

Holiday Number

The Hereford Brand

VOL. 7

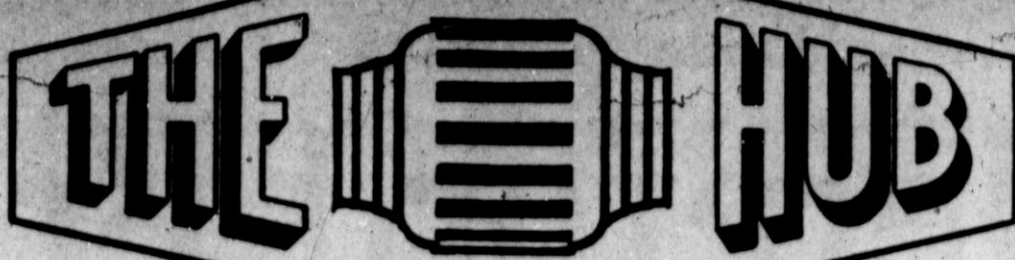
HEREFORD, TEXAS, DECEMBER 20, 1907

NO. 45



COMING—Copyright, 1907, by Wright A. Patterson.

Xmas Presents for Women



Xmas Presents for Men

That will be Appreciated

- Fancy Collars - - 24c, 48c
- Silk Scarfs - 50c to \$1.37
- Handkerchiefs - 7c, 9c, 24c
- Hand-painted Sofa Pillow Top 50c
- Handbags - \$1.00, \$1.25, \$1.50
- Belts - 25c, 45c, 50c
- Kid Gauntlet Gloves . 90c
- Brown Check Suitings, 20c yard
- Coburn Suiting / 12 1-2c yard
- Towels . . 15c to \$1 per pair
- Table Linen, good grade, 75c yard
- Knit Fascinator, / / 25c, 35c
- Doilies, special, 10c and 15c pair
- Black Cat Hose, 15c to 75c pair
- Cheyenne Hats . . . 50c
- Ladies' Caps . . . 50c
- Box Stationery . . 10c to 50c
- House Slippers, Buckskin, \$2.50 to \$3, and many other articles to numerous to mention.

Santa Claus should remember the Hub when preparing to make these little ones happy on Christmas morning.



Christmas Eve Good Night

That are Useful

- A Worth or Stetson Hat, - - \$1.50 to \$5.50
- Caps - 50c, 95c, \$1.00
- Neckties - 15c, 25c, 35c, 50c
- President Suspenders, in box, - - 45c pair
- Handkerchiefs - 5-10-15-25c
- Silk Mufflers, all colors, - 48c
- Black Cat hose, 15c to 50c pr.
- Collar Boxes - - \$1.00
- Tie Boxes - - \$1.00
- Indian House Slippers - \$3.00
- Shirts
- "Character" Trousers - - \$2.00 to \$5.00
- Shaving Glasses - 40c

We have some Indian Bead Work left that we will give one third off.

Articles with 1907 on them at half price.

We have some bargains on our Five and Ten Cent counters.

FROM RANGE TO FARM.

Some of the Biggest Cattlemen of the State are Thus Making Change.

Fort Worth, Tex., Dec. 7.—Some of the big cattlemen of Texas are gradually evolving into farmers. They make the admission with evident reluctance in some instances, but in others it is seemingly a matter of infinite satisfaction. T. S. Bugbee of Clardndon, president of the Panhandle Raisers' Association, is among the number who are turning in the direction of agriculture, with a complete change of heart. He says:

"It is said that a wise man will change his mind, and whether that saying is true or not, I have changed my mind with reference to farming in the Panhandle country. Any man who has lived in that country as long as I have and who has witnessed what has been going on there during the past ten years and not change his mind would be a curiosity.

"A few years ago I quit talking against farming and began to make a study of it myself. I invested in a steam plow and all other kinds of modern farm machinery. This year I raised 2,000 acres of kaffir corn. A great amount of it I thrashed and it made a big yield, in many places amounting to from \$6 to \$10 per acre. On cheap Texas lands that is not bad. This fall I put in 150 acres of wheat just for pasture for my calves through the winter, and it looks green and fine. The forage feed crops that country will grow regularly are bound to make it the best stock country in the world. Kaffir corn is a sure crop. It can be fed in so many ways it is the most valuable crop we can raise. Every animal on the ranch will eat it. The corn can be ground and used for stock and it makes a splendid hog feed. As a hog country we cannot be excelled.

