

The Hereford Brand

Vol. 7

HEREFORD, TEXAS, OCTOBER 4, 1907

No. 34

THE WHITE SEWING MACHINE IS KING

IS the universal verdict of all who try it. A simple test will satisfy the most skeptical. We handle only the latest improved kinds, with the newest designs, etc. Every machine we sell is guaranteed to top notch. We do not charge you TWO prices--as agents do--but buying direct from the factory we are able to sell you a first class sewing machine--NONE better on earth, for \$40.00. Agents get \$65.00 for same machine. We will also sell you a life-time-guaranteed machine for \$18.75, cash. So do do delay, but order up a machine to your home at once. Make your fall sewing a pleasant task for your wife to do. Our big store is CHUCKED full of the good things in house furnishings. Prices are marvelously cheap. Yours for a fair deal



Furniture Dealer

E. B. BLACK

UNDERTAKER

THE MODERN TELEPHONE.

Once a Scientific Plaything--Now a Business and Social Necessity-- Its Uses and Abuses.

The cessation of telephone connection during the past few days has been a period of inconvenience and annoyance, but has served to give a strong lesson on the necessity of the modern telephone. The writer can well remember when there were no telephones in use, except in the scientific laboratories, and these were mere toys or playthings. He calls to mind a tin-can-string telephone which a certain old school professor made and give a demonstration before his class, now nearly 30 years ago. Then no one thought that the electric phone would soon become one of the necessities of the social and business world.

The installation of a first class

and modern telephone plant is not the work of a novice. The knowledge and skill required is not gained in a day. Right here in Hereford, tho the system is not as extensive as one would be in larger towns, the same care and scientific knowledge is used in the installation. The fineness of adjustment, the mass of wires and connections, are all just as accurately adjusted as one with 10,000 terminals.

But after the system is complete and in good working order, the trouble is not all over; in fact, all this careful work simply opens the flood-gate of trouble. All telephone companies employ one or more men they dub, "trouble men," whose duties are to keep the whole system in good working order. That's "trouble" of one kind. There are other "troubles," too numerous to mention. The "trouble men" can

hunt out these troubles. But if he did, the manager would get his wires badly crossed, if not altogether out of service.

A good neighbor has a phone put in. The household is proud of the distinction and invites her four or five other neighbors to "just come over and use our phone when you want to." After the new wears off and the "trouble man" renews the exhausted cells, everything settles down to the normal state. But this normal state grows. Just as the housekeeper gets her hand into the dishpan and is singing the cheerful air of a bright morning at 8 o'clock the phone rings. She leaves her work, goes into the hall, takes down the receiver and softly answers: "Hello, who's that?" (A pause). "Mrs. Goquick? O, yes--alright. I'll go tell her, just hold the phone." The good woman leaves the phone down, hunts up her bonnet, crosses the street, (she is too refined to yell for her neighbor,) and knocks at the door of Mrs. Comeover. She waits some two minutes--it seems like 30--and the door is opened. Without going in, she says, "Please tell your mother that Mrs. Goquick wants to speak to her over the phone. She's waiting." Delivering the message she hurriedly returns, takes up the receiver and speaks, "Hello." No answer. "Hello, Mrs. Goquick." No answer. She tries two or three times more and then hangs up the receiver and thinks to return to her morning's work. The dish-water is already cold, but just as she pours in the last hot water she

has, the bell goes,--"r-r-r-r-rrr" Back to the phone, wiping her hands as she passes, into the hall. Just then the phone scares her by another vigorous ring. "Hello, hello," she says. "Yes, this is Mrs. Blanklot." (A pause) "Yes, I told her. She will come." (A pause) "I'll see if she's coming--hold the phone." (Another pause). "Yes, I see her coming. She'll be here in a minute." (A long pause). "Oh, no trouble at all--glad to do it--all the neighbors use our phone." At this junction Mrs. Comeover knocks. "Here's Mrs. Comeover now, hold the phone." Mrs. Blanklot goes to the door and invites the good neighbor in, extending the usual morning courtesies. Mrs. Comeover takes up the receiver and holds a 10 or 15 minute conversation with Mrs. Goquick. Mrs. Blanklot waits in the hall, thinking it impolite to

leave her neighbor, but all the time thinking of the piles of dishes, the cold water, with its circles of cold grease, and the fire out in the range. It is not necessary to give the near end of that conversation. But Mrs. Comeover quits the phone and engages Mrs. Blanklot in an animated conversation, lasting another 15 minutes. She then returns to her home.

Mrs. Blanklot returns to the kitchen and finds the cat lapping in the pitcher of cream. This ruffles her feelings. She stirs up the fire, puts on more water and begins her work, but does not sing. She is studying the "electric wave" theory of the telephone. Everything grows quiet except the new singing of the water kettle on the stove, then suddenly like the blast of a dozen horns, the phone rings in jerks, "r-rr-r-r-r"

(Continued on page 5)

REGISTERED HEREFORDS

All ages of Fine Bulls
for sale at reasonable
prices.

CATTLEMEN SHOULD SEE ME

J. D. BURKETT

Do You Want to Make Some Money

If you do, when you want anything in the Lumber line come to see us. We have the largest stock that has ever been carried in Hereford. We have just unloaded a car of windows, all sizes, also a car of screen doors. Our prices are down to the "rock bottom" mark. It will pay you.

Kemp Lumber Co.

J. W. Burke, Local Manager

Hereford,

Texas

Free

ON OCTOBER 31, 1907

Free

We will present to the little girl under 14 years of age, FREE OF CHARGE, a BEAUTIFUL BUCK'S RANGE, who will give us the best TEN REASONS WHY her mamma should use a Buck's Cooking Stove. Come to our store and get a Buck's Pamphlet and your number.

Success Sulky and Gang Plows

Moline and Canton Disc Plows, Baker Perfect Barb Wire, American & Ellwood Farm Fence, Disc and Drag Harrows, Moon Bros. Buggies, Bain and Florence Wagons, Eclipse Windmills

Our Car Superior Grain Drills

ard here. Come in and let us show you the BEST DRILL ON EARTH. They will help you to make that 40 BUSHEL TO THE ACRE WHEAT CROP. We guarantee them to do the BEST of WORK with less DRAFT THAN ANY DRILL MADE

Hardware

Stroud-Gary Hardware Co.

Implements

Doctor's New Office.

On removing to their new offices in the Odd Fellows building, Drs. A. L., L. F. and H. H. Taylor have fitted up commodious and well-equipped offices, consisting of three rooms. The first room will be used as a reception and waiting parlor. This room opens into the consulting office and library, and connected with this is the operating room and laboratory. Each room is supplied with all the conveniences of an up-to-date office

and altogether makes one of the best equipped offices in the Panhandle. Drs. A. L. and L. F. Taylor, the senior members of the association, have been in the city long enough to become well and favorably known and both have become identified with the business and social interests of the town. They need no introduction to the people of Hereford.

The new member of the association, Dr. H. H. Taylor, has only

recently moved into the city from Goldthwaite. He comes highly recommended as a practitioner and the BRAND extends to him a welcome to the professional circles of the town.

Sidewalks.

The school trustees are doing a thing that will be highly appreciated by the public school children and teachers and fully approved by the patrons and the people of the town, and that is the building of brick sidewalks in front of the school building. A walk 300 feet long is being laid across the east front and also one leading up the building. This is a walk that has been needed above everything else. Last year, the school was greatly inconvenienced on account of the mud during the bad weather. This year, it will be different. The walks that have been built in many parts of town will be used by the school and their appreciation will, no doubt, be often expressed.

Best in the Union.

Button Griffith, of Hereford, Texas, is one of the noted characters of the Panhandle country, who has witnessed all the changes that have taken place there during the past twenty-five years. Mr. Griffith has handled cattle and owned ranches, and followed various other occupations in that country during his long residence there. "There are many strange things about Texas," remarked Mr. Griffith, while relating some of his experiences, and telling of the good qualities of the country. "After a man has lived here as long as he can in some of the best of health. It is the only country where a person can be for exactly what he is, regard a bank account or ancestry. I have been in towns on the plains where the lights were never put out,

which today they need no lights as everybody goes to bed at dusk. The plains towns were a little loud in the cowboy days but churches and Sunday schools are as numerous there as they are in New England. Taking everything into consideration, it is the best state in the union to live in."—Drovers Telegram, K. C.

President in Iowa.

The president of the United States has been making a tour thru the northwestern states. On the first day of October he spoke to the people of Keokuk and incidently men-

tioned the "undesirable citizens". It will be remembered that he has been severely criticised by the opponents of the administration for the use of this expression and he took occasion to explain that the words did not apply to strikers only but also to corporation manipulators and other violators of the law. The president was given a great ovation at every point in his tour. He will soon take a hunt thru the wilds of Louisiana and may accidently kill a bear.

BOONE BARBER SHOP

E. Z. Shaves. Hot and Cold Baths on Short Notice

L. E. THOMPSON - Proprietor

Corner Drug Store

Is the place for SCHOOL CHILDREN to buy tablets and other school supplies. For MEN to get a good after-meal cigar. For LADIES to find the best toilet articles. For everybody to take a cold drink.

Prescriptions a Specialty

Pure Drugs

T. M. COULSON

Pure Drinks

THE FIRST STATE BANK

OF HEREFORD

CAPITAL \$30,000.00

We are now open for business and solicit the accounts of our friends in and around Hereford. All accommodations consistent with sound banking extended to our customers.

L. B. BEACH, President

OTHO H. VARDEMAN, Cashier

WE HAVE MOVED

Cardwell Brothers will be located one block east of old stand, by the Central Hotel, for a few weeks, until our new building is completed. Don't forget the place, for we want your business.

CARDWELL BROTHERS

Geology of the Plains.

There are six well-defined geological divisions of the state of Texas: Gulf Slope, Central Basin, Edwards Plateau, Stockton Plateau, Mountains and Basins and the Llano Estacado. With the exception of the region known as the "Mineral Region" in Burnett county, all of the state east of the Llano Estacado, commonly called the "Staked Plains", is underlain by rock of marine origin. The formations of the "Staked Plains" have been classed as Recent and Neocene, but, unlike the coast region, they are non-marine in origin. The Recent deposits which are found on the surface consist of fine silt, sand, gravel and sometimes boulders. Beneath the surface, will be found the rocks of the Neocene system, which are in the form of sands, clays of various colors, sandstones, limestones and boulders. The surface soils of the Plains are both residual and alluvial; the residual soils for the most part being derived from the sediments of

an ancient lake, covering all the western part of Texas and part of New Mexico from the Pecos Valley to as far north as the state of Nebraska, but at the close of the Tertiary period, a great continental elevation and upheaval obliterated this great lake by lifting the region and forming the Great Plains. The alluvial soils of the Plains consist of wash and drift brought down from the Highlands into this great fresh water lake.

