

The Hereford Brand

Vol. 7

HEREFORD, TEXAS, JANUARY 3, 1908

No. 47

BEST POLICY YET

We have pursued with success the policy of selling good and honest goods at a close margin of profit, thereby increasing our volume of business, almost double. We would candidly ask one and all if it would not be poor policy for us to ask big prices? We would boldly and emphatically say: We will not do the latter, but will pursue with vigor our former plans and do all in our power that is legitimate to increase the volume of our business for 1908 by just and upright dealings with all who visit our place. If the volume of our business is not increased, as a matter of fact, we can yet sell goods on a smaller margin of profit. So our great plans for 1908 is increase in business; decrease in of profits. We have one of the best equipped Furniture and Upholstering Plants in Texas. We take no back seat with anyone. We want you to feel that this is yours and at your call. We will promptly obey. We are prepared to furnish the best down to the cheapest in all departments. We always give the best service possible. Anything entrusted to our care receives responsible attention. Wishing all a prosperous New Year.

Yours for better things,

J. T. WEBB
NIGHT PHONE 66
O. E. THOMAS 59
ENBALMERS AND
FUNERAL DIRECTORS

E. B. BLACK

THE
FURNITURE
MAN

SPECIAL TRAIN FOR HEREFORD

Real Estate Men Prepare for Big Immigration Business for the New Year

ISSUES LETTER TO THE PUBLIC

Must Have Co-Operation of the Hereford People to Succeed—Knockers not Encouraged

The land dealers of Hereford have formed an association for the purpose of working as a unit in inducing a greater immigration to the Hereford district. The Railroad Company has promised to run a special train to Hereford, provided, the dealers have 100 men. By all the dealers working in harmony and bringing their men together at Kansas City, they can then bring them down from there in comfort and thus offer greater inducements for men to make the trip. Heretofore, the dealers have been working independently, and as a result have not been in a position to offer the comfortable accommodations that are being furnished by others. After January 1, no land will be handled by any member of the association—except on exclusive contract from the owner. This will prove a great advantage to the buyer, the seller, and the agent. All property owners are requested to list their property with some member of the association at the earliest

possible moment, as no property will be shown prospective buyers except that which is listed under contract. By this method the agent will put in all his time showing property thus listed, and at the same time, know that he can deliver the goods when the sale is made.

The real estate dealers of Hereford want to be in a position, to tell their men, on arrival here, that they have the freedom of our town, and are at liberty to go where they choose. They do not want to be compelled to herd their men, and if the good people of Hereford will do their part in always speaking a good word for the town and surrounding country, it won't be long until we will see good thrifty farmers from the North and East on practically every quarter section of land for miles around Hereford. Knockers and Butt-in-skies should not be tolerated in our community and it will be the duty of all those who have the good of this great Panhandle country at heart to promptly report all such doings to the Association. With a little help from our citizens, this Association is in a position to soon turn the whole Hereford district into one of the best producing sections of the Southwest.

A few knockers and one Butt-in-sky, however, will spoil everything and, if such is permitted, all the objects of our Association will be in vain and we will be set back several years in our development.

We have a wonderfully fertile soil, shallow water, a splendid climate and a community that is free from saloons, negroes and all that goes to make up the tougher element. There is no better place in the country to bring up a family than right here, and thousands of good, thrifty farmers are looking for just what we have to offer them. They will be glad to move among us, and will be induced to do so, provided, the members of this Association are permitted to show up our advantages without interference. Let everybody put their shoulder to the wheel and push. By concerted action Hereford can be made a city of 20,000 by the end of 1910. In conclusion, we appeal to all citizens of Hereford, merchants, lawyers, doctors, barbers and those in all other lines of business to assist us with their moral support in eradicating the existing evil of "Butting in" which is more demoralizing to the country than any other phase with which we have to deal.

Yours for more farmers,
REAL ESTATE DEALERS ASSOCIATION,
Hereford, Texas.

For Sale at a Bargain.
Good 4-room house, well and wind mill, chicken house, stable, lot, garden, etc., together with one acre of ground in southwest Hereford, near our home. Terms, 1-3 cash, balance on 12 months time at 8 per cent; also about 4 acres of very desirable ground near the above premises, fenced and cross-fenced, 3 acres in orchard and 1 in alfalfa. Terms 1/2 cash, balance to suit purchaser.
38tf JOHN W. DEATLEY.

AMARILLO CONVENTIONS.

Claus to Gather at Queen City—Large Crowds Expected—Program Published.

From Daily Panhandle.
The Program for the series of Panhandle conventions on Jan. 9, 10 and 11, has been put into shape by the arrangement committee and the time for the various public meetings of the series has been allotted in the order given below. The press and public generally all over the Panhandle have taken up the convention proposition and every interest in the Panhandle promises to be well represented in the gatherings. The principal meetings of the series will be held in the Deandi theater but committee meetings and sessions of separate bodies will be held in other places designated by the committees. The order beginning Thursday is as follows:

THURSDAY, 10 A. M., JAN. 9.
Commercial clubs, real estate firms, land owners, medical association, Palo Duro Park committee, will meet at Deandi theater.
Prayer by Rev. Jewell Howard.
Address of welcome by H. B. Sanborn, chairman Chamber of Commerce.
Response by Jasper N. Haney of Canyon City.
Sugar beet program, 2 p. m. to 2:40 p. m. Col. Harry T. Groom, chairman.
Broom corn program, 2:40 to 3:40 p. m., W. B. Patterson, chairman.
Corn culture program, 3:40 to 4:20 p. m., W. S. Roberts, chairman.

Poultry producing program, 4:20 p. m., G. T. Allison, chairman.
FRIDAY, JAN. 10.

Hog growing program, 10 a. m. to 11 a. m., L. B. Mitchell, chairman.

Finishing young steers program, 11 a. m. to 12 m., Henry C. Harding, chairman.

Dairying program, 2 p. m. to 2:40 p. m., G. C. Kilbourn, chairman.

Truck garden program, 2:40 to 3:20 p. m., Geo. Works, chairman.
Alfalfa growing program, 3:20 p. m., R. B. Newcome, chairman.

SATURDAY, JAN. 11.
Small grain program, 10 a. m. to 10:40 a. m., I. G. Carter, chairman.
Sheep raising program, 10:40 to 11:20 a. m., L. C. Lee, chairman.
Cotton growing program, 11:20 a. m. to 12 m., chairman to be supplied.

2 p. m., organization of commercial clubs, real estate firms, land owners, and others interested in the advancement of the Panhandle country, into one organization.

We will have men of national reputation to address us on the advisability of such an organization.

Immigration program, 8 p. m., P. L. Person, chairman.

J. H. AVERY,
Chairman Program Committee.

Moved to New Quarters.
I have moved to my new quarters on Dewey Avenue and I am revising my list of lands. If you wish to get advantages of our Eastern agents, you had better come in and relist with me. Yours for business,
41-tf W. H. RAYZOR.

Stroud-Gary Hardware Co.

Expresses their appreciation of the very liberal patronage that the people of the Panhandle have given them during the good year of One Thousand Nine Hundred and Seven and wishes for all a happy and prosperous new year.

They announce that their facilities will enable them to handle a much larger trade for next year. Their stock in all departments will be complete.

THE STROUD-GARY HARDWARE CO.

STREET CARS AT AMARILLO.

Queen City Celebrates New Year by Taking a Ride on The City Car Lines.

Amarillo now has a street car line in operation.

Amarillo has laid aside the last of her swaddling apparel and donned the full garb of a city.

The street car equipment from pole to power house, from car to track, is of the first class.

The men who so successfully carried out this great public enterprise are to be congratulated on their pluck and nerve, on their faith in Amarillo's future. Not many men would hazard an outlay of from \$120,000 to \$150,000 in an enterprise which held out so little hope of returns.

All Amarillo is glad that the street cars are running. It will give the city a new impetus, a push, as it were, and will tend more than any one movement to urge us onward on the road of progress.—Daily Panhandle.

Amarillo is to be congratulated on being the first city of the Plains to have real street cars. Hereford will be the next city to enjoy such a convenience. The fact that a town of the great Plains of Texas has grown to such an extent that street cars become a necessity will astonish some parts of Texas and many people of other states. A few years ago, the Plains were known as only an undesirable place within which to operate large cattle ranches; now, modern cities are springing up on every side. Progress is on every side; the opportunity for the man of energy is now here. Let him come.

Newspaper Directory.

The Brand is in receipt of a correction blank asking for a statement of the population of the town, the name of the paper, and other items. This was sent out by Rowell's Amer-

ican Newspaper Directory and the following clipping will show how well Rowell's directory keeps up with the progress of the west. If many other towns have been treated in the same way, the value of the directory is not worth the ink that goes on the paper.

HEREFORD, c. h., Deaf Smith Co. 532 pop., on Atchison, Topeka & Santa Fe Rd., 30 m. S. W. of Canyon. Agriculture and stock raising.

BRAND; Fridays; democratic; twelve to twenty pages 11x16; subscription \$1; established February, 1907; Frank L. Vanderburgh, editor and publisher (3-3).

Wouldn't that "jar you?" From the description given of the town, one would imagine that Hereford hardly deserved to be marked as a mere dot on the map. It gives Hereford as being 30 miles from Canyon. No one objects to that, but the directory might as well said that Hereford was somewhere in the Panhandle. In other points of information, it misses the truth still farther. The Brand has long been a 5-column paper and Mr. Vanderburgh sold his interest over five years ago. And what about the population of Hereford? The directory will have to do better than that. Five hundred and thirty-two. It must be supposed that every one was counted at that time to get the information so exact, just 532, no more no less. The Brand will inform the directory that Hereford now has 3896 1-2 persons that may be counted as population. It is to be hoped that Rowell will get out a better sheet for 1908.

Bryan Favors Guaranteed Banks

In an interview with a Dallas News reporter, Mr. Bryan gave out the following interview:

"I am heartily in favor of the guaranteed bank. Some thirteen or fourteen years ago I tried to secure the passage both in Congress and

Nebraska of a bill that which would provide for a guaranty fund. A few weeks ago I went a step further and urged a plan such as Oklahoma has now adopted providing an absolute guarantee. We can only judge the future by the past, and, judging by the past, the loss to depositors will be very small in comparison to the deposits, and when the loss is borne by all the banks it makes an insignificant tax on the banks and gives absolute security to the depositor. I believe it will do more than anything else to bring money out of hiding and then increase the loanable money and restore business. Each state ought to have guaranteed banks, and the federal government ought to adopt some system. The rapid spread of the idea leads me to hope that system will soon be adopted by the nation and various states, and there will be no runs on banks. Where the states act first they ought to allow the national banks to take advantage of the system provided for state banks and when the federal government acts it ought to permit the state banks to take advantage of the federal guaranty in states where the guarantee system has not been adopted. The plan gives security to the depositors and makes the banks bear the expense, but the expense is so small compared to the advantages to be gained from it that the banks can well afford to pay it.

See Strange, the tailor, for cleaning, pressing and repairing. 47tf

Mr. and Mrs. W. H. Fuqua of Amarillo, have been visiting in the home of Mr. and Mrs. J. L. Fuqua.

E. B. Black made a business trip yesterday to Friona, Farwell and Parmerton, renting his ranch for farming purposes, thereby proving his belief in the fact that this is a farming country instead of stock ranch.

A. D. Goodenough of Sulphur, Oklahoma, is here advising with the local interests about the Panhandle Short Line. Mr. Goodenough is an old railroad promoter and has been instrumental in building roads in

Oklahoma. He thinks that the Hereford people have a good proposition in the Short Line and will, no doubt, be of great service in putting everything in shape for an early resumption of the construction.

Tierra Blanco Herefords

L. R. BRADLEY, Owner

W. T. WOMBLE, Manager

...BREEDERS OF...

Registered Hereford Cattle

Herd Headed by Strike Six, No. 156847

Assisted by Texas Tom, No. 204446

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

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

T. M. COULSON

The Corner Drug Store Man

Has had a big Christmas trade as a climax to the year. He wishes to express his appreciation of the fine patronage which the people have given him in the past and asks for a continuation during the New Year. He will endeavor to merit your patronage by giving a satisfactory service.

T. M. COULSON

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

Canning Factory.

The canning factory proposition is under advisement by the committee and they will soon be in a position to have something definite to announce. The truck growers of Hereford will have to manifest some interest in the subject as it will be impossible to operate a factory unless a good number of them will agree to raise a quantity of stuff for a number of years. It would be the top of foolishness to put up a factory for one—nobody will do that: It would be well for every one who would put in a small patch of stuff to speak to Mr. J. E. Gyles, chairman of the committee, and give some encouragement to the question. Mr. Best, whose company furnishes the machinery for such plants will be in Hereford sometime in this month and will want to meet the truck growers and others who may be interested.

Invited to Eat Duck.

Corpus Christi, Dec. 27, 1907.
Dear Brand.—We have bought a nice little home at Rockport and will move there January 1st, so please

send our paper there after this week. When you come down this way come over and eat duck, oysters and fish with us. Our home fronts the bay where we can have nice bathing and fishing. Mr. Palmer has rented over there and we all move over the 1st. We are all in splendid health, Ethel has fully recovered from her spell and her cheeks are so rosy I accuse her of painting them. She looks anything else than an invalid. My health is greatly improved and Mrs. Graves is looking like a girl again. Regards to all old friends.

Yours truly,
T. J. GRAVES.

Something of a Hog.

J. W. Ford had a "hog killing time" at his house one day last week and his neighbors enjoyed with him some of the "spare ribs" as the result. The wonderful part of this hog story is that the Berkshire-Poland China pig that he killed, tho only 10 months old would have easily tipped the beam at 400 pounds. This is a sample of what the Panhandle can produce.

Merchants' Invoicing.

All the merchants of the city have been busy taking stock this week and casting up the figures for the year. Barring the slight fall-off that resulted from the "flurry," the business of the year has been quite satisfactory. That the people have been liberal in their purchases during the year cannot be doubted and when all have closed their books, few, if any, will show a bad year's work. The business men of Hereford are as fine lot of fellows as could be brought together in any city. Their satisfied customers, their manner of advertising, their general business methods make them a strong factor in building up the trade of the town.

Lands Must Sell.

At once, 660 acres, 4 miles east of Dimmitt in Castro county, six room house, 100 acres old land nearly ready for wheat, or will rent to the right man. Also section 23, blk K 3, 3 miles east of Hereford on creek, 200 acres broke and contracted to put in apples, 50 acres sub-irrigated valley to put in alfalfa, finest hog or sheep ranch in Panhandle; price \$18 per acre, 1/4 cash, balance 1 to 4 years 8 per cent. See Owner.
J. T. JOWELL.
43tf

League Program.

Following is the League program for Sunday, January 5:
Subject—We will try to Realize what the Heart Message of Stanley's letter was to the Christians of Eng.
Lesson—Acts 16:7-15.
Leader—Mattie B. Murphy.
Song—No. 5.
Roll call and minutes.
Song—No. 38.
Reading—Artibel Givens.
Song—No. 11.
Discussion of lesson.
Reading—Mamie Inmon.
Song—No. 35.
Benediction.

Pecans for Sale.

Good pecans, shipped in any quantity at low price by M. B. Dabbs, Llano, Texas. Call at Brand office to see sample.
46-5tp

New Business at Dimmitt.

Recker Brothers have opened with the beginning of the New Year a hardware store in the city of Dimmitt. They have a large building and will carry a full line of hardware, implements, wagons and shelf goods. Thus the county capital of Castro is adding to her business enterprises and will soon rank with the best towns of the Plains. With railroad connection which is likely to be realized within the next six months, Dimmitt will be the center of a large circle of trade.

The Brand Complimented.

The Hereford Brand, never slow to take up any idea that will add to the attractiveness of the paper, has taken to giving greater display to its reading matter through its headings—a neglect heretofore that has often given us cause for wonderment. The majority of Panhandle newspapers appear to us to be inconsistent in that, while advocating the doctrine of advertising, they fail to advertise their own wares. If a newspaper has a good news story, advertise the fact through the heading to the story. But we have no intention of starting a school of journalism for the plains country, and will only add to this that things have to get pretty dull over in Hereford when the Brand fails to get out an attractive paper.—Plainview Herald.

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.

FIRE INSURANCE

Plate Glass Insurance
Live Stock Insurance

written in GOOD COMPANIES

D. F. ASHBROOK, Agent
AT STROUD & GARY'S STORE

FRUITS, CANDIES and Cigars

Let us tickle that palate of yours with our Choice Candies and Fruits.

Sample our
Fancy Chocolate and
Dipped Ammon,
They are winners.

The
...Elite

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. Burks, Local Manager
Hereford, - - - Texas

SEE MY BARGAINS IN HEREFORD CATTLE AND BERKSHIRE HOGS

I am not in the Hot Air Zone nor from Missouri, but I show the goods. I have some very choice young Hereford bulls, by Stuart of Shadeland 113423 by the \$10,000.00 bull, Diplomat.
I have a few young Berkshire Boars, by Master Highclen 90350, a half brother to the \$5,500.00 Star Masterpiece.
We also breed Mammoth Bronze Turkeys and Barred Rock chickens. We breed them to sell and sell them to breed.
See me, write me and deal with me to get your money's worth.

R. H. NORTON

ONE MILE WEST FROM HEREFORD, TEXAS

Do Not Fail to See

Alfalfa Lumber Co.

When in need of Building Material of any kind. Our stock is large and our goods are good let us prove to you that our prices are right. See us for DeVoes Lead and Fine Paints and Varnishes.

Alfalfa Lumber Company
C. M. MILLER - Local Manager

Hereford Grain Co.

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

We Buy Hides

We Sell Coal

Come and See Us

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

COL. S. T. HOWARD DEAD.

Well Known Panhandle Citizen Passes Away at Medford, Oregon.

When the news reached here Dec. 27th 1907, announcing the death of Col. S. T. Howard, December 26th at about 6 p. m., it was a shock to the community, but was not unexpected to those friends and relations who knew his condition, for he had been in failing health for several months.

Col. Howard was well known and identified with the interests and development of North Central and North West Texas. Having moved from Lawdon, Tennessee in 1886 and had lived here since that time until about a year ago when he moved to Medford, Oregon hoping to improve his health. He had lived at Weatherford, Decatur, Quanah and Hereford and in each of these places he had been a strong useful factor in its development and interests. He had seen the vast unbroken ranges of Texas become the happy and prosperous homes of thousands. His strong, determined character, his love for meeting and overcoming difficulties eminently fitted him for a pioneer. He was a man of many interests and while laboring to bring about material good he also helped to establish and support schools and churches wherever he went. He did much public work that will be long remembered. He was always prominent in the live stock interests. He was proud of the fact that he owned at one time the sweepstakes herd of Jersey and Hereford cattle of Texas. Many will remember his very efficient work at Austin, against the passage of "The Quarantine Bill." He left his own interests here and worked with his usual zeal for the good of the community north of the quarantine line.

He moved from Quanah to Hereford in the spring 1902, having purchased a ranch of 20,000 acres 20

miles north-west of Hereford, during the time stocked with high grade cattle. He was identified with every interest for the upbuilding and advancement of the community. He was active and zealous in church work being an elder in the Cumberland Presbyterian church. He was also a Mason of high standing.

Col. Howard was born Aug. 24, 1842 in Johnson county, Tennessee. After reaching manhood he was engaged in the mercantile and live stock business until he moved to Texas in 1886 and located at Weatherford.

Col. Howard was married early in life to Miss Charlott Isador Kimbrough, a lady of great charm of character who made him a most devoted wife and loyal help-meet and a tender, loving mother to his children of whom there were ten, nine of this large family survive him. At his bedside at the time of his death, was his loving wife and six of his children, Rev. John K., S. T. Jr., H. D., Rhome, Miss Myra and Willie Howard. The other surviving children are Mrs. H. Wildy Lea and Mrs. C. C. Ferguson of Hereford, Texas and H. P. D. Howard of Amarillo, Texas.

He was buried at Medford, Oregon, Dec. 27, 1907.

A FRIEND.

COL. S. T. HOWARD DEAD.

Dec. 29.—News reached here last night of the death of Col. S. T. Howard yesterday evening at Medford, Oregon.

Col. Howard was one of the largest land owners of the Hereford country and was well known all over this part of Texas. He has been in failing health for several years and it was partly in the hope of receiving benefit that he went to Oregon.

His son H. P. D. Howard has made Amarillo his home and headquarters for the past two years in the real estate business but at the present time is in Missouri looking after business affairs. Col. Howard has other children living at Hereford.—Daily Panhandle.

Wheat Crop Report.