"The year just closing has been a successful one with us. Grass cattle sold high all the season until recently, and the decline came when 90 per cent of our cattle had been marketed. The outlook for carrying our cattle thru the winter was never more promising. The cowmen of today in Texas and the ranchmen of ten years ago present very different conditions. Then they were plastered all over with mortgages. Now comparatively few of them are carrying debts that are in any way burdensome. They were land poor then, but since that time many of them have sold off slices of land at high prices, and with the money have paid off old claims and have put considerable cash away. The average Texas man is not a complainer. He takes his medicine as it comes and says but little. Put no class of men are more ready to loosen up than the Texan when he is prosperous. The conditions in the Panhandle country right now reflect the general prosperity which we have had this year."

Mr. Bugbee owns a Panhandle ranch that embraces 55,000 the most of which is as level as a floor, and affords excellent facilities for testing the virtues of that big steam plow. And steam plowing is getting to be almost as much of a fad in the Texas Panhandle as it is out in California and other sections of the West, where there are big stretches of smooth and level prairie.

There was a time when West Texas and the Panhandle country were regarded as the greatest cattle countries on earth. Those magnificent stretches of smooth, open land covered with fine grass, constituted an ideal grazing country, and it is no wonder the cattlemen have held on just as long as it was possible to do so, and perhaps by honest mistakes contended so strongly that the country was unfit for agriculture. But

the man with the hoe has demonstrated things in both sections. He has proven that fine crops can be produced on the same soil with less effort, perhaps than in any other portion of Texas, as those sections are rapidly undergoing a complete transformation.

The cattlemen of West Texas and the Panhandle have been forced to acknowledge the error of their ways and fall in line with the present development of those sections. The man who would maintain that good crops are not made in those sections now would be quickly laughed off the scene of action, and there is nothing to do now but to look pleasant and get in line with the men who are working out the salvation of a large scope of Texas.

Dry years no longer cast a damper on the men who are making crops grow where grass formerly had full sway. They have stock as well as a determination to grow things, and when the things fail to grow as they should, the stock constitute a prop that helps to tide them over until another good crop year comes around. There is too much agricultural development now in West Texas and the Panhandle for men to dream dreams and live in the past. They are compelled to get in line by the mere force of circumstances, and the cattlemen are not blind to the situation. As farming progresses their lands become more valuable, and as they retire from business they usually go out full handed.

Subscribe today for the Brand.

Xmas Trees.

All of the Sunday schools of the city have arranged to have the old time Xmas trees. The trees are to be brought from the brakes of New Mexico by Mr. Edwards. The children always enjoy the sensation of getting a present at a Xmas tree. Of course, the secrets of a stocking will never lose their attractiveness, but the joy of children at tree will never fail.

Millinery Goods.

We have divided our line of millinery goods in two lots at 1-3 and 1-2 off during the remainder of the season.

GEO. A. STAMBAUGH.

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

Good Groceries

YOU NEED "FIXIN'S"

Good Service

of many kinds to prepare that Xmas dinner. Come right here and get everything you require in the Fine Grocery line. Our spices are the purest, our relishes and seasoning are the tastiest. Our whole stock, in fact, is the best obtainable. Treat yourself to the novelty of buying high grade

Groceries

at no more cost to you than you have been paying for much poorer articles. Lest you forget, we still have a few Fruit Cakes left.

Turkeys

Phone us your order for a Xmas Turkey.

Turkeys

Yours for business,

Hubbard Grocery Company

The Hereford Brand

The "Early Bird" Proverb

A PPLIES now to the purchase of presents for Christmas. With our unusually large stock, the customer who buys early can easily find just the thing desired. Our stock of Watches, Clocks, Diamonds, Jewelry, Silverware, Cut Glass and Hand Painted China has never been so complete as it is now. We have a large and well selected line of Fobs, Chains, Charms, Lorgnetts, Cuff Buttons, Waist Pins, Bib Pins, Collar and Cuff Pins, Tie Clasps, Emblem Goods, Hair Barretts, Studs, Bracelets and Sterling Silver Novelties, and the prices are absolutely guaranteed. The prices quoted below will convince you. All other goods proportionally low in price.