In the Panhandle country, the Canadian river has cut a deep and wide valley thru these Tertiary beds, exposing the more ancient Permian rocks below. The Plains to the north of the river are called the North Plains, to the south the "Staked Plains".

The "Staked Plains" are cut by many branches of the Red, Brazos and Colorado rivers. In places on the western and eastern edges, these rivers have cut deep-walled canyons, ranging in depth from 50 to 400 feet with almost perpendicular sides and

in width from a few hundred feet to as much as 6 miles in width. Down in these canyons a thick growth of trees and brush are often seen in which wild animals still live.

Two of these canyons are of special interest,—the Palo Duro and the Tule canyons. The first begins near Canyon City and goes as far as the eastern borders of Brisco county, being more than 60 miles in length. The Tule canyon cuts across Briscoe and into Swisher county. Three of the forks of Red river, known as the Palo Duro, Tierra Blanco and the Frio rivers pass entirely across the Plains thru the counties of Deaf Smith and Farmer. They do not make the deep canyons as found elsewhere but have the appearance of an ordinary stream.

Notice.

Hereford, Texas, Sept. 27, 1907. Notice is hereby given that a special meeting of the shareholders of the Panhandle Short Line Railroad Company will be held at its office in the city of Hereford, Deaf Smith county, Texas, at 10 o'clock a. m. on Thursday, the 31st day of October, 1907, for the purpose of electing a Board of nine directors to serve until the next annual meeting of the shareholders and for the purpose of adopting by-laws and for such other business as may probably come before said meeting.

J. H. RANSOM, President.
J. RAY, Secretary.

School Sanitation.

The BRAND published last week a copy of the sanitary regulations for the public and private schools of the state. As will be noted, the regulations prohibit:

1. The use of the common feather duster.
 2. The employment of any person suffering from tuberculosis or other contagious or infectious disease as a teacher or janitor.
 3. The attendance of all pupils coming from a house where such diseases exist.
- The regulations also lay down some stringent rules, as follows:
1. All floors must be swept daily after the pupils and teachers have left the building.
 2. The floor must be sprinkled with saw-dust moistened with a solution of formaldehyde.
 3. All desks, wainscoting, window sills and baseboards must be wiped off daily with a cloth moistened with a disinfectant.
 4. The school premises must have trash cans.

A careful study of the rules by the trustees of the public schools of the state will do much towards the success of the regulations.

New back combs, belts and hand bags. Also some nice things in scarfs, center pieces and pillow tops.
Geo. A. Stambaugh. It

Harrison-Turrentine.

At the home of the bride's mother in this city, Mr. E. W. Harrison and Miss Pearl Turrentine were united in marriage, Sunday, September 29, at 4 o'clock, Rev. Charles Cartwright of Dalhart, officiating. Mr. Harrison is a successful business man of this city and a popular young man with his many friends; Miss Turrentine was until recently a teacher in the public schools of Hereford and is one of the city's most accomplished young ladies. Their friends wish them a long and happy life and the BRAND extends to them the heartiest congratulations.

Land Owners Notice.

I am going East soon and if you have anything cheap to sell tell me what you have. Will bring you a buyer.
S. L. ADAMS,
With E. F. Connell Land Co.

Expanding

Is the term which applies to our business at present. We have whole stacks of lumber which we are offering at "rock-bottom" prices. We also handle the best paint on the market, as well as everything else in builders' material.

Hereford Lumber Co.

YOU CAN'T Afford to Miss

Seeing our line of Fall and Winter Goods, consisting of Suits, Ladies' Skirts, Hats, Caps, Boots and Shoes.



Also our line of samples for Men's Suits. We can guarantee you a fit. When in town we would be pleased if you would give us a trial if in need of anything in General Merchandise, either Dry Goods or Groceries. Soliciting a liberal share of your trade, and assuring you of our desire to serve you in any way that we can.

LEE & GOLLEHON

Dimmitt, - - - Texas

LLANO ESTACADO NURSERY

S. L. BOONE, PROPRIETOR

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

Nurseries at Hereford and Lockney

COME AND SEE ME

Nobody Can Serve You Better Everything You Want

All kinds of Harness, Collars, Bridles, Whips, Harness Dressing, Harness Oil, Harness Rivets, Horse Blankets, Lap Dusters, Sweat Pads, Collar Pads, Leather Halters, Rings and Rosettes, Fly Nets, Buggy Washers, Bits of all kinds, Harness Snaps, Storm Fronts, Quick Shaft Couplings, Axle Grease, Horse Covers, Horse Boots, Wood and Iron Hames, Hame Straps, Riveting Machines, Gall Cures, Curry Combs, Check Hooks, Hitch reins, trace holders, harness chains, neck yoke straps, neck yoke chains, wax ends and needles, buggy tops, storm aprons, rain coats

and scores of other things you need. Fine saddles and harness made to order and repaired. Boots and shoes made to order and repaired. All work done by first class workmen. All goods guaranteed to be as represented.

J. A. CANTERBURY

Subscribe for The Hereford Brand

TO THE PUBLIC

Having purchased the grain and coal business of J. F. Collup, we wish to announce that we are equipped in every particular to take care of our part of the business of this and adjoining counties. We handle complete stocks of coal, grain, posts and field seeds at the lowest possible prices.

Yours for Business

WARREN GRAIN CO.

Successors to J. F. Collup

Wheat Average.

From what the farmers of the Hereford country are saying and doing, the BRAND concludes that there will be about five times as much wheat put in for next year as was harvested this year. Some farmers who have never had any wheat are preparing to sow, some as much as 500 acres. Good seed wheat is in demand and the hardware merchants are doing a good business in selling drills and other farm implements. The success of the last crop under unfavorable conditions has given great encouragement to the farmers and they are going to test the matter with a bigger crop than ever. This brings to mind the advertisement which may be found in another column concerning the offer of Campbell's Soil Culture book, which the BRAND is offering with subscriptions. The book tells how to prepare the soil for successful wheat culture and to cultivate the wheat after it begins to grow. Every farmer should secure one of the books—they sell for 50 cents. The BRAND offers them with a year's subscription for 25 cents.

Premium Pears.

Some weeks ago, the BRAND published an article describing some fine pears brought into the office by Judge C. G. Witherspoon. These pears were sent to him from his Pecos Valley farm in Texas and were considered superior both in size and quality. Not satisfied with this, the Judge made a trip down to the ranch and has brought back the largest pears that any one in Hereford ever saw. One of the pears weighed 26 ounces and measured 14 inches in circumference; 5 specimens tipped the beam at 6½ pounds or an average of 21 ounces, lacking 1-5 ounce. Mr. Witherspoon gathered these pears himself, and brought back a box, and he declares that

there were many wagon loads as good, if not better, than the lot he had. He also showed one short limb about a foot in length that had 4 big pears on it, the lot weighing 65 ounces, but stated that he saw one limb on a tree that had 14 large and well matured pears on it. It must be remembered that these pears were grown on what has long been called the great American Desert. The ranch is situated on the Pecos Valley in the state of Texas, some 50 miles from the little town of Toyah. This is an irrigated plantation, the water being derived from two large springs that flow out from under the plateau and make a veritable river. The country of that section is called the California of Texas and is destined to be the finest fruit country in the world.

Tomatoes.

The BRAND office is under everlasting obligation to Messrs. R. E. Cook and J. H. Pittman for a few samples of excellent tomatoes. They were likely intended to be placed with other vegetables on exhibit, but being somewhat perishable, lots were cast for the biggest and both the peace and fighting editor enjoyed the delicious fruit on the table. Mr. Pittman had 3 fine specimens

that weighed 2 pounds. This is certainly a good showing for tomatoes growing in the Panhandle. Of course, all the old timers knew how well tomatoes grew, but both these gentlemen being as yet in the class of the "tenderfoot", they were proud to show how well they had done.

Notice to the Public.

I now have a good crew of men together and will figure on all building contracts. No job too large for us. As to what we can do along this line we refer to the number of substantial homes which we have built in Hereford. All work guaranteed. Figure with us.
34-1f. SAM WORLEY.

Sweet Potatoes.

The writer once heard that sweet potatoes were not "potatoes" at all, but "yams". Well, it makes no difference, "yams" or "yums", A. L. King, who is vouched for by a good Hereford citizen and who has lived on the plains, nearly ten years, sold a crop of "sweet potatoes", and realized the good round sum of \$450. This is "yum", even if he called them "sweet potatoes". What is it that the Panhandle soil will not produce? The BRAND reader may get tired of the narration of what will grow in the country, but the BRAND

It Builds Force

JJ-4

What is medicine for? To cure you, if you are sick. But one medicine will not cure every kind of sickness, because different medicines act on different parts of the body. One medicine goes to the liver, another to the spine, Wine of Cardui to the womanly organs. So that is why

Wine of Cardui

has proven so efficacious in most cases of womanly disease. Try it.
Mrs. Wm. Turner, of Burlington, Ill., writes: "I suffered for years with female diseases, and distressed without relief. My back and head would hurt me, and I suffered agony with bearing-down pains. At last I took Wine of Cardui and now I am in good health." Sold everywhere, in \$1.00 bottles.
Write today for a free copy of valuable 64-page illustrated Book for Women. If you need Medical Advice, describe your symptoms, stating age, and reply will be sent in plain sealed envelope. Address: Ladies' Advisory Dept., The Chattanooga Medicine Co., Chattanooga, Tenn.

WRITE US A LETTER

WAIT!
Coming Sure! Under Canvas

Eller's Big Show, Presenting
Lincoln J. Carter's

DOWN

The Greatest Scenic Production ever attempted under canvas

A BEAUTIFUL STORY OF SOUTHERN LIFE

MOBILE

Two Special Cars.

30 People. Special Scenery.

Grand Free Street Parade at noon.

Show at Night Only.

HEREFORD, Thursday, OCTOBER 10

itself (the editor is talking now) and it, the BRAND, is using this method of making "converts". And the half has not been told.