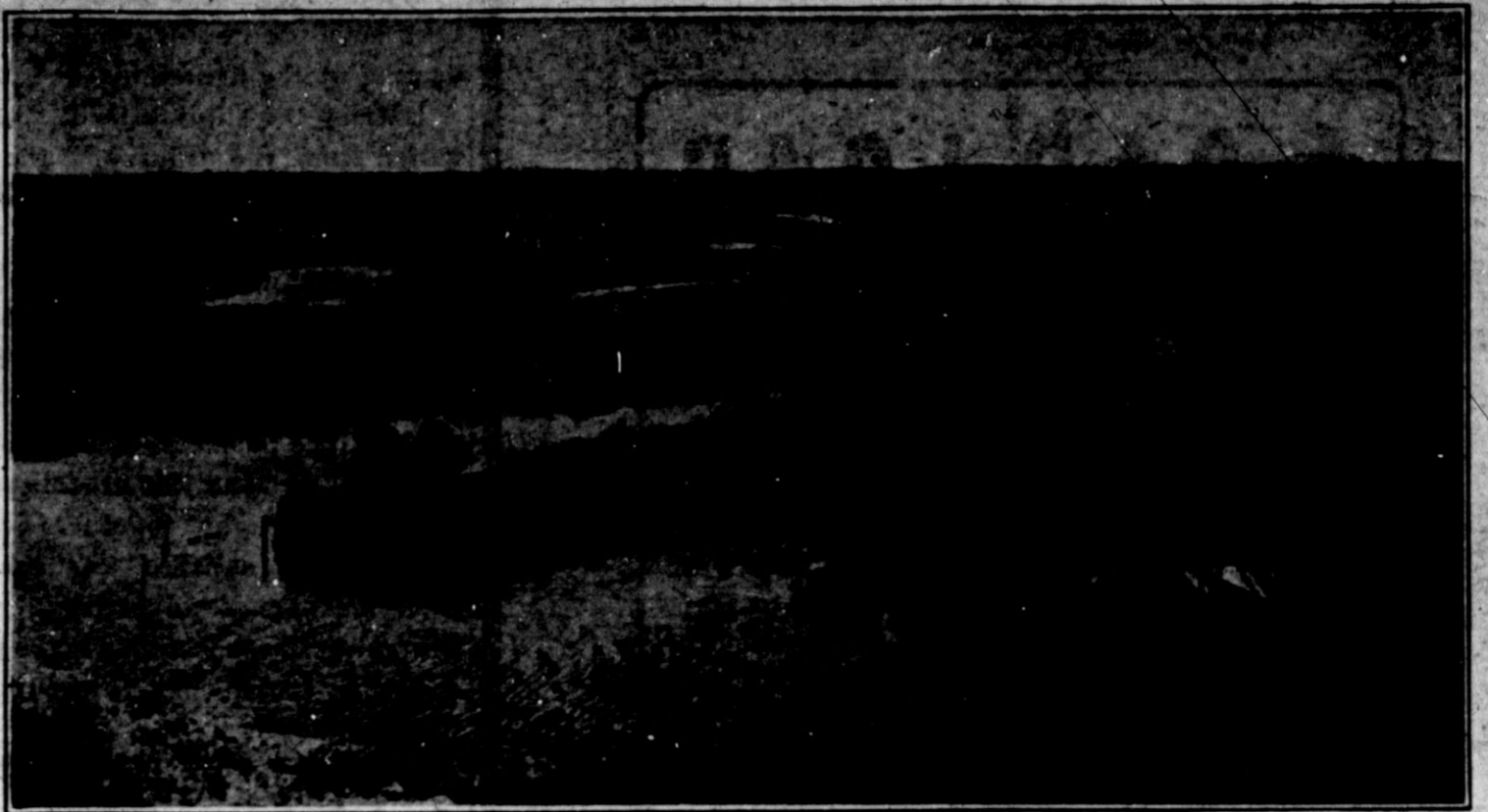
The Brand very greatly desires to get a list of all the wheat acreage within the Hereford territory. Already a number of farmers have given in their report, but in order to encourage others to make a prompt report of the acreage now planted and the number of acres that will be put to spring wheat, the Brand publishes a partial list this week and will continue the publication until all have reported. This will enable every one to see how the Hereford country is going to take the banner on wheat acreage and production this year. The following have made their report as follows. If any figures are incorrect, the Brand will be glad to put them right. Whatever you do, make out your report as soon as you read this. Get others to report.

Name	Acres Fall Wheat
J. F. Jones	150
W. S. Rance	600
J. B. Monday	100
L. Gough	75
R. W. Sager	40
Earl Warren	100
J. P. Burch	150
E. E. Ramsey	125
Jake Litteral	60
R. H. Norton	60
J. W. Bradley	120
M. F. Beemer	125
Loyd Ranch	1000
L. M. Williams	50
R. O. Allison	200
Gregory farm	70
Total reported this week	3025

Concrete Walks.

Let us figure with you on putting walks in front of your residence or your store. We are in Hereford to stay and guarantee our work.

42-1f W. F. WEST & Co.



View From "Point Mirage" Overlooking the Tierra Blanca Valley

This picture taken from the top of a wedge-shaped point of land at the junction of Frio Creek and the Tierra Blanca river, presents one of the most enchanting views to be had on the valley. This is only four miles from the City of Hereford. At one place on the "point" and nearly a mile from where the Frio flows into the Tierra Blanca, the "divide" is so narrow that one standing on it can with ease, throw a stone into either stream. "Point Mirage" as some enthusiast has named the place, stands nearly one hundred feet above the broad valley below; the peaceful Tierra Blanca winds its way thru the fields of alfalfa and grain; the herds of fat cattle may be seen browsing lazily on the meadows; in all, the picture presents to the admirer of nature an opportunity to bask in its loveliness. At the foot of "Point Mirage" is a large artificial lake, fed by the waters of the peaceful stream. Hard by may be found a number of springs. One is clear and cool; another has a strong sulphur taste, from which the place was named; and still another is quite long. These springs all flow from the rocks of "Point Mirage" within a distance of fifteen feet. There are other fine views to be obtained in Sulphur Springs and Alfalfa Farm. A visit there will convince anyone that the Plains are not devoid of beauty and attractiveness. The Brand is indebted to Major, the local photographer, for this "snap" from nature.

Monday Club Entertains.

The Monday afternoon club were at home, at the residence of Mrs. George Wendell Barcus, to their many friends, New Years afternoon.

The home of Mrs. Barcus was nicely decorated with holly, smilax, pot plants and the Club flower, red and white carnations; during the afternoon sweet strains of music greeted the coming guests.

The president, Mrs. Jarrott, with other members, in the parlor, gave a

cordial welcome to all, from whence they were taken to the dining room and served to a delightful luncheon. In the hall delicious nectar refreshed the guests and it was the parting wish of every one that the Club may enjoy a happy and profitable New Year.

In the evening the members entertained their husbands informally.

The music by the orchestra, Mrs. Parker's piano solo and the readings of Mesdames Thomas, Hemley and

Jarrott were a treat to all.

Every one expressed themselves as having spent a very enjoyable evening and that they deemed Mr. and Mrs. Barcus an ideal host and hostess.

The club was organized in the fall with a purpose of pursuing a course of study for mutual help and self improvement and it is their aim to join the State Federation as soon as possible.

Subscribe today for the Brand.

1,000 Pages



25th ANNIVERSARY NUMBER 1908

World Almanac

Will be the most unusual edition of a Reference Book since the printing press was invented by Benjamin Franklin.

In addition to its regular Library of Universal Knowledge, embracing ten thousand facts and figures indispensable to man or woman, old or young, student, school boy or girl, the farmer or the merchant, the educator or the professional man, it will also contain a 25-year resume of all the important events, historical or otherwise.

It will tell you, and tell you accurately, something about everything and every thing about a good many things.

1,000 Pages—25th Anniversary Number—50 per cent increase in size and value but no advance in price.

Now on sale everywhere, price 25 cents. Mailed to any address for 35 cents.

Address the Press Publishing Company, Pulitzer Building, New York City.

INSURE

Your homes. They are constantly in danger of that Red Demon. Do not neglect your duty in protecting your home, but get a Policy today.

DO IT NOW

I desire to announce to my friends that I am Resident Agent for the following Fire Insurance Companies, in Hereford and vicinity:

Company	Organized	Capital	American Assets
Royal of Liverpool	1845		\$12,928,254
Northern of London	1836		4,230,182
Home of New York	1853	\$3,000,000	20,839,174
Ins. Co. of North America	1792	3,000,000	10,741,510
German American of N. Y.	1872	1,500,000	13,798,730
Phoenix of Brooklyn	1853	1,500,000	9,501,321
Westchester of N. Y.	1837	300,000	3,738,676
Shawnee Fire of Topeka	1882	200,000	1,092,463
Colonial of N. Y.	1896	200,000	773,406
		\$9,700,000	\$77,650,716

I do not claim to represent all the Companies in the world, but from the above statement, you are compelled to admit that I do represent a number of the strongest Companies doing business in the state.

Yours very truly,

J. H. KING, Agent

The Western National Bank

of Hereford, Texas

CAPITAL SURPLUS

\$50,000.00
40,000.00

G. A. F. Parker, President

J. L. Smith, Vice President

Frank W. Wilson, Asst. Cashier

Time is Money

and should be saved or wisely expended. Every minute you waste in counting and recounting your cash and seeing that it is all there is money lost. You can save it all by depositing your cash in the Western National Bank. Make the New Year the time to open an account with us. Then you can give all your time to making money instead of spending time looking after what you have made, as you do now. Start the New Year right, and we will help you keep it that way.



Hereford Real Estate Exchange

We have Lands, City Property, Roller Flour Mills, Gins, Livestock and other Properties, located in Oklahoma, Iowa, Missouri and Eastern Texas, to Exchange for Panhandle lands. In adding the Exchange feature to our business, we are in position to assist our friends at home, and also the non-resident, and we tender our services to all who wish to buy, sell or exchange—Anything. We have assisted some of our friends in securing Loans. If you wish services from people who KNOW HOW to transact Real Estate deals, let us know your wants.

HEREFORD REAL ESTATE EXCHANGE

SAM H. MORRIS.

Manager

The New Year Rung in.

As the custom, the Old Year was rung out and the New Year rung in. There is always a number of young people and, even older heads, who are willing to watch the last of the Old and welcome the first of the New. So, on Wednesday night, a few minutes before the hour of twelve the bells began to toll out the death knell of the Old Year; and, at the moment of twelve, the New Year was announced by such a din of ringing that all the neighborhood were frightened out of their slumbers. While this gave a great deal of pleasure to the participants, just at the same time, it was giving the most excruciating pain to others who were sick. The long and constant noise almost drove some of the sick to madness and it became necessary to call physicians to quiet the patients. It must not be supposed that the young people intended to thus cause anyone to suffer, but when no

attention is taken of the condition of those who are sick it shows how unthoughtful people may sometimes become. It is alright to make noise on such occasions, but when it brings pain and suffering to the sick, somebody ought to think.

Prayer Social.

The members of the Christian church enjoyed a prayer social at the church last Wednesday evening. A good number of the members were present and after a short program, those present were served with some of the delicacies that only the ladies know how to prepare. The plans for the New Year were discussed and the announcement made that work would soon begin on the long planned church building.

Reorganize Endeavor.

There will be a meeting of the members and friends of the Presbyterian church at 6:15 p. m. next Sunday to reorganize the Christian Endeavor.

W. M. BAKER.

FORMER EDITOR TO LEAVE.

Tempted Beyond His Strength, J. Ray Will Re-enter the Newspaper Business at Vernon.

J. Ray went down the Denver the latter part last week without the knowledge and consent of his friends and on returning it was learned that he had bought the plant of the Vernon Hornet. He will move to that city within a few days and again enter the newspaper field. No one in Hereford thought that Mr. Ray could long stay out of the newspaper business and now they are saying, "Just as I told you." So the plains and the Panhandle are about to lose J. Ray and his inestimable family. While Hereford will regret to see him leave, they wish him the deserved success that is sure to come in this new venture. Mr. Ray has not lost confidence in the Plains nor in Hereford; in fact, he has large holdings here in business and resi-

dence property and says that his business blocks are not for sale under any circumstances. The temptation to re-enter the paper business was stronger than the man; hence, the people of Hereford will have to say good bye to one of her substantial citizens for a while at least. But the Vernon people must understand that this is only a loan and that they will have to return the principal with interest. They may congratulate themselves on securing such a thoroughgoing newspaper man in the person of Mr. Ray and the Brand predicts that the Hornets will swarm out of the nest as never before. While editor of the Brand, Mr. Ray brought the paper into the front ranks of the weekly newspapers of the state. His brothers-in-craft recognized this and made him for several years president of the Northwest Texas Press Association, which position he filled with credit to himself and honor to the association. May good fortune follow him in his new field.

Mrs. Anson Jones Dead.

Houston, Tex., Dec. 31.—Mrs. Anson Jones, widow of Anson Jones, last president of the Republic of Texas, died this afternoon at 12:40 o'clock at the home of her daughter, Mrs. R. G. Ashe, 2008 Hamilton street. She passed away surrounded by children and grandchildren and relatives representing a family honored in the annals of Texas. Mrs. Jones was 86 years of age at her death.

Expanding.

We notice the Hereford Hardware Company is preparing to occupy the adjoining building formerly used by Park & Bourn. This speaks well for their increasing business. The new building will be stocked with saddles and harness.

Mrs. Estelle Tucker has accepted a position at the post office as delivery clerk and is training in the art of attaching names to faces.

W. J. GILILLAND

J. M. GILILLAND

GILILLAND FURNITURE COMPANY

We handle a line of Gate-end Davenport Sofa Beds, which for Quality, Design and Price are unequaled. We also handle a line of Automatic Davenport Sofa Beds, which are acknowledged the superior of anything of the kind on the market.

We have a large stock of Mattresses that we are going to close out at just what they cost us. We can furnish you an \$18.00 Mattress for \$10.00. If you want a cheaper Mattress, we have them from \$2.50 up. Call at our store and see them.

Our resolution for the new year is to sell goods for a small profit, so we invite you to come and price our goods and see if we are keeping our resolutions.

GILILLAND FURNITURE CO.

FURNITURE

UNDERTAKING

The Brand

B. W. HAWKINS, Business Manager.
A. C. ELLIOT, 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, JANUARY 3, 1908.

THE BRAND closes its books for the old year with a record of only six months under the present management. The venture was new both to the manager and the editor, neither having had a boasted amount of experience in the newspaper business. As to the business of the Brand—its subscription list, its advertising patronage and its job work department, have been quite satisfactory. The job department has never had an idle day; the advertising has had a healthy growth; the subscription list has increased beyond all expectation. For this, the management gives full credit to the friends of the paper—they have done it. As to the part the present management has played, the judgment of friends is far better than self praise. If the tenor and spirit of the paper has met with your approval, if its work for the up-building of the country has succeeded, the satisfaction of having performed the service is worth the price of the labor.

A SPECIAL from Austin as published in another column seems to indicate that the Texas Railroad Commission will try to put on a 2½-cents per mile fare for all Texas roads. The Brand does not know whether the people are ready for all the roads of the state to come down to that rate or not. The opinion has been expressed by several in Hereford that the new roads of the Plains needed the 3 cent fare for some time yet, and that the people were not objecting to the old rate but rather favored keeping it. What they need is better service and they are getting that now. The Commission, of course, will, as they must, give the railroads a hearing. If the Commission wants to issue an order putting a lower rate in force on the older and trunk lines of the state, it would not effect the new roads in the Panhandle.

AMARILLO is preparing to entertain a large crowd of delegates on 9, 10 and 11 of this month. A program has been prepared and appears in this issue of the Brand. The committee on arrangements has neglected to place a Hereford man on any of the subjects to be discussed, that will not deter the Hereford people from going. A little thing like that wont mar the pleasure or keep the Hereford delegation down when they get there. The Santa Fe has given a low rate and an effort is being made to get a big crowd to go in order to have the good people of the Queen City to take notice.

THE BRAND calls attention to the special convention rates to Amarillo. Lets give our big sister a surprise by going up there an hundred strong. Of course, she will have on her best frock and, no doubt, will have a supply of mince pies for her country cousin.

WHAT'S the matter with having a lot of badges for the Hereford delegates to wear when they go to Amarillo?

THERE are three hundred and sixty six days in 1908. The year begins on Wednesday and ends on Thursday. Washington's birthday and the Fourth of July come on Saturday.

How many times have you written '07? Havn't got the "hang" of it yet? The force of habit makes you write the old year, even when the New has come.

IF THINGS have been going wrong with you, try turning around; go the other way for 1908.

DONT make new resolutions; keep the old ones that you have broken during the year.

The Sugar Beet Factory.

Are you going to Amarillo next Wednesday? The sugar beet question is the first on the program. Experts will be there to explain the planting and growing of the beet and the operation of a factory. Hereford is going after that factory. She has the location, the country to support it, the water to supply the factory at no cost and the opportunity to get it. Are you going to Amarillo to help bring it this way? The delegates are going to take a basket along to bring the factory back in and they may need your help. Why not go up?

Llano Estacado Nursery.

Now is a good time to plant fruit shade and ornamental trees. We have a good assortment and would be pleased to show you through our grounds. We guarantee satisfaction. Come to see or write us. We are located one half mill S. W. of Depot. Hereford, Texas.

S. L. BOONE, Proprietor.
42tf W. F. STINSON, Manager.

The Yellow Label.

The Brand, following the long established custom of stopping the paper when the time of a subscription expires, again calls attention to the "Yellow Label." This label contains the name, address and time of expiration as it appears on the mailing list. If the label reads—"1 1/2 08" it means that your subscription expires on the first day of January, 1908. After that date, there is no assurance that you will receive any other copy of the paper. A paper with a small circulation might afford to send out a number of free copies or to continue sending the paper to delinquents, but when the out-of-town subscriptions goes beyond the thousand mark, it is not good business to carry a lot of unpaid subscriptions on the list.

The Brand always gives an opportunity for renewals to be made; so, if you find that the date on your label shows the subscription to have expired or is about to expire, just enclose a dollar bill in a letter and it will reach the Brand office alright and your figures will be moved forward 366 days. The "Yellow Label" will be your receipt. If the receipt is not correct, the manager will be glad to put it right.

"Panhandle Jubilee."

On January 8th, 9th, 10th and 11th, the Pecos & North Texas Railway Company will sell round trip tickets from Hereford to Amarillo at rate of \$1.70 for the following meetings:

- Panhandle Farmers Congress.
 - Palo Duro National Park Association.
 - Northwest Texas Commercial Club.
 - Northwest Texas Press Association.
 - Third District Medical Society.
- Tickets will be good for return passage not later than January 12th, 1908. 47-2t

D. L. MYERS,
Gen. Pssgr. Agent.

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

TEXAS LEADS IN BANKS.

National and State Institutions Will Exceed Eight Hundred.

Austin, Texas, Dec. 21.—State Bank Superintendent Love said today in discussing state bank:

"The assertion is frequently heard that the state bank is an experiment and is yet to be tested; as bearing upon this point, the following table from the Bankers' Encyclopedia, issued in September, 1907, is of interest. It will be noted that there are in the United States more state than national banks and almost as many state banks as there are national and private banks combined.

"Of the fifty-two states and territories, only sixteen including Texas, have as large a number of national as of state banks. It will also be noted that Texas has 500 national banks, which is more than any other state except Pennsylvania, and 258 private banks; the number of state banks in Texas, which number has increased since the table was published, is now 309."

Steam Plow for Sale.

A complete steam plow outfit for sale at a bargain if taken at once. Inquire at the Brand office or address Box 14, Hereford, Tex. 46tf

A Beautiful Christian Act.

One of our Lumber Companies received a message from the home office to make an investigation, and if any one was found to be in want, to supply their needs. After a thorough search a family in the west part of town was found to be quite needy, and this Lumber Company loaded a wagon with substantial and delicacies and sent to them on Christmas eve.

This was truly in keeping with the Christian spirit and an example that is worthy of emulation. In this act they were "laying up for themselves treasures in Heaven where moth nor rust doth not corrupt nor thieves break through nor steal." This little notice is written without the knowledge of this Lumber Company and it is only just to say that it was not the desire of the donors that the recipient of this act should know from whom the gifts come.

CIVIS.

Fair Warning.

All who know themselves to be indebted to J. M. Garner, Dr. McFarling, Carter & Houck, D. W. Pinkston, will please take notice that I have all these accounts for collection. Your good promises will not satisfy them, so they must either have the cash or a good bankable note. See me at once. 46-2t

C. S. RICHARDS, Collector.

Reads Every Number.

Missouri, Dec. 27, 1907.

Editor the Brand,
Dear Sir: As I read every number of the Brand with much interest I have been disappointed in not receiving your Special Christmas Number of last week. I usually receive the paper on Monday, but I have thought there might have been some delay in mailing this time.

If you have not already mailed this number I would be pleased to receive a copy. I find so much of just the kind of information that I want in the columns of your paper, and I am not at all surprised that you should have subscribers in so many states. Some time ago I saw mentioned a little booklet that was to be published on the subject of Hereford and the surrounding community. If such a booklet has been published or is to be, I wish your readers might be informed of the fact for I am sure there are many who, like myself, would like to have a copy.

As I shall be leaving St. Louis for the winter, I will ask you to change my mailing address to the one given below, beginning with next week's issue.

