before but on account of a rush of political pay matter has been omitted.)

The Means of Successful Plowing



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

Parlin, Orendorff & Emerson

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

Windmills, Pipe, Casing and Builders' Hardware

WARREN HARDWARE CO.

212 Main street

Hereford, Texas

The Quality Store

PHONE 25

HUBBARD GROCERY CO.

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

BEST FLOUR IN TOWN

W. L. DOUGLAS
\$3.35 & \$4. SHOES
BOYS' SHOES



THE LARGEST MAKER AND RETAILER OF MEN'S FINE SHOES IN THE WORLD.

"SUPERIOR TO OTHER MAKES."
"I have worn W. L. Douglas shoes for the past six years, and always find they are far superior to all other high grade shoes in style, comfort and durability." W. G. JONES.
119 Howard Ave., Utica, N. Y.
If I could take you into my large factories at Brockton, Mass., and show you how carefully W. L. Douglas shoes are made, you would realize why they hold their shape, fit better, wear longer, and are of greater value than any other make.
CAUTION—See that W. L. Douglas name and price is stamped on the bottom. "Take No Substitute."
If your dealer cannot fit you with W. L. Douglas shoes, write for Mail Order Catalog, W. L. Douglas, Brockton, Mass.
FOR SALE BY

D. R. GASS & SON

Local and Personal

Prairie Hay at Hicks and Harrison. 49tf

Rogers 1847. Warren Hardware Co. 44tf

W. J. McMinn of Summerfield was in the city Monday on business.

Prairie Hay at Hicks & Harrison. 44tf

Baggage and transfer hauler. J. L. Van Sickle, phone 313. 48-tf

Boys coaster wagons. Warren Hardware Co. 44tf

For High Grade Tailoring work go the Wardrobe. 48tf

Genuine Rugby Niggerhead Coal on track. Hicks and Harrison. 1t

Carving Sets. Warren Hardware Co. 44tf

Ed. F. Connell, big sheriff, went to Clovis on official business Tuesday.

Call J. L. Van Sickle, phone 313 when you have hauling to do. 48tf

Just received a car rock salt. Hicks & Harrison. 44tf

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

Mrs. Keliehor is visiting with friends at Mt. Pleasant where she will remain for some weeks.

Hicks & Harrison have a car load of fine alfalfa meal and mixed feed, just the thing for old jersey. 1t

You will find Haviland and Versailles China ware at Warren Hardware Co. 44tf

Ladies' Skirts and Suits made new at the Wardrobe. 48tf

B. M. Hester has for sale a quarter section of land 3 1/2 miles south of Hereford a wful cheap. See him. 6-tf

Order feed and coal early, our wagon dont leave the store after 6 p. m. Hicks & Harrison. 44-tf

We have a nice assortment of Japanese china ware. Warren Hardware Co. 44tf

The Peterson Sisters the next number of the Lyceum Course will appear at the Opera House, Feb. 4.

Dr. J. N. Boulard who has spent several months here has returned from a trip to Kansas and Illinois. He likes Hereford.

Just received car load alfalfa meal and mixed feed. Finest cow feed in the world. Hicks & Harrison. 1t

Sam Dunn has returned from a long stay at Corpus Christi where he strung many of the big fish and bushels of smaller ones.

We have been out of coal. Place your order several days in advance. Hicks and Harrison. 49tf

Rev. Jasper T. Moses spent a week at Toyah, Texas, and while there delivered a number of addresses.

Jno. Gregory of Kelso was in Hereford Monday and invited some of his friends to come out for a wolf hunt.

Mr. and Mrs. P. H. Sammons of Clovis was in Hereford Sunday. Mr. Sammons was formerly a traveling salesman, but is now in the real estate business.

We have advanced the price of cotton seed cake to \$35 and will advance to \$36 Feb. 1. Hicks and Harrison. 49t3

Nothing gives so much satisfaction for so small cost as electric lights. Let us connect up your house. See us for prices etc. Hereford Light and Power Company. 36-tf

C. O. Lee and family, after a months visit with friends and relatives in the Northern States have returned to Hereford. Mr. Lee is engaged in the land and insurance business and is expecting to do a good business this winter and spring.

You will have prosperous years to come if you plant an orchard. Just think when you were a child how you enjoyed going to that old orchard, gathering the luscious fruit and eating to your hearts content. Why not plant out an orchard so your children can enjoy the same pleasure. We grow nothing but the best fruit, no drones in what we sell you, a complete line of fruits, shrubs and forest trees at a reasonable price. Call at the Hereford Nursery. L. P. Landrum, Prop. 49 tf

The Editor Treats all Alike.

The following is copied from Af-ton, Okla., American, which credits it to LaRue News. It is good advice:

"A newspaper, to be a newspaper, should treat friend and foe, booster and knocker equally alike when it comes to publishing the news. All churches and societies should be treated alike. News is news and any time a newspaper man transforms news into puffs and taffy, boasts of soft soap, he prostitutes his profession and ceases to be a newspaper man except in name only. No sensible newspaper man will puff a club, church, society, or individual, merely to curry patronage. It is his business to tell the truth in the news and publish the news as news and nothing else. Just because he wishes to work a little patronage out of somebody is no excuse for inflicting a lot of slush upon his readers instead of legitimate news. But the puffing habit has got such a hold on some editors that many of their patrons expect soft soap slush about them or they will throw their patronage elsewhere. They are always fishing for compliments and are sore if they don't get them. But if they get them the other readers of the paper are disgusted. It is better to disgruntle a selfish and egoistical few than to nauseate a whole community of readers. The sensible newspaper man will give every item of news all the space it deserves and cut out all the slush, it matters not even if it concerns the so-called "best people" of the community. The "best people" are no better than anybody else when it comes to the serving of plain legitimate news. The same rule applies to churches, lodges, clubs and societies, and the newspaper man who would succeed in the end will adhere strictly to news and eliminate the soft soap, puffs and the slush."

Flour Mill up Again.

For some months now, this question has bobbed up nearly every week. The directors of the Commercial Club have long since passed a resolution which practically says that the person who puts in a mill at Hereford must furnish most of the capital, that taking stock in a mill in which local parties are expected to subscribe the total value of the mill and then give some promoter four or five thousand dollar stock for nothing will not be encouraged. The Directors believe that Hereford deserves a better mill than a Jim-Crow affair and that capitalists and practical mill men will come here when they are shown that we have the grain.

You can broil steak every time as good as the best New York Chef with COLE'S Hot Blast Range

A broiled steak.
You think of the magic work of a high-salaried chef—or some famous cook. You think of expensive restaurants or hotel grill rooms. But why not have perfectly broiled steaks at your home any day—every day? You can. Because there is one range with a perfect broiler. You can own one. We sell it.