W. J. GILILLAND

Will give you prompt service, the best goods and the best prices in town. Come and look through when you need furniture. See our line of Blankets, Comforts and Rugs. We have a full line of Davenports and Couches. We have a car of assorted furniture which will be here in a few days. No trouble to show our goods.

Furniture
Day Phone - 115

W. J. GILILLAND

Undertaking
Night Phone 250

NOW is the time to get yourself in readiness to

SOW SMALL GRAIN. The past season has demonstrated the fact that we have a wheat country, if the seed is properly put into well prepared ground. The **HOOSIER GRAIN DRILL** stand at the head of their class. They can be regulated to sow as little as six pounds of Alfalfa seed per acre, and as many bushels of wheat or oats as desired. We also handle the John Deere Disc Plows, single, double and triple, Mold Board Plows, Disc and Drag Harrows. New Moline and Burr Oak Wagons. Our Sampson Back geared Steel Wind Mill has proven its claim as the simplest and most powerful Steel Windmill ever made. In direct stroke windmill we handle the Wood-star and the Leader, both honestly built of the best material and painted with two coats of pure lead and oil. We have just received a car of wire and dails. On all these things and many more we will make you prices that will interest you. Make our store Headquarters when in town. Yours for a Square Deal,

GARRISON BROTHERS

THE MODERN TELEPHONE.
(Continued from page 1)

—r-r—." It scares her nearly out of her wits, but she puts down the fourth plate, wipes off her hands, goes to the phone, takes down the receiver and answers softly: "Hello." (—a pause—). "Yes, this is Mrs. Blanklot." (—another pause—). "Whom did you say?" "Mrs. Philpot?" (—a pause—). "Oh, no trouble whatever, I'll go right down. She lives only two blocks from my house." (a pause). "Alright, I will. I'll ring you when I return." Mrs. Blanklot rushes into her room, changes her dress, puts on a sunbonnet, goes out the back door, runs across two vacant lots, around the corner, knocks at the door of the Twoblock residence. The door is opened by a small boy just starting to school, (it is now 8:50), and is asked if his mama is at home. The boy to save time yells out, "Ma, Mrs. Blanklot is at the door and wants to see you." As Mrs. Philpot comes to the door, the boy ducks between the two and leaves

for school. Good Mrs. Blanklot gives the message and the two women pass a few words of light conversation. Both anxious to finish the morning work, Mrs. Twoblock finds an end by saying: "Tell Mrs. Philpot that I will be over in a few minutes." With this innocent message to deliver, Mrs. Blanklot goes back home. She rings up central, waits for connection, and hears a small voice give this reply: "Mama has company in the parlor and can't come to the phone now. She'll be here in a minute." She waits several minutes and no response. She hangs up the receiver, but just as she reaches the cold kitchen, the phone calls her back with a loud whir. She returns and answers somewhat stiffly, "Hello, hello, who's that?" "Number two-ought-two," comes the answer. She wonders who two ought two is and begins to scan the directory for 202 and not being arranged numerically she is unable to find "2-0-2" or "two ought two." "Please give

me your name, I can't find your number," she asks. (—A pause—) "Oh yes, Miss Talklong, I didn't recognize your voice, it sounds so peculiar over the phone—must be something wrong with my phone." (—A long pause—). Oh yes, I'll be glad to, I'll call her and she'll ring you. Good bye." Hangs up. Mrs. Blanklot is 'heavily worn out. Her nerves are almost to the breaking point. "I'm going to have that old phone taken out," she says as she prepares to call Miss Stayatthe- phone. The dishes still belong to the great unwashed. She calls Miss Stayatthe phone over the fence (she's getting rid of some of her innate refinement now,) and starts to return to her kitchen. It is now 10 o'clock. A knock at the door is heard. Dropping the stove pry, Mrs. Blanklot goes the door and opens it for Mrs. Twoblock who has come to answer the phone call of Mrs. Philpot. Mrs. Blanklot goes to the phone, rings central, waits for connection and is told that the line is busy. The two women sit down to wait and talk and rest. After several minutes, Mrs. Blanklot again tries for the philpot residence. She gets it and the answer comes, "No, Mrs. Philpot is out just now. She will return in a few minutes." "Tell her to call Mrs. Blanklot's residence when she comes in," is the reply. At this point Miss Stayatthe phone arrives and takes up the burden. After inquiring who wanted her, she goes to the phone herself, leaving the two older women to talk. She rings Central and is informed that Miss Talklong has no phone at her home. The connection is broken. She rings the phone vigorously, not for phone, but one belonging to the company, and asks for Mrs. Goodman who has a phone and lives next door to Miss Talklong. Miss Talklong is found there waiting and the two young ladies consume 33 minutes talk about what "a time" they had the Sunday night before. In the mean time Mrs Twoblock is waiting to use the phone. Mrs. Philpot at the end has asked central 11 times for Mrs. Blanklot's residence and is told each time that the line is busy, which is true. It is very busy. It is now 10:45 and the breakfast dishes still on the kitchen table, the order to the grocer not given, and no part of the dinner prepared. Finally central cuts off the two-girl-end conversation and tells Mrs. Philpot that she can now get Mrs. Blanklot's residence. Mrs. Philpot does not reply to central like she appreciated the trouble but says something about "never being able to get any body". The conversation is held and Mrs. Twoblock takes her adieu at 11:15. Mrs. Blanklot then phones Mr. Blanklot to come by the market and bring a steak and two loaves of bread for dinner. It is too late to get an order from the grocer. He

comes to dinner at 12 o'clock and finds no meal ready. He has an appointment at the office at 12:45 and must return at once. His wife explains how she has been interrupted, and they decide to have the "phone taken out". That afternoon Mr. Blanklot meets the "trouble man" and "orders" his phone taken out. When asked why, he complains about the whole neighborhood using his phone. The "trouble man" reports this "trouble" to the manager. The manager calls up Mr. Blanklot or goes over to see him. They talk the "trouble" over. They find "trouble" at both ends of the line. If the manager instructs "central" not to connect those who call but have no phones, or if instructed to disconnect them after the conversation begins, there is "trouble". That's one end. If the good neighbor with a phone does not put herself to all the "trouble" of going to her four neighbors who have no phones, when they are called, there will be "trouble" at the other end. Do you think this overdrawn?

Not much. Ask any telephone manager and they will tell you of other "troubles." Is this long article written for the benefit of the local telephone people? Not much. The justice of the thing inspired it. What is the remedy? For every home to have a phone. Can't afford it? You can better afford the cost at \$1.50 per month than to become a burden to your neighbor and a sponger on the company. If every home had a phone, the rates would be cheaper and the service a hundred times better. It is only the long-suffering of the telephone companies that such a condition of affairs exist.

For Sale.
323 acres of good, smooth, patented land five miles of Dimmitt, at \$11.00 per acre. For terms see HARVEY CASH, Owner, Dimmitt, Texas.
34-tf

Dental Office.
Dr. O. P. Sutherland is permanently located in the old opera house building and is prepared to do all kinds of dental work. 34-tf

THE HUB

Just a Glance at Our Prices

Mohair in Black and White	50c
All Wool Voiles, Blue Brown and Grey	50c
Albatross in Cream only	50c
Toile de Nord Waisting	15c
Dress Gingham	9 to 12 1/2c
Apron Gingham	7 to 7 1/2c
Calico	6, 6 1/2, 7c
Percales	7 and 8c
Lerma Flannels	11 1/2c
All Wool Flannel—White only	45c
Pivitan Outing Flannels	10 and 12 1/2c
Cotton Flannels	7 1/2, 8, 10c
Unbleached Domestic	6 1/2, 7 1/2c
Bleached Domestic	7 1/2, 10, 12 1/2c
Ready Made Sheets, 72x90	60c, 75c, \$1.00
“ “ “ 81x90	\$1.25
Ready Made Pillow Cases, per pair	30 and 40c

Hosiery Department
Men's Hosiery, per pair, from 10 to 50c
Ladies' Hosiery, per pair, from 10 to 75c
Misses' and Children's Hosiery 10 to 25c
Boys' Leather Stocking per pair, 25c
We have some bargains in Window Shades at 25c, 30c, 35c, 40c, 45c, 50c, all on good rollers.

Winter Underwear Department
Our Puritan Underwear for Ladies, Misses and Children has arrived.
Ladies Union Suits 50c to \$1.50
Ladies' Vests 25, 45, 50c
Ladies' Pants 25, 45, 50c
Misses and Childrens Union Suits 25 to 90c
Infants' Lambs Wool Wrappers 35 and 40c
The Rubens Infants Shirts 25, 40, 50c
Nazareth Waists 25c

MINSTRELS COMING

HEREFORD, 9
Wednesday, Oct. 9

29th Annual Tour of **Big A. G. Allen's** Minstrel Show

The Oldest and Largest Minstrel Organization in the United States

Refined and up-to-date, including the greatest galaxy of Sweet Singers ever assembled in one company. Artistic Cake Walkers, Contortionists, Trick Bicycle Riders, Acrobats, Singing and Dancing Comedians, an Avalanche of Thrilling Feachers Presented Under a Mammoth Canvas Theatre Seating 2,000 people.

Watch for Imposing Street Parade at Noon

Admission within the reach of the most humble citizen

The Brand

W. HAWKINS, Business Manager,
A. C. ELLIOTT, Editor.

Address all communications to
THE HEREFORD BRAND

Official Organ for Deaf Smith
and Castro Counties

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

FRIDAY, OCTOBER 4, 1907

THE BRAND carries a large number of ads in its classified columns, besides a good number scattered throughout the paper. It is the common talk of the patrons and the boast of the management, that if you want to sell or buy anything, if you have lost a pin or a railroad, a dog or a herd of cattle, a purse or a pony, let it be known thru the classified ads of the BRAND, and you will be speedily rewarded. This is because the people have formed the habit of looking in the BRAND for what they need. In the case of lost articles, it is quite common for the losers to call at the BRAND office to make inquiry. A young man loses a part of his watch fob. He pays 15 cents for a local. The paper comes out at 12 o'clock Friday and at 12:30 he is in possession of the fob. A farmer advertises some cows and a lot of alfalfa to match. He hails the editor and tells him to "cut out" my local. He has sold. Tho the BRAND boasts of being a good advertising medium; and not boasting, it really is, but there are two things which an ad in the BRAND will not recover. The young man may "run" a local in the classified columns for a year, but he can never recover the lost opportunity. The young man does not always realize his possibilities, he waits sometimes idly for the force of circumstances to drive him to earnest endeavor, but all the while allows opportunity after opportunity to fly by. Lost once never found. The other thing which, if lost, cannot be regained by an ad in the BRAND or any other paper, is a good reputation. Tho of priceless value, numbers of young, and there are a few in the Panhandle who handle their good

reputation with extreme carelessness. If a reputation was something that young men could take to the shop and have it thoroly cleaned and pressed like a coat, it might do service for another month or more, but not so. The good reputation cannot be creased into a new look like pants. That young men do not think of the value of a good reputation is fully apparent, and once lost, never found.