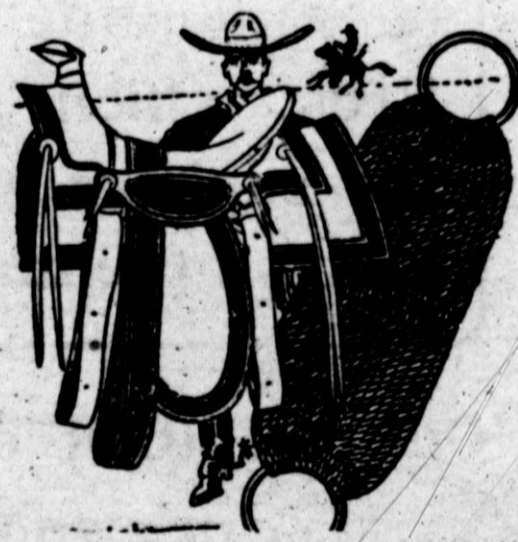
Yours truly,
A. J. WAGERS, M. D.

Subscribe today for the Brand.

FOR STOCK SADDLES

J. A. Canterbury takes pleasure in showing his line of Harness and Saddles, the kind that wear well and look well. If I have not got what you want I will make it for you.

Come in Strangers and let's get acquainted.



Yours very truly,

J. A. CANTERBURY

THE HUB

WE WILL GIVE
\$15.00
 FOR
1907
PENNEIS

E. C. ELROD

For fine dressmaking by first-class seamstresses, inquire at Mc's Boarding House. 45-tf

W. M. Dixon of Nazareth made a call at the Brand office on Tuesday of this week. He was in a good spirits over the prospects of the growing country.

The best "bargains" to be had in any of the stores are always advertised—and ad readers are the only people who get those "bargains," because they are the only people who keep posted.

D. W. Hawkins and little son, Therman returned Monday from a trip to Dallas and other central Texas points. Mrs. Hawkins remained to visit her mother and friends for a few days longer.

Miss Nettie Patterson, who has had charge of the millinery department at J. A. Fox & Company, left Tuesday for her home in Dallas. Miss Patterson made many warm friends while in the city and will return in time for the next season.

To buy advertised articles is coming to be a fixed habit of the people. If you want to buy something look up the ads in the home paper—you will likely find what you want at a price that attracts. Just read the ads.

Rev. P. Clark, who was once president of Hereford College, but now connected with the Add-Ran-Jarvis College of Thorp Springs, was in the city Tuesday and Wednesday looking after his interests on the Plains and visiting his old friends.

Mr. and Mrs. Milton Windberry of Quanah left Monday for their home, after spending a pleasant visit visiting at the homes of Mr. and Mrs. Norton. Mr. and Mrs. Fuqua and Mr. and Mrs. B. H. Smith, all kinfolks of Mr. and Mrs. Windberry.

Nice Hereford residences, small farms near Hereford headquarters, half and whole sections of land can be exchanged through my agency. My advertisements in the Brand have brought several inquiries and propositions from non-residents. Sam H. Morris, Hereford Real Estate Exchange. 38tf

W. S. Dixon tax assessor for Castro county returned Tuesday evening from a visit to Central and Eastern Texas. While gone, he attended the Tax Assessors' Convention at Austin, where the subject of "Full Rendition" was discussed by the governor and others. This subject is giving the state no end of trouble and it is predicted that there will be a lot of new assessors after this year. "Full Rendition" is something new for the Texas tax payer and it will take a long time for the farmers of the country to see if that way.

An Ode to an Old Pipe.

(The following ode by T. S. B. accompanied a box of fine cigars which came as a New Year's gift to our friend, Ralph Barnett.)

Old pipe, good by you've served me well,
 Tho you have caused many turbulent scene,
 With your ashes and smoke and noisome smell
 And your venomous nicotine.

Dear old Virginia cheroot, I bid you adieu,
 No longer your banner I'll flaunt,
 For El Trado, a Havana, genuine and true,
 Will hereafter fill the long felt want.

Tennessee & Virginia (T. & V.) a long sad farewell!

I have often that you untrue;
 The damage you've wrought no one can tell.
 Now go way back "Skidoo."

City Election.

The election held in the city last Saturday did not create any great excitement. There was no candidates, but H. B. Webb was elected to fill the unexpired term of Alderman J. H. Bowers, resigned. Mr. Webb will make a splendid man for the place and will satisfy in every way the constituency.

M. M. Major

C. M. McGhee

Major & McGhee

Photographers

We are increasing our facilities for handling all kinds of work. Views made and finished promptly. Reasonable prices. Satisfaction always.

PORTRAITS A SPECIALTY

Cardwell Brothers

Are now in their new building at the same old stand. We are now better fixed than ever to handle your Grocery business satisfactorily.

Come in and See Us Whether You Buy or Not

Local and Personal

Books for rent. Woodburn & Son. Mrs. M. M. Patton left Wednesday for Texico on business.

Try a gallon of that barrel ribbon cane syrup from Cardwell Bros. 2t

Special Prices on all saddles. J. A. Canterbury. 42-tf

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

Mr. and Mrs. R. J. Kibbee are spending the winter in Norwalk, California.

F. M. Wolf leaves this week with his family for his claim near Carter, New Mexico.

W. M. Smith of Dimmitt left Monday for Oklahoma and Kansas to visit his daughters.

Herbert Coulson returned last Sunday to Friona after spending the Xmas holidays with home folks.

Freckleater preparation will sell for 15 and 20c at Woodburn & Sons' for next week only. 1t

Just received from East Texas some pure ribbon cane syrup in barrels. Cardwell Bros. 46-2t

Young man! Stop at El Merito Pharmacy tonight for a box of Fine "Allegretto Candy" for your lady.

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

All my laprobes that I have left I will close out at cost for spot cash. J. A. Canterbury. 43tf

Mrs. Jno. E. Ferguson and Oliver Lambreth of Roswell, New Mexico are visiting in Hereford this week.

Woodburn & Sons' White Pine and Tar Cough Syrup will stop that hacking cough. 1t

If you are in a hurry to have your baggage hauled, just phone Smith at 87 or 226. 43tf

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

C. G. English will leave today with his family for Corpus Christi where they will spend the remainder of the winter.

Dr. and Mrs. Lee Jones are expected to return to Hereford this week from Temple where they have been visiting.

Attorney S. J. Dodson leaves today for Fort Worth to attend Supreme Court and will be in Dallas Monday for the District Court.

We would like to put in some good flues with our concrete blocks. They make the best and safest flues. 42-tf W. F. WEST & Co.

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

People, if you need a Truss or Shoulder Braces we have the finest and most comfortably worn in the market. E. T. Woodburn & Son.

M. J. Beck who has held a position with J. G. Callens during the past season has gone to Clovis to take charge of a large business concern.

J. M. Sybert is now boasting of being called a great grandfather. He says that he has twice been a grandfather and now a great grandfather.

You can save money on nearly everything you buy, if you read the ads. This is a common experience of all; therefore, become an ad reader. Try it one month.

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

REGISTERED HERFORDS



All ages of Fine Bulls for sale at reasonable prices.

CATTLEMEN SHOULD SEE ME

J. D. BURKETT

Brand Want Ads Bring Results

"LOOKING BACKWARD."

Unique Reception Given to Friends on Eve of the New Year.

A few days before the old year past away a host of young people in Hereford received an interesting invitation to come to the place of Mrs. W. B. Dameron

"emiT—seuT, caD, 13, 7091, 8-11 m. p.

Main entrance, Backdoor. noitpeceR llah, nehctik.

Manner of dress—mask.

ecaF no kcab fo daeh.

Back of head on face.

sehtolC no drawkcab.

collars, cuffs and ties, ribbons, belts and sashes backward turned.

gnirB ruoy drawkcab seisetruoc.

Backward forfeits demanded if

with the above you fail to comply.

Backward charades.

24 dnilB stnemhsereR

Masks off. Progressive 42.

Busy were the young people making preparations for the great occasion and at 8 p. m. Tues., Dec. 31, strange looking beings were seen moving slowly and surely to the "Kitchen Door" where they were joyfully received by the hostess, Miss Dameron.

The halls and parlors rang with laughter as each guest backward

ered. Soon the crowd was divided into two parts and the charades

began. As soon as these interesting

and amusing charades were over

the guests removed their masks and

immediately entered into a contest

of guessing the name of the person

that a little verse on their swastika

badge represented. This also afforded

a means of selecting couples for

the game "24 dnilB" which was

played with much enthusiasm. As

each game was won, the winner received

a small swastika badge and ere

many games were won, the

beautiful hostess served her guests with the daintiest refreshments in a most pleasing manner.

Next Progressive "42" began with interse interest and as the game progressed the excitement and interest increased until ended by the old year dying away. Miss Dameron passed around most delicious candy of her own make then hailed the new year with a "New Year Gift to all!" The faces of the girls expressed the greatest enjoyment and the most cordial welcome for the New Year—Yes—1908.

But the boys did not seem so anxious to receive the New Year—for they knew not what their fate perchance might be. As the hour told the guests of its lateness they most reluctantly departed, declaring they had a most enjoyable time.

Weather For The Week.

The fore part of the week was warm, pleasant and full of sunshine; every body going about their work. On Thursday night the wind shifted to the dortheast and a slow drizzle followed. Today omnious clouds obscure the sky and a little rain has fallen, looking very much like a season of rain would come. The local weather station received the following message this morning:

Tonight rain, warmer Saturday, probably showers, fresh easterly to southerly winds. Cline, N. O.

R. E. Cook was in Amarillo the first of the week.

W. D. Keliehor left Tuesday for points New Mexico.

See Strange, the tailor, for cleaning, pressing and repairing. 47tf

LETTER FROM VEGA.

New Life for the Young City of the Plains—Many Improvements Being Made.

Christmas in Vega, has been very dull.

Merle Wood is at home from Kenna, N. M., to see the home folks.

Lucien Owen is on his claim near Allen, N. M.

Roy Lowe is spending the holidays with his parents at Denton, Texas.

Chafe Glasscock is off for Oklahoma, to spend Christmas with his father and mother.

All honor is due to the young men who remember the old folks at home.

Mrs. Dick Wood and son, Frank, are visiting relatives in Kansas City and other Kansas towns.

Mr. and Mrs. Henry Wiseman and children are spending the month visiting their old home in Missouri.

Miss May and brother, Rollie, together with other young people of the neighborhood were visitors at Tascosa this week.

Mrs. Sachse and children are spending the holidays at their ranch home grabbling with the grip.

Mr. and Mrs. J. N. Ivey and children are visiting together with Mr. Ivy's brother, John Ivy and family of Poala, Kansas, at the Mr. Roy Baker of Amarillo.

Mr. George Sachse is quite busy putting in improvements on his block on Summit Hill, in West Vega. Mr. Sachse is putting in his permanent home here, and we bespeak for them a beautiful place in the near future.

Vega, tho dormant for a few years, has been newly awakened and its promoters, who are men of many years of successful experience, are not sparing any effort or means to make it a wide awake town, and we bespeak for it a prosperous future, as it has all the requisites of a good town. It is located on the Rock Island extension from Amarilla to

CLASSIFIED ADVERTISEMENTS

Brand Want Ads Bring Results - If you want anything or have something for sale, list it in this department.

MISCELLANEOUS WANTS

I WANT.—Your carpenter work. See or phone me No. 104. Ward Bratton. 37tf

LIVE STOCK FOR SALE

TO TRADE—A fine horse and jack to trade for acreage property. J. B. Elliston. 47-tf

MULES.—Good span of mules for sale. See Byrle Elliston for a bargain. 40-tf

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

TO TRADE—A good jack to trade for good team of horses or mules. J. B. Elliston. 47-tf

FOR SALE.—Horses, hogs, mules and mares, one and a half miles northeast. Fred Millard. 37tf

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 RENT—DWELLINGS

FOR RENT—Good two-room house, good sheds and one-half acre of ground. House close to the public school. See J. F. Collup. 41-tf

LAND FOR RENT

FOR SALE.—Good four room house, good barn, shed and out buildings also some fifty bearing fruit trees and nice lot of grapes, 9 lots in alfalfa, block in all, 5 blocks west of First State Bank. Consideration \$3500. Will sell part or all. H. K. Baughn. 43-6t

FOR RENT.—20 acres of land in Block 27, Ricketts addition. Apply to T. J. Williams, Morganfield, Kentucky. 39tf

FOR SALE.—The Christian church building and lots 4, 5 and 6 in block 31 town of Hereford. Also the improvements on the S. E. corner of block 45 which is the little yellow house on Dewey Avenue, two blocks north of the old telephone office. See L. Gough. 39-tf

LOST

LOST.—Laprobe on main street Wednesday night. Finder please leave at Brand office. 1t

LOST—An Eastern Star Pin. Return to Brand office and receive reward. Mrs. Alex Thompson. 44tf

LOST.—On the 26th, one small leather purse containing \$55 in bills. Finder please return to City Cafe and receive reward. 1t

ESTRAYED—From home one white, heavy set mare with roached mane. Report any information to E. Renfro 37tf

STRAYED.—A number of stock cattle, branded C on left shoulder and anchor on left thigh. Liberal reward for any information leading to recovery. Joe Collins. 47-4tp

REAL ESTATE FOR SALE

FOR SALE.—Two houses and lots in one block of public school. See C. T. Cox. 36tf

FOR SALE—One section, half section and two quarter sections of land situated from 3 to 10 miles of Bovina, Texas. F. D. Perkins, Sheandoah, Iowa. 44-8tp

FOR SALE.—A good farm 3-4 mile northeast of college, well improved, containing 240 acres. Will sell all or 160 acres or 80 acres. G. W. Shonkwiler. 42-7tp

FOR SALE OR LEASE.—My improved 4 section Castro County Ranch near Hereford. Good house, well, corrals and 1000 acres free for two years if broke and sown to wheat or will sell ¼ cash 10 years on balance. A. H. Elliston, Norwalk, Cal. 47-4t

FOR SALE ON EASY TERMS.—654 acres all smooth land 7 miles south-east of Hereford no improvements, 320 acres north of Hereford adjoining Howard ranch all smooth unimproved. Also 160 acre farm 4 miles southwest of Hereford, good 5-room house, barn, well and mill, young orchard, 80 acres in cultivation. Will sell at a bargain. See J. A. Bowers, owner at Locust Grove Ranch. Box 204, Hereford, Texas. 44-tf

ROOMS FOR RENT

ROOMS.—For rent. Mrs. Chas. Havenhill. t

ROOMS.—Two furnished rooms close in. Phone 84. 44tf

TO RENT.—Two furnished rooms for light house keeping. Mrs. W. B. Dameron. 39-tf

WANTED—Couple to occupy front room; nicely furnished, with best board, at \$20.00 each. Address Box 272.

MISCELLANEOUS

FOR SALE—Horse and buggy at a bargain. J. Ray. 1tp

FOR SALE—At a bargain, my four-room residence, close in. W. B. Park. 47-tf

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

CHEAP—Town block, 12 lots, close in, sells cheap at once. Address box 248, city.

For Sale.—City lots close in. Will put house on same and sell cheap. Address box 248, City.

FOR SALE—One nearly new walking sod-plow, and one sulky plow with sod attachment. Byrle Elliston. 40tf

FOR SALE.—Remington typewriter in good repair, or will exchange for a No. 1 milch cow. John W. DeAtley. 38tf

FOR SALE.—Good 2 seated covered hack, or would exchange for good surry or carriage and pay difference. John W. DeAtley. 38tf

FOR SALE.—Macaroni seed spring wheat. Inquire of T. A. Osborne, Boom, Texas. 45-5tp

FOR SALE—Horse and buggy at a bargain. J. Ray. 1tp

FOR SALE—Cheap. 1 sod plow, 1 break plow, 1 disk harrow, double and single row planter and cultivator and a wagon and harness all nearly new. J. B. Rogers, North Hereford 47-4tp.

The of Secrets"

in Store Advertising!

One of the wisest of men wrote:

"Suffer any person to tell us his story, morning and evening, for but a twelve-month, and he will become our master!"

In the above sentence we have, in a nutshell, the innermost secret of successful advertising—frequency, and persistency, and unvarying continuity [in the telling of the story of the store enterprise. There are many other things to be said of successful advertising, but in the above quotation is found the real philosophy, the real secret,—

The Heart of the Whole Matter!

Don't Leave Groceries Until the Last Minute to Buy



Give us your order early, so that whatever happens you will be sure of good things to eat. Just a word about the quality and prices of our groceries. It is simply that if all your other purchases during this busy season are as satisfactory in both respects as our groceries are bound to be you'll be remarkably lucky. That's all.

THE HUBBARD GROCERY CO.

Tucumcarri, thirty-three miles west of Amarillo, and thirty-three miles north of Hereford. It is centrally located in the best farm belt on the plains. Underlying it is a strata of never failing pure, soft water, which insures a good supply of water for all stock and irrigable purposes.

The health of this community is unsurpassed and backed by a neighborhood of such stockmen and farmers as Chafe Glasscock, John Scott, George Sachse, Batson Brothers, Johnson Brothers, McIntosh Brothers, Giles Brothers, Lee Giles, Jones, Wood, Woods, Maizes, Wise-

man Brothers, Blackburn, Holloway, Miller and many others, all of whom are prosperous stock-farmers, while on the north there are Ivy, the Lannergin Brothers, the L. S.'s and Matador people, all of whom are substantial men behind the Vega town promotion. A READER.

TO REMOVE SHOPS.

Amarillo to Lose Santa Fe Shops at An Early Date—Lack of Water the Cause.

According to reports of a semi-official nature reaching this city this week, the Santa Fe shops will shortly be removed from Amarillo to Canyon City. Rumors of this move have been in circulation for a long time, and time and again they have been denied by the Amarillo people. This time, however, the report comes from a most authoritative source, and according to this report there is little room left for doubt as to the Santa Fe's intention in the matter.

The primary cause assigned for the removal of the shops from Amarillo is said to be the lack of sufficient water at that place. For the past two months the Santa Fe has been hauling from one-half to two train loads of water from Canyon City to Amarillo to meet the demands at the latter place, and as Canyon City possesses an abundance of water this difficulty will be entirely removed by the removal of the shops to that place.

This action on the part of the railroad is expected to create some thing of a boom for Canyon City, as it will be the means of bringing a large number of new citizens into the city.—Plainview Herald.

A semi-official report sometimes means that the officials have caused a leak in the "What-they-are-going-to-do" department and thus a report begins to circulate, said to be "semi-official." If there are any grounds for taking up the report, the Brand has not been informed. This, however, must be announced that if the shops are to be removed from Amarillo, there is going to be some tall timber torn down if other towns keep Hereford from getting the shops. Hereford has the water right at hand, the shop site already picked out, the location for a town and is ready to make it interesting to the Santa Fe, if she wants to make "eyes" at Hereford.

The water question is the most important in the location of machine shops; not only must there be large quantities of it, but the water must be of the right kind. Hereford has

the quantity and the kind. Engineers say that the water at Hereford is the best on the line. This is sufficient, they are the judges. As to the quantity. The railroad well sunk by the company nine years ago tho only 50 feet deep has never shown the least indication of being exhausted. On the river, the water could be pumped from the stream, without having to dig a foot. A three foot dam across the stream would always insure an abundance. What does the Santa Fe think of the Hereford water question? If she wants anything else, a nudge will be enough. Hereford is ready.

S. J. Dodson's Report.

Owing to certain statements which have been circulated to the effect that I was not going to remain here, beg to report as follows, and ask if it is reasonable to suppose that I will leave. My work for the year 1907 has been very satisfactory to me, to-wit:

In county court, cases filed.....	\$ 1,153.00
In district courts, cases filed or ready to file.....	26,140.00
In U. S. Federal court, case filed.....	25,000.00
Interstate Commerce Commission at Washington, filed.....	2,500.00
Collections received.....	37,070.00
Total.....	\$91,863.00

The above does not include cases in inferior courts, nor work as county attorney, nor office practice, (and most of my work is in the office, for I never go into courts unless forced to); nor retainer fees, (and one client alone is paying me \$100.00 per month as retainer, etc.) There is a proverb, "If you want work done, go to the man who is already fully occupied," which seems to be true.

To deny that I aim to leave, to thank the public for past patronage; to renew assurance of faithful performance of all business entrusted to me, and with a wish for a most prosperous New Year to all, the above report is respectfully submitted, this January 1st, 1908, at Hereford, Texas.

S. J. DODSON,
Attorney and Counsellor at law.

Two and One-half Cent Fare.

Austin, Dec. 23.—(Special.) | Texas is to have a 2½-cent per mile passenger fare for adults and one-half of the adult fare for children. As known, the statutes provide for a reduction in the passenger fares in vogue by the railroad commission, and Commissioner Colquitt has all along advocated a reduction, though heretofore neither of the other two commissioners would join him in promulgating an order of reduction. Today the order was forthcoming, showing that Chairman Mayfield has seconded the motion of Commissioner Colquitt.

The commission will allow the railroads a hearing, however, and has set the case for the January term.

The proposition of the commission is the issuance of an order fixing the maximum first-class adult passenger fare at 2½ cents per mile, children's rate to be one-half the adult rate proposed.