Gentlemen's 20 year case, with Waltham movement	- \$12.50
Ladies' 14 karat Solid Gold case, Waltham movement	- 27.50
Gentlemen's Silverine case, with Waltham movement	- 6.50
Genuine Seth Thomas Mantle Clocks	- 4.50
Extra Quadruple Silver Plate 4 piece Tea Set	- 8.50
1847 Knives and Forks, with engraving	- 5.00
Wm. A. Rogers Tea Spoons	- 1.50
Wm. A. Rogers Table Spoons	- 2.50

Fine Chocolate Sets in genuine Jap and China	- \$7.50 to \$25.00
Solid Gold Cuff Buttons	- 3.00 to 25.00
Solid Gold Oval Bracelets, plain and diamond set	- \$17.50 to 75.00
1-10 Gold Filled Bracelets	- 1.25 to 10.00
Sterling Butter Knives	- 2.00 to 4.00
Heavy Solid Silver Cream Ladles and Sugar Shells	- 2.00
7-piece Heavy Plated Pie Sets	- 7.50

Our stock of Silver Butter Dishes, Syrup Pitchers, Sugar Bowls, Fruit Stands, Etc., is well selected.

Orders for Engraving especially, should be placed early

W. H. RAY

JEWELER

Come now and have your presents laid aside

COL. STERETT FOR CONGRESS.

Well Known Newspaper Man Announces His Candidacy.

Dallas, Texas, Dec. 11.—Colonel W. G. Sterett today announced his candidacy for the Democratic congressional nomination in the Fifth Texas district. Colonel Sterett is the widely known "State Press" of the Dallas News and is a newspaper man with a national reputation. He has tendered his resignation to the Dallas News, effective January 1, with a view to devoting himself especially to the congressional canvas.

Colonel Sterett's entry is in the race between Congressman Beal and E. C. Mayfield, the former supposed to be for Bailey, the latter against Bailey.

"I have, decided to make the race," Colonel Sterett said today. "I will make a further statement later."

It has been known for some time that petitions have been quietly circulated in the business district of Dallas asking Colonel Sterett to enter the field.—Record.

There has been no part of the News more truly enjoyed than the "State Press." For a number of years it has been a sort of intellectual exchange, a clearing house of golden thoughts. The Fraternity will re-

gret to have Colonel "Bill" Sterett leave the ranks, but he will bring glory to Texas when in Congress.

Some Missouri Argument.

Canyon City News defends Texas people against attacks of Cotoline Whittlesome Williams, editor of the Gilliam Globe.

Becoming desperate at the departure for Texas of their best citizens several neighborhoods in Missouri, if we take their local papers for spokesmen, are uttering all manner of falsehoods and doing it knowingly concerning this State and its people. Afraid to say ought against the fertility of Texas soil, the purity of its waters, or the salubrity of its climate because all the facts are against them, they attack, and in a dirty, slanderous, lying way the people of this State. Some of this Missouri argument, if such it may be called, was brought to the attention of The News by T. C. Simms, himself a Missourian and who expressed without reserve his utmost contempt for the man, men or newspaper that would give publication to such flagrant lies. The argument alluded to was a publication, in the Marshall Republican, of Saline county, Missouri, and dated Nov. 1, 1907, and reads:

"Red" Williams, the night operator, was held up about 2 o'clock

What Has the Record of the Year Been?



LOOKING UP THE CHILDREN'S RECORD

Friday morning, Oct. 25, and robbed of \$6.50 of the company's money. The robber was a negro, and he held a dangerous looking gun in Red's face. After getting the money he made Red get in front of him and with drawn revolver made him walk nearly to Slater before turning him loose. He said a pal was to meet him at the Ford crossing in a buggy, but failed to show up. Red says he and the negro talked all the way, but when he got loose, he beat the Hummer back to Gilliam. It may be this negro is from Texas, as it is a gentlemanly pastime in that heathen-country for negroes and whites to step around with pistols in their hip pockets.—Gilliam Globe.

While a clipping from another Missouri paper the Republican is none the less blameable, for he who knowingly republishes a lie is fully as bad, if not worse, than he who starts it.

As to the "whites," negroes take first mention with the Gilliam Globe Missourian. He loves them best no doubt. Texas people, as good citizens and gentlemen will compare with any people on the globe. The "may be" "negro from Texas" is far more likely to have hailed from St. Louis, Kansas City or even Saline county, Missouri, for while the Texas negro is not a saint, by any means, he is far superior in all that makes a good citizen and respectful one to his betters, the whites, than any Missouri negro The News man ever run across.