HEREFORD is well known, as many of our citizens think, but a friend who has a correspondent in Illinois says that the Panhandle is not advertised much nor are the resources of the country well known in that state. The Illinois gentleman suggests that an exhibit be sent to all the state fairs throughout the north and northwest. These fairs are largely attended and the exhibits would give an advertising not to be gained in any other way.

HEREFORD must wake up if she intends to keep pace with the growth of other towns of the Plains. True business houses are being erected as rapidly as material can be had, but it takes industries and transportation to make a town.

HEREFORD has the reputation of being a "city of windmills". All these mills indicate an abundance of pure water and every house a system of water works of its own.

Friena.

This new city of the Plains is making rapid strides. Situated in the best part of Parmer county on the Frio creek, surrounded by boundless acres of virgin soil waiting only for the plowman's shear to bring forth an abundance, stands this little city. Only a few months ago, there was nothing but the expanse of the Plains, now business houses and shops, hotels and homes, schools and churches, are being built and organized. The church being built will be the best church in this part of the Panhandle. It will be a large four-gable house, the main auditorium being 32x36 feet with annex 16x22 feet. The foundation is now being laid of brick and the whole cost will exceed \$3000, most of the amount having been subscribed by the new settlers of the little city and surrounding country. Messrs Lillard, Dorton and Kohl were in the BRAND office a few days ago and expressed their strong faith in the future of their new town and told the BRAND man about the many improvements going on. They were enthusiastic about the Friena country and the whole Panhandle.

The Brand Prizes.

In order to encourage the farmers of Panhandle to bend their efforts to produce the best results, to create some interest in making exhibits, and to obtain a good supply of products for the purpose of adding to the exhibition to be sent to the Dallas Fair, the BRAND offers the following cash and subscription prizes. There are no restrictions except that the products must be taken from a field and not from isolated stalks. Six prizes will be given, for the best and second best in three classes. The first prizes will be \$2.50 in cash and one-year's subscription to the BRAND, second prizes will be one year's subscription.

- For the best seven heads of Kaffir corn, first prize.
 - For the second best seven heads of Kaffir corn, second prize.
 - For the best seven heads of Milo maize, first prize.
 - For the second best seven heads of Milo maize, second prize.
 - For the best seven ears of Indian corn, first prize.
 - For the second best seven ears of Indian corn, second prize.
- The BRAND wants only well matured products. Bring them in at any time, but all must be in by the 17th of October.

J. L. FUQUA, President

C. W. DODSON, Cashier

The First National Bank

HEREFORD, TEXAS

CAPITAL	\$ 50,000.00
SURPLUS AND PROFITS	27,087.60
SHAREHOLDERS LIABILITY	50,000.00
TOTAL	\$127,087.60
TOTAL ASSETS	500,000.00

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

Safety Deposit Boxes For Rent

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

Free Invitation.

To the people of Hereford and Deaf Smith Co: If you visit Dallas during the state fair I extend to you a hearty invitation to visit my big Tent Theatre Corner Ervay and Bryan Streets 3 blocks from the postoffice. My tent will accommodate nearly three thousand people. I have the finest band and most superb orchestra in the south. My Repertoire company is recognized as one of the best in America while

my Big Tent Theatre is well known as being the finest in the world. If you want to see a clean moral show and hear fine music don't fail to call and see me. I will be glad to present to you or your family the best seats I have in my theatre and will show you all the courtesies due you and in my power to give.

The home of my old age will be in Deaf Smith county. Your interests are mine and mine are yours. Don't fail to call for me at Dallas.

Just inquire for the Big Tent Theatre. It has been there for six months and every citizen knows it.

Respectfully,

H. D. RUCKER.

Owner of Rucker's famous Korak Wonder and Big Tent Theatre Corner Ervay and Bryan Streets, Dallas, Texas. And owner of the H. D. Rucker Ranch Farm 12 miles northwest of Hereford. 1-4t

Plenty of alfalfa seed. Warren Grain Company. 27-tf

THE GRIST MILL

Where you get your wheat ground to Graham Flour, Corn to Meal and Chops, Kaffir Corn and Milo Maize crushed. That's the way to get your money's worth. Carefully select and shell your corn and GO TO Mill. Live at home, eat your own Corn Bread Phone 76.

E. W. HARRISON

HEREFORD,

TEXAS

Major's Studio

PORTRAITS, VIEWS
AND ENLARGEMENTS
Satisfaction Always

M. M. MAJOR

PHONE YOUR WANTS

To the Hereford Steam Laundry and they will do your work on short notice. We will call for your bundles and deliver same free. All work guaranteed to be first-class.

Hereford Steam
... Laundry ...

WE HAVE JUST RECEIVED

a number of cases of the finest groceries. We did not need them, but the wholesaler needed our money, so we could not resist the temptation to secure such values in **REALLY FINE GROCERIES**



Neither will you when you see them, for we pass along to you the benefit of our purchase. The result is a high quality and a low price seldom combined.

Hubbard Grocery Company



Exporting Gold

is what happens to a nation when trade balances are against it. Paying out money is what occurs when you liquidate an indebtedness. Do it with checks drawn against this bank. They are valuable vouchers in case you lose your receipt.

Banking accommodations obtained through banking here are the best to be had.

The Western National Bank of Hereford, Texas

CAPITAL - - \$50,000.00
SURPLUS - - 35,000.00

G. A. F. Parker, President J. L. Smith, V. President F. B. Fuller, Cashier

Local and Personal

J. N. Russell went north last Sunday on business.

Rev. Charles Cartwright of Dalton was in the city on Sunday.

Racyle is the best wheel on the market. M. M. Majors, Agt. 22tf

D. W. Pinkston left Wednesday afternoon for a trip thru Oklahoma.

Bran, shorts and cotton seed meal at E. W. Harrisons. 31tf.

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

The sheriff of Parmer county was seen on the streets of Hereford Tuesday.

Misses Bertha Watson and Kate Davidson are visiting in Portales this week.

Harvey Cash, the real estate man of Dimmitt, was in the city this week on business.

I have some fine residences for sale or to trade for cattle. A. O. Thompson. 30-tf

D. F. Dansby and wife of Bryan, are visiting the family of J. A. Jarrott this week.

Dr. and Mrs. J. J. Portwood left last Saturday for their new home at Houston, Texas.

Mr. and Mrs. Clarence Wheeler have returned from a six months stay at Mineral Wells.

L. Gough and Geo. W. Irwin are in Dallas this week in the interests of the Panhandle Short Line.

Hollie Tucker has returned from Yoakum county where he was called to see his sister who was seriously ill.

C. S. Richards has some choice city and ranch property. See him before buying. 28-tf

Winter is coming on and now is the time to leave your order for boots. Canterbury will do the work.

Dr. A. J. Caldwell, Eye, Ear, Nose and Throat, new Carson building, Amarillo, Texas. 27-tf

Call at Myrick's and get a beautiful pouchoir. One given to each family.

You will do well to see C. S. Richards for city and ranch property before buying. 28-tf

Panhandle oats, 36 pounds to the bushel. Let us send you a sack. E. W. Harrison. 27-tf

Mesdames S. J. Williams and Luther Hough and Miss Birdie Williams went to Amarillo shopping last Wednesday.

Mrs. J. H. Copeland was called to Temple on last Saturday to attend the bedside of her mother who is dangerously ill.

Dr. L. Taylor, the fourth doctor of the Taylor family to make their home in the Panhandle, will likely locate at Texico.

Dr. McFaden left Tuesday for St. Louis, where he will take a post-graduate course in medicine. He will return about May 1, 1908.

Mr. Ramsey who won first premium in wheat at the recent Fair still has about 300 bushels Turkey Red seed wheat to sell. 32tf

I have employed a first class saddle and harness man and will be able to do your work more promptly. J. A. Canterbury. 332t

We have sold our entire stock, and would like for those indebted to us to call at the old stand and settle their accounts. Carter & Houck.

Married.—At the home of the pastor, Sunday afternoon, September 29, Mr. G. Elliott and Miss Kittie Kellow, Rev. J. N. Wooten officiating.

Geo. M. Slaughter and S. H. Hay of Roswell were in Hereford Sunday. They took an auto to the Slaughter ranch down the Panhandle Short Line.

J. M. Garner was seen in Hereford this week on a short visit. Tho living at Mineral Wells at present, he will likely return to Hereford in the spring.

Miss Anna Bruce has resigned her position at D. R. Gass' and accepted one at Hubbard & Barnett's where she will be pleased to receive her many friends.

The Eiler Shows come well recommended by press and public, presenting this year, Lincoln J. Carter's "Down Mobile." Under canvass Thursday, October 10. 1t

See C. G. English for bargains in second hand household goods. He buys and sells anything. Phone 289. Across street from Hereford Hardware Co. 31tf

Captain Sam Cooper of Butkner, Texas, passed thru Hereford a few days ago enroute to his son's ranch in Castro county. While here he called upon his old time friend, E. T. Woodburn.

Hear the band and see the parade with Lincoln J. Carter's "Down Mobile," presented by the Eiler Co. and don't miss the best of all shows at night under canvass, Thursday, October 10. 1t

Dr. W. J. Rogers says that he is too busy to make out bills and go around to collect; so if you know yourself to be indebted to him for professional visits, he will appreciate a "call" from you at an early date. Call at his office and settle your account. 1t

Gamble Hotel Reopens.
The Gamble hotel opened up last Wednesday and is again serving meals, having closed that department during a part of the summer months. This hotel is new and all the furnishings are new. The service is good and the meals are up to the standard of a first-class house.

A CAR LOAD

of Dimmitt town lots just received and will be sold at a bargain. Also 7000 acres of fine land from one to six miles of Dimmitt in tracts from 160 to 5000 acres. Write, wire and come to see us.