The commission will also consider at said hearing the matter of the adoption of an order requiring the sale of 1,000 mile books at the rate of 2 cents per mile.

The railroads will hardly make as determined fight against this order as they would have made a year ago, for the reason that the abolishment of free passes has crystalized a sentiment for reduced passenger rates, and unless the commission takes action now the next legislature, which convenes in 1909, will enact a law reducing the fare from 3 cents per mile, and there is a strong probability that the fare would be two rather than 2½ cents.

The railroads know public senti-

ment will demand such enactment, and for this reason the fight against the proposed order of the commission is not expected to be as strong as it would have been heretofore.

Christmas Dinner.

Several Hereford people were most delightfully surprised by receiving invitation to be present at the home of Mr. and Mrs. W. O'Brien for Christmas dinner.

After the guests had reached the end of the appetising three courses, there was no neck left for "pie." After this most delightful repast the

gentlemen took rod and gun and "skiddooed" to the woods except one who was left to help entertain the ladies. But however the nimrods were deprived of the pleasures enjoyed by those who remained.

Delightful music and different diversions were participated in until a late hour when they all departed declaring they had indeed spent a most joyous Xmas day. Those present were: Mr. and Mrs. Dr. J. W. Hicks, Mr. and Mrs. S. B. Edwards, Mrs. H. B. Webb, Mrs. W. Peterson, Miss Lida Wasson, Miss Minnie Barmard, J. T. Webb, J. Edwards, Masters Byron and Lloyd Edwards and Edgar Webb.

Revival Services.
A revival meeting will begin at the Methodist Church on Sunday the 12th day of January. All Christian people are invited to attend and take part in the work of winning souls to Christ. The object of the meeting is first of all to save souls from sin, build up the churches and in every way better the condition of Hereford. Let all the people come to the services.

J. W. STORY, Pastor.

Just received from East Texas some pure ribbon cane syrup in barrels. Cardwell Bros. 46-2t

HEREFORD HARDWARE CO.

Give us a trial on Hand Made Harness, Repairing, Etc. We will be in a better position to do all kinds of Tinning, Plumbing, Mill Work, Etc. 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.

HEREFORD HARDWARE CO.

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

The Place Where Most People Trade

Hubbard & Barnett
THE STORE OF QUALITY

Always Awake to the Newest

ADVANCE SPRING SHOWING OF

LADIES', MISSES' AND CHILDREN'S OXFORDS

Black, Tan, Chocolate and White. The latest styles. Best makes. Prices 75 cents upwards to \$2.50. Our stock of high class shoes always complete. Remember the Dorothy Dodd are always best for style, fit and wear.

We are also showing an immense display of Muslin Underwear for Spring. Will pay you to inspect this line early. Prices are from 50 cents upwards to \$10.00.

We always carry an up-to-date line of Fancy Neckwear, Belts, Combs and Leather Bags.

GARRISON BROTHERS

take this occasion to thank their numerous friends and customers for the splendid trade of 1907, and to assure them at every accommodation consistent with right business principles will be cheerfully granted them in 1908. Our stock is unusually complete in the famous John Deere line of

Farming Implements; Leader, Wood Star and Sampson Windmills, Moline and Fort Smith Wagons; Velie Buggies, Emerson Alfalfa Renovators, Charter Oak and Garland Stoves and a full line of General Hardware.

Make Our Store Your Headquarters

GARRISON BROTHERS

You Will Be Treated Right

A Pounding.

On last Tuesday evening three members called at the Presbyterian Manse and invited the pastor and family over to the church. Upon entering the Sunday School room we found it full of people. After spending a time socially together, Bro. Garrison arose and in behalf of the friends and members presented to the preacher and family a large quantity of nice groceries. Other substantial gifts were also received. We are very thankful to those making these gifts and wish for them the greatest of blessings during the year.

MR. AND MRS. W. M. BAKER.

Fifth Sunday Meeting.

The Baptists had a Fifth Sunday meeting at the church last week.

Castro, Deaf Smith, Randall and Swisher counties were represented by those in attendance. There were discussions of the various services and organizations of their church which were of great interest and to the edification of those present. Baptist principles were emphasized in sermon and address. Elders J. M. Harder, J. D. Ballard and J. T. Burnett of Canyon City and Eld. J. W. Foster of Tulia were present and preached and spoke on several subjects. It was a very helpful and profitable meeting to the local church and all present.

SECRETARY.

W. T. Smith never misses a train with your baggage. His wagons will call at your house. Phones 87 and 226. 43tf

NEWS FROM HART.

Correspondent Makes Observations on the Progress of the Plains — Tells the News.

Christmas is over and everything is moving along nicely.

Real nice weather and every thing is very promising for a profitable year.

Mrs. L. W. Hancock of Texico, N. M., was visiting friends and relatives a few days before Christmas.

Mr. Lusby of Canyon City was visiting his sister, Mrs. E. R. DeLong, during Christmas, and added much to our community with his Victor graphophone.

Mr. Fitzwaters passed this week with his sixth bale of cotton. He is well pleased with his first year on the Plains.

J. R. Riley finished up the threshing in this neighborhood this week, of wheat and oat.

J. C. McLain threshed 600 bushels of oats and took them to town this week. J. M. Scott, W. W. Jobe and J. R. Riley went with him to Hereford where Mc. had contracted his oats.

G. H. Riley, of New Mexico, spent Christmas with his brother and other relatives. He is well pleased with his New Mexico home.

Mrs. Louella Emberton and children of Tompkinsville, Ky., sister to T. W. Hart, have come to the Plains to make it their future home. They are pleased so far.

George Galloway of Olton was seen in town this week on business. George says he has a fine bunch of cattle to sell at hard time prices.

Your humble servant has been in Plainview, Hereford, Tulia, Canyon and Amarillo in the last two weeks and found many changes. These places were only towns in name a few years ago and now they are cities of great importance and much business is being done, and the clatter of the carpenter's hammer is heard on all sides. If the next 15 years are as prosperous as the last 15, we will have a noble and well developed country with railroads going in all directions to handle the various products of this wonderful country.

The Union Sunday school at the Killough school house had Christmas tree Christmas Eve night and the Sunday school superintendent and the various committees deserve much credit for their work. The tree was heavily loaded with some costly presents which filled the hearts of those receiving presents. The entertainment was good, vocal and instrumental music was fine which showed that some time and pains had been taken to make the occasion entertaining.

Wishing the readers of the Brand a prosperous New Year, I am
Yours Resp't.,
T. W. H.

Letter to Mr. R. N. Mounts.

Dear Sir: We suspect you'd like the tale, how a woman beat two hardware dealers in Girard, Pa.

We tried our best to get those men to sell Devoe lead-and-zinc in that bright town; and failed. Reluctantly took Mrs. E. R. Bowman, druggist.

They said they couldn't sell paint for more than \$1.25 a gallon. Mrs. Bowman can. She has sold about all the paint that has been sold there since.

She knew Devoe; had sold our artists' materials. Had some sense and force, besides; she easily learned that cheap is dear in paint, and told the people.

Mr. Burt Young bought a gallon Devoe for rooms that had always taken a gallon of other paint; had half left.

Mr. E. H. Hiler, jeweler, painted Devoe, and says it goes further—no particulars.

Mr. John Hanna, grocer, thought it expensive before he bought it; brought back nearly half of his paint and said it was the cheapest job he ever had.

Mrs. Bowman reports universal satisfaction. So much for a cheap-paint town with a bright woman in it.

Yours truly,

F. W. DEVOE & Co.

New York, Chicago and Kansas City.

P. S. Alfalfa Lumber Company sells our paint.

A Bargain in Land.

Six sections fine smooth Panhandle land near railroad. See or write J. L. Fuqua, Hereford, Texas. 46tf

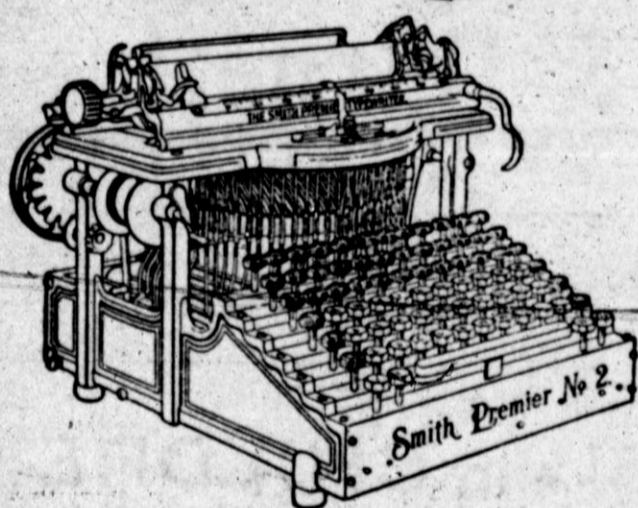
Ritchey Hotel

R. W. Kirkpatrick & Sons, Proprietors

Newly Furnished
Centrally Located
Rates \$2.00 Per Day

The best is none too good
for our patrons

Come and Make Yourself
at Home



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.
1687 Champa St., Denver, Colo.

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

LUMBER BARGAINS

When you are ready to build that house, barn or cowshed don't buy till you have figured with us. Our stock of doors, windows, paints, glass, varnishes, oils and everything in the lumber dealer's line is complete and first class. Trust us to interest you on prices. Mound City Paint our leader. Sherwin-Williams Paint our specialty.

For interior finish don't fail to get our HAND CRAFT STAIN.

HEREFORD LUMBER CO.

Special Values in Men's and Boys'

Suits from
\$15.00 to
\$25.00 at

33¹/₃
per cent off

Suits from
\$10.00 to
\$15.00 at
exactly

1/2 Price

H. C. MYRICK

**C
L
O
T
H
I
N
G**

A few
Overcoats

at

1-2

Price

Nothing
charged at

these prices

List your land with

The South West Colonization Company

In starting out they extend to all a happy New Year, and panic or no panic, they propose to do things, which means a large business in the Hereford territory and logical benefits to each and every man, woman and child in it.

They have live real estate agents in all the large immigration centers and are going to give Hereford the largest immigration business that she has ever enjoyed.

Special cars, coaches, and trains will be the feature of their new business. They ask all those who have land to sell to assist them to make Hereford a town of 10,000 people in 1910 or before that time.

List your land with them and they will spend their own money to do the rest.

Jump in the band wagon and help them pull altogether for the shallow water, the best country, and the best lands on the plains, at Hereford, Texas.

Their Books are now open at the office of Fox & Gyles, next door south of The First National Bank

The South West Colonization Company

Fox & Gyles, Agents

Hereford, Texas

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

TEXTBOOK BOARD APPOINTED

Governor Campbell Names Those Who Will Select School Books For the Next Five Years.

Austin Texas, Dec. 31.—Late this evening Gov. Campbell announced the appointment of the State Textbook Board and advertised for bids for the textbooks which are to be selected for the school year beginning next September. Following is the board appointed:

E. F. Cemegys, superintendent of the public schools of Gainesville; H. C. Fritchett, Superintendent of the Sam Houston Normal at Huntsville; O. F. Chastain, superintendent of the public school of Stamford; R. F. Davis, superintendent of the public school of Nacogdoches, and Miss Mary Carlisle, primary teacher of the public schools of Austin. The Governor is chairman of the board and Superintendent R. B. Cousins is a member.

Sometime in February, the board will meet and open the bids, examine the books and make a list of the books adopted.

Books on the following subjects will be adopted by the board: Spelling, a graded series of reading books, a course of language lessons, grammar, elementary English, composition, geography, arithmetic, mental arithmetic, elementary physiology and hygiene, civil government, elementary algebra, physical geography, history of the United States, in which the construction placed on the Federal Constitution by the fathers of the Confederacy shall be fairly presented; history of Texas, elementary agriculture and a graded system of writing books.

Nothing in the books must be partisan or sectarian in character, and nothing shall prevent the study of German, Bohemian, Spanish, French, Latin or Greek, if it is not permitted to interfere with the regular study in the books named. Supplemental books may be used with the approval of the trustees of the respective schools. Supplemental readers must be adopted by the board for the first, second and third grades, to be used with the approval of the trustees.

See Strange, the tailor, for cleaning, pressing and repairing. 47tf

Assistant Postmaster Resigns.

Assistant Postmaster for Hereford, R. E. Cook, resigned his position on the first of the New Year. The Board has not learned who will take his place. While a comparative stranger to the patrons of the office, his long experience in the work of the post office in central Texas, gave him the knowledge and familiarity with the routine work of the office that his services have, in every way, been satisfactory to all. His friends are regretting that the circumstances were such that he could not be held in the place indefinitely. Just what Mr. Cook will follow is not known.

See Strange, the tailor, for cleaning, pressing and repairing. 47tf

J. W. Booth of Wasco, Oregon, who made Hereford his home for a few months last year, was here this week on his way to El Centro, California, to join his family, where they will make their home in the future. Mr. Booth was agreeable surprised at the growth of Hereford and expressed himself in no uncertain terms.

See Strange, the tailor, for cleaning, pressing and repairing. 47tf

Our old friend, E. B. Orr, who is now in business in Leland, N. M., is in Hereford this week.

Hon. W. L. Sims and wife of Farmerton were visiting friends and relatives in the city during the holidays.

PROFESSIONAL AND BUSINESS CARDS.

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

W. A. PRICE
PHYSICIAN AND SURGEON
Office at El Merito Pharmacy
Res. Phone 222 Office Phone 300
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 over Coulson's Drug Store.
Office Phone Residence Phone 217

J. M. GILLILLAND
Funeral Director and Embalmer
With Gilliland Furniture Co.
DAY PHONE 115 NIGHT PHONE 113

O. P. SUTHERLAND
DENTIST
Office over Coulson's Drug Store.
Phone
HEREFORD, TEXAS

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

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

G. M. SUGGS A. M. JONES
SUGGS & JONES
ABSTRACTERS
Complete Abstract of Title to Deaf Smith County Lands.
Hereford Texas

A. B. AXTELL, C. E. S. D. MILLER
AXTELL & MILLER
CIVIL ENGINEERS
EAKLE BUILDING AMARILLO, TEXAS

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

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

BAKER & WITHERSPOON
Attorneys-at-Law
PRACTICE IN ALL THE COURTS
Hereford, Texas

W. L. SIMS
LAWYER
ABSTRACTS OF TITLE
FARMERTON TOWN LOTS
Farmerton, Texas

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

L. GOUGH
GENERAL IMMIGRATION
NOTARY PUBLIC
Hereford, Texas

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

C. L. Davis Jno. W. DeAtley C. B. Oxendine
HEREFORD REALTY COMPANY
DEALERS IN
City, Ranch and Farm Property
Hereford, Texas.
Personal attention given to all business given us.

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

J. W. ENGLISH
Real Estate
Office South Side Public Square

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

HEREFORD

and other points on

Pecos Valley Lines

best reached by direct connection with the A. T. & S. F. Ry.

BE SURE

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

D. L. MEYERS,
Traffic Manager,
Pecos Valley Lines,
Amarillo, Texas

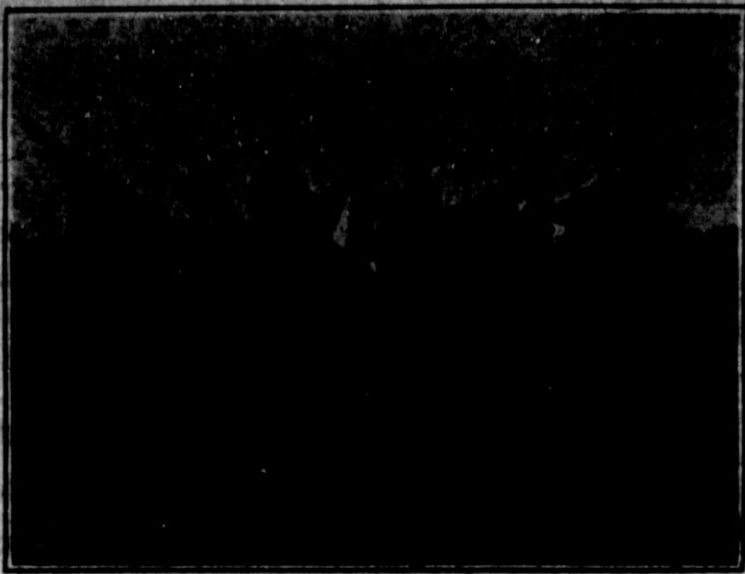
LLANO ESTACADO NURSERY

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

Subscribe for the Brand --- \$1.00



READY FOR SHIPMENT

IN addition to our large FRUIT, SHADE and ORNAMENTAL stock, we have purchased the large Harbison Locust Grove from Mr. Bowers. Can furnish

TREES

from 12 inches to 12 feet. Over 50 acres in trees. Our stock is large and they are going out by the car load. Write, phone or come and see us. You can get the benefit of our 18 years experience in Texas and New Mexico. if we sell you. We can select varieties for you suited to the plains.

Hereford Nursery

L. P. Landrum, - - Proprietor

sorts and conditions of humanity, and yet, public charity is cold and heartless. Fraternal societies see, not merely a man in need, but a brother, bankrupt not only in pocket, but in courage, in hope, in resolution, and in self-control, and they immediately set about the task of supplying his needs. It takes but a moment to fill the mouth with bread but to recreate the hope and courage needful to face the stern realities of life is a gigantic task.

The greatest needs of suffering humanity are not always bread and clothing, but the voice of a friend, a real sympathizer and helper who will show them how to overcome the difficulties that beset them. None are better fitted for this service than the woman of our order.

The lesson which the Rebekah Branch of the Order brings to woman is that of helpfulness and unselfishness; a lesson, which, well learned, can but make our members better wives and better mothers. Rebekah Odd Fellowship simply means making the very best of life; helping others to find the silver lining that lies behind the darkest clouds, and our-selves enjoying the comfort and peace that always follows kindly words and lovely deeds.

What of the effect of such efforts on those engaged in the work? Our ritual contains beautiful helpful lessons to which no one can listen without being benefitted, and all unconsciously perhaps, educated to better thoughts and deeds. The duties of the house wife are the same routine day after day, but let her for a time leave her own cares and follow the dictates of our Order and go forth to minister to the needs of some less fortunate family and she invariably returns with a stronger love for her own home, a deeper realization of its blessings, and, forgetting its drudgery takes up the burden of her daily round of duty with a lighter heart, and the home its self is brighter and happier because of her contact with other minds, her knowledge of other griefs, and her helpful deeds for other lives. And is not an evening in the lodge room with its social enjoyments, with its opportunity for acquiring a better knowledge of business methods, beneficial? Fraternal organizations which labor for humanity, and by words and deeds lift a fellow-being from the slough of despondency to heights of activity, are building monuments more lasting than pyramids, and painting pictures which excel all art. They are building character, painting in human hearts the picture of ideal manhood and womanhood. An organization is great only in proportion to the influence it exerts on its individual members. If Odd Fellowship has tended to make man manly and woman more womanly, then its mission on earth is a laudable one, worthy of the approval and support of all intelligent citizens.

We have just cause for pride in the fact that Odd Fellowship recognizes the advantage that has been gained by the addition of woman's help, and today the Rebekah Lodge stands beside the subordinate as a co-worker in the cause of humanity. It behooves us then at this the beginning of a New Year to pledge renewed activity in the noble work of our Order. Let us one and all put forth an earnest effort to live up to the grand principles of Odd Fellowship, in order that its teachings may become more and more a part of our every day lives.

The sunshine of the Gospel has given warmth and life to our Order and it is the Christ spirit in the world which has made possible the success of Odd Fellowship, and all kindred orders. The highest ideal of Fraternity came from the lips of Christ, who taught the brotherhood of all men, and whose teachings have broken down the barriers between the high and low, the rich and the poor, the learned and the unlearned.

He who loves Friendship, Love and Truth, ought to love Him who is the friend of man, who is the embodiment of Love and in whom Truth forever shines.

was in existence. Today, a majority of the jurisdictions under the control of the Sovereign Grand Lodge own structures that not only stand as monuments to the untiring energy of the membership, but furnish places of rest for many a weary pilgrim who would otherwise be homeless and helpless. These homes are growing in strength and number and each year are becoming a more important field of the work, and a number of them are managed by women in a successful manner.

Homes which the order has built are not institutions of charity; they are in every sense of the word our homes, lovingly and gladly supported in the days of our prosperity against the needs of brother, sister or self, in the hours of adversity. Here an organization has accomplished what an individual could not remodel environment. It has placed the aged and indigent member and orphan child amid surroundings that must naturally develop and strengthen the best traits of his character. As the boys and girls who are sheltered and cared for in our orphanages grow to manhood and womanhood and go out into the world to battle for themselves, ask their opinion of Rebekah Odd Fellowship and they will tell you that it has been a loving mother to them.

Unfortunately, nature has not given to every man and woman the moral force necessary to remodel environment. None of us, no matter how faithfully we may have labored nor how successful we may have been, are proof against the winds of adversity. Circumstances over which we have no control may at any time deprive us of our means of livelihood. Any organization that provides its members a safe harbor amid the storms of life confers an immeasurable blessing upon humanity.