Cole's Hot Blast Range Has a Perfect Broiler

Study this picture and see how the broiler sets before the front broiling grill. You really broil the meat with live coals this way. You do not coal-smoke it, or burn it; or crisp it, as you are liable to with flame leaping up under it, as with a top stove broiler. And see how you increase your cooking capacity with this. You save all the top of the stove for other cooking while your broiling is going on.

IMPORTANT! All the smoke and odor of broiling goes into the stove and up the chimney with this Cole's Broiler. None escapes into the room. Contrast this with the old-style top broiler where odor, smoke and gas all go into the room and through the whole house. There is no comparison, of course, and that is why so many people who like broiled steaks, fish, chicken, ham slices, chops and toasted bread and muffins consider that

Cole's BROILER Alone is Worth all the Range Costs

Come to our store and see how this new smokeless and odorless broiler and toaster works—and the other splendid, special features which mark Cole's Hot Blast Range as different from and superior to all others.

See—

- The Cole's Hot Blast Draft.
- The New One-Piece Boiler Plate Oven Construction.
- The Heat-Resisting Coleized Steel Parts.
- The Oven Thermometer.
- The Extra Large Warming Oven.
- The Double-Capacity Ash Pan.
- The Cast Iron Back Flue and Creosote Pocket.
- The All-Fuel Fire Box.
- The Instantaneous Heating Lids.
- The New Method of Heating Water.
- The Lift Key Plate—and other fine points.

The Handsomest Range Built. The 50% Fuel Saver. A Lifelong Satisfaction.

But remember! Cole's Hot Blast Range features are special. You cannot get them with any other range, because they are covered by Government patents. Come and see it.

Hereford Hardware Co.



For Soft Coal Hard Coal Slack Wood or any fuel



THE BASKIN LAND CO.

We offer special inducements in quarter and half section tracks close in to actual settlers. We have some on easy payments. Hereford is in the shallow water belt. Write us for particulars. Address **BASKIN LAND COMPANY** HEREFORD, TEXAS

It's This Way.
Farmer B. Well I sold my farm for \$50.00 per acre yesterday to that man from up north.
Farmer C. Well I dont see how you done it. My land is just like yours, in the same section, and he only offered me \$35.00 per acre.
Farmer B. Well he said he would not have given me more than \$50.00 if it had not have been for that 5 acre orchard I bought of the Hereford Nursery. Tell me it don't pay to have an orchard.
Farmer C. Well I never. I am going down to the Hereford Nursery tomorrow and buy me a 10 acre orchard.
Get good trees and get them from the Hereford Nursery. 49tf
L. P. LANDRUM, Prop. Hereford, Texas.

Mr. H Og Goes to the Pen.
At the election last Tuesday by a unanimous vote a verdict of 99 years and longer was rendered against Hog, who was charged with rooin' up all that was left and committing untold ravages where he had no business. So hereafter those who have allowed his majestic hoggishness to run at large in Hereford and adjacent territory will have to pen him.
Genuine Rugby Niggerhead Coal on track. Hicks and Harrison. 1t

A Full House!

We have a heavy stock of corn, corn chops, shorts, bran, cotton seed cake and meal; alfalfa, prairie hay, millet, rock salt, and a little coal. Our prices are right and we can deliver the goods. : :
TELEPHONE 76

Hicks & Harrison

How to Grow Pecans.
The following is a letter by L. P. Landrum in reply to an inquiry from T. W. Oliphint, cashier of the Huntsville State Bank and is of such interest as to justify publication. It is known that pecans will do well on the Plains and this industry should not be neglected.
Dear Sir:—
Pecans should be planted in rich valley subirrigated soil if possible, however, they will do well on any rich deep soil.
The trees should be planted good and deep, and dirt should be well tramped around the trees and well watered at the time of planting.
The trees should be thoroughly cultivated while young, after they become of proper age to shade and mulch the ground, they should not be cultivated near the tree, and finally after they are about fifteen years old I think cultivation should be stopped altogether.
If you already have a seedling pecan grove started, it should be properly thinned and the trees should be top worked and budded with choice varieties. If you are thinking of planting a young pecan grove, recommend that you plant the very choicest varieties, and would advise to plant 3 to 4 or 4 to 5 foot trees, as the first cost of a pecan tree is very light compared with its future value, it being one of the most valuable and long lived trees known.
Will gladly give you any further information.
Smith and Brumley do all kinds of Scavenger work, also haul off your trash, cans and dead stock. Prices reasonable. Hereford, Tex. 46-tf

New Time Table.
No. 38, Merry Widow East; 9:05 a. m.
No. 37, Merry Widow West; 4:53 p. m.
No. 113 Through Train, West; 12:03; p. m.
No. 114 Through Train, East; 4:00; p. m.

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

Address all communications to
THE HEREFORD BRAND

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

Subscription Price \$1.00 Per Year,
 Strictly in Advance

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

ANNOUNCEMENTS

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

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

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

DEAF SMITH COUNTY.

For County Judge:—
 W. H. RUSSELL

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

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

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

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

CITY OF HEREFORD.

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

For Secretary and Treasurer:—
 A. M. JONES

AFTER THE PUBLISHERS.

"The government is now sending out inspectors to examine the subscription books of the country newspapers with a view of getting all subscription lists on a "paid in advance" basis. With weekly papers, subscribers must be paid up within one year of the date of inspection. The Clifton Ill., Advertiser tells of the appearance of an inspector who is now working in that vicinity. The order was originally made to shut out the papers which had no regular list, but it seems that it is to be enforced rigidly among the weekly papers of the country. The government, realizing that such a ruling would work a hardship among country publishers, has been very lenient so far, in order to give them a chance to adapt themselves to the rule, but as two years have gone by since the order was made the government evidently thinks that enough time has been given and will strictly enforce the rule from now on."

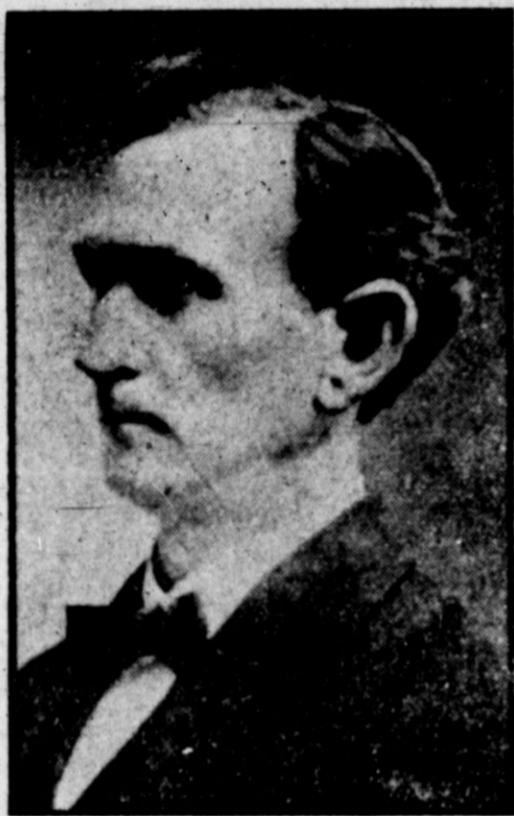
If the country newspapers would have the grit to "cut-off" the delinquent subscribers, they would fair

far better and their readers would soon fall in line. The Brand has long prided itself on its "paid-in-advance" list. The Brand readers all know it costs money to put out a good paper and they are willing to pay for it. When they don't want The Brand they "stop it."