BURNAM REAL ESTATE AND LIVE STOCK CO.

Dimmitt, - - - Texas

HAVE YOUR PLUMPING REPAIRED



To get up in the middle of the night and hear the water spouting from a broken faucet or burst pipe. It is not pleasant. See that your plumbing is alright for winter, for that is the time that tries weak pipes and weak plumping.

Sewell & Brazill

FIGURE WITH US

We now have the largest supply of Storage Coal ever received in Hereford and will make it exceedingly interesting for those wishing to lay in their winter's supply for the next sixty days. Coal will be scarce this season and those who buy now will not get cold next winter. We wish to say that everything that is sold from our yards is either cash or in 30 days. Please do not ask or expect longer time.

Fallwell & Sons

T. M. Palmer Lumber Comp'y

DEALERS IN

LUMBER, LIME, BRICK, CEMENT

and all Kinds of Building Material

Our Planing Mill is now running to its capacity and we can save you money on Doors, Sash, Frames and all kinds of finishing. If you wish to build you can save money by figuring with us.

T. M. Palmer Lumber Comp'y

HEREFORD, TEXAS

Alfalpa Lumber Co.

Dealers in Building Material of all kinds. Our Motto: "Best grades and right prices. Our intention is to please the public. If we make mistakes we are at your service to correct the same.

Alfalpa Lumber Company
J. M. NICHOLS, Local Manager

QUALITY AND PRICE TALK

When you buy shoes why not buy the best that the price you pay will buy. We handle well advertised lines, they are guaranteed to give satisfaction.

The Walk-Over

A Splendid Line for Men



\$4.00
4.50
and
5.00

The Queen Quality

A special line for Ladies

\$3.00, \$3.50 and \$4.00



407

A SWELL SHOE

made in all leathers and styles.

THIS IS ONE



PRICE:

The American Gentleman

Shoe for Men, Made by The Hamilton Brown Shoe Company. Price \$4.00 and \$5.00.

Geo. A. Stambaugh

Additional Locals

Phone 76 for salt. E. W. Harrison. 31tf

Anything in the saddle and harness line, go to Canterbury's. 332f

Rev. V. H. Trammell and wife are in the city from their claim in New Mexico.

Rev. J. C. Mason came up from Dallas Wednesday and will spend a few weeks visiting his family at the College.

Sheriff E. F. Connell returned from a trip into New Mexico today on the accommodation train.

Presiding Elder Sherman of Clarendon was in Hereford on his regular round Thursday and Friday.

We handle the genuine Rockvale lump coal, the best to be had. Warren Grain Company. 27-tf

Largest selling high-grade wheel in the world. The Racycle. See M. M. Major. 31tf

J. F. Robinson of Lawler, Iowa, a photographer of that city, was prospecting in the Hereford country this week. He may locate here.

E. G. Erier of Lawler, Iowa, editor of the Lawler Dispatch, made the BRAND office a pleasant visit this morning. Mr. Erier impresses one as being a refined and polished gentleman. He is delighted with the great Panhandle and was surprised to find such a country.

Flouring Mill Notice.

Guy Weatherford, the gentleman who holds the contract to erect a flouring mill in Hereford is here, and requests a meeting of all who subscribed for stock, Monday afternoon at 4 o'clock in the offices up-stairs in the First National Bank building. This will be a very important meeting and everyone who is interested in the success of the mill should be there promptly. Mr. Weatherford is here to organize the company and to get everything in shape to begin work in the near future. The election of officers and the selection of a mill site will be taken up. Let every one take notice and be present.

Notice to Tax Payers.

I will commence collecting city taxes October 1st. See me at C. E. Edward's real estate office. 33-tf HENRY HUBBERT, City Marshall and Collector.

Piano Firm.

F. M. Denton, recently of Chichasha, Indian Territory has been employed by the H. C. Maxwell Music Company, and will have the exclusive management of the business in the Panhandle. Mr. Denton has had some 15 years experience in the music business and owned and operated a large music store at Chichasha. This company makes a specialty of the celebrated Ludwig piano and handles them in car load lots. Mr. Denton's family is at present living at Roswell, but contemplates moving at Hereford. It

The Dallas News.

The Dallas News on October 1, celebrated its twenty-second birthday by issuing two special sections besides the regular edition, the special sections given a comprehensive write-up with half-tone cuts illustrating the progress made in the central city. The home of the News is shown in large cut covering nearly a page. The beautiful colonial homes on Ross avenue and many beautiful spots of Dallas are shown. In speaking of the day, the News itself says:—"The News has always prided itself above all of its other achievements on its news-gathering facilities, its fairness and on its constant endeavor to print a clean newspaper." That the News is a popular paper and one that represents Texas and the Texas people is in full evidence by the large patronage both in and out of the state. The News does not follow in the wake of any political party, its columns have always been open to matters pertaining to the welfare of the state. That the News has done its share in building up this great commonwealth is certain. The News and Texas are one and inseparable.

"Do you think the intentions of young Gotrox are serious?" asked the anxious mother.

"I'm sure they are, mamma," replied the pretty daughter. "Why, only last night he laughed heartily at one of papa's alleged jokes."—Chicago News.

"She thinks her husband is one man in a thousand."

"Yes, and what's more, she thinks he is not only the 1 in the 1000, but that all other been are represented by the 000." Philadelphia Press.

Hereford Grain Co.

We Pay Highest Prices For
Wheat, Oats, Kaffir and Maize

We Buy Hides

We Sell Coal

Come and See Us

Still Complete

Our nursery stock is still complete and our trees all live if properly cared for. Our long experience in the business enables us to direct the proper attention to our stock.

The Hereford Nursery

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

LAND BARGAINS

1280 Acres 3 miles of Vega, Texas. A Bargain.

640 Acres, two-thirds Valley Land. \$14.00 per Acre.

640 Acres nine miles of Hereford. \$14.00 per Acre.

16 Acres in Ewant's Addition. \$125.00 per Acre.

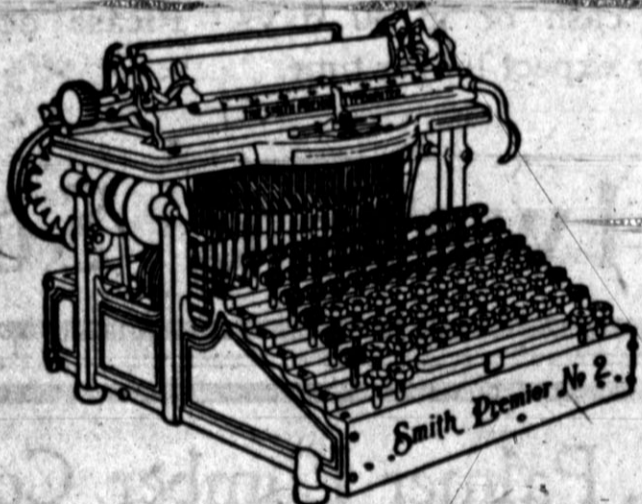
Write for Information.

MURCHISON & JONES

REAL ESTATE AGENTS

Hereford,

Texas



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

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

This machine permits not only the use of a three-color ribbon, but also of a two-color or single-color ribbon. No extra cost for this new model.

The Smith Premier Typewriter Co.
1637 Champa St., Denver, Colo.

Brand Want Ads Bring Results

CAN PLEASE YOU

Our stock of GROCERIES is so complete and our goods so FRESH that we have no hesitancy in saying that we can please everyone.

Our policy is to sell THE BEST GROCERIES for the LEAST money. If you will investigate, you will find this to be our record.

Jno. A Johnson
Hereford, Texas

are correct. The first Spanish explorers named the Great Plains, translated means palladed plains or walled plains, from the wall which forms most of the border to the now "Staked Plains". This wall is called the "Cap Rock" in some sections and has the appearance of low flat top mountains as they are approached.

The boundary line of the "Staked Plains" may be roughly given as follows: Beginning at a point in the north western part of Deaf Smith county; thence following the "Cap Rock" thru Oldham, Potter and Carson counties, parallel with the trend of the Canadian river to a point near Pampa, Texas, on the Santa Fe railroad; thence turning and taking in most of Gray county, across the corner of Donley, thru the eastern part of Armstrong county, crossing the Denver road between Goodnight and Claude; thence across the eastern part of Brisco county into Motley and following an irregular line thru Dickens, Crosby, Garza, Bordens, Howard counties to the town of Big Springs on the Texas & Pacific road. For convenience the line of this road is followed until the Pecos valley is reached; thence north parallel with the trend of that river cutting a strip in New Mexico from 50 to 100 miles wide to the place of beginning. This constitutes what should be designated the "Staked Plains", or the Llano Estacado of Texas and New Mexico.

The elevation is highest in Oldham county, where it is some 4000 feet above sea level and it slopes gently towards the southeast at the fall of about 15 feet to the mile. The area of this great plain including that part in New Mexico will exceed 35,000 square miles, being some 175 miles wide and 225 miles long. The "Staked Plains" are larger than the state of Indiana.

Acreege Property.

Now is the time to make money on Hereford city property. The biggest money is in acreage property. I have 80 acres adjoining the town on the south which I will sell in 5 and 10-acre blocks at a very low price for the next few days.

11-1f J. P. SNYDER.

Exchange Moves.

The Hereford Telephone Exchange has moved the central office from the old buildings near the BRAND office to commodious quarters in the new opera house building. The change of place necessitated cutting out all the phones; some were out only a few hours, others for several days, as it required a long time to put all the phones in connection. The big cables on the main lines and the handsome poles along the streets have added a substantial appearance to the system, and when everything gets into good running order, Hereford will have the best exchange in the Panhandle.

HEREFORD HARDWARE CO.

Now that the plowing season is at hand and every eye turned to that of preparing their land for the planting season, it is very necessary for us to use the implements that are most adapted to this soil, and that can be bought most reasonable. We do not claim to have the best implements in the world, but we do claim and guarantee them to be as good as the best, and a great deal better than the most of them; and if they are not as represented, will cost the buyer nothing. We carry a complete line of gangs, sulkeys, walking plows, the noted HOOSIER DRILLS, land rollers, drag harrows, disc harrows, celebrated wide and narrow tire WINONA WAGONS, ANCHOR BUGGIES, heavy team harness, light driving sets, windmills, piping, casing, windmill fittings, HARRY BROS. CISTERNS, UPRIGHT TANKS and STOCK TANKS, stoves and ranges, builders' hardware, in fact we carry a complete line of hardware in every department. When in need of anything in our line call on us, we are anxious to please.