The world is charitable and nations abound in institutions supported by public funds for the care of all

Rebekah Odd Fellowship.

By B. H. Smith.
The following paper was read before the Rebekah Lodge at a recent meeting and is published by request.

Brothers of the Independent Order of Odd fellows and Sisters of the Rebekah Degree:

It has been the supreme desire of the leaders of men in all ages to adopt a plan of work for the uplifting or betterment of mankind by cultivating in a social way the true spirit of brotherly love among men. In the early part of the nineteenth century, Thomas Willey planted on the shores of the western hemisphere the seeds of a fraternal organization so broad in its creed, so helpful to humanity, that it appealed to the best impulses of human nature, kept pace with the marvelous of a new nation, spread its benevolent work into adjoining territory and extended wherever the touch of civilization ripened the soil for its growth, until at the close of the century it numbered in its ranks over one million souls pledged to the relief of distress, decent burial of the dead, and the education and protection to the orphan.

During the first thirty-two years of the existence of Odd Fellowship in America, the brothers of this noble order had the exclusive control of the work of co-operation, advocating the necessity of a covenant among men in line with the one made by God, the Father, with his children. The brotherhood worked unceasingly for the advancement of friendship, love and truth, and in 1851 the Sovereign Grand Lodge added the Rebekah Degree, which enlisted woman in this labor of love in behalf of the widow and orphan, the sick and distressed, and nobly has she proved to be a helpmate in this great work.

Let us glance at the work of Odd Fellowship since woman became a factor in the institution. In 1851 no such thing as an Odd Fellows Home

First State Bank of Hereford

HEREFORD, TEXAS

CAPITAL \$30,000.00

Solicits the accounts of the citizens of Hereford and surrounding country upon sound Banking Principles.

We call your attention to the following safeguards of a Texas State Bank, as laid down by the Texas State Bank Law:

1st. No officers of a State Bank shall be indebted to the Bank in any sum whatsoever without the written consent of the Board of Directors obtained and recorded before the loan is made, and no Director shall borrow more than ten per cent of the capital and surplus without the written consent of the Board.

2nd. A State Bank shall at all times have an amount of cash on hand, and cash due from other banks equal to at least twenty-five per cent of the aggregate amount of its demand deposits.

Your account, whether large or small, respectfully solicited . . .

W. B. BEACH, President H. B. WEBB, Vice President OTHO. H. VARDEMAN, Cashier

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

B. H. SMITH

THE
INSURANCE

MAN

See Him About The Nice Things He Has In His Office for You

Office over First National Bank

Hereford, Texas

L. E. Thompson HAS AGAIN LEASED The BOONE BARBER SHOP

The Best Equipped For BATHS Hot and Cold

Firstclass Barber Work Guaranteed.....Experienced Men Employed

Subscribe for the Brand --- \$1.00

The Hereford Brand

Vol. 7

HEREFORD, TEXAS, JANUARY 3, 1908

No. 47

BEST POLICY YET

We have pursued with success the policy of selling good and honest goods at a close margin of profit, thereby increasing our volume of business, almost double. We would candidly ask one and all if it would not be poor policy for us to ask big prices? We would boldly and emphatically say: We will not do the latter, but will pursue with vigor our former plans and do all in our power that is legitimate to increase the volume of our business for 1908 by just and upright dealings with all who visit our place. If the volume of our business is not increased, as a matter of fact, we can yet sell goods on a smaller margin of profit. So our great plans for 1808 is increase in business; decrease in of profits. We have one of the best equipped Furniture and Upholstering Plants in Texas. We take no back seat with anyone. We want you to feel that this is yours and at your call. We will promptly obey. We are prepared to furnish the best down to the cheapest in all departments. We always give the best service possible. Anything entrusted to our care receives responsible attention. Wishing all a prosperous New Year.

Yours for better things,

J. T. WEBB
NIGHT PHONE 66
O. E. THOMAS 59
ENBALMERS AND
FUNERAL DIRECTORS

E. B. BLACK

THE
FURNITURE
MAN

SPECIAL TRAIN FOR HEREFORD

Real Estate Men Prepare for Big Immigration Business for the New Year

ISSUES LETTER TO THE PUBLIC

Must Have Co-Operation of the Hereford People to Succeed—Knockers not Encouraged

The land dealers of Hereford have formed an association for the purpose of working as a unit in inducing a greater immigration to the Hereford district. The Railroad Company has promised to run a special train to Hereford, provided, the dealers have 100 men. By all the dealers working in harmony and bringing their men together at Kansas City, they can then bring them down from there in comfort and thus offer greater inducements for men to make the trip. Heretofore, the dealers have been working independently, and as a result have not been in a position to offer the comfortable accommodations that are being furnished by others. After January 1, no land will be handled by any member of the association—except on exclusive contract from the owner. This will prove a great advantage to the buyer, the seller, and the agent. All property owners are requested to list their property with some member of the association at the earliest

possible moment, as no property will be shown prospective buyers except that which is listed under contract. By this method the agent will put in all his time showing property thus listed, and at the same time, know that he can deliver the goods when the sale is made.

The real estate dealers of Hereford want to be in a position to tell their men, on arrival here; that they have the freedom of our town, and are at liberty to go where they choose. They do not want to be compelled to herd their men, and if the good people of Hereford will do their part in always speaking a good word for the town and surrounding country, it won't be long until we will see good thrifty farmers from the North and East on practically every quarter section of land for miles around Hereford. Knockers and Butt-in-skies should not be tolerated in our community and it will be the duty of all those who have the good of this great Panhandle country at heart to promptly report all such doings to the Association. With a little help from our citizens, this Association is in a position to soon turn the whole Hereford district into one of the best producing sections of the Southwest.

A few knockers and one Butt-in-sky, however, will spoil everything and, if such is permitted, all the objects of our Association will be in vain and we will be set back several years in our development.

We have a wonderfully fertile soil, shallow water, a splendid climate and a community that is free from saloons, negroes and all that goes to make up the tougher element. There is no better place in the country to bring up a family than right here, and thousands of good, thrifty farmers are looking for just what we have to offer them. They will be glad to move among us, and will be induced to do so, provided, the members of this Association are permitted to show up our advantages without interference. Let everybody put their shoulder to the wheel and push. By concerted action Hereford can be made a city of 20,000 by the end of 1910. In conclusion, we appeal to all citizens of Hereford, merchants, lawyers, doctors, barbers and those in all other lines of business to assist us with their moral support in eradicating the existing evil of "Butting in" which is more demoralizing to the country than any other phase with which we have to deal.

Yours for more farmers,
REAL ESTATE DEALERS ASSOCIATION,
Hereford, Texas.

For Sale at a Bargain.
Good 4-room house, well and wind mill, chicken house, stable, lot, garden, etc., together with one acre of ground in southwest Hereford, near our home. Terms, 1-3 cash, balance on 12 months time at 8 per cent; also about 4 acres of very desirable ground near the above premises, fenced and cross-fenced, 3 acres in orchard and 1 in alfalfa. Terms 1/2 cash, balance to suit purchaser.
38tf JOHN W. DEATLEY.

AMARILLO CONVENTIONS.

Claus to Gather at Queen City—Large Crowds Expected—Program Published.

From Daily Panhandle.
The Program for the series of Panhandle conventions on Jan. 9, 10 and 11, has been put into shape by the arrangement committee and the time for the various public meetings of the series has been allotted in the order given below. The press and public generally all over the Panhandle have taken up the convention proposition and every interest in the Panhandle promises to be well represented in the gatherings. The principal meetings of the series will be held in the Deandi theater but committee meetings and sessions of separate bodies will be held in other places designated by the committees. The order beginning Thursday is as follows:

THURSDAY, 10 A. M., JAN. 9.
Commercial clubs, real estate firms, land owners, medical association, Palo Duro Park committee, will meet at Deandi theater.

Prayer by Rev. Jewell Howard.
Address of welcome by H. B. Sanborn, chairman Chamber of Commerce.

Response by Jasper N. Haney of Canyon City.

Sugar beet program, 2 p. m. to 2:40 p. m. Col. Harry T. Groom, chairman.

Broom corn program, 2:40 to 3:40 p. m., W. B. Patterson, chairman.

Corn culture program, 3:40 to 4:20 p. m., W. S. Roberts, chairman.

Poultry producing program, 4:20 p. m., G. T. Allison, chairman.
FRIDAY, JAN. 10.

Hog growing program, 10 a. m. to 11 a. m., L. B. Mitchell chairman.

Finishing young steers, program, 11 a. m. to 12 m., Henry C. Harding, chairman.

Dairying program, 2 p. m. to 2:40 p. m., G. C. Kilbourn, chairman.

Truck garden program, 2:40 to 3:20 p. m., Geo. Works, chairman.

Alfalfa growing program, 3:20 p. m., R. B. Newcome, chairman.

SATURDAY, JAN. 11.

Small grain program, 10 a. m. to 10:40 a. m., I. G. Carter, chairman.

Sheep raising program, 10:40 to 11:20 a. m., L. C. Lee, chairman.

Cotton growing program, 11:20 a. m. to 12 m., chairman to be supplied.

2 p. m., organization of commercial clubs, real estate firms, land owners, and others interested in the advancement of the Panhandle country, into one organization.

We will have men of national reputation to address us on the advisability of such an organization.

Immigration program, 8 p. m., P. L. Person, chairman.

J. H. AVERY,
Chairman Program Committee.

Moved to New Quarters.
I have moved to my new quarters on Dewey Avenue and I am revising my list of lands. If you wish to get advantages of our Eastern agents, you had better come in and relist with me. Yours for business,
41-tf W. H. RAYZOR.

Stroud-Gary Hardware Co.

Expresses their appreciation of the very liberal patronage that the people of the Panhandle have given them during the good year of One Thousand Nine Hundred and Seven and wishes for all a happy and prosperous new year.

They announce that their facilities will enable them to handle a much larger trade for next year. Their stock in all departments will be complete.

THE STROUD-GARY HARDWARE CO.

STREET CARS AT AMARILLO.

Queen City Celebrates New Year by Taking a Ride on The City Car Lines.

Amarillo now has a street car line in operation.

Amarillo has laid aside the last of her swaddling apparel and donned the full garb of a city.

The street car equipment from pole to power house, from car to track, is of the first class.

The men who so successfully carried out this great public enterprise are to be congratulated on their pluck and nerve, on their faith in Amarillo's future. Not many men would hazard an outlay of from \$120,000 to \$150,000 in an enterprise which held out so little hope of returns.

All Amarillo is glad that the street cars are running. It will give the city a new impetus, a push, as it were, and will tend more than any one movement to urge us onward on the road of progress.—Daily Panhandle.

Amarillo is to be congratulated on being the first city of the Plains to have real street cars. Hereford will be the next city to enjoy such a convenience. The fact that a town of the great Plains of Texas has grown to such an extent that street cars become a necessity will astonish some parts of Texas and many people of other states. A few years ago, the Plains were known as only an undesirable place within which to operate large cattle ranches; now, modern cities are springing up on every side. Progress is on every side; the opportunity for the man of energy is now here. Let him come.

Newspaper Directory.

The Brand is in receipt of a correction blank asking for a statement of the population of the town, the name of the paper, and other items. This was sent out by Rowell's Amer-

ican Newspaper Directory and the following clipping will show how well Rowell's directory keeps up with the progress of the west. If many other towns have been treated in the same way, the value of the directory is not worth the ink that goes on the paper.

HEREFORD, c. h., Deaf Smith Co. 532 pop., on Atchison, Topeka & Santa Fe Rd., 30 m. S. W. of Canyon. Agriculture and stock raising.

BRAND; Fridays; democratic; twelve to twenty pages 11x16; subscription \$1; established February, 1907; Frank L. Vanderburgh, editor and publisher (3-3).

Wouldn't that "jar you?" From the description given of the town, one would imagine that Hereford hardly deserved to be marked as a mere dot on the map. It gives Hereford as being 30 miles from Canyon. No one objects to that, but the directory might as well said that Hereford was somewhere in the Panhandle. In other points of information, it misses the truth still farther. The Brand has long been a 5-column paper and Mr. Vanderburgh sold his interest over five years ago. And what about the population of Hereford? The directory will have to do better than that. Five hundred and thirty-two. It must be supposed that every one was counted at that time to get the information so exact, just 532, no more no less. The Brand will inform the directory that Hereford now has 3896 1-2 persons that may be counted as population. It is to be hoped that Rowell will get out a better sheet for 1908.

Bryan Favors Guaranteed Banks

In an interview with a Dallas News reporter, Mr. Bryan gave out the following interview:

"I am heartily in favor of the guaranteed bank. Some thirteen or fourteen years ago I tried to secure the passage both in Congress and

Nebraska of a bill that which would provide for a guaranty fund. A few weeks ago I went a step further and urged a plan such as Oklahoma has now adopted providing an absolute guarantee. We can only judge the future by the past, and, judging by the past, the loss to depositors will be very small in comparison to the deposits, and when the loss is borne by all the banks it makes an insignificant tax on the banks and gives absolute security to the depositor. I believe it will do more than anything else to bring money out of hiding and then increase the loanable money and restore business. Each state ought to have guaranteed banks, and the federal government ought to adopt some system. The rapid spread of the idea leads me to hope that system will soon be adopted by the nation and various states, and there will be no runs on banks. Where the states act first they ought to allow the national banks to take advantage of the system provided for state banks and when the federal government acts it ought to permit the state banks to take advantage of the federal guaranty in states where the guarantee system has not been adopted. The plan gives security to the depositors and makes the banks bear the expense, but the expense is so small compared to the advantages to be gained from it that the banks can well afford to pay it.

See Strange, the tailor, for cleaning, pressing and repairing. 47tf

Mr. and Mrs. W. H. Fuqua of Amarillo, have been visiting in the home of Mr. and Mrs. J. L. Fuqua.

E. B. Black made a business trip yesterday to Friona, Farwell and Farmerton, renting his ranch for farming purposes, thereby proving his belief in the fact that this is a farming country instead of stock ranch.

A. D. Goodenough of Sulphur, Oklahoma, is here advising with the local interests about the Panhandle Short Line. Mr. Goodenough is an old railroad promoter and has been instrumental in building roads in

Oklahoma. He thinks that the Hereford people have a good proposition in the Short Line and will, no doubt, be of great service in putting everything in shape for an early resumption of the construction.

Tierra Blanco Herefords

L. R. BRADLEY, Owner

W. T. WOMBLE, Manager

...BREEDERS OF...

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

Registered Hereford Cattle

Herd Headed by Strike Six, No. 156847

Assisted by Texas Tom, No. 204446

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

T. M. COULSON

The Corner Drug Store Man

Has had a big Christmas trade as a climax to the year. He wishes to express his appreciation of the fine patronage which the people have given him in the past and asks for a continuation during the New Year. He will endeavor to merit your patronage by giving a satisfactory service.

T. M. COULSON

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

Canning Factory.

The canning factory proposition is under advisement by the committee and they will soon be in a position to have something definite to announce. The truck growers of Hereford will have to manifest some interest in the subject as it will be impossible to operate a factory unless a good number of them will agree to raise a quantity of stuff for a number of years. It would be the top of foolishness to put up a factory for one—nobody will do that. It would be well for every one who would put in a small patch of stuff to speak to Mr. J. E. Gyles, chairman of the committee, and give some encouragement to the question. Mr. Best, whose company furnishes the machinery for such plants will be in Hereford sometime in this month and will want to meet the truck growers and others who may be interested.

Invited to Eat Duck.

Corpus Christi, Dec. 27, 1907.
Dear Brand.—We have bought a nice little home at Rockport and will move there January 1st, so please

send our paper there after this week. When you come down this way come over and eat duck, oysters and fish with us. Our home fronts the bay where we can have nice bathing and fishing. Mr. Palmer has rented over there and we all move over the 1st. We are all in splendid health, Ethel has fully recovered from her spell and her cheeks are so rosy I accuse her of painting them. She looks anything else than an invalid. My health is greatly improved and Mrs. Graves is looking like a girl again. Regards to all old friends.

Yours truly,

T. J. GRAVES.

Something of a Hog.

J. W. Ford had a "hog killing time" at his house one day last week and his neighbors enjoyed with him some of the "spare ribs" as the result. The wonderful part of this hog story is that the Berkshire-Poland China pig that he killed, tho only 10 months old would have easily tipped the beam at 400 pounds. This is a sample of what the Panhandle can produce.

SEE MY BARGAINS IN HEREFORD CATTLE AND BERKSHIRE HOGS

I am not in the Hot Air Zone nor from Missouri, but I show the goods. I have some very choice young Hereford bulls, by Stuart of Shadeland 113423 by the \$10,000.00 bull, Diplomat.

I have a few young Berkshire Boars, by Master Highclen 90350, a half brother to the \$5,500.00 Star Masterpiece.

We also breed Mammoth Bronze Turkeys and Barred Rock chickens. We breed them to sell and sell them to breed.

See me, write me and deal with me to get your money's worth.

R. H. NORTON

ONE MILE WEST FROM HEREFORD, TEXAS

Do Not Fail to See

Alfalfa Lumber Co.

When in need of Building Material of any kind. Our stock is large and our goods are good let us prove to you that our prices are right. See us for DeVoes Lead and Fine Paints and Varnishes.

Alfalfa Lumber Company
C. M. MILLER - Local Manager

Merchants' Invoicing.

All the merchants of the city have been busy taking stock this week and casting up the figures for the year.

Barring the slight fall-off that resulted from the "flurry," the business of the year has been quite satisfactory. That the people have been liberal in their purchases during the year cannot be doubted and when all have closed their books, few, if any, will show a bad year's work. The business men of Hereford are as fine lot of fellows as could be brought together in any city. Their satisfied customers, their manner of advertising, their general business methods make them a strong factor in building up the trade of the town.

Lands Must Sell.

At once, 660 acres, 4 miles east of Dimmitt in Castro county, six room house, 100 acres old land nearly ready for wheat, or will rent to the right man. Also section 23, blk K 3, 3 miles east of Hereford on creek, 200 acres broke and contracted to put in apples, 50 acres sub-irrigated valley to put in alfalfa, finest hog or sheep ranch in Panhandle; price \$18 per acre, 1/4 cash, balance 1 to 4 years 8 per cent. See Owner.
J. T. JOWELL.
43tf

League Program.

Following is the League program for Sunday, January 5:

Subject—We will try to Realize what the Heart Message of Stanley's letter was to the Christians of Eng.

Lesson—Acts 16:7-15.

Leader—Mattie B. Murphy.

Song—No. 5.

Roll call and minutes.

Song—No. 38.

Reading—Artibel Givens.

Song—No. 11.

Discussion of lesson.

Reading—Mamie Inmon.

Song—No. 35.

Benediction.

Pecans for Sale.

Good pecans, shipped in any quantity at low price by M. B. Dabbs, Llano, Texas. Call at Brand office to see sample. 46-5tf

New Business at Dimmitt.

Recker Brothers have opened with the beginning of the New Year a hardware store in the city of Dimmitt. They have a large building and will carry a full line of hardware, implements, wagons and shelf goods. Thus the county capital of Castro is adding to her business enterprises and will soon rank with the best towns of the Plains. With railroad connection which is likely to be realized within the next six months, Dimmitt will be the center of a large circle of trade.

The Brand Complimented.

The Hereford Brand, never slow to take up any idea that will add to the attractiveness of the paper, has taken to giving greater display to its reading matter through its headings—a neglect heretofore that has often given us cause for wonderment. The majority of Panhandle newspapers appear to us to be inconsistent in that, while advocating the doctrine of advertising, they fail to advertise their own wares. If a newspaper has a good news story, advertise the fact through the heading to the story. But we have no intention of starting a school of journalism for the plains country, and will only add to this that things have to get pretty dull over in Hereford when the Brand fails to get out an attractive paper.—Plainview Herald.

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.

FIRE INSURANCE

Plate Glass Insurance
Live Stock Insurance

written in GOOD COMPANIES

D. F. ASHBROOK, Agent

AT STROUD & GARY'S STORE

FRUITS, CANDIES and Cigars

Let us tickle that palate of yours with our Choice Candies and Fruits.

Sample our
Fancy Chocolate and
Dipped Ammon,
They are winners.

The

...Elite

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. Burks, Local Manager

Hereford, - - - Texas

Hereford Grain Co.

We Pay Highest Prices For

Wheat, Oats, Kaffir and Maize

We Buy Hides

We Sell Coal

Come and See Us

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

COL. S. T. HOWARD DEAD.

Well Known Panhandle Citizen Passes Away at Medford, Oregon.

When the news reached here Dec. 27th 1907, announcing the death of Col. S. T. Howard, December 26th at about 6 p. m., it was a shock to the community, but was not unexpected to those friends and relations who knew his condition, for he had been in failing health for several months.