Discount Sale

ON

Men's Hats and Clothing

Some lines of Shirts, Pants, Etc. Blankets, Dress Goods, will pay you to buy now.

HUBBARD & BARNETT

This Store Holds the Key to the Christmas Gift Question

Bargains in Shoes

A rare chance to supply the whole family with good shoes. Our entire stock (Hanan and Dorothy Dodd excepted) are going at much less than regular value.

Acceptable Christmas Gifts for Members of the Family and all of your Friends

Holiday Neckwear and Handkerchiefs

The Handkerchief and Neckwear department is one of the busiest sections of our store these days. A new shipment added to our already very large assortment, the past few days. Neckwear all of the very latest creations—something nice for gifts. Prices, each - **25c to \$3.00**

Handkerchiefs

Largest and best selection ever shown in Hereford. Nothing better for presents. Price **3c to 75c each**

Shoes for Xmas Gifts

Buy something useful. A pair of Hanan Shoes for husband, father, brother or son. A pair of Dorothy Dodd Shoes for wife, mother, daughter or sister.

Don't fail to see our immense line of Belts, Combs, Fancy Neckwear, Leather Goods, Etc., for Xmas Gifts. Nothing so inexpensive nor so much appreciated as something useful for Xmas Gifts.

Our Line of Knit Goods

Cannot be duplicated—anything you want (silk or wool) for Ladies, Misses and the Little ones.

Prices 25c upwards to \$4.00

Gift Specials

Many special offerings for Christmas Gifts.

Leather Bags

Very large selection, and from medium quality to the very best. Prices range from

15c to \$10.00 each

Fancy Combs

Largest line in Hereford. Come single and in sets—very nice for gifts.

Opera and College Bags in newest styles. \$1.00 upwards to \$3.00.

Furs

for Ladies, Misses and the Little Ones. Don't fail to see our line. They will make beautiful Christmas presents.

Holiday Blanket sale. 25 per cent discount on our entire stock.

Special Suit Case Offer for Presents

We have an immense line. A 10 per cent discount will be given. \$10 upwards to \$15 each.

A Jno. B. Stetson Hat would be an acceptable remembrance for husband or father.

A Practical Holiday Suggestion

--Buy Useful Presents

We have just opened \$500.00 worth of Muslin Underwear—the finest ever shown in Hereford. Consists of Bridal Sets, Gowns, Skirts, Covers and Drawers. Prices 25c upwards to \$10.00.

Notice Window on Dry Goods Side

We have especially for Xmas gifts a beautiful line of Ties for Men.

A Present for the Young Gentleman

We have just received especially for the holiday trade a beautiful line of Fancy Vests, in all newest patterns. Also a complete stock of Dress Shirts, Collars and Neckwear of all kinds.

'Tis impossible to ennumerate all of the good things we have for gifts. Our customers are especially invited to make our store headquarters while in town shopping. You may see the very thing you want for members of your family or for your friends.

PROPOSED CANNERY

Opportunity Offered to Establish Large Cannery at Hereford

A letter from parties in Missouri, who have under operation in that state some twenty big canneries, asks about the Hereford field and proposes to establish a cannery at this point. The Commercial Club has taken up the work thru the secretary and will have some information to give out in the near future. It is proposed by the correspondent to make it possible to put up a plant with a capacity of at least 10,000 cans per day. Such a plant would cost something like \$5000.00 and still give some operating capital. The correspondent further states, that if the Hereford territory will produce fruits and vegetables, he sees no obstacle in the way for the success of such a plant right from the start.

The proposition: Do the people of the Hereford country want the factory? Will fifty people who will be employed during the season to operate the cannery, be of any bene-

fit to the merchants and farmers?