Campbell's Scientific Farmer.

For a few weeks and until further notice The Brand will give one year's subscription to this splendid paper and The Brand for the round price of \$1.00. This offer is made to actual farmers only. If you intend to farm in this country, Campbell's Farmer will clear the way for you. Sample copy sent upon request.

HON. JNO. P. SLATON,
 of Hereford,



Candidate for
STATE SENATOR,
 29th District

**HOMER D. WADE
 ACCEPTS INVITATION**

Stamford Secretaey Writes Club
 That He Will Be Present At
 Annual Banquet.

Secretary S. B. Holman is in receipt of a letter from Homer D. Wade of Stamford saying that he will be present at the annual Talk-Eat-Fest of the Hereford Commercial Club to be held on Tuesday, February 8. Mr. Wade is perhaps the best known Commercial Secretary in Texas and is at present with Stamford. He is well known to many of our local people and some of the members of the directorate and they tell us he is able to "deliver the goods".

The annual affair of the Club should see every business man present and a ready helper. No town can hope to succeed that fails to combine its efforts in a well organized Club and that well supported. Hereford lays claim to the distinction of being the only Club in the Panhandle that has come thru free of debt.

Notice Stockmen.

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

B. W. Adams of Burlington, Boone County, Ky., for fourteen years county clerk of that county, is another man who recognized the value of Hereford as a health resort. Mr. Adams and wife are here for something like four months for Mrs. Adams health. Mr. Adams states that he has visited most of the cities of the Plains and that he finds Hereford the best.

House Warming.

The Ladies of the Christian Church contemplate giving a "house warming" in the near future, at which time the basement of the new church will be opened for use.

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

AND TRUST COMPANY HEREFORD TEXAS

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

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

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

Insurance placed in best companies and policies looked after.

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

CONDENSED STATEMENT OF THE CONDITION
 OF
The First National Bank
 HEREFORD, TEXAS

At the close of business February 5th 1909.

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

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

AUTOS—Two new Overland 30 HP autos for trade. Vendor's lien notes or land. J. H. King Realty Company. 51-tf

HOTEL—Cottage Hotel for rent. Furnished or unfurnished. See W. B. Parmer for further information. 51-tf

Lawrence Johnson of Summerfield was in Hereford this morning on business. He says that Iowa farmers will come to Texas if the land owners will build houses,

GREATEST CLEARING SALE

Ever Held in this Country or in this Section of the State

Prices in all departments of our store cut regardless of cost in order to reduce stock quickly before taking inventory and to make room for new spring goods, which will soon demand all available room. Come as early as possible and you will find many opportunities to save money on high grade merchandise. New stock bought for this season's selling. We don't want to carry it over and it is yours for less than we paid for it

A CHANCE FOR YOU TO MAKE MONEY

MATTRESSES

Mattresses have advanced 20 per cent. We have on hand a solid carload that we fortunately bought before the advance. Below are the regular prices before they advanced.

| | |
|---|----------------|
| \$18.50 Ostermoor Mattresses This Sale | \$15.00 |
| \$12.50 Cotton Felt Mattresses This Sale | \$9.75 |
| \$8.50 Cotton Felt Mattresses This Sale | \$7.50 |
| \$6.75 Cotton Felt Mattresses This Sale | \$4.95 |
| \$5.00 Cotton Felt Mattresses This Sale | \$4.25 |
| \$4.50 Plaited Mattresses This Sale | \$3.75 |
| \$3.50 Plaited Mattresses This Sale | \$2.50 |

Our main object in holding this sale is to reduce our stock quickly.

Prices in every department of our mammoth stock cut and slashed Regardless of cost.

CHAIRS

The newest and best in chairs. We are overstocked on these goods and they must go regardless of cost.

| | |
|--------------------------------------|----------------|
| Regular \$12.50 Diners This Sale | \$9.75 |
| Regular \$8.00 Diners This Sale | \$6.75 |
| Regular \$5.00 Diners This Sale | \$3.75 |
| Regular \$18.00 Rockers This Sale | \$14.75 |
| Regular \$12.50 Rockers This Sale | \$9.75 |
| Regular \$10.00 Rockers This Sale | \$7.50 |
| Regular \$8.50 Rockers This Sale | \$6.75 |

Everything Goes, Regardless of Price

The above prices represent only a sample of the sacrifices we are making. Remember Everything goes Regardless of price.

E. B. BLACK COMPANY FURNITURE and UNDERTAKING

LOCALS

Order coal in nice weather. Hicks & Harrison. 44-tf.

Judge C. F. Kerr of Dimmitt was in Hereford Wednesday.

Emerson, Double and Triple Disc Plows. Warren Hardware Co. 51f

2nd hand goods, 2nd prices corner Main and Railroad Street.

C. B. Fowler of Friona was in the city yesterday transacting business.

Heavy team and single Driving Harness. Warren Hardware Co. 51f

Genuine Rugby Niggerhead Coal on track. Hicks & Harrison. 1t

NEW SKIRTS—A swell line at Geo. A. Stambaugh's.

P & O LISTER PLANTERS. Warren Hardware Co. 51tf

Genuine Rugby Niggerhead Coal on track. Hicks & Harrison. 1t

Books, reasonable price, Racket Store. Corner Main and Railroad Streets. t

Buck's Pearl and Pride Cook Stove. Warren Hardware Co. 51tf

A. W. Gregg went over to Farwell and Clovis Wednesday on business.

Dont risk cotton seed cake advancing in price. Investigate. Hicks & Harrison. 44-tf

WIND MILLS, Pipe, Casing and Sucker-Rods. Warren Hardware Company. 51-tf

A very interesting article on page 8 is entitled "the Cause, the Effect, the Cure."

Will O'Brien will leave today for Kansas City and Saint Louis to close up a big land deal.

Enterprise Buggies and Bain Wagons. Warren Hardware Co. 51-tf



CONTRACTORS: Sam Worley and U. H. Kirby, foreman all woodwork and steel ceiling; Copes & Palmer, all roofing and sheet metal work. J. L. Johnson, all concrete block and cement work. T. L. Pearson, plumbing.