Col. Howard was well known and identified with the interests and development of North Central and North West Texas. Having moved from Lawdon, Tennessee in 1886 and had lived here since that time until about a year ago when he moved to Medford, Oregon hoping to improve his health. He had lived at Weatherford, Decatur, Quanah and Hereford and in each of these places he had been a strong useful factor in its development and interests. He had seen the vast unbroken ranges of Texas become the happy and prosperous homes of thousands. His strong, determined character, his love for meeting and overcoming difficulties eminently fitted him for a pioneer. He was a man of many interests and while laboring to bring about material good he also helped to establish and support schools and churches wherever he went. He did much public work that will be long remembered. He was always prominent in the live stock interests. He was proud of the fact that he owned at one time the sweepstakes herd of Jersey and Hereford cattle of Texas. Many will remember his very efficient work at Austin, against the passage of "The Quarantine Bill." He left his own interests here and worked with his usual zeal for the good of the community north of the quarantine line.

He moved from Quanah to Hereford in the spring 1902, having purchased a ranch of 20,000 acres 20

1,000 Pages



25th ANNIVERSARY NUMBER
1908

World Almanac

Will be the most unusual edition of a Reference Book since the printing press was invented by Benjamin Franklin.

In addition to its regular Library of Universal Knowledge, embracing ten thousand facts and figures indispensable to man or woman, old or young, student, school boy or girl, the farmer or the merchant, the educator or the professional man, it will also contain a 25-year resume of all the important events, historical or otherwise.

It will tell you, and tell you accurately, something about everything and every thing about a good many things.

1,000 Pages—25th Anniversary Number—50 per cent increase in size and value but no advance in price.

New on sale everywhere, price 25 cents. Mailed to any address for 35 cents.

Address the Press Publishing Company, Pulitzer Building, New York City.

miles north-west of Hereford, during the time stocked with high grade cattle. He was identified with every interest for the upbuilding and advancement of the community. He was active and zealous in church work being an elder in the Cumberland Presbyterian church. He was also a Mason of high standing.

Col. Howard was born Aug. 24, 1842 in Johnson county, Tennessee. After reaching manhood he was engaged in the mercantile and live stock business until he moved to Texas in 1886 and located at Weatherford.

Col. Howard was married early in life to Miss Charlott Isador Kimbrough, a lady of great charm of character who made him a most devoted wife and loyal help-meet and a tender, loving mother to his children of whom there were ten, nine of this large family survive him. At his bedside at the time of his death, was his loving wife and six of his children, Rev. John K., S. T. Jr., H. D., Rhome, Miss Myra and Willie Howard. The other surviving children are Mrs. H. Wildy Lea and Mrs. C. C. Ferguson of Hereford, Texas and H. P. D. Howard of Amarillo, Texas.

He was buried at Medford, Oregon, Dec. 27, 1907.

A FRIEND.

COL. S. T. HOWARD DEAD.

Dec. 29.—News reached here last night of the death of Col. S. T. Howard yesterday evening at Medford, Oregon.

Col. Howard was one of the largest land owners of the Hereford country and was well known all over this part of Texas. He has been in failing health for several years and it was partly in the hope of receiving benefit that he went to Oregon.

His son H. P. D. Howard has made Amarillo his home and headquarters for the past two years in the real estate business but at the present time is in Missouri looking after business-affairs. Col. Howard has other children living at Hereford.—Daily Panhandle.

Wheat Crop Report.

The Brand very greatly desires to get a list of all the wheat acreage within the Hereford territory. Already a number of farmers have given in their report, but in order to encourage others to make a prompt report of the acreage now planted and the number of acres that will be put to spring wheat, the Brand publishes a partial list this week and will continue the publication until all have reported. This will enable every one to see how the Hereford country is going to take the banner on wheat acreage and production this year. The following have made their report as follows. If any figures are incorrect, the Brand will be glad to put them right. Whatever you do, make out your report as soon as you read this. Get others to report.

	Acres	Fall	Wheat
J. F. Jones	150		
W. S. Rance	600		
J. B. Monday	100		
L. Gough	75		
R. W. Sager	40		
Earl Warren	100		
J. P. Burch	150		
E. E. Ramsey	125		
Jake Litteral	60		
R. H. Norton	60		
J. W. Bradley	120		
M. F. Beemer	125		
Loyd Ranch	1000		
L. M. Williams	50		
R. O. Allison	200		
Gregory farm	70		
Total reported this week	3025		

Concrete Walks.

Let us figure with you on putting walks in front of your residence or your store. We are in Hereford to stay and guarantee our work.

W. F. WEST & Co.



View From "Point Mirage" Overlooking the Tierra Blanca Valley

This picture taken from the top of a wedge-shaped point of land at the junction of Frio Creek and the Tierra Blanca river, presents one of the most enchanting views to be had on the valley. This is only four miles from the City of Hereford. At one place on the "point" and nearly a mile from where the Frio flows into the Tierra Blanca, the "divide" is so narrow that one standing on it can with ease, throw a stone into either stream. "Point Mirage" as some enthusiasts have named the place, stands nearly one hundred feet above the broad valley below; the peaceful Tierra Blanca winds its way thru the fields of alfalfa and grain; the herds of fat cattle may be seen browsing lazily on the meadows; in all, the picture presents to the admirer of nature an opportunity to bask in its loveliness. At the foot of "Point Mirage" is a large artificial lake, fed by the waters of the peaceful stream. Hard by may be found a number of springs. One is clear and cool; another has a strong sulphur taste, from which the place was named; and still another is quite long. These springs all flow from the rocks of "Point Mirage" within a distance of fifteen feet. There are other fine views to be obtained in Sulphur Springs and Alfalfa Farm. A visit there will convince anyone that the Plains are not devoid of beauty and attractiveness. The Brand is indebted to Major, the local photographer, for this "snap" from nature.

Monday Club Entertains.

The Monday afternoon club were at home, at the residence of Mrs. George Wendell Barcus, to their many friends, New Years afternoon.

The home of Mrs. Barcus was nicely decorated with holly, smilax, pot plants and the Club flower, red and white carnations; during the afternoon sweet strains of music greeted the coming guests.

The president, Mrs. Jarrott, with other members, in the parlor, gave a

cordial welcome to all, from whence they were taken to the dining room and served to a delightful luncheon. In the hall delicious nectar refreshed the guests and it was the parting wish of every one that the Club may enjoy a happy and profitable New Year.

In the evening the members entertained their husbands informally.

The music by the orchestra, Mrs. Parker's piano solo and the readings of Mesdames Thomas, Hemley and

Jarrott were a treat to all.

Every one expressed themselves as having spent a very enjoyable evening and that they deemed Mr. and Mrs. Barcus an ideal host and hostess.

The club was organized in the fall with a purpose of pursuing a course of study for mutual help and self improvement and it is their aim to join the State Federation as soon as possible.

Subscribe today for the Brand.

INSURE

Your homes. They are constantly in danger of that Red Demon. Do not neglect your duty in protecting your home, but get a Policy today.

DO IT NOW

I desire to announce to my friends that I am Resident Agent for the following Fire Insurance Companies, in Hereford and vicinity:

	Organized	Capital	American Assets
Royal of Liverpool	1845		\$12,928,254
Northern of London	1836		4,230,182
Home of New York	1853	\$3,000,000	20,839,174
Ins. Co. of North America	1792	3,000,000	10,741,510
German American of N. Y.	1872	1,500,000	13,798,730
Phoenix of Brooklyn	1853	1,500,000	9,501,321
Westchester of N. Y.	1837	300,000	3,738,676
Shawnee Fire of Topeka	1882	200,000	1,092,463
Colonial of N. Y.	1896	200,000	773,406
		\$9,700,000	\$77,650,716

I do not claim to represent all the Companies in the world, but from the above statement, you are compelled to admit that I do represent a number of the strongest Companies doing business in the state.

Yours very truly,

J. H. KING, Agent

The Western National Bank

of Hereford, Texas

CAPITAL - \$50,000.00
SURPLUS - 40,000.00

G. A. F. Parker, President J. L. Smith, Vice President Frank W. Wilson, Asst. Cashier

Time is Money

and should be saved or wisely expended. Every minute you waste in counting and recounting your cash and seeing that it is all there is money lost. You can save it all by depositing your cash in the Western National Bank. Make the New Year the time to open an account with us. Then you can give all your time to making money instead of spending time looking after what you have made, as you do now. Start the New Year right, and we will help you keep it that way.



Hereford Real Estate Exchange

We have Lands, City Property, Roller Flour Mills, Gins, Livestock and other Properties, located in Oklahoma, Iowa, Missouri and Eastern Texas, to Exchange for Panhandle lands. In adding the Exchange feature to our business, we are in position to assist our friends at home, and also the non-resident, and we tender our services to all who wish to buy, sell or exchange--Anything. We have assisted some of our friends in securing Loans. If you wish services from people who KNOW HOW to transact Real Estate deals, let us know your wants.

HEREFORD REAL ESTATE EXCHANGE

SAM H. MORRIS.

Manager

The New Year Rung in.

As the custom, the Old Year was rung out and the New Year rung in. There is always a number of young people and, even older heads, who are willing to watch the last of the Old and welcome the first of the New. So, on Wednesday night, a few minutes before the hour of twelve the bells began to toll out the deathnell of the Old Year; and, at the moment of twelve, the New Year was announced by such a din of ringing that all the neighborhood were frightened out of their slumbers. While this gave a great deal of pleasure to the participants, just at the same time, it was giving the most excruciating pain to others who were sick. The long and constant noise almost drove some of the sick to madness and it became necessary to call physicians to quiet the patients. It must not be supposed that the young people intended to thus cause anyone to suffer, but when no

attention is taken of the condition of those who are sick it shows how unthoughtful people may sometimes become. It is alright to make noise on such occasions, but when it brings pain and suffering to the sick, somebody ought to think.

Prayer Social.

The members of the Christian church enjoyed a prayer social at the church last Wednesday evening. A good number of the members were present and after a short program, those present were served with some of the delicacies that only the ladies know how to prepare. The plans for the New Year were discussed and the announcement made that work would soon begin on the long planned church building.

Reorganize Endeavor.

There will be a meeting of the members and friends of the Presbyterian church at 6:15 p. m. next Sunday to reorganize the Christian Endeavor.

W. M. BAKER.

FORMER EDITOR TO LEAVE.

Tempted Beyond His Strength, J. Ray Will Re-enter the Newspaper Business at Vernon.

J. Ray went down the Denver the latter part last week without the knowledge and consent of his friends and on returning it was learned that he had bought the plant of the Vernon Hornet. He will move to that city within a few days and again enter the newspaper field. No one in Hereford thought that Mr. Ray could long stay out of the newspaper business and now they are saying, "Just as I told you." So the plains and the Panhandle are about to lose J. Ray and his inestimable family. While Hereford will regret to see him leave, they wish him the deserved success that is sure to come in this new venture. Mr. Ray has not lost confidence in the Plains nor in Hereford; in fact, he has large holdings here in business and resi-

dence property and says that his business blocks are not for sale under any circumstances. The temptation to re-enter the paper business was stronger than the man; hence, the people of Hereford will have to say good bye to one of her substantial citizens for a while at least. But the Vernon people must understand that this is only a loan and that they will have to return the principal with interest. They may congratulate themselves on securing such a thoroughgoing newspaper man in the person of Mr. Ray and the Brand predicts that the Hornets will swarm out of the nest as never before. While editor of the Brand, Mr. Ray brought the paper into the front ranks of the weekly newspapers of the state. His brothers-in-craft recognized this and made him for several years president of the Northwest Texas Press Association, which position he filled with credit to himself and honor to the association. May good fortune follow him in his new field.

Mrs. Anson Jones Dead.

Houston, Tex., Dec. 31.—Mrs. Anson Jones, widow of Anson Jones, last president of the Republic of Texas, died this afternoon at 12:40 o'clock at the home of her daughter, Mrs. R. G. Ashe, 2008 Hamilton street. She passed away surrounded by children and grandchildren and relatives representing a family honored in the annals of Texas. Mrs. Jones was 86 years of age at her death.

Expanding.

We notice the Hereford Hardware Company is preparing to occupy the adjoining building formerly used by Park & Bourn. This speaks well for their increasing business. The new building will be stocked with saddles and harness.

Mrs. Estelle Tucker has accepted a position at the post office as delivery clerk and is training in the art of attaching names to faces.

W. J. GILILLAND

J. M. GILILLAND

GILILLAND FURNITURE COMPANY

We handle a line of Gate-end Davenport Sofa Beds, which for Quality, Design and Price are unequalled. We also handle a line of Automatic Davenport Sofa Beds, which are acknowledged the superior of anything of the kind on the market.

We have a large stock of Mattresses that we are going to close out at just what they cost us. We can furnish you an \$18.00 Mattress for \$10.00. If you want a cheaper Mattress, we have them from \$2.50 up. Call at our store and see them.

Our resolution for the new year is to sell goods for a small profit, so we invite you to come and price our goods and see if we are keeping our resolutions.

GILILLAND FURNITURE CO.

FURNITURE

UNDERTAKING

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, JANUARY 3, 1908.

THE BRAND closes its books for the old year with a record of only six months under the present management. The venture was new both to the manager and the editor, neither having had a boasted amount of experience in the newspaper business. As to the business of the Brand—its subscription list, its advertising patronage and its job work department, have been quite satisfactory. The job department has never had an idle day; the advertising has had a healthy growth; the subscription list has increased beyond all expectation. For this, the management gives full credit to the friends of the paper—they have done it. As to the part the present management has played, the judgment of friends is far better than self praise. If the tenor and spirit of the paper has met with your approval, if its work for the up-building of the country has succeeded, the satisfaction of having performed the service is worth the price of the labor.

A SPECIAL from Austin as published in another column seems to indicate that the Texas Railroad Commission will try to put on a 2½-cents per mile fare for all Texas roads. The Brand does not know whether the people are ready for all the roads of the state to come down to that rate or not. The opinion has been expressed by several in Hereford that the new roads of the Plains needed the 3 cent fare for some time yet, and that the people were not objecting to the old rate but rather favored keeping it. What they need is better service and they are getting that now. The Commission, of course, will, as they must, give the railroads a hearing. If the Commission wants to issue an order putting a lower rate in force on the older and trunk lines of the state, it would not effect the new roads in the Panhandle.

AMARILLO is preparing to entertain a large crowd of delegates on 9, 10 and 11 of this month. A program has been prepared and appears in this issue of the Brand. Tho the committee on arrangements has neglected to place a Hereford man on any of the subjects to be discussed, that will not deter the Hereford people from going. A little thing like that wont mar the pleasure or keep the Hereford delegation down when they get there. The Santa Fe has given a low rate, and an effort is being made to get a big crowd to go in order to have the good people of the Queen City to take notice.

THE BRAND calls attention to the special convention rates to Amarillo. Lets give our big sister a surprise by going up there an hundred strong. Of course, she will have on her best frock and, no doubt, will have a supply of mince pies for her country cousin.

WHAT'S the matter with having a lot of badges for the Hereford delegates to wear when they go to Amarillo?

THERE are three hundred and sixty six days in 1908. The year begins on Wednesday and ends on Thursday. Washington's birthday and the Fourth of July come on Saturday.

How many times have you written '07? Havn't got the "bang" of it yet? The force of habit makes you write the old year, even when the New has come.

IF THINGS have been going wrong with you, try turning around; go the other way for 1908.

DONT make new resolutions; keep the old ones that you have broken during the year.

The Sugar Beet Factory.
Are you going to Amarillo next Wednesday? The sugar beet question is the first on the program. Experts will be there to explain the planting and growing of the beet and the operation of a factory. Hereford is going after that factory. She has the location, the country to support it, the water to supply the factory at no cost and the opportunity to get it. Are you going to Amarillo to help bring it this way? The delegates are going to take a basket along to bring the factory back in and they may need your help. Why not go up?

Llano Estacado Nursery.
Now is a good time to plant fruit shade and ornamental trees. We have a good assortment and would be pleased to show you through our grounds. We guarantee satisfaction. Come to see or write us. We are located one half mill S. W. of Depot. Hereford, Texas.

S. L. BOONE, Proprietor.
421f W. F. STINSON, Manager.

The Yellow Label.
The Brand, following the long established custom of stopping the paper when the time of a subscription expires, again calls attention to the "Yellow Label." This label contains the name, address and time of expiration as it appears on the mailing list. If the label reads—"1 1/2 08" it means that your subscription expires on the first day of January, 1908. After that date, there is no assurance that you will receive any other copy of the paper. A paper with a small circulation might afford to send out a number of free copies or to continue sending the paper to delinquents, but when the out-of-town subscriptions goes beyond the thousand mark, it is not good business to carry a lot of unpaid subscriptions on the list.

The Brand always gives an opportunity for renewals to be made; so, if you find that the date on your label shows the subscription to have expired or is about to expire, just enclose a dollar bill in a letter and it will reach the Brand office alright and your figures will be moved forward 366 days. The "Yellow Label" will be your receipt. If the receipt is not correct, the manager will be glad to put it right.

"Panhandle Jubilee."
On January 8th, 9th, 10th and 11th, the Pecos & North Texas Railway Company will sell round trip tickets from Hereford to Amarillo at rate of \$1.70 for the following meetings:

- Panhandle Farmers Congress.
 - Palo Duro National Park Association.
 - Northwest Texas Commercial Club.
 - Northwest Texas Press Association.
 - Third District Medical Society.
- Tickets will be good for return passage not later than January 12th, 1908. 47-2t

D. L. MYERS,
Gen. Passgr. Agent.

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

TEXAS LEADS IN BANKS.

National and State Institutions Will Exceed Eight Hundred.

Austin, Texas, Dec. 21.—State Bank Superintendent Love said today in discussing state bank: "The assertion is frequently heard that the state bank is an experiment and is yet to be tested; as bearing upon this point, the following table from the Bankers' Encyclopedia, issued in September, 1907, is of interest. It will be noted that there are in the United States more state than national banks and almost as many state banks as there are national and private banks combined. "Of the fifty-two states and territories, only sixteen including Texas, have as large a number of national as of state banks. It will also be noted that Texas has 500 national banks, which is more than any other state except Pennsylvania, and 258 private banks; the number of state banks in Texas, which number has increased since the table was published, is now 309."

Steam Plow for Sale.

A complete steam plow outfit for sale at a bargain if taken at once. Inquire at the Brand office or address Box 14, Hereford, Tex. 461f

A Beautiful Christian Act.

One of our Lumber Companies received a message from the home office to make an investigation, and if any one was found to be in want, to supply their needs. After a thorough search a family in the west part of town was found to be quite needy, and this Lumber Company loaded a wagon with substantial and delicacies and sent to them on Christmas eve.

This was truly in keeping with the Christian spirit and an example that is worthy of emulation. In this act they were "laying up for themselves treasures in Heaven where moth nor rust doth not corrupt nor thieves break through nor steal." This little notice is written without the knowledge of this Lumber Company and it is only just to say that it was not the desire of the donors that the recipient of this act should know from whom the gifts come.

CIVIS.

Fair Warning.

All who know themselves to be indebted to J. M. Garner, Dr. McFarling, Carter & Houck, D. W. Pinkston, will please take notice that I have all these accounts for collection. Your good promises will not satisfy them, so they must either have the cash or a good bankable note. See me at once. 46-2t

C. S. RICHARDS, Collector.

Reads Every Number.

Missouri, Dec. 27, 1907.

Editor the Brand,
Dear Sir: As I read every number of the Brand with much interest I have been disappointed in not receiving your Special Christmas Number of last week. I usually receive the paper on Monday, but I have thought there might have been some delay in mailing this time.

If you have not already mailed this number I would be pleased to receive a copy. I find so much of just the kind of information that I want in the columns of your paper, and I am not at all surprised that you should have subscribers in so many states. Some time ago I saw mentioned a little booklet that was to be published on the subject of Hereford and the surrounding community. If such a booklet has been published or is to be, I wish your readers might be informed of the fact for I am sure there are many who, like myself, would like to have a copy.

As I shall be leaving St. Louis for the winter, I will ask you to change my mailing address to the one given below, beginning with next week's issue.

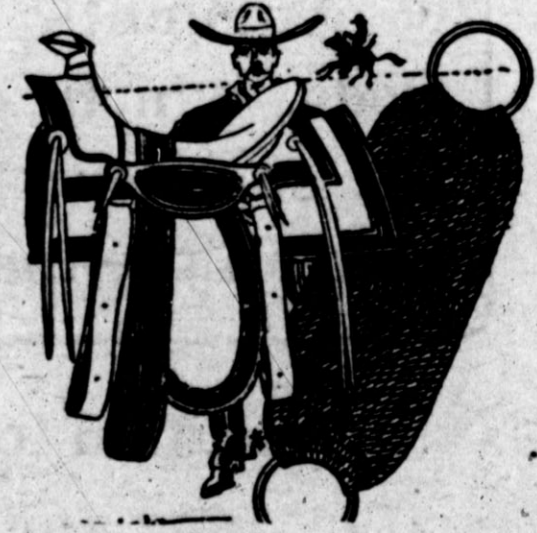
Yours truly,
A. J. WAGERS, M. D.

Subscribe today for the Brand.

FOR STOCK SADDLES

J. A. Canterbury takes pleasure in showing his line of Harness and Saddles, the kind that wear well and look well. If I have not got what you want I will make it for you.