Yours truly

Hereford Hardware Co.

"The Staked Plains".

The Llano Estacado, commonly called the "Staked Plains", is a peculiar geological formation found in no other place on the earth. It was once the bottom of a fresh water lake, but was lifted up until a great plateau was formed, surrounded on nearly all sides by a wall-like escarpment. This wall in some places, notably in Brisco and Motley counties, attains an almost perpendicular height of from 50 to 400 feet, while in places the line between the Plains and the surrounding territory is hardly perceptible. It has been erroneously stated by some that the great plateau was called the "Staked Plains" because of the yucca or Spanish Dagger, a growth that resembles a stake or post, growing from two to eight feet high and having a head of sharp spears. Large areas of this are to be seen in the southern part of the "Staked Plains". Another current story is that the first and early plainsmen put up stakes as they crossed the vast expanse in order to "blaze" a way and insure a safe return if the trail was lost. Neither of these theories

The Plains at Dallas.

The towns all over the Panhandle are getting ready to send a large delegation to the big Dallas Fair. Amarillo is preparing to occupy the chairs in two trains and all the Denver towns will swell the crowd as the train goes down the line. Hereford will send a 100 boosters if not more. The fraternal orders are working on a plan to have the biggest delegation out, the Commercial Club is asking for the names of all who wish to go on the special trip and a number have handed in their names. Are you getting ready to go? At this writing, no definite rate can be announced, but it has been assured that a very low rate will be made. Remember that the Panhandle crowd will congregate at Amarillo on the morning of the 25th and will go direct to Dallas. After seeing the big show, the trains will leave Dallas for the return trip at midnight on Monday, the 28th.

In some way Clarendon was left out of the invitation sent out by Amarillo, but that makes no difference,

for the Fanner-Stockman says:—

"We note that Amarillo is tearing a considerable portion of her shirt over a proposed Panhandle Day at Dallas. So far as we have been able to ascertain, Clarendon is the one town not included in the invitation. However, unless Amarillo appoints guards and furnishes them clubs to beat off the Clarendon contingent, the city will likely furnish her part of the crowd, and when it comes to tooting a Panhandle horn, Clarendon is a slide trombone and knows all the music". That's right, if a town is left out, there was no intention of slight, but wouldn't it look funny to see Amarillo tearing a portion of "her" shirt. Didn't know that Amarillo was wearing "biled" shirts, but, if "she" is, why not put on a top hat and pants, then "she" could walk around and proceed to tear "his" shirt with impunity. But let "him" tear "his" shirt, if the Panhandle can furnish a big delegation for the State Fair. Hereford will be there with her white bonnet done up.

Men's Mass Meeting.

There will be a Men's Mass meeting Sabbath afternoon with special musical features, as male quartette, duet, etc under direction of Singer Temple. All men are earnestly invited to this service and to hear a manly talk to men. The usual Sabbath morning services will be held at the 11 o'clock hour.

Better Grade Clothing

Rosenwald & Well the R. & W. Brand. High grade suits for men, in black, browns and greys. Price \$20.00 to \$30.00.

Geo. A. Stambaugh.

Campbell's Soil Culture.

Campbell's Soil Culture, the book for the Panhandle Farmers, can be secured at the BRAND office for 25c with a year's subscription. If you are not a subscriber, \$1.25 will give the BRAND for one year and the book for all the time. If you are already a subscriber, extend your figures one year and take the book. The book sells for 50 cents.

FARMS

BARGAINS IN PANHANDLE LANDS

RANCHES

If you have Farms, Ranches or City Property for sale, list them with us. We are getting quite a line of Agent in the North and East and expect to bring a number of homeseekers to Hereford in the near future. Give us a chance to sell your property. Satisfaction guaranteed.

City Property

PARK & BOURN

Hereford, Texas

FIRMS CONSOLIDATE

The J. D. Thompson Land Company and the B. W. Miller Land Company have consolidated, J. D. Thompson, B. W. Miller and H. B. McKinley constituting the new firm. The members of this firm have been the leaders in the land and cattle business at this place for a number of years and can give their customers the benefit of their long experience both in buying and selling land and cattle. We mean to treat our customers so well that if we trade once they will come to us again. All property and cattle listed with us for sale will receive our personal attention. We sell land in all size tracts from town lots to 100,000 acres. A. C. Thompson and W. A. Miller will be in the office at all times to serve our customers.

Wives Wanted.

In the settlement of the Big Pasture in the territory, a great many young men bid for claims and secured them. Under the law, all were compelled to go on the claims and improve them; that is, make their homes on them. After a few months they have discovered that there is a dearth of the fairer sex. Taking the sensible view of the matter they have organized a commercial club, one object of which is to secure pretty and marriageable young women for wives. It is a business proposition as well as a love-affair. The young women will be expected to present credentials and a photo; the young bachelors doing the same. The photos will be in charge of the secretary of the club, who will show them to the members, each selecting the one that "fills his eye." Correspondence will follow and, if "in the course of human events," the inevitable happens, the law will be allowed to take its course and a home will be established by a fair hand. This is the story as told by the Record and reminds the BRAND of a visit made to the secretary of the Hereford Commercial Club some weeks ago by a gentleman, purporting to represent the Big Pasture Association. The visiting gentleman said that he represented the association and wanted the names of the prettiest young women of the town and country. The secretary

of the local club being a married man and not having given any attention to such matters for the last fifteen years, he could not give an accurate list, but he did the best he could, claiming to be somewhat of a judge in such things. Therefore, if any of the bachelor girls of Hereford should receive a communication from the Big Pasture Association, they can charge the matter to the local secretary. But he gave only a few names and he offers to send in the names of any others who may wish to investigate the matter. Simply write your name on a slip of paper, put it in a sealed envelope, and a one cent stamp will do the rest. Address the envelope to Secretary of 20,000 Club. Your name will not be divulged.

Cardwell Brothers Move.

In order to make room for a new concrete building to be erected at once, Cardwell Brothers' grocery with all their goods still on the shelves is being moved one street east of their present location. For the time being they will be near the Central Hotel but as soon as the new building is completed they will fit a modern grocery store at their old stand. Thus they are preparing to serve their customers better than ever; in the mean time, they will do their best until their new store is ready.

New Money.

The American Bankers Association in session recently at Atlantic City, N. J., has recommended to the treasury department that the bank notes be printed on tinted paper, which if done will make the teller's desk look like a ribbon counter in a big department store. The resolution of the association proposes and recommends that each denomination of all bank notes be made in a certain color, as follows: Two's, brown; five's, green; ten's, blue; twenty's, yellow; fifty's, pink; hundred's and over, white. This would enable the teller to distinguish by sight the various denominations and thus facilitate the assorting, and would also enable the common people to know the denomination with greater ease. It remains to be seen whether the department will accept the suggestion.

Long kid gloves. We have them. Geo. A. Stambaugh. It

Grading Streets.

The city is having grading and macadamized four of the principal cross-streets this week. The grade was first thrown up and is now being covered with the natural cement macadam found so abundantly on the river banks near town. Only a half block on each side of Dewey avenue is being put in shape now, but this will be of great benefit to the public. Crossings will also be put in connecting the thoroughfares. All this will give the business section a city air.

Bronco Buster.

Rough Rider, Governor George Curry of New Mexico, opened the Socorro county fair by riding an outlawed bronco in the presence of 10,000 spectators. He took part in the roping contest and did some fancy lariat throwing. The new governor has thus endeared himself to the people of the territory by showing that he could take part in their festivities and enjoy the "show with the boys," and at the same time be the governor of the big territory. Tho he came all the way

across the Pacific to act as the chief executive, he introduces himself by "busting a bronco" in the latest style. He was appointed to the position on account of the friendship that sprung up between the president and himself during the Spanish-American war.

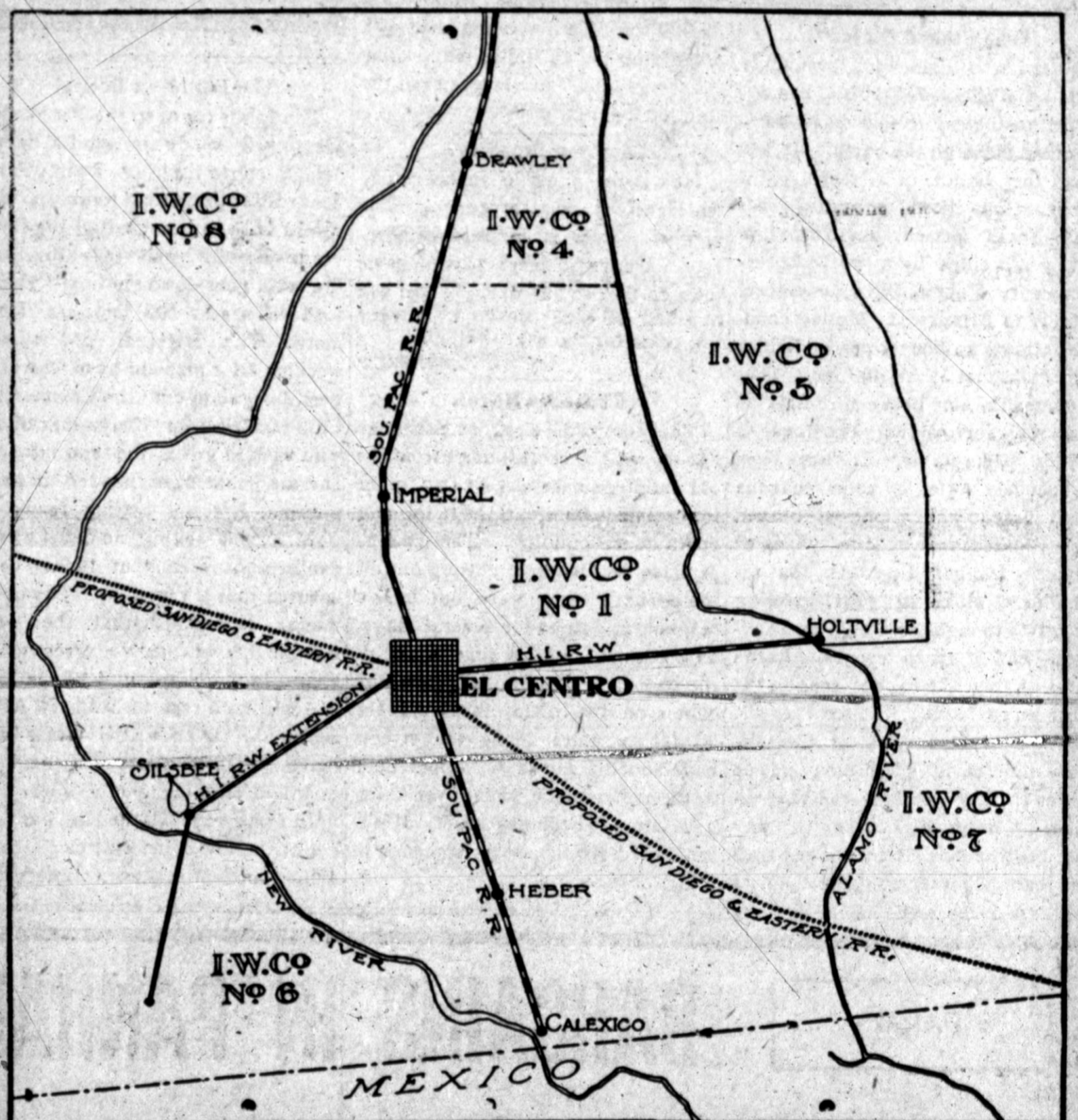
Resident Building.