NEW HOME OF THE FIRST CHRISTIAN CHURCH

OF HEREFORD, TEXAS
Cost Completed and Furnished \$25,000.00
Seating Capacity 1200

BASEMENT—Contains S. S. Auditorium, Kitchen, Parlor, Eurnace Rooms and Toilets.

FIRST FLOOR—Contains Entries, Main Auditorium, S. S. Rooms, Choir Elevation, Library, Dressing Rooms.

SECOND FLOOR—Contains Additional S. S. Rooms, Organ Loft and Balcony.

THIRD FLOOR—Has Ladies Parlor and Work Rooms.
Extreme dimensions of building 85x98 feet, height 75 feet.

We are not advertising coal. Havn't enough to bother about. Hicks and Harrison. 44-tf

"The Cause, the Effect, the Cure," is something seldom discussed. Read it on page 8. 1t

Katydid Sod Plows. Warren Hardware Co. 51-tf

We have a good supply of International Stock Food. Hicks and Harrison. 47tf

E. B. Black Co. has just received a solid car load of beds to supply the new homes in Hereford and vicinity.

Now is the time to plant your trees. There is a good reason and you will get good results, if you buy of the Hereford Nursery. 49tf

Special price on American and Ellwood Field Fence. Warren Hardware Company. 51-tf

Great saving, bargain counters, Racket Store. Cor. Main and Railroad Street. t

W. S. Keiser of Canyon City and son S. D. Keiser of South Dakota were in Hereford Wednesday on business.

Latest style in hairdressing and shampooing, also switches, pompadours and puffs made from your own combings. Phong 84, No. 701 Miles Ave. Mrs. H. I. Berve. 50-tf

Jesse R. Letton of Friona was in Hereford yesterday telling about his big potato crop. He will have something more to say about it next week.

Mr. and Mrs. J. H. Letton of Paris, Ky., are expected to arrive in Texas next Thursday. They have bought the McMillin-Fergus place near Friona and will join their son Jesse R. Letton in planting 75 acres of Irish Potatoes next spring.

Are you a mail order patron? Read "the Cause, the Effect, the Cure," on page 8. t

Free building lots in Baskin Heights to the first twenty to erect four-room houses. Phone L. Baskin for particulars. 48-tf

T. J. Williams, ex sheriff of Morganville, Kentucky, is here visiting with his friend, B. L. Hammock, and will remain several days.

Mesdames T. E. Shirley and E. M. Haile went to Roswell last Sunday to hear Mme Sembrick. They report a most enjoyable occasion.

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

Drs. Miller and Joss were the first in the Panhandle to use the Philo system of raising chickens. They each have the system in successful operation and their methods will be used by a number of chicken raisers this year. The system if used by every body in town would forever solve the "neighbors chickens" problem.

Lyceum Course.

The Peterson Sisters will be the third number of the Lyceum Course for this year, and will appear at the Opera House on the night of February 4th.

The personnel of the company consists of Miss Ethyl J. Merritt, pianiste and first soprano; M. Elouise Peterson, Violiniste, Pianiste, and first alto; Esther M. Peterson, reader, mandoliniste and second soprano; and Helen B. Petersen, harp-guitariste, reader and second alto. They are masters of voice, violin, mandolin, guitar and piano, besides being artists of the highest type on many other musical instruments.

Press and personal comments on the work of the company from all over the country could be no better, all uniting in praise of the wonderful work of the musicians. They are admitted to be superior to any like company on the platform today.

The price of single, reserved seats for this attraction will be only fifty cents; season tickets for the four remaining numbers of the course, including this number, \$2.00; tickets may be secured from Miss Willie Hammock or from the Secretary of the Commercial Club; tickets will be on sale the day of the attraction at Betts & Millard's Drug Store.

Notice to Stockmen.

Let us teach your colts by the scientific method. Satisfaction guaranteed. For further information write or see us. Jacobs Bros. 4715

Society

A GATHERING OF NEIGHBORS.

Mr. and Mrs. C. C. Ferguson made it pleasant for a party of neighbors and friends Thursday evening, January 20th, at their cozy little home on 25 Mile Ave. When the neighbors of this genial host and hostess were invited to be present at a delightfully informal gathering a pleasant time was anticipated; but not until a series of interesting "42" games had been played and a round of happy conversation, full of beauty and cheer engaged in was the anticipation fully realized. At a late hour the hostess assisted by her sister, Mrs. Lea served a most refreshing repast of heavenly hash, with whipped cream, angel food and devil's food cake and chocolate.

Miss Wilson, one of the guests contributed several musical numbers to the entertainment of the evening and a little song rendered in a simple childish manner by little Misses Grace Ferguson and Annie Wildy Lea was greatly enjoyed by the guests.

The following friends left at an exceedingly late hour feeling that it was good to have been there: Mr. and Mrs. A. C. Elliott, Dr. and Mrs. Hendricks, Mrs. Potter and daughter, Mr. and Mrs. N. J. Matthews and son, Burke, Mr. and Mrs. B. S. Arnold, Mr. and Mrs. C. W. Dodson and son, Charles and guest, Mrs. Albey, Mrs. Alice Lea and little daughter, and Miss Amelia Wilson.

MRS. P. W. PRICE ENTERTAINS.

Mrs. P. W. Price, in her characteristic pleasing manner entertained a number of lady friends Friday afternoon Jan. 21st, from 3 to 5 in honor of Mrs. J. N. Russell who left Monday for an extended visit to points in Central Texas. Few homes in Hereford are as often thrown open to friends for the enjoyment of social functions and in no home is hospitality more freely dispensed than that of Mr. and Mrs. Price. On this occasion the opportunity of meeting several guests and ladies who have recently moved to Hereford and the privilege of seeing Mrs. Russell and bidding her goodbye added to the general pleasure of the afternoon.

Cards and "42" were the main diversions and a treat in the way of home made candy was enjoyed at the tables. Mrs. Jarrott assisted the hostess in serving dainty refreshments of pink and white gelatine with whipped cream and two kinds of cake. And after a very pleasant time thus spent the following ladies departed for their homes: Mesdames Barker, Barcus, Slaton, Price, Snyder, Alby, Dodson, Roland, Arnold, Jarrott, Ray, Barnes, Collins, Witherspoon, Biscoe, Estock, C. S. and W. H. Garrison, Russell, Matthews, Cardwell, Lea, Ferguson, Elliott, Hendricks, Wheeler, Black, Irwin, Younger, Oberthier and Johnson; Misses Warren, Collins and Russell.

Among the Hereford people who attended the play in Amarillo Saturday night were Mesdames Price, Cardwell and Arnold. Messrs

Arnold, Bridges and Frizzell and Miss Amber Collins.