Come in Strangers and let's get acquainted.



Yours very truly,

J. A. CANTERBURY

THE HUB

WE WILL GIVE
\$15.00
 FOR
1907
PENNEIS

E. C. ELROD

Local and Personal

Books for rent. Woodburn & Son.

Mrs. M. M. Patton left Wednesday for Texico on business.

Try a gallon of that barrel ribbon cane syrup from Cardwell Bros. 2t

Special Prices on all saddles. J. A. Canterbury. 42-tf

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

Mr. and Mrs. R. J. Kibbee are spending the winter in Norwalk, California.

F. M. Wolf leaves this week with his family for his claim near Carter, New Mexico.

W. M. Smith of Dimmitt left Monday for Oklahoma and Kansas to visit his daughters.

Herbert Coulson returned last Sunday to Friona after spending the Xmas holidays with home folks.

Freckleater preparation will sell for 15 and 20c at Woodburn & Sons' for next week only. 1t

Just received from East Texas some pure ribbon cane syrup in barrels. Cardwell Bros. 46-2t

Young man! Stop at El Merito Pharmacy tonight for a box of Fine "Allegretto Candy" for your lady.

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

All my laprobes that I have left I will close out at cost for spot cash. J. A. Canterbury. 43tf

Mrs. Jno. E. Ferguson and Oliver Lambreth of Roswell, New Mexico are visiting in Hereford this week.

Woodburn & Sons' White Pine and Tar Cough Syrup will stop that hacking cough. 1t

If you are in a hurry to have your baggage hauled, just phone Smith at 87 or 226. 43tf

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

C. G. English will leave today with his family for Corpus Christi where they will spend the remainder of the winter.

Dr. and Mrs. Lee Jones are expected to return to Hereford this week from Temple where they have been visiting.

Attorney S. J. Dodson leaves today for Fort Worth to attend Supreme Court and will be in Dallas Monday for the District Court.

We would like to put in some good flues with our concrete blocks. They make the best and safest flues. 42-tf W. F. WEST & Co.

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

People, if you need a Truss or Shoulder Braces we have the finest and most comfortably worn in the market. E. T. Woodburn & Son.

M. J. Beck who has held a position with J. G. Callens during the past season has gone to Clovis to take charge of a large business concern.

J. M. Syper is now boasting of being called a great grandfather. He says that he has twice been a grandfather and now a great grandfather.

You can save money on nearly everything you buy, if you read the ads. This is a common experience of all; therefore, become an ad reader. Try it one month.

For fine dressmaking by first-class seamstresses, inquire at Mc's Boarding House. 45-tf

W. M. Dixon of Nazareth made a call at the Brand office on Tuesday of this week. He was in a good spirits over the prospects of the growing country.

The best "bargains" to be had in any of the stores are always advertised—and ad readers are the only people who get those "bargains," because they are the only people who keep posted.

D. W. Hawkins and little son, Therman returned Monday from a trip to Dallas and other central Texas points. Mrs. Hawkins remained to visit her mother and friends for a few days longer.

Miss Nettie Patterson, who has had charge of the millinery department at J. A. Fox & Company, left Tuesday for her home in Dallas. Miss Patterson made many warm friends while in the city and will return in time for the next season.

To buy advertised articles is coming to be a fixed habit of the people. If you want to buy something look up the ads in the home paper—you will likely find what you want at a price that attracts. Just read the ads.

Rev. R. Clark, who was once president of Hereford College, but now connected with the Add-Ran-Jarvis College of Thorp Springs, was in the city Tuesday and Wednesday looking after his interests on the Plains and visiting his old friends.

Mr. and Mrs. Milton Windberry of Quanah left Monday for their home, after spending a pleasant visit visiting at the homes of Mr. and Mrs. Norton, Mr. and Mrs. Fuqua and Mr. and Mrs. B. H. Smith, all kindreds of Mr. and Mrs. Windberry.

Nice Hereford residences, small farms near Hereford headquarters, half and whole sections of land can be exchanged through my agency. My advertisements in the Brand have brought several inquiries and propositions from non-residents. Sam H. Morris, Hereford Real Estate Exchange. 38tf

W. S. Dixon tax assessor for Castro county returned Tuesday evening from a visit to Central and Eastern Texas. While gone, he attended the Tax Assessors' Convention at Austin, where the subject of "Full Rendition" was discussed by the governor and others. This subject is giving the state no end of trouble and it is predicted that there will be a lot of new assessors after this year. "Full Rendition" is something new for the Texas tax payer and it will take a long time for the farmers of the country to see it that way.

An Ode to an Old Pipe.

(The following ode by T. S. B. accompanied a box of fine cigars which came as a New Year's gift to our friend, Ralph Barnett.)

Old pipe, good by you've served me well. Tho you have caused many turbulent scene, With your ashes and smoke and noisome smell

And your venomous nicotine.

Dear old Virginia cheroot, I bid you adieu, No longer your banner I'll flaunt, For El Trado, a Havana, genuine and true, Will hereafter fill the long felt want.

Tennessee & Virginia (T. & V.) a long sad farewell!

I have often thot you untrue; The damage you've wrought no one can tell. Now go way back "Skidoo."

City Election.

The election held in the city last Saturday did not create any great excitement. There was no candidates, but H. B. Webb was elected to fill the unexpired term of Alderman J. H. Bowers, resigned. Mr. Webb will make a splendid man for the place and will satisfy in every way the constituency.

M. M. Major

C. M. McGhee

Major & McGhee

Photographers

We are increasing our facilities for handling all kinds of work. Views made and finished promptly. Reasonable prices. Satisfaction always.

PORTRAITS A SPECIALTY

Cardwell Brothers

Are now in their new building at the same old stand. We are now better fixed than ever to handle your Grocery business satisfactorily.

Come in and See Us Whether You Buy or Not

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

REGISTERED HEREFORDS



All ages of Fine Bulls for sale at reasonable prices.

CATTLEMEN SHOULD SEE ME

J. D. BURKETT

Brand Want Ads Bring Results

"LOOKING BACKWARD."

Unique Reception Given to Friends on Eve of the New Year.

A few days before the old year past away a host of young people in Hereford received an interesting invitation to come to the place of Mrs. W. B. Dameron

"emiT—seuT, ceD, 13, 7091, 8-21 m. p.

Main entrance, Backdoor. noitseR llah, nehkik. Manner of dress—mask. ecaF no kcab fo dash. Back of head on face. sehtolC no drawkcab.

collars, cuffs and ties, ribbons, belts and sashes backward turned. gnirB ruoy drawkcab seisetruc. Backward forfeits demanded if with the above you fail to comply. Backward charades. 24 dnllB stnemhsereR

Masks off. Progressive 42.

Busy were the young people making preparations for the great occasion and at 8 p. m. Tues., Dec. 31, strange looking beings were seen moving slowly and surely to the "Kitchen Door" where they were joyfully received by the hostess, Miss Dameron.

The halls and parlors rang with laughter as each guest backward entered. Soon the crowd was divided into two parts and the charades began. As soon as these interesting and amusing charades were over the guests removed their masks and immediately entered into a contest of guessing the name of the person that a little verse on their swastika badge represented. This also afforded a means of selecting couples for the game "24 dnllB" which was played with much enthusiasm. As each game was won, the winner received a small swastika badge and ere many games were won, the

beautiful hostess served her guests with the daintiest refreshments in a most pleasing manner.

Next Progressive "42" began with intere interest and as the game progressed the excitement and interest increased until ended by the old year dying away. Miss Dameron passed around most delicious candy of her own make then hailed the new year with a "New Year Gift to all!" The faces of the girls expressed the greatest enjoyment and the most cordial welcome for the New Year—Yes—1908.

But the boys did not seem so anxious to receive the New Year—for they knew not what their fate perchance might be. As the hour told the guests of its lateness they most reluctantly departed, declaring they had a most enjoyable time.

Weather For The Week.

The fore part of the week was warm, pleasant and full of sunshine; every body going about their work. On Thursday night the wind shifted to the dortheast and a slow drizzle followed. Today omnious clouds obscure the sky and a little rain has fallen, looking very much like a season of rain would come. The local weather station received the following message this morning:—

Tonight rain, warmer Saturday, probably showers, fresh easterly to southerly winds. Cline, N. O.

R. E. Cook was in Amarillo the first of the week.

W. D. Keliehor left Tuesday for points New Mexico.

See Strange, the tailor, for cleaning, pressing and repairing. 47tf

LETTER FROM VEGA.

New Life for the Young City of the Plains—Many Improvements Being Made.

Christmas in Vega, has been very dull.

Merle Wood is at home from Kenya, N. M., to see the home folks.

Lucien Owen is on his claim near Allen, N. M.

Roy Lowe is spending the holidays with his parents at Denton, Texas.

Chafe Glasscock is off for Oklahoma, to spend Christmas with his father and mother.

All honor is due to the young men who remember the old folks at home.

Mrs. Dick Wood and son, Frank, are visiting relatives in Kansas City and other Kansas towns.

Mr. and Mrs. Henry Wiseman and children are spending the month visiting their old home in Missouri.

Miss May and brother, Rollie, together with other young people of the neighborhood were visitors at Tascosa this week.

Mrs. Sachse and children are spending the holidays at their ranch home grabbling with the grip.

Mr. and Mrs. J. N. Ivey and children are visiting together with Mr. Ivy's brother, John Ivy and family of Poala, Kansas, at the Mr. Roy Baker of Amarillo.

Mr. George Sachse is quite busy putting in improvements on his block on Summit Hill, in West Vega. Mr. Sachse is putting in his permanent home here, and we bespeak for them a beautiful place in the near future.

Vega, tho dormant for a few years, has been newly awakened and its promoters, who are men of many years of successful experience, are not sparing any effort or means to make it a wide awake town, and we bespeak for it a prosperous future, as it has all the requisites of a good town. It is located on the Rock Island extension from Amarilla to

CLASSIFIED ADVERTISEMENTS

Brand Want Ads Bring Results If you want anything or have something for sale, list it in this department.

MISCELLANEOUS WANTS

I WANT.—Your carpenter work. See or phone me No. 104. Ward Bratton. 37tf

LIVE STOCK FOR SALE

TO TRADE.—A fine horse and jack to trade for acreage property. J. B. Elliston. 47-tf

MULES.—Good span of mules for sale. See Byrle Elliston for a bargain. 40-tf

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

TO TRADE.—A good jack to trade for good team of horses or mules. J. B. Elliston. 47-tf

FOR SALE.—Horses, hogs, mules and mares, one and a half miles northeast. Fred Millard. 37tf

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 RENT—DWELLINGS

FOR RENT.—Good two-room house, good sheds and one-half acre of ground. House close to the public school. See J. F. Collup. 41-tf

LAND FOR RENT

FOR SALE.—Good four room house, good barn, shed and out buildings also some fifty bearing fruit trees and nice lot of grapes, 9 lots in alfalfa, block in all, 5 blocks west of First State Bank. Consideration \$3500. Will sell part or all. H. K. Baughn. 43-6t

FOR RENT.—20 acres of land in Block 27, Ricketts addition. Apply to T. J. Williams, Morganfield, Kentucky. 39tf

FOR SALE.—The Christian church building and lots 4, 5 and 6 in block 31 town of Hereford. Also the improvements on the S. E. corner of block 45 which is the little yellow house on Dewey Avenue, two blocks north of the old telephone office. See L. Gough. 39-tf

LOST

LOST.—Laprobe on main street Wednesday night. Finder please leave at Brand office. 1t

LOST.—An Eastern Star Pin. Return to Brand office and receive reward. Mrs. Alex Thompson. 44tf

LOST.—On the 26th, one small leather purse containing \$55 in bills. Finder please return to City Cafe and receive reward. 1t

ESTRAYED.—From home one white, heavy set mare with roached mane. Report any information to E. Renfro 37tt

STRAYED.—A number of stock cattle, branded C on left shoulder and anchor on left thigh. Liberal reward for any information leading to recovery. Joe Collins. 47-4tp

REAL ESTATE FOR SALE

FOR SALE.—Two houses and lots in one block of public school. See C. T. Cox. 36tf

FOR SALE.—One section, half section and two quarter sections of land situated from 3 to 10 miles of Bovina, Texas. F. D. Perkins, Shendoah, Iowa. 44-8tp

FOR SALE.—A good farm 3-4 mile northeast of college, well improved, containing 240 acres. Will sell all or 160 acres or 80 acres. G. W. Shonkwiler. 42-7tp

FOR SALE OR LEASE.—My improved 4 section Castro County Ranch near Hereford. Good house, well, corrals and 1000 acres free for two years if broke and sown to wheat or will sell ¼ cash 10 years on balance. A. H. Elliston, Norwalk, Cal. 47-4t

FOR SALE ON EASY TERMS.—654 acres all smooth land 7 miles south-east of Hereford no improvements, 320 acres north of Hereford adjoining Howard ranch all smooth unimproved. Also 160 acre farm 4 miles southwest of Hereford, good 5-room house, barn, well and mill, young orchard, 80 acres in cultivation. Will sell at a bargain. See J. H. Bowers, owner at Locust Grove Ranch. Box 204, Hereford, Texas. 44-tf

ROOMS FOR RENT

ROOMS.—For rent. Mrs. Chas. Havenhill. t

ROOMS.—Two furnished rooms close in. Phone 84. 44tf

TO RENT.—Two furnished rooms for light house keeping. Mrs. W. B. Dameron. 39-tf

WANTED.—Couple to occupy front room; nicely furnished, with best board, at \$20.00 each. Address Box 272.

MISCELLANEOUS

FOR SALE.—Horse and buggy at a bargain. J. Ray. 1tp

FOR SALE.—At a bargain, my four-room residence, close in. W. B. Park. 47-tf

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

CHEAP.—Town block, 12 lots, close in, sells cheap at once. Address box 248, city.

For Sale.—City lots close in. Will put house on same and sell cheap. Address box 248, City.

FOR SALE.—One nearly new walking sod-plow, and one sulky plow with sod attachment. Byrle Elliston. 40tf

FOR SALE.—Remington typewriter in good repair, or will exchange for a No. 1 milch cow. John W. DeAtley. 38tf

FOR SALE.—Good 2 seated covered hack, or would exchange for good surry or carriage and pay difference. John W. DeAtley. 38tf

FOR SALE.—Macaroni seed spring wheat. Inquire of T. A. Osborne, Boom, Texas. 45-5tp

FOR SALE.—Horse and buggy at a bargain. J. Ray. 1tp

FOR SALE.—Cheap. 1 sod plow, 1 break plow, 1 disk harrow, double and single row planter and cultivator and a wagon and harness all nearly new. J. B. Rogers, North Hereford 47-4tp.

The of Secrets"

in Store Advertising!

One of the wisest of men wrote:

"Suffer any person to tell us his story, morning and evening, for but a twelve-month, and he will become our master!"

In the above sentence we have, in a nutshell, the innermost secret of successful advertising—frequency, and persistency, and unvarying continuity in the telling of the story of the store enterprise. There are many other things to be said of successful advertising, but in the above quota is found the real philosophy, the real secret,—

The Heart of the Whole Matter!

Don't Leave Groceries Until the Last Minute to Buy



Give us your order early, so that whatever happens you will be sure of good things to eat. Just a word about the quality and prices of our groceries. It is simply that if all your other purchases during this busy season are as satisfactory in both respects as our groceries are bound to be you'll be remarkably lucky. That's all.

THE HUBBARD GROCERY CO.

Tucumcari, thirty-three miles west of Amarillo, and thirty-three miles north of Hereford! It is centrally located in the best farm belt on the plains. Underlying it is a strata of never failing pure, soft water, which insures a good supply of water for all stock and irrigable purposes.

The health of this community is unsurpassed and backed by a neighborhood of such stockmen and farmers as Chafe Glasscock, John Scott, George Sachse, Batson Brothers, Johnson Brothers, McIntosh Brothers, Giles Brothers, Lee Giles, Jones, Wood, Woods, Maiss, Wise-

man Brothers, Blackburn, Holloway, Miller and many others, all of whom are prosperous stock-farmers, while on the north there are Ivy, the Lannergia Brothers, the L. S.'s and Matador people, all of whom are substantial men behind the Vega town promotion. A READER.

TO REMOVE SHOPS.

Amarillo to Lose Santa Fe Shops at An Early Date—Lack of Water the Cause.

According to reports of a semi-official nature reaching this city this week, the Santa Fe shops will shortly be removed from Amarillo to Canyon City. Rumors of this move have been in circulation for a long time, and time and again they have been denied by the Amarillo people. This time, however, the report comes from a most authoritative source, and according to this report there is little room left for doubt as to the Santa Fe's intention in the matter.

The primary cause assigned for the removal of the shops from Amarillo is said to be the lack of sufficient water at that place. For the past two months the Santa Fe has been hauling from one-half to two train loads of water from Canyon City to Amarillo to meet the demands at the latter place, and as Canyon City possesses an abundance of water this difficulty will be entirely removed by the removal of the shops to that place.

This action on the part of the railroad is expected to create something of a boom for Canyon City, as it will be the means of bringing a large number of new citizens into the city.—Plainview Herald.

A semi-official report sometimes means that the officials have caused a leak in the "What-they-are-going-to-do" department and thus a report begins to circulate, said to be "semi-official." If there are any grounds for taking up the report, the Brand has not been informed. This, however, must be announced: that if the shops are to be removed from Amarillo, there is going to be some tall timber torn down if other towns keep Hereford from getting the shops. Hereford has the water right at hand, the shop site already picked out, the location for a town and is ready to make it interesting to the Santa Fe, if she wants to make "eyes" at Hereford.

The water question is the most important in the location of machine shops; not only must there be large quantities of it, but the water must be of the right kind. Hereford has

the quantity and the kind. Engineers say that the water at Hereford is the best on the line. This is sufficient, they are the judges. As to the quantity. The railroad well sunk by the company nine years ago tho only 50 feet deep has never shown the least indication of being exhausted. On the river, the water could be pumped from the stream, without having to dig a foot. A three foot dam across the stream would always insure an abundance. What does the Santa Fe think of the Hereford water question? If she wants anything else, a nudge will be enough. Hereford is ready.

S. J. Dodson's Report.

Owing to certain statements which have been circulated to the effect that I was not going to remain here, beg to report as follows, and ask if it is reasonable to suppose that I will leave. My work for the year 1907 has been very satisfactory to me, to-wit:

In county court, cases filed	\$ 1,153.00
In district courts, cases filed or ready to file	26,140.00
In U. S. Federal court, case filed	25,000.00
Interstate Commerce Commission at Washington, filed	2,500.00
Collections received	37,070.00
Total	\$91,863.00

The above does not include cases in inferior courts, nor work as county attorney, nor office practice, (and most of my work is in the office, for I never go into courts unless forced to); nor retainer fees, (and one client alone is paying me \$100.00 per month as retainer, etc.) There is a proverb, "If you want work done, go to the man who is already fully occupied," which seems to be true.

To deny that I aim to leave, to thank the public for past patronage, to renew assurance of faithful performance of all business entrusted to me, and with a wish for a most prosperous New Year to all, the above report is respectfully submitted, this January 1st, 1908, at Hereford, Texas.

S. J. DODSON,
Attorney and Counsellor at law.

Two and One-half Cent Fare.

Austin, Dec. 23.—(Special.) | Texas is to have a 2½-cent per mile passenger fare for adults and one-half of the adult fare for children. As known, the statutes provide for a reduction in the passenger fares in vogue by the railroad commission, and Commissioner Colquitt has all along advocated a reduction, though heretofore neither of the other two commissioners would join him in promulgating an order of reduction. Today the order was forthcoming, showing that Chairman Mayfield has seconded the motion of Commissioner Colquitt.

The commission will allow the railroads a hearing, however, and has set the case for the January term.

The proposition of the commission is the issuance of an order fixing the maximum first-class adult passenger fare at 2½ cents per mile, children's rate to be one-half the adult rate proposed.

The commission will also consider at said hearing the matter of the adoption of an order requiring the sale of 1,000 mile books at the rate of 2 cents per mile.

The railroads will hardly make as determined fight against this order as they would have made a year ago, for the reason that the abolishment of free passes has crystalized a sentiment for reduced passenger rates, and unless the commission takes action now the next legislature, which convenes in 1909, will enact a law reducing the fare from 3-cents per mile, and there is a strong probability that the fare would be two rather than 2½ cents.

The railroads know public senti-

ment will demand such enactment, and for this reason the fight against the proposed order of the commission is not expected to be as strong as it would have been heretofore.

Christmas Dinner.

Several Hereford people were most delightfully surprised by receiving invitation to be present at the home of Mr. and Mrs. W. O'Brien for Christmas dinner.

After the guests had reached the end of the appetising three courses, there was no neck left for "pie." After this most delightful repast the

gentlemen took rod and gun and "skiddooed" to the woods except one who was left to help entertain the ladies. But however the nimrods were deprived of the pleasures enjoyed by those who remained.