Hereford is doing another building stunt. At this time there are a number of new residences being built. Mr. Collins is having erected a beautiful two story home on his block in east Hereford; Dr. J. W.

Hicks is having built a handsome residence on the lots recently purchased, located just east of the Bourn residence; Mr. Luther Hough is erecting a modern bungalow on the same block. Besides these three in that section of town, there are several others in both north and west Hereford. Town lots are in demand and a number of desirable places have exchanged hands this week.

I now have a first class boot and shoe man in my shop and will do all work with dispatch. J. A. Canterbury. 332t

Roosevelt as a Real Estate Man



"Lands in Imperial Valley will be worth from \$500.00 to \$1,500.00 an acre" so said the President in his message to Congress recommending that an appropriation be made to control the waters of the Colorado that irrigate this marvelous soil. The present rush of people to this section and the soaring values of land have proved that Roosevelt is right. The river is successfully and permanently turned by the Southern Pacific's unlimited funds, the County Seat Election was held in August giving the County Seat to El Centro. Railroad facilities are multiplying, the county hums with industrial life, improved telephone systems for the farmers, vast cold storages, electric and steam power plants, handsome churches, schools and magnificent brick structures have just been completed and yet the beginning has not been seen. Cantaloupes netted this spring from \$150.00 to \$464.00 per acre, two year old grapes brought \$300.00 an acre in the field. Hog raising and dairying pay as no where else in the United States. The finest alfalfa in the world grows here and is harvested the year round. Fruits and vegetables supply the earliest market, as frost and winter are unknown.

Now is the time to come and invest before prices are out of your reach. To see the wonderful IMPERIAL VALLEY OF CALIFORNIA is to be convinced. For full particulars and fair dealing see or write

Ira Aten Land Company

El Centro,

California

J. H. KING
Notary Public

LANDS,
LOANS and
INSURANCE
Abstracting land titles a
Specialty

BOYLAN & COMPANY
TAILORS

Have no shop room at present. Mr. Boylan will be on the streets for a few days and will receive your orders for fall and winter suits. As soon as they can secure a suitable place, they will open up again. Special prices made on orders booked now. :: :: :: ::

TELEPHONE NO. 39

Wants For Sale

LOST

LOST.—A folding pocket Kodak. Finder please return to Alex Thompson. 23-tf

LOST.—On street last Sunday. Girls dark blue sweater. Return to A. P. Murchison. 1t

LOST.—A ladies watch, between Hereford and Britton's place south of town, last Saturday. Finder will please return to this office and receive reward. 34-tf

STRAYED.—From Bradley's pasture about September 9, 3 year old grey horse, no marks or brands, except a wire cut on left fore foot. Finder please notify G. B. Cobb. 2t

MISCELLANEOUS WANTS

WANTED.—To rent small residence close in. E. W. Harrison. 1t

WANTED.—Girl to do light house work. Good wages. Mrs. R. H. Barnett. 34-tf

WANTED.—To trade 160 acres land for good stock cattle, horses, hogs, or sheep. Address L. Gough, Hereford, Texas. 31-tf

WANTED.—To take a 5-year lease on a brick hotel with 25 or 40 rooms in Hereford. Address R. L. D. care of BRAND, Hereford, Texas. 32-tf

WANTED.—Situation as governess for small children, in town or country. Also teach piano. References exchanged. Address Mrs. Mary Polk Potts, 604 W. Houston St. Sherman, Texas. 34-tf

LIVE STOCK FOR SALE

FOR SALE.—One good milch cow. Apply to Mrs. R. L. Biggs. 2tp

SALE.—Horses, mules and livestock of all kinds for sale by Claude Norton at Purcell's stable. 31-tf

FOR SALE.—Some sows, shoats and pigs at a bargain if taken at once. See Verne Witherspoon. 30-4tp

TRADE.—I will trade two fairly good milk cows for one extra good one. A. H. Morriss. 30-tf

FOR SALE.—One fine bred Duroc Jersey male hog, eleven months old. Inquire at Mrs. W. B. Robinson's. Phone 126. 31-4tp

FOR SALE.—One fine two-year old Jersey male, subject to registration. Call and see me if you wish to purchase. D. R. Gass. 29-tf

FOR SALE.—Cows and calves. 75 white-face cows and calves. Will sell either cows or calves separate. A. P. Murchison. 1t

Cows.—Who wants 100 good cows? Bred to registered bulls. Would take part payment in good approved papers. Eli Dunlap. 342t

HEREFORD BULL.—Will sell a registered Hereford bull or exchange for brood mares—May be seen at my ranch 10 miles west of Hereford. W. B. Boyd. 33-4t

FOR SALE.—For the next fifteen days. 16 head of good short horn cows and a few shorthorn heifers. J. C. EOKER, Umbarger. 33-2tp

TO EXCHANGE

FOR EXCHANGE.—Good improved section of land. Will take Hereford residence and city property. See Sam H. Morris, agent. 29-tf

EXCHANGE.—That residence, farm, or ranch, if there is money in it. I may have just what you are looking for. See my exchange list. 29-tf Sam H. MORRIS.

FOR SALE.—Good new four room house—one acre of ground. Buggy. Horse and cow sheds. Good well. In a good neighborhood. See Sam H. Morris. 27-tf

REAL ESTATE FOR SALE

LOTS OF LOTS—For sale on installment plan. 18-tf SAM H. MORRIS.

FOR SALE.—My residence and my new two story brick building at a bargain. J. M. Bogard.

QUARTER SECTION—\$10 per acre. \$600 cash, balance in 5 equal payments, 6 per cent interest. Address L. Gough, Hereford. 31-tf

LOTS! LOTS! LOTS!—Several large residence lots near Geo. Irwin's fine residence, for sale on easy terms. SAM H. MORRIS. 1t

BARGAIN.—A bargain in some nice residence property, close in and well located, either furnished or unfurnished. See the J. H. Pitman Land Company. 28-tf

FOR SALE.—8 room house close in. Terms to suit purchaser. A bargain if sold at once. Apply to BRAND office. 33-2tp

RESIDENCE FOR SALE.—The old J. W. Hough residence, situated in West Hereford can be bought on reasonable terms. This is a well improved place and will make some one a good home. 13-tf H. B. WEBB.

FOR SALE.—Nice 4-room house, two lots on corner, east front, well and windmill, three blocks from main business street. If sold right away, will sell cheap. Call at Kemp Lumber Co.'s office. 33-3t

FOR SALE.—Block 26 in Mabry addition, containing 52 acres. Place well improved. Cheap if taken at once. See J. H. Whitlock. 34-tf

FOR SALE.—Nice residence, 4 rooms, hall, 2 porches, good out buildings, corner lots, no better location in town. \$1,800.00 if taken now. Paying 15 per cent of this price in rents. Troy Womble. 1t

LAND BARGAINS NEAR HEREFORD.—We have about 4000 acres of land near Hereford which we intend selling at once. Any size tract to suit purchaser. These are all good farming lands and will be sold at from \$2 to \$5 below the prevailing price, quality and location of lands considered. J. P. SNYDER LAND CO., 11-tf Hereford, Texas.

MISCELLANEOUS

HAY.—Baled alfalfa for sale by A. H. Morriss. 31-tf

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

FOR SALE.—Two Deer disc gang plows, span 5-year old mules weighing 1100 and sound. One driving horse, one year old, well broke, 4 miles north of Dawn. J. L. Cox. 32-tf

FOR SALE.—Some good, clean fall seed wheat at \$1.00 per bushel. See G. W. Barcus. 33-tf

BRICK WORK.—Bricklayer and contractor of all kinds. Otto Barga-ma, Hereford, Texas. At Mc's Boarding house next to post office.

FOR SALE.—Seed wheat. Car of genuine Western Kansas Turkey Red wheat which I have on hand especially for seed purposes. Call and see it at the elevator. Star Mill & Elevator Co. 34-tf

FOR SALE.—One broad cast McCormick Binder and one Row Binder. See T. B. Kellow. 34-tf

SEED WHEAT.—I have Mediterranean, the wheat for this climate. Stands longer after ripening without shattering. Eli Dunlap. 342t

FOR SALE.—Nice large resident lot 104x208 feet, (half acre), south front, 3 blocks of public school. \$300 cash if sold now. Troy Womble. 1t

FOR SALE.—As I have bad health and have lost my speech, I desire to sell out my livery business and try some other country. I want to sell the barn, the entire stock of vehicles, horses, harness, etc, but in case I have too many vehicles, I have a party already that will take the horses and part of the vehicles. Any one who wishes to go in a livery business, come at once and look at this outfit and I will try to make the terms and prices right on all or part of this outfit. Easterwood Livery. 34-tf

College Notes

The work at the College is well under way and progressing in a very satisfactory manner. Several new students have enrolled during the past week. Among these are William Storrs, Miss Grace Storrs and Miss Bessie Leffel. A number of others are expected next week.