Mrs. L. A. Ricketts entertained at dinner Sunday, the following Hereford people at her country home. Mr. and Mrs. Holman, Mrs. Tucker, Miss Warren, Messrs. Fox and Herbst.

Mr. and Mrs. G. W. Barcus entertained at six o'clock dinner Monday evening the following friends, Mr. and Mrs. Rowland, Messrs Cross, Gibson, North, Herbst and Miss Warren.

The Baview Study Club met with Mrs. J. D. Jarrott as hostess Thursday afternoon, Jan. 20 and the following program was carried out.

1. Sketch of the legendary history of England.
2. Lesson from "England's Story"
3. Discussion.—London.
4. Song.—National Hymn.

The hostess served fruit salad and wafers after the program.

Tin Sign Scares Horses.

Another team ran away yesterday morning and resulted in smashing up Hicks & Harrison's coal wagon, breaking down a telephone pole and tangling up the wires, the damage being estimated at \$50.00. The gentle team were scared out of their wits by one of those cheap tin signs that serve only as targets to the small boy and to add to the accumulation of trash in the alleys and streets.

Fire Alarm Signal.

Street commissioner W. D. Kelihor informs the Brand that the fire alarm adopted for the present is: One long whistle followed by a number of short toots. When the fire is out one whistle will tell it. The alarm will be given by the light plant. When a fire breaks out, call Central and tell operator where fire is located. Until the hose and chemical wagon arrives, the fire hose will be kept at L. Baskin's office and the Palmer Lumber Co. The City Marshall will act as Chief and direct use of apparatus.

Don't go to a fire with your dress suit on or in your nighties. If you intend to help handle the hose, keep an old suit handy.

Mrs. W. W. Edwards will be prepared in a few days to do all kinds of stamping. Latest designs in all stamping patterns. At Ladies Furnishing Store. 51-2t

A Positive Safeguard.

Uncle Joe Sybert is authority for the statement that terpineol is a positive preventive of many diseases, and a specific for incipient typhoid. From 3 to 6 drops according to age makes a dose. "Taken intime," he says, "no one should ever have a severe attack of typhoid or slow fever." Uncle Joe Sybert is a splendid horse doctor and he admits it, but he says what is good for beast is good for man.

Notice.

Keiser Bros. & Phillips of Canyon City will be in Hereford Saturday, Jan. 29th to buy work mares. Bring your good mares to town. 1tp

Notices.

Where admissions are charged or a money consideration made, all church, lodge and club notices will be received as "pay matter," at the usual rate of 5 cents per line. 50tf

The Cause

The Effect

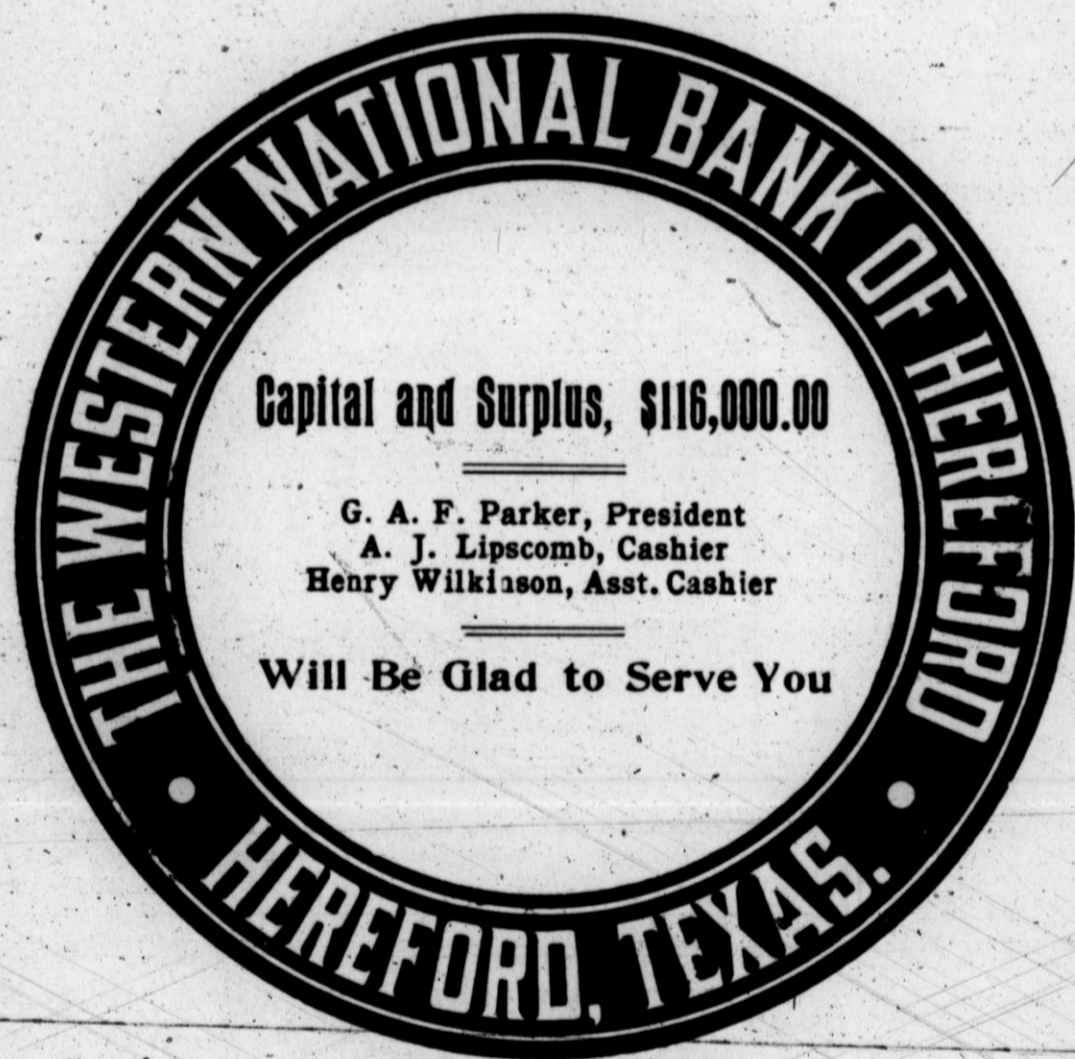
The Cure

has been studied and recognized by hundreds of the consumers of goods in the Panhandle. How much thought has the man on the other side of the fence given it? In the early days of this country, the merchant was practically independent. He fixed the price of everything, he had no hard competition. Did he control his baser nature, or did he allow greed to overcome him? We will accept the effect, as evidence of his course. The effect is that foreign merchants have seen opportunities here and waged a relentless war for the business, the consumer is now INDEPENDENT, the merchant entirely DEPENDENT. It is necessary for the good of the country that a city be maintained here. The cure can and will be applied. In the past, people have ordered their goods from elsewhere, "because it paid them" in the future they must buy at home, "because it pays them." I study mail order catalogues in connection with my own stock, I know their prices, item for item, therefore I know I am selling goods as cheap in Hereford as they can be bought at retail in Kansas City, Chicago or any other place. I have a large stock of Racket Goods, many hundreds of the common things that are used every day, things you wouldn't expect to find in Hereford at prices you can't beat on the face of the earth.