The answer: It will benefit the truck and fruit grower by giving a home market; it will benefit the business man by the increase in population, and by making a market for the surplus products of the farm, thus bringing in more money; it will increase the value of all truck land, making it yield from \$100 to \$1000 per acre. Now, in order to get the plant started, it will be necessary for a number of farmers to promise under contract to plant so many acres in corn suitable for canning, so many acres in peas, tomatoes, cabbage, pumpkins, etc.; just whatever the factory would require for its use. These contracts will have to be made before the plant is erected. But in order to insure a planting for a succession of years, it is proposed to sell a small amount of stock to the people in the territory. This makes it safe as then the factory could depend upon the stockholders to raise some of the stuff needed. This has been done in South Missouri and they have over 200 plants in successful operation, the differ-

ence being that the farmers themselves own all the stock and are reaping the full benefits. But why should the people be asked to take any stock? Would you hesitate to spend \$100 for good farm machinery that would enable you to cultivate and harvest 100 acres of land while, under the old method 25 acres was your capacity? Certainly not? Then this is simply putting in some additional machinery, except that you join with your neighbors in the purchase and thus lighten the expense, for the purpose of making it possible to harvest in the proper way, a lot of the best products of the land, that have heretofore been sold only in the local market. Good logic, of course. Then that is the proposition. Just as well be plain about it. If the people of Hereford want a factory, it is to their interests to see that the conditions are met.

What will it take? A factory site, first; a contract with twenty men to plant a certain amount of cannery stuff; the organization of a stock company and the purchase by the people a certain amount of the mill stock; the erection of the buildings; the making of contracts with commission houses to handle the out-put; the growth of the products on the farms; and the mill will be ready to start.

The question is, do the people of the Hereford country want the factory?

School Board Meeting.

At a meeting of the public school board of trustees, the metes and bounds of an independent district were laid out, comprising an area of 25 square miles, the limit for the extent of such a district. As soon as the proper petition can be secured and signed by the requisite number of taxpayers, the trustees will submit the question to the vote of the people as to whether such a district

shall be organized. The ultimate end of such an independent district, will be the closer organization of the school system and the erection of a handsome brick school building for the accommodation of the public school, the need of which has long been noted by all the people. Thus Hereford is growing. She is proud of the school as it is, but for that reason wants to provide better and more convenient quarters.

The Hereford BRAND is still One Dollar per year.

At Presbyterian Church.

The theme for the morning service will be "What we should think of Christ," and at night, "The Greatest Good." We would be pleased to have you worship with us. Sunday school at 10 a. m.

W. M. BAKER, Pastor.

Mrs. E. N. Mercer and daughter, Miss Enna, left Wednesday morning on the new train for Santa Anna, California, where they will spend the remainder of the winter.

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

THE SANDMAN AND SANTA CLAUS.

When Christmas time's a comin' every youngster in the land
Says he's goin' to catch Old Santa, Christmas Eve, you understand;
And he plans jes' how he'll do it till he thinks he's very wise,
And he's sure he'll give the good old chap a genuine surprise.
So he goes to bed on Christmas Eve and lies there mighty still,
A kind o' talkin' to hisself and whisperin' until
A drowsiness steals o'er him and something sort o' hums,
And the Sandman always gets there before Santa Claus comes.
He sees the street lights flicker up and down the window pane,
And he listens to the rumble of the street cars all in vain,
For his eyes will stick together as it keeps a gettin' late
And the dark begins to scare him as he silent lies in wait.
Then his lips will get repeatin' some half forgotten rhyme,
While he somehow gets to yawnin',—gets to yawnin' all the time;
He seeks to find the answers for some simple little sums,
But the Sandman's sure to get there before Santa Claus Comes.

LOUISE E. TRAYER.

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

F. P. WILSON

L. W. HOUGH

HEREFORD HARDWARE COMPANY

DEALERS IN

**HARDWARE, IMPLEMENTS, WAGONS, BUGGIES,
WINDMILLS, PIPE, PIPE FITTINGS,**

**Wire, Barbed and Smooth, Hog Fence, Poultry Netting,
Queensware, Tinware and Enamelware**

We are going to make a special effort to keep a full line of

Builders' Material

Carpenters' Tools, and in fact, our line of Shelf Hardware will be complete in every respect.

WATCH

OUR NEW

SADDLE

— AND —

HARNESS

SHOP

We will have one of the best harness makers in West Texas with us beginning with the New Year. Repair work a specialty. Will have a fine line of

SADDLES, COLLARS

Pads, Hand-Made Harness, Etc.

We will be prepared to do all kinds of

Windmill Repairing

Plumbing and Tinning.

Figure with us when you want up-to-date fixtures for wash room and kitchen

We mean to keep a full stock of goods in our lines and our motto will be "Business on Business Principles; Live and Let Live." We solicit your trade.