Invitations are out for the 2nd annual banquet of the College Curtain Club, to be given on the evening of October 12th 1907 at the College Dormitory. The Curtain Club has reorganized for work this year with eighteen members. Joe Brown has been elected president for the ensuing year.

The talk on the English Language which Mr. Smith gave to the College students during the Chapel hour last Monday morning was thoroly enjoyed by all who heard him—students and teachers alike. We shall be glad to see Mr. Smith again.

The Faris Literary Society held its first open meeting of the session in the College Chapel last Friday night. A short but very interesting program was rendered. The Club will hold semi-monthly meetings during the year.

Howard Day of Dalhart has been visiting his parents for a few days.

The Piano Contest.

The piano contest has warmed up a little this week, but there are no changes in the position of the candidates. Miss Sisk still holds a big plurality but not so much as last week, Miss Witherspoon gaining nearly 1000 votes. The Commercial Club and Band goes a little closer. Now is the time to get out and work for your favorite. Ask for the tickets when you make purchases and vote them on the spot.

Jessie Sisk	9869
Roxie Witherspoon	7760
Commercial Club and Band	3683
Katie Davidson	3386
Jimmie Rowe	3257
Audry Argo	2652
College	1960
Public School	1289
Nellie Robinson	1253
Bessie Curtsinger	896
Frio School	718
Julia Green	549
Mary Lindsey	517

Brands and Earmarks.

Deep burns always make a lasting brand.

Earmarks show what herd you belong to.

A lassoed calf wont come to you voluntarily.

The wild steer fears the pen.

You dont have to ride all around some folks to see the brand.

The smell of burning hair is not always a sign of a dying maverick.

Tanning the hide will not take off tee brand.

Mavericks are sometimes hard to "cut out".

A long horned leader will often give a snort that scares the whole herd into a stampede.

The smell of frying bacon and burning buffalo chips whets the appetite of the hungry cowboy.

PROFESSIONAL AND BUSINESS CARDS.

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PHYSICIAN AND SURGEON
Office at Coulson's Drug Store
Residence Phone 77 Office Phone 105

W. M. MEGERT
LAWYER
Office over Garrison Brothers
HEREFORD, TEXAS

R. M. JOHNSON,
PHYSICIAN AND SURGEON
Home at Stinson Residence.
Office at Coulson's Drug Store.
Hereford, Texas

S. D. HOWSER
PHYSICIAN AND SURGEON
Office at El Merito Pharmacy
Hereford, Texas
Residence Phone No. 244

J. W. HICKS
PHYSICIAN AND SURGEON
Diseases of Eye, Nose & Throat a Specialty
Office upstairs in First National Bank Building
Office Phone 298. Residence Phone 217.

DR. J. D. RATLIFF,
DENTIST
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Phone 234

O. P. SUTHERLAND
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DR. W. A. PRICE
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Complete Abstract of Title to Deaf Smith County Lands.
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Real Estate and Live Stock
Panhandle Farms, Ranches and Hereford City Property of all kinds. Also some good bargains in Central Texas black land farms.

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your ticket reads via Santa Fe all the way. Full information regarding rates, etc., cheerfully furnished.

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Tierra Blanco Herefords

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

Registered Hereford Cattle

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

Subscribe for the Brand --- \$1.00

Panhandle Real Estate is the Best Investment



In the world today. DIAMONDS are the next best investment to be found. You will find our stock of Diamonds complete at all times and our prices are positively guaranteed to be right. We also carry a special line of high grade railroad watches, in the Elgin, Waltham, Hamilton and Hampden movements.

W. H. RAY

...Jeweler and Optician...

Noon-Day Meetings.

One unique feature of the Lewis meetings has been the services held in the business houses at the noon hour. The first of these meetings was held Tuesday at the Park drug store and was largely attended. The subject was "The King of fools". Mr. Lewis made a strong appeal to the men present and many testified at the close. On Wednesday, the meeting was held at the Western National Bank, the subject being, "The biggest liar in Hereford". The preacher spoke with much earnestness to the large crowd present. On Thursday the meeting was held at Johnson's, where another strong talk was made, the subject being "Backbone". All of these meetings have done good good. There is no effort, made towards to sensational and the meetings are not

to be compared with the usual street preaching, they are cast on a high plain of action and Mr. Lewis impresses his hearers with the thought that he is deeply interested in the welfare of humanity and seeks to save the lost.

Boy knee pant suits 3 to 16 years. A big lot to select from \$1.50 to \$7.50. Geo. A. Stambaugh. It

First Norther.

The really first "norther" of the season arrived safely from the arctic regions early yesterday morning. During the day a cold rain began to fall and continued intermittently all day and last night. The thermometer stood at 40 degrees last night, this morning overcoats were in strong demand.

Scattered News

Graders are at work on the Santa Fe cut-off from Amarillo to Panhandle.

A reporter to the Telegram says that the wheat acreage in the Panhandle will be increased 100 per cent next year.

Phillip Shough, chauffeur, fell 4 stories down an elevator shaft with a big auto on top and still survives to tell how it happened.

The 2-cent fare is coming to Texas next year. Other states are adopting the rate and some of the railroads are taking the first step.

A 13-year-old boy near Fort Worth is bitten by a snake and he sucks the poison from the wound and then walks a mile for medical aid.

Sloan Simpson has been appointed postmaster at Dallas. Mr. Simpson has large cattle interests in the Panhandle and is a good around Roosevelt republican.

A freight train ran head-on into an engine at Clarendon last Sunday night and resulted in a bad wreck. The fireman was badly hurt but the engineer escaped by jumping.

The town of Kenna, New Mexico, was almost swept from the map last Friday morning by a fire. The Kenna Record lost its plant but came out a little late thru the kindness of a neighboring plant.

Secretary Root was met at Santone by the officials of the Mexican government and escorted across the border, Mr. Root making an unofficial and friendly visit to the neighboring Republic.

A girl from Custer, Oklahoma, was arrested at Fort Worth for parading in boy's pants. She could not tell why she ran away from home, but insisted that she changed her attire to avoid annoyance.

Judge Smith of Fort Worth knocks out the exclusive garbage contract with the city scavenger. He rules that it is unconstitutional to prohibit persons from making contracts to have their own premises cleaned.

The Daily Panhandle says that town lots in Amarillo are going "like hot cakes". This reminds the BRAND of what a 4-year-old boy said when his mother had piled up three or four buttered cakes and then poured over them a good quantity of syrup:—"That looks good".

Minstrels.

The big canvas, under which the A. G. Allen minstrels perform, was crowded to almost its utmost capacity to witness the company's opening last night, and the large audience was well pleased with the entertainment. Mr. Allen has an excellent company of colored stage people, possessing good voices and a splendid ability to amuse. The second part consists of as good a vaudeville program as is to be seen with any minstrel troupe, and it held the audience unbroken till the curtain went down on the last act. The company will close its engagement in this city tonight.—El Paso News, July 14.

This Company will be in Hereford Wednesday, Oct. 9.

Call and Settle.

We will very much appreciate it if those indebted to us will call at Hubbard & Barnett's where our books will be kept and settle their accounts. D. W. Pinkston & Son. 34-1f

W. T. Smith will haul that trunk—he never misses a train. Phone 87 or 226. 31-1f

\$350 Monarch Piano GIVEN AWAY

The merchants of Hereford whose names appear below, will give free on November 30, 6 p. m., to the young lady, church school, club or public organization in the Panhandle receiving the largest number of votes, a

\$350.00 MONARCH PIANO

This piano is one of the famous Baldwin makes, and is a fine instrument.

THE PLAN AND RULES

1. For each cash purchase of 25c, one voting ticket will be given.
2. The tickets must be voted at the time and place of purchase.
3. Count will be made every Wednesday and the list turned in for publication in the Brand.
4. All tickets will be preserved and the final count made by the judges.
5. No votes given on credit purchases.
6. No votes will be sold but will be given away when purchases are made.
7. By special arrangement the Brand will give 100 votes for each year's subscription.

The following merchants will begin to give away the tickets on Tuesday, August 20:

Purcell & Sons, Best Rigs in Town.
Major's Studio, Portraits and Views.
Hereford Brand, on Subscription Only.
Beck & Roberts, General Blacksmiths.
E. B. Black, Furniture and Undertaking.
D. R. Gass & Son, Dry Goods and Notions.
Hereford Lumber Co., Everything in Lumber.
Hubbard Grocery Co., Everything Good to Eat.
H. C. Myrick, Clothing and Gents' Furnishings.
S. B. Feemster, Best Short Order House in Town.
El Merito Pharmacy, Where Prescriptions are a Specialty.
Hereford Hardware Co., Hardware, Queensware and Paints.
Orr Bros., largest and best equipped Barber Shop in Hereford.

Look Here!



You want insurance and want it reliable and not high priced. Perhaps you're in doubt where to buy it. I sell insurance and just the kind you have. What hinders me writing your policy now? The sooner its done, the safer you'll be. Call and I will get down to facts and figures. I represent the best insurance companies in the United States. Try them and you will be convinced.

B. H. SMITH

R.F. Outen

RESOLVED
THAT GARMENTS SHOULD BE ALL WOOL IF PEOPLE WHO SELL THEM TO YOU SAY THEY ARE. THE LAMB MAY BE "FLEECED" IN ORDER TO MAKE WOOLEN GOODS BUT YOU NEED NOT BE FLEECED IF YOU BUY AT A RELIABLE STORE. **BUSTER BROWN.**



FROM THE LOOKS OF SOME PEOPLE WHOM WE SEE ON THE STREET SOME SUITS AND OVERCOATS ARE CERTAINLY A YARD WIDE, IF NOT ALL WOOL. OF COURSE OUR SUITS ARE ALL WOOL BUT WE ARE THANKFUL THAT THEY ARE NOT ALL A YARD WIDE, AND SO SHOULD YOU BE, BECAUSE YOU ARE NOT A YARD WIDE. WHY NOT GET CLOTHES THAT FIT? WE FIT PEOPLE IN OUR STORE. THE ONLY TIME WHEN MANY PEOPLE WHO BUY CLOTHES "HAVE A FIT" IS AFTER THEY BUY THEM. YOU WILL NOT HAVE A FIT AFTER YOU BUY A SUIT AND AN OVERCOAT FROM US, BUT WHEN YOU BUY THEM.

RESPECTFULLY,

H. C. MYRICK

HEREFORD, TEXAS