Did you ever hear this statement before? "I invite comparison with mail order houses." My bargain counters are equal in bargains to those of any city. I invite you to come in and see them. I appreciate your patronage and believe you will appreciate what you get in return for it.

Walter Nelson

The Square Deal Man. Corner Main St. and Railroad



The Wardrobe, first door south of McGhee's Photo Gallery. Phone 335 48tf

SATISFACTION TO ALL

In the TAILORING, CLEANING, and PRESSING LINE

Phone 350 THE SUITITORIUM G. E. Fuller

SAVE FUEL BILLS

With an

Electric Flatiron

DAY CURRENT NOW Ask Phone No. 388.

HEREFORD ELECTRIC LIGHT AND POWER COMPANY

Groceries

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

TELEPHONE 45

J. D. Curtsinger

UP-TO-DATE LIVERY and SALE BARN

When you want a good drive or an up-to-date rig call at our Barn. We have spent a great deal of time and money lately improving and enlarging our premises. We have one of the best barns in West Texas and can give you the best accommodations in any line of livery service. We guarantee courteous and fair treatment to all. We also have a Baggage Transfer in connection with our Livery business. Courteous treatment given. Phone 249.

SHERK & STANEK

PARK & NESBITT

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

We write a Liberal Life and Accident Insurance Policy.

**We Ask for a Share
Of Your Business**

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.

Prepare Now To Save Fruit.

The following article, in Hale County Herald, of Plainview, Texas, by J. A. Graham, secretary of the Commercial Club, is of special interest to those who have fruit trees:

"Nowadays people consider it a necessity to carry fire insurance against loss of property by fire, and it is just as essential to take out insurance against a few late frosts in the spring in our orchards and vineyards. This can be done successfully and cheaply by the use of smudge pots. Whenever the frosts are injurious in the spring, the price of fruit is very high, and those who have fruit that year get a big price, invariably. In the Grand Junction section of Colorado last year they saved millions of dollars worth of fruit by the use of the smudge pots:

"Everyone who has a bearing orchard should put in a sufficient number of these pots to insure a crop. There are a number of makes of these pots, but I believe the Troutman pot is the best and cheapest for an orchard of medium sized trees. The Troutman pot holds 5 quarts of crude oil, which should be laid down here at less than 4 cents per gallon. (I will have quotations in a few days.) About 85 pots are required per acre. This makes the first year's cost as follows: 85 pots at 20 cents each, \$17; five quarts of oil at 4 cents, is \$4.25 for each night that the oil is burned, if it is burned for the full time, which is 6 hours, but as a usual rule the pots will not have to burn over two or three hours a night, and it is seldom that more than three nights burning are required during a season; therefore, a pot full of oil should last for the whole season. This makes a total of \$21.25 per acre, but you must bear in mind that the cost of the pot is a permanent investment and will last from ten to fifteen years. After the installation of the pots it will cost about \$4.25 per acre, and counting about 70 trees per acre, the cost per tree is six cents for the insurance of several dollars' worth of apples. One man can light 300 to 500 pots per hour.

"As to the danger period of frosts, I would say that there is not any great danger of the destruction of the fruit until after the buds begin to open.

"The time of the opening of the buds varies with the variety of the apple, and also varies in different years. According to my observations in the Pecos Valley, and it is about the same here, I am told, the buds generally begin to open about the first of April and are in full bloom by the tenth; but a few years they have opened from one to two weeks sooner. Nothing but a hard freeze hurts the fruit before the opening of the buds, but any degree below freezing, or 32 degrees, is dangerous after the opening of the buds and until the fruit is one-third of an inch in diameter. Often the thermometer will go down to 28 degrees and the fruit not be injured, but it depends upon atmospheric conditions and it is dangerous to take any chances. I would advise, if the thermometer goes down to 32 degrees F. between 3 and 6 a. m., to light the pots.

Deep Well at Yellow House.

Some few weeks ago the Herald contained information as to meagre reports of a deep well being drilled at the Yellow House ranch, about 50 miles west of this city, and gave the news as unverified and for what it was worth that at a depth of 650 feet a flow of artesian water was struck and the water cased off to allow the continuation of the work.

J. H. Mook, of Roswell, who is drilling the well for the ranch owners was in the city this week and from him information was obtained that

the news as published was entirely correct and that work on the well was now resumed, after a short shutdown during the holidays, and that it would be continued until oil, gas or a strong stream of water was struck, or a depth of 2,500 feet was reached and the work might be further prosecuted, at the option of the ranch owners.

That the well was started with a view of a test to extreme depth is evidenced by the fact that a 16-inch bit was used. When the drill was down to a depth of 640 feet a small but steady stream of water flowed over the top of the casing to a height of several inches, and the flow continued until cased off. The size of the well was reduced to 12 inches, and the drill going at the present depth measures 8 inches, and this size will be retained as long as possible, or profitable, and then reduced

to 6 inches. With the exception of the flow of water, the drilling has not to the present time shown anything indicative of value. Two or three strata of sand of the appearance of oil sand has been encountered, but tests did not disclose it to bear oil properties.

Mr. Mook says the work of drilling is necessarily slow and the distance from railroad facilities makes the matter of hauling quite an item, a recent order of over 1,000 feet of 8-inch casing being hauled by wagon from Hale Center.

Notice.

W. A. Basham has secured the exclusive agency for the Ladies' Home Journal and Saturday Evening Post for a period of one year. He wants 15 boys to sell these papers. Prizes including a gold watch will be given to the one who sells the greatest number papers. 50-2t

OPPORTUNITY

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

JEWELER **W.H.RAY** OPTICIAN



Shipping Trees by the Carload
HEREFORD NURSERY
L. P. LANDRUM, PROPRIETOR

J. F. COLLUP

DEALER IN

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

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

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

WE HANDLE ALL KINDS OF POSTS.