*Yours Very Truly

HEREFORD HARDWARE COMPANY

The Brand

D. 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, DECEMBER 20, 1907

THE work of the year is done. A few more days and Hereford will step across the line that divides 1907 from 1908, the old and the new. The city and county have made rapid and wonderful advancement. Every step has been one forward. At the beginning of the year there were no graded streets nor sidewalks; now the city may boast of many blocks of substantial sidewalks, miles of graded streets, the city and county having just finished nearly a mile of natural macadamizing. During the year many beautiful residences have been erected. Every street has heard the busy noise of the carpenter's hammer; every part of the city has seen, as if built by magic, cottages spring up. In the business section, the large number of fine brick and concrete structures that have been completed has surprised everyone. There has not been a day but that one or more were not under construction. The city took up the matter of good sidewalks and where once could have been seen a mere clap-trap of boards, now are found the best of cement sidewalks along the business streets. Progress and prosperity has ever been in evidence. Besides the many new residences and business houses that have been erected, a large amount of improvement on the older places has been undertaken. A new fence built, a row of trees planted, an orchard planted, a garden laid out, a barn built, the house changed by adding one or two rooms, or the walls given a new coat of paint, cement and brick walks laid; in fact, so much has been done that it gives Hereford the appearance of having been built just for the occasion, every thing looks so new. But the city has not outstripped the country. Last year it was the common remark that the town was outgrowing the country. Not so, this year. Many new homes have been built, new farms opened, fences built, wells sunk, mills erected. Hundreds of lumber wagons have gone out from the lumber yards of the city. Hundreds of acres of native soil have been turned, preparing for cultivation. The steam plow has laid bare the bosom of mother earth. The older farms have yielded their abundance. The cattle have rolled fat on the good ranges. Our people have no complaints to make as to the yield of the field and pasture. Never before have the ranchmen had such favorable conditions. Hereford and the Hereford country have made most substantial progress along the highway. The community has not been visited by no appalling calamities, no shocking events have blackened the pages, the country being practically free from crime. The moral fortitude of the people has been her safeguard; the character of the citizens, her bulwark.

THE patron saint of the children, dear old Santa, has the "right-of-way" this week. It required the work of two competent composers a day and a half to "set up" the children's letters. Read every one of them and try to become "as little children" once more.

THE average family in the United States contains from 4 to 5 persons. Old newspaper men tell us that for every subscriber, the paper is seen by not less than 5 different persons. Therefore, the Brand sends its greetings for a merry Christmas and a happy New Year to its ten thousand friends scattered over 30 states, territories and countries.

THE real estate firms of the city mean to go after the business which should "wrightfully" come to Hereford. Organization is the first step; cooperation is the second. Let's all pull together and help each other work for Hereford.

THE BRAND will each year publish the letters of the children to Dear Santa Claus. Next year a much larger and more pictorial edition will be put out.

THRU the efforts of the Commercial Club, Hereford won more blue ribbons at the State Fair than any other town in the great State of Texas.

HEREFORD has the brightest future of any town on the Plains. The New Year will add success and laurels to her brow.

Empty-Stocking Crusade.

The following is given out for publication by the ladies who are in charge of the Empty Stocking Crusade at Dallas:

THE WIFE'S SANTA CLAUS.
Fred Osborn.

They say there is a Santa Claus,
I don't think such things be,
I don't believe in him because
He never visits me.

Perhaps he has so much to do
He never gets this far;
Perhaps such tales are all untrue—
I really believe they are.

Tho' I remember long ago
My mamma used to say,
"No matter how the ill winds blow
There'll come a happier day."

But she is gone, I wonder where?
If she remembers yet—
I know if she still lives somewhere
That she will not forget.

And if there is a Santa Claus
She'll seek him out for me
And send him Christmas night, because
I want a Christmas tree.

Old Mother Earth—Banker.

Old Mother Earth is man's truest savings bank. Every investment is an interest-bearing deposit. She never repudiates a debt. She never cancels an obligation. She never tires in the service of her depositors. She never sleeps. She conserves the principal. She compounds the interest every minute of the day and night. She never forecloses. She never makes mistakes. She pays on demand. Her resources are unlimited. Pure honesty is her business philosophy. She guards her deposits with the faith of the universe. The older she grows the safer she grows and the more valuable becomes the capital entrusted