Delightful music and different diversions were participated in until a late hour when they all departed declaring they had indeed spent a most joyous Xmas day. Those present were: Mr. and Mrs. Dr. J. W. Hicks, Mr. and Mrs. S. B. Edwards, Mrs. H. B. Webb, Mrs. W. Peterson, Miss Lida Wasson, Miss Minnie Barmard, J. T. Webb, J. Edwards, Masters Byron and Lloyd Edwards and Edgar Webb.

Revival Services.

A revival meeting will begin at the Methodist Church on Sunday the 12th day of January. All Christian people are invited to attend and take part in the work of winning souls to Christ. The object of the meeting is first of all to save souls from sin, build up the churches and in every way better the condition of Hereford. Let all the people come to the services.

J. W. STORY, Pastor.

Just received from East Texas some pure ribbon cane syrup in barrels. Cardwell Bros. 46-2t

HEREFORD HARDWARE CO.

Give us a trial on Hand Made Harness, Repairing, Etc. We will be in a better position to do all kinds of Tinning, Plumbing, Mill Work, Etc. 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.

HEREFORD HARDWARE CO.

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

The Place Where Most People Trade

Hubbard & Barnett
THE STORE OF QUALITY

Always Awake to the Newest

ADVANCE SPRING SHOWING OF

LADIES', MISSES' AND CHILDREN'S OXFORDS

Black, Tan, Chocolate and White. The latest styles. Best makes. Prices 75 cents upwards to \$2.50. Our stock of high class shoes always complete. Remember the Dorothy Dodd are always best for style, fit and wear.

We are also showing an immense display of Muslin Underwear for Spring. Will pay you to inspect this line early. Prices are from 50 cents upwards to \$10.00.

We always carry an up-to-date line of Fancy Neckwear, Belts, Combs and Leather Bags.

GARRISON BROTHERS

take this occasion to thank their numerous friends and customers for the splendid trade of 1907, and to assure them at every accommodation consistent with right business principles will be cheerfully granted them in 1908. Our stock is unusually complete in the famous John Deere line of

Farming Implements; Leader, Wood Star and Sampson Windmills, Moline and Fort Smith Wagons; Velie Buggies, Emerson Alfalfa Renovators, Charter Oak and Garland Stoves and a full line of General Hardware.

Make Our Store Your Headquarters

GARRISON BROTHERS

You Will Be Treated Right

A Pounding.

On last Tuesday evening three members called at the Presbyterian Manse and invited the pastor and family over to the church. Upon entering the Sunday School room we found it full of people. After spending a time socially together, Bro. Garrison arose and in behalf of the friends and members presented to the preacher and family a large quantity of nice groceries. Other substantial gifts were also received. We are very thankful to those making these gifts and wish for them the greatest of blessings during the year.

MR. AND MRS. W. M. BAKER.

Fifth Sunday Meeting.

The Baptists had a Fifth Sunday meeting at the church last week.

Castro, Deaf Smith, Randall and Swisher counties were represented by those in attendance. There were discussions of the various services and organizations of their church which were of great interest and to the edification of those present. Baptist principles were emphasized in sermon and address. Elders J. M. Harder, J. D. Ballard and J. T. Burnett of Canyon City and Eld. J. W. Foster of Tulia were present and preached and spoke on several subjects. It was a very helpful and profitable meeting to the local church and all present.

SECRETARY.

W. T. Smith never misses a train with your baggage. His wagons will call at your house. Phones 87 and 226. 43tf

NEWS FROM HART.

Correspondent Makes Observations on the Progress of the Plains —Tells the News.

Christmas is over and everything is moving along nicely.

Real nice weather and every thing is very promising for a profitable year.

Mrs. L. W. Hancock of Texico, N. M., was visiting friends and relatives a few days before Christmas.

Mr. Lusby of Canyon City was visiting his sister, Mrs. E. R. DeLong, during Christmas, and added much to our community with his Victor graphophone.

Mr. Fitzwaters passed this week with his sixth bale of cotton. He is well pleased with his first year on the Plains.

J. R. Riley finished up the threshing in this neighborhood this week, of wheat and oat.

J. C. McLain threshed 600 bushels of oats and took them to town this week. J. M. Scott, W. W. Jobe and J. R. Riley went with him to Hereford where Mc. had contracted his oats.

G. H. Riley, of New Mexico, spent Christmas with his brother and other relatives. He is well pleased with his New Mexico home.

Mrs. Louella Emberton and children of Tompkinsville, Ky., sister to T. W. Hart, have come to the Plains to make it their future home. They are pleased so far.

George Galloway of Olton was seen in town this week on business. George says he has a fine bunch of cattle to sell at hard time prices.

Your humble servant has been in Plainview, Hereford, Tulia, Canyon and Amarillo in the last two weeks and found many changes. These places were only towns in name a few years ago and now they are cities of great importance and much business is being done, and the clatter of the carpenter's hammer is heard on all sides. If the next 15 years are as prosperous as the last 15, we will have a noble and well developed country with railroads going in all directions to handle the various products of this wonderful country.

The Union Sunday school at the Killough school house had Christmas tree Christmas Eve night and the Sunday school superintendent and the various committees deserve much credit for their work. The tree was heavily loaded with some costly presents which filled the hearts of those receiving presents. The entertainment was good, vocal and instrumental music was fine which showed that some time and pains had been taken to make the occasion entertaining.

Wishing the readers of the Brand a prosperous New Year, I am
Yours Resp't.,
T. W. H.

Letter to Mr. R. N. Mounts.

Dear Sir: We suspect you'd like the tale, how a woman beat two hardware dealers in Girard, Pa.

We tried our best to get those men to sell Devoe lead-and-zinc in that bright town; and failed. Reluctantly took Mrs. E. R. Bowman, druggist.

They said they couldn't sell paint for more than \$1.25 a gallon. Mrs. Bowman can. She has sold about all the paint that has been sold there since.

She knew Devoe; had sold our artists' materials. Had some sense and force, besides; she easily learned that cheap is dear in paint, and told the people.

Mr. Burt Young bought a gallon Devoe for rooms that had always taken a gallon of other paint; had half left.

Mr. E. H. Hiler, jeweler, painted Devoe, and says it goes further—no particulars.

Mr. John Hanna, grocer, thought it expensive before he bought it; brought back nearly half of his paint and said it was the cheapest job he ever had.

Mrs. Bowman reports universal satisfaction. So much for a cheap-paint town with a bright woman in it.

Yours truly,

F. W. DEVOE & Co.

New York, Chicago and Kansas City.

P. S. Alfalfa Lumber Company sells our paint.

A Bargain in Land.

Six sections fine smooth Panhandle land near railroad. See or write J. L. Fuqua, Hereford, Texas. 46tf

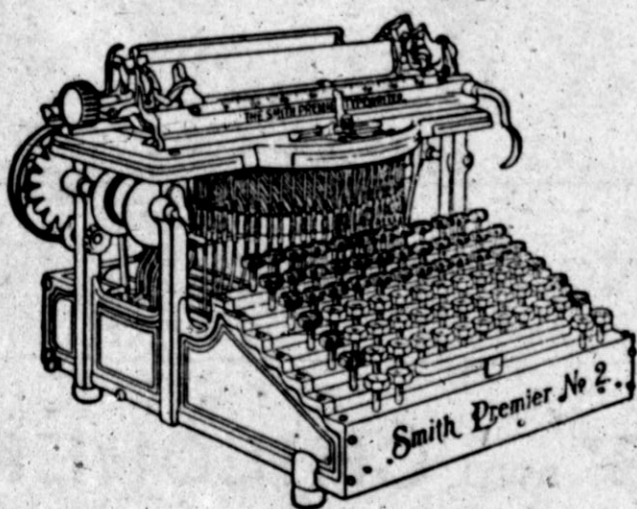
Ritchey Hotel

R. W. Kirkpatrick & Sons, Proprietors

Newly Furnished
Centrally Located
Rates \$2.00 Per Day

The best is none too good
for our patrons

Come and Make Yourself
at Home



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.

1687 Champa St., Denver, Colo.

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

LUMBER BARGAINS

When you are ready to build that house, barn or cowshed don't buy till you have figured with us. Our stock of doors, windows, paints, glass, varnishes, oils and everything in the lumber dealer's line is complete and first class. Trust us to interest you on prices. Mound City Paint our leader. Sherwin-Williams Paint our specialty. For interior finish don't fail to get our HAND CRAFT STAIN.

HEREFORD LUMBER CO.

Special Values in Men's and Boys' Clothing

Suits from \$15.00 to \$25.00 at

33¹/₃

per cent off

Suits from \$10.00 to \$15.00 at exactly

1/2 Price

H. C. MYRICK

C
L
O
T
H
I
N
G

A few Overcoats at

1-2

Price

Nothing charged at these prices

TEXTBOOK BOARD APPOINTED

Governor Campbell Names Those Who Will Select School Books For the Next Five Years.

Austin Texas, Dec. 31.—Late this evening Gov. Campbell announced the appointment of the State Textbook Board and advertised for bids for the textbooks which are to be selected for the school year beginning next September. Following is the board appointed:

E. F. Cemegys, superintendent of the public schools of Gainesville; H. C. Pritchett, Superintendent of the Sam Houston Normal at Huntsville; O. F. Chastain, superintendent of the public school of Stamford; R. F. Davis, superintendent of the public school of Nacogdoches, and Miss Mary Carlisle, primary teacher of the public schools of Austin. The Governor is chairman of the board and Superintendent R. B. Cousins is a member.

Sometime in February, the board will meet and open the bids, examine the books and make a list of the books adopted.

Books on the following subjects will be adopted by the board: Spelling, a graded series of reading books, a course of language lessons, grammar, elementary English, composition, geography, arithmetic, mental arithmetic, elementary physiology and hygiene, civil government, elementary algebra, physical geography, history of the United States, in which the construction placed on the Federal Constitution by the fathers of the Confederacy shall be fairly presented; history of Texas, elementary agriculture and a graded system of writing books.

Nothing in the books must be partisan or sectarian in character, and nothing shall prevent the study of German, Bohemian, Spanish, French, Latin or Greek, if it is not permitted to interfere with the regular study in the books named. Supplemental books may be used with the approval of the trustees of the respective schools. Supplemental readers must be adopted by the board for the first, second and third grades, to be used with the approval of the trustees.

See Strange, the tailor, for cleaning, pressing and repairing. 47tf

Assistant Postmaster Resigns.

Assistant Postmaster for Hereford, R. E. Cook, resigned his position on the first of the New Year. The Brand has not learned who will take his place. While a comparative stranger to the patrons of the office, his long experience in the work of the post office in central Texas, gave him the knowledge and familiarity with the routine work of the office that his services have, in every way, been satisfactory to all. His friends are regretting that the circumstances were such that he could not be held in the place indefinitely. Just what Mr. Cook will follow is not known.

See Strange, the tailor, for cleaning, pressing and repairing. 47tf

J. W. Booth of Wasco, Oregon, who made Hereford his home for a few months last year, was here this week on his way to El Centro, California, to join his family, where they will make their home in the future. Mr. Booth was agreeable surprised at the growth of Hereford and expressed himself in no uncertain terms.

See Strange, the tailor, for cleaning, pressing and repairing. 47tf

Our old friend, E. B. Orr, who is now in business in Leland, N. M., is in Hereford this week.

Hon. W. L. Sims and wife of Parmerton were visiting friends and relatives in the city during the holidays.

PROFESSIONAL AND BUSINESS CARDS.

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

Wm. M. Knight Jno. F. Slaton
KNIGHT & SLATON
ATTORNEYS
First National Bank Bldg.
Hereford, Texas.

W. A. PRICE
PHYSICIAN AND SURGEON
Office at El Merito Pharmacy
Res. Phone 222 Office Phone 300
Hereford, Texas

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

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

BAKER & WITHERSPOON
Attorneys-at-Law
PRACTICE IN ALL THE COURTS
Hereford, Texas

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

W. L. SIMS
LAWYER
ABSTRACTS OF TITLE
PARMERTON TOWN LOTS
Parmerton, Texas

J. W. HICKS
PHYSICIAN AND SURGEON
Diseases of Eye, Nose & Throat a Specialty
Office over Coulson's Drug Store.
Office Phone Residence Phone 217

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

J. M. GILLILAND
Funeral Director and Embalmer
With Gilliland Furniture Co.
DAY PHONE 115 NIGHT PHONE 113

L. GOUGH
GENERAL IMMIGRATION
NOTARY PUBLIC
Hereford, Texas

O. P. SUTHERLAND
DENTIST
Office over Coulson's Drug Store.
Phone
HEREFORD, TEXAS

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

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

C. L. Davis Jno. W. DeAtley C. B. Oxending
HEREFORD REALTY COMPANY
DEALERS IN
City, Ranch and Farm Property
Hereford, Texas.
Personal attention given to all business given us.

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

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

G. M. Suggs A. M. Jones
SUGGS & JONES
ABSTRACTERS
Complete Abstract of Title to Deaf Smith County Lands.
Hereford Texas

J. W. ENGLISH
Real Estate
Office South Side Public Square

A. B. AXTELL, C. E. S. D. MILLER
AXTELL & MILLER
CIVIL ENGINEERS
EAKLE BUILDING AMARILLO, TEXAS

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

List your land with The South West Colonization Company

In starting out they extend to all a happy New Year, and panic or no panic, they propose to do things, which means a large business in the Hereford territory and logical benefits to each and every man, woman and child in it.

They have live real estate agents in all the large immigration centers and are going to give Hereford the largest immigration business that she has ever enjoyed.

Special cars, coaches, and trains will be the feature of their new business. They ask all those who have land to sell to assist them to make Hereford a town of 10,000 people in 1910 or before that time.

List your land with them and they will spend their own money to do the rest.

Jump in the band wagon and help them pull together for the shallow water, the best country, and the best lands on the plains, at Hereford, Texas.

Their Books are now open at the office of Fox & Gyles, next door south of The First National Bank.

The South West Colonization Company

Fox & Gyles, Agents Hereford, Texas

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

HEREFORD

and other points on

Pecos Valley Lines

best reached by direct connection with the A. T. & S. F. Ry.

BE SURE

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

D. L. MEYERS,
Traffic Manager,
Pecos Valley Lines,
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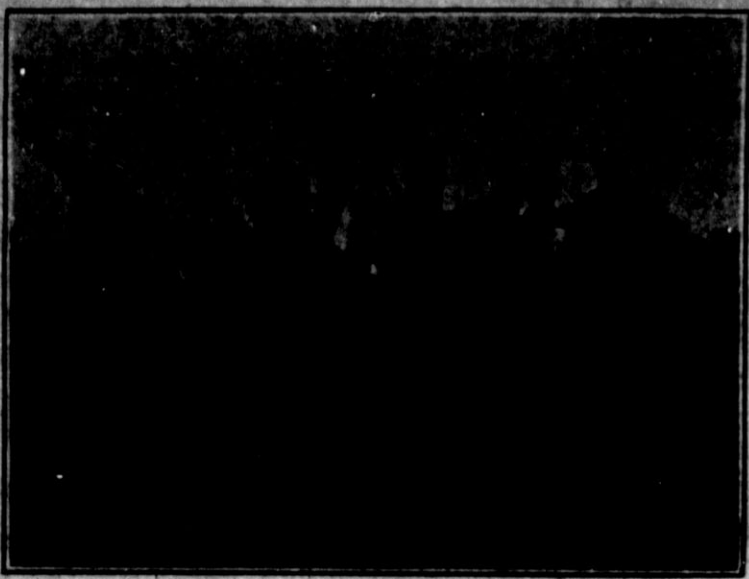
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Rebekah Odd Fellowship.

By B. H. Smith.

The following paper was read before the Rebekah Lodge at a recent meeting and is published by request.

Brothers of the Independent Order of Odd fellows and Sisters of the Rebekah Degree:

It has been the supreme desire of the leaders of men in all ages to adopt a plan of work for the uplifting or betterment of mankind by cultivating in a social way the true spirit of brotherly love among men. In the early part of the nineteenth century, Thomas Wildey planted on the shores of the western hemisphere the seeds of a fraternal organization so broad in its creed, so helpful to humanity, that it appealed to the best impulses of human nature, kept pace with the marvelous of a new nation, spread its benevolent work into adjoining territory and extended wherever the touch of civilization ripened the soil for its growth, until at the close of the century it numbered in its ranks over one million souls pledged to the relief of distress, decent burial of the dead, and the education and protection to the orphan.

During the first thirty two years of the existence of Odd Fellowship in America, the brothers of this noble order had the exclusive control of the work of co-operation, advocating the necessity of a covenant among men in line with the one made by God, the Father, with his children. The brotherhood worked unceasingly for the advancement of friendship, love, and truth, and in 1851 the Sovereign Grand Lodge added the Rebekah Degree, which enlisted woman in this labor of love in behalf of the widow and orphan, the sick and distressed, and nobly has she proved to be a helpmate in this great work.

Let us glance at the work of Odd Fellowship since woman became a factor in the institution. In 1851 no such thing as an Odd Fellows Home

was in existence. Today, a majority of the jurisdictions under the control of the Sovereign Grand Lodge own structures that not only stand as monuments to the untiring energy of the membership, but furnish places of rest for many a weary pilgrim who would otherwise be homeless and helpless. These homes are growing in strength and number and each year are becoming a more important field of the work, and a number of them are managed by women in a successful manner.

Homes which the order has built are not institutions of charity; they are in every sense of the word our homes, lovingly and gladly supported in the days of our prosperity against the needs of brother, sister or self, in the hours of adversity. Here an organization has accomplished what an individual could not remodel environment. It has placed the aged and indigent member and orphan child amid surroundings that must naturally develop and strengthen the best traits of his character. As the boys and girls who are sheltered and cared for in our orphanages grow to manhood and womanhood and go out into the world to battle for themselves, ask their opinion of Rebekah Odd Fellowship and they will tell you that it has been a loving mother to them.

Unfortunately, nature has not given to every man and woman the moral force necessary to remodel environment. None of us, no matter how faithful, we may have labored nor how successful we may have been, are proof against the winds of adversity. Circumstances over which we have no control may at any time deprive us of our means of livelihood. Any organization that provides its members a safe harbor amid the storms of life confers an immeasurable blessing upon humanity.

The world is charitable and nations abound in institutions supported by public funds for the care of all

sorts and conditions of humanity, and yet, public charity is cold and heartless. Fraternal societies see, not merely a man in need, but a brother, bankrupt not only in pocket, but in courage, in hope, in resolution, and in self-control, and they immediately set about the task of supplying his needs. It takes but a moment to fill the mouth with bread but to recreate the hope and courage needful to face the stern realities of life is a gigantic task.

The greatest needs of suffering humanity are not always bread and clothing, but the voice of a friend, a real sympathizer and helper who will show them how to overcome the difficulties that beset them. None are better fitted for this service than the woman of our order.

The lesson which the Rebekah Branch of the Order brings to woman is that of helpfulness and unselfishness; a lesson, which, well learned, can but make our members better wives and better mothers. Rebekah Odd Fellowship simply means making the very best of life; helping others to find the silver lining that lies behind the darkest clouds, and our-selves enjoying the comfort and peace that always follows kindly words and lovely deeds.

What of the effect of such efforts on those engaged in the work? Our ritual contains beautiful helpful lessons to which no one can listen without being benefitted, and all unconsciously perhaps, educated to better thoughts and deeds. The duties of the house wife are the same routine day after day, but let her for a time leave her own cares and follow the dictates of our Order and go forth to minister to the needs of some less fortunate family and she invariably returns with a stronger love for her own home, a deeper realization of its blessings, and, forgetting its drudgery takes up the burden of her daily round of duty with a lighter heart, and the home its self is brighter and happier because of her contact with other minds, her knowledge of other griefs, and her helpful deeds for other lives. And is not an evening in the lodge room with its social enjoyments, with its opportunity for acquiring a better knowledge of business methods, beneficial? Fraternal organizations which labor for humanity, and by words and deeds lift a fellow-being from the slough of despondency to heights of activity, are building monuments more lasting than pyramids, and painting pictures which excel all art. They are building character, painting in human hearts the picture of ideal manhood and womanhood. An organization is great only in proportion to the influence it exerts on its individual members. If Odd Fellowship has tended to make man manly and woman more womanly, then its mission on earth is a laudable one, worthy of the approval and support of all intelligent citizens.

We have just cause for pride in the fact that Odd Fellowship recognizes the advantage that has been gained by the addition of woman's help, and today the Rebekah Lodge stands beside the subordinate as a co-worker in the cause of humanity. It behooves us then at this the beginning of a New Year to pledge renewed activity in the noble work of our Order. Let us one and all put forth an earnest effort to live up to the grand principles of Odd Fellowship, in order that its teachings may become more and more a part of our every day lives.

The sunshine of the Gospel has given warmth and life to our Order and it is the Christ spirit in the world which has made possible the success of Odd Fellowship, and all kindred orders. The highest ideal of Fraternity came from the lips of Christ, who taught the brotherhood of all men, and whose teachings have broken down the barriers between the high and low, the rich and the poor, the learned and the unlearned.

He who loves Friendship, Love and Truth, ought to love Him who is the friend of man, who is the embodiment of Love and in whom Truth forever shines.

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