500

MORE FARMERS IN 1910

500

THE BRAND wants to see 500 land owners open 500 new farms this year. If you own land around Hereford it will pay you to put it in cultivation. The expense will be small compared with the benefits. Read the following carefully :-: :-:

WHAT WILL IT COST

A careful estimate has been made for a quarter section, where the entire tract must be fenced:

| | |
|---|-----------------|
| 1800 lbs Galvanized Barbed Wire, 3 strands | \$64.80 |
| 230 Cedar Posts, 45 ft. apart | 34.50 |
| 5 Large corner and gate posts | 3.00 |
| 10 Anchor posts | 3.00 |
| 12 lbs Staples and Nails | .60 |
| 22 lbs Heavy Smooth Wire for Anchors | 1.40 |
| 2 Braces for Wire Gate | .70 |
| Expense of locating corners | 12.50 |
| Turning 120 acres of sod at \$1.25 per acre | 150.00 |
| Total | \$270.00 |

WHAT THE LAND OWNER GAINS

His quarter section will be enhanced in value not less than \$500; it will have an earning power, which it now lacks; it will sell much more readily even without the house, it will encourage actual settlers.

WHAT THE RENTER WILL DO

Under this proposition the renter must haul out all material and build the fence.

He must break out 120 acres of sod and plant same.

All of the crop for the first year will belong to the renter. The second year he will be entitled to the refusal of the land to rent upon the usual terms.

BUILDING A HOUSE

This proposition does not contemplate the building of a house for the use of the renter. The man who accepts one side of this kind of a contract is supposed to have a nearby home in which to live.

If building a house is necessary, a careful and accurate estimate on the size house needed will be made and submitted to the land owner for his contracting.

The Brand wants to hear from 100 more land owners as soon as they read this. Since beginning this campaign for 500 farms, several have accepted the above proposition. One man in Indiana who owns a half section 10 miles south of Hereford contracted for 160 acres; one from Central Texas who owns 480 acres 7 miles northwest, will have 400 acres put under cultivation; and one all the way from West Virginia who owns a quarter section six miles out has instructed that the entire tract be planted. Let others fall in line.

ADDRESS
SEC. of COMMERCIAL CLUB
HEREFORD, TEXAS

ADDRESS
THE HEREFORD BRAND
HEREFORD, TEXAS



Large and Small Buyers are treated with equal courtesy at this market. If your family is not large you cannot be expected to require large quantities of groceries

WE'RE GLAD TO SELL YOU GROCERIES

no matter how little you need now. For we know that if your family ever does become larger, you'll continue to buy where your small orders are so cheerfully and satisfactorily filled

Stock is fresh daily and price always close to cost

Cardwell Brothers

After The Grippe

"I am much pleased, to be able to write and thank you for what Cardui has done for me," writes Mrs. Sarah J. Gilliland, of Siler City, N. C.

"Last February, I had the Grippe, which left me in bad shape. Before that, I had been bothered with female trouble, for ten years, and nothing seemed to cure it.

"At last, I began to take Cardui. I have taken only three bottles, but it has done me more good than all the doctors or than any other medicine I ever took."

Take CARDUI

The Woman's Tonic

For the after-effects of any serious illness, like the Grip, Cardui is the best tonic you can use.

It builds strength, steadies the nerves, improves the appetite, regulates irregularities and helps bring back the natural glow of health.

Cardui is your best friend, if you only knew it. Think of the thousands of ladies whom Cardui has helped! What could possibly prevent it from helping you?

Remember you cannot get the benefit of the Cardui ingredients in any other medicine, for they are not for sale in any drug store except in the Cardui bottle. Try Cardui.

Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn. for Special Instructions, and 64-page book, "Home Treatment for Women," sent free.

Your Meat and Baking Together

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

Burnam & Dobbins

Tierra Blanco Herefords

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

...BREEDERS OF...

Registered Hereford Cattle

Head Headed by Strike Stx, No. 156847
Assisted by Texas Tom, No. 204446

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

Professional and Business Cards

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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

F. T. ROLOSON
Attorney at Law
HEREFORD, TEXAS
Rooms 5-7, Miller-Walker Building

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

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

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

THE HEREFORD ABSTRACT CO.
Titles to Deaf Smith
County Lands. Prompt
Service. Give us a Call.
Office with J. P. Snyder Land Co.

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

SULPHUR PARK FARM **HILLCREST FARM**
ALFALFA HAY AND SEED TURKEY RED WHEAT
L. GOUGH
HEREFORD, TEXAS

C. G. Witherspoon W. Claude Witherspoon
C. G. Witherspoon & Son
Dealers in Panhandle Lands
Abstracts prepared on short notice. All
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clusive agents for Western Union
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DIMMITT ABSTRACT CO.
ABSTRACTS OF CASTRO AND BAILEY
COUNTY LANDS
Dimmitt, Texas.

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

We Can Do It.
Build Towers,
Do Repair Work,
Oil Mills and Fix Old
Mills, and Doctor Them for you
HODGES & BURNAM
Phone Hereford Hardware

SEEDS

Adapted to the Southwest

CATALOG FOR 1910 NOW READY

ROSWELL SEED CO.

ROSWELL, N. M.

We are extensive growers and dealers in all kinds of choice fruit, shade and ornamental trees and shrubs, adapted to the plains. The Hereford Nursery. 49tf

The BRAND LINERS

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

LOST AND FOUND

FOUND—A lot of broken new year resolutions. Owner may have pieces by describing them. Call at Brand office, pay up your subscription and renew your resolutions.

FOR RENT—HOUSES

FOR RENT—2-room house \$5.00 per month. See Mrs. Dent. 1tp

FURNISHED rooms—to let, one block west of First State Bank. H. C. Carl. 50-tf

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

MISCELLANEOUS WANTS

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

HAIR—Will buy hair combs. Mrs. H. I. Berve, 701 Miles Ave. 50-tf

FOR RENT—120 acres old land close in. See A. H. Elliston. 50f

MAIZ—Baled maize, sorghum and kaffir for sale cheap. See L. Baskin. 51-3t.

SEWING—Plain sewing and dress making by Mrs. Everett, 702, 25-Mile Ave., Phone 394. 51-tf

BICYCLE—A good second \$25.00 bicycle for sale \$12.50 will buy it Geo. A. Stambaugh. 1

FOR SALE—Millet straw, Kaffir and maize in bale. Write or phone. Hays Bros. 3t

LADIES—Call on Mrs. F. M. Wolfe, West 4th St., opposite church and get something of great value to you. 50-2tp

PURE DWARF—Maize, unmixed seed for sale by Eli Dunlap. This seed was grown by one of the best farmers in the Panhandle. Come early and secure seed. 50-tf

TRADE—Will trade 7-room house on 25-Mile Avenue for first mortgage vendor's lien notes or sell on good terms. Call at The Brand office. 50-tfE

REAL ESTATE FOR SALE

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

TRADE—Good five-room house in Roachdale, Indiana, to trade for improved suburban property in Hereford. Must be bargain. Few acres of land attached preferred. Call at Brand office. 50-tfE

CITY PROPERTY

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

20-ACRES—Block 27, South Hereford Rickett's Addition for sale cheap if taken at once. This is a snap. See T. J. Williams or B. L. Hammock this week. 51-2t

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

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

LIVE STOCK FOR SALE

FOR SALE—At my place South of Dimmitt, 40 head of high bred Hereford cows. All in good condition and now on feed. Bred to Registered Bulls. F. H. Obertheir, Hereford, Texas. 49-tf

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

FOR SALE—One registered French Draft Stallion, six years old. Solid black. Will be sold at a bargain. See or write G. M. Suggs, Hereford, Texas, Box 192. 50-tf

Spring Lake Items.

A Farmers Institute was organized with G. E. MacNair as President, O. C. Axtell, Vice Pres.; D. B. Shiflet, Sec.; and M. W. Axtell, Treasurer.

The Sunday School elected officers and teachers as follows:

Supt., M. W. Axtell; Asst. Supt., D. B. Shiflet; Sec., Victor Shiflet; Tres., G. E. MacNair; Choirester, Etta Ott; Asst. Choirester, Mrs. Reddington; Organist, Ida Ott; Asst. Organist, Ruth Head; Librarian, Tom Giest; Teachers, A. C. Axtell, Mrs. Gilbert, D. M. Axtell, Mrs. Packard, A. D. Fredrick, Miss Goldie Giest, Mamie Axtell, and D. B. Shiflet. With this management we are looking forward to splendid results during the next year.

Lincoln Jurgenson captured a coyote this week.

N. Gilbert was in Plainview the first of the week.

C. E. Troxall has rented the Carlin place.

G. O. Carpenter of Plainview is working at the carpenters trade this week.

Mrs. Williams of Olton spent the day with Mrs. Packard Tuesday.

Miss Lulu Thomas visited at the Jurgensen home Sunday.

Messrs Gilbert and MacNair took their families and went to the Sand Hills for a picnic Saturday. They

report a splendid time.

Mr. and Mrs. J. Jurgensen spent the day at Spring Lake Ranch Sunday.

Mrs. Harris spent the day with Mrs. Downs Wednesday.

Mr. Dotson of Olton was threshing on his farm Thursday and Friday.

T. N. Devening spent Sunday at his farm.

The Reeves boys went to Plainview Thursday where they purchased three wagon loads of farming implements and a windmill.

The meeting at this place is progressing nicely, having been eight confessions. The meeting will continue this week.

A Living on a City Lot.

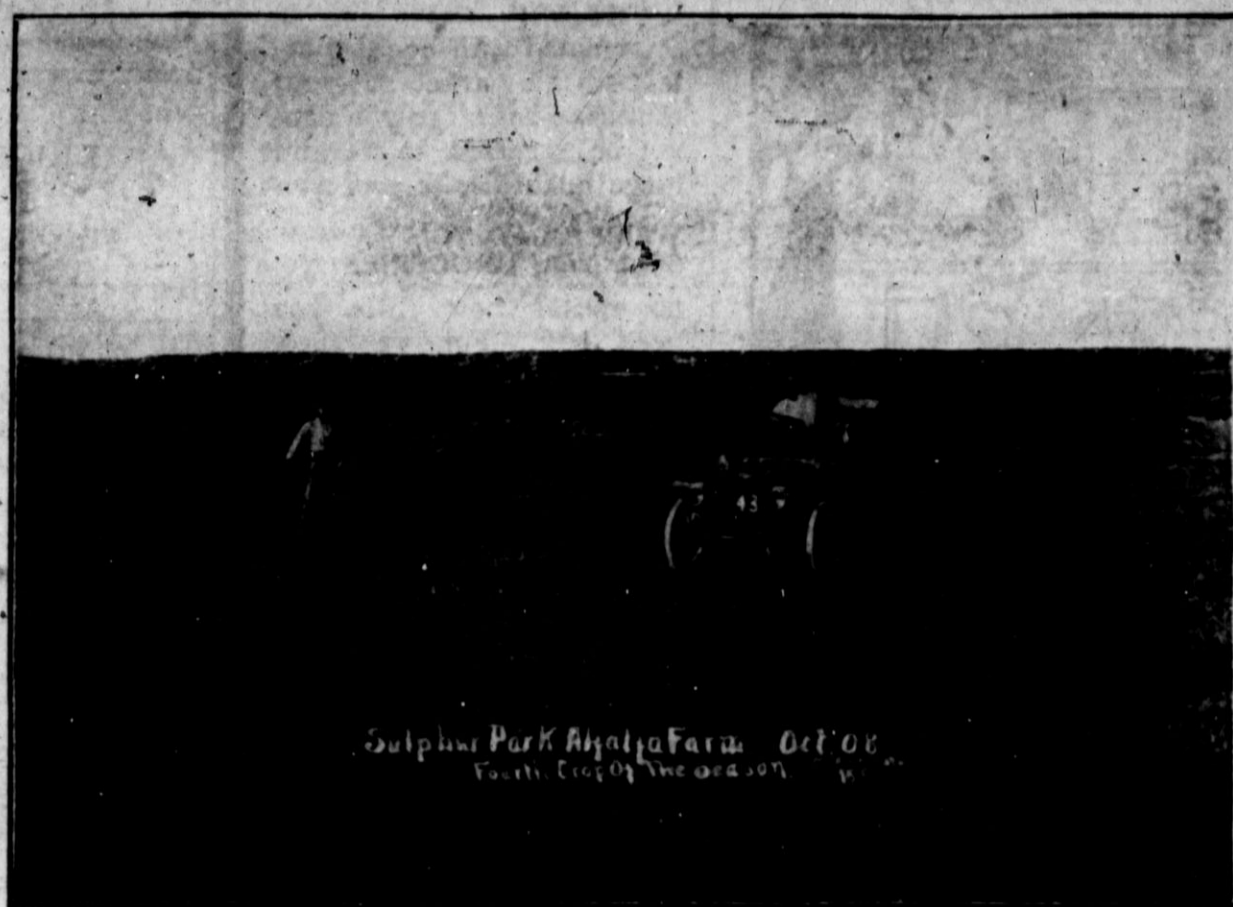
The Philo System of Progressive Poultry Raising will do it. Drs. Miller & Joss are making a specialty of The Philo System. Any one wishing any of The Philo supplies can get same by calling on either of them. They will be glad to show incubators, brooders and colony coops in operation to any one interested at their residences on B Street. 51-4t

SPRING WHITE GOODS

—Are in. Some very pretty patterns in fancy and plains. Geo. A. Stambaugh. 1t



Some of The Agricultural Premiums Won in 1909



Sulphur Park Farm Near Hereford

“YOU’LL LIKE HEREFORD” AND DEAF SMITH COUNTY



A Hereford Business Corner



Thoroughbred Jerseys Near Hereford



Santa Fe Depot at Hereford



Automobiles Waiting for Semi-Monthly Prospector Trains

The Peterson Sisters OPERA HOUSE

February 4th. Admission Fifty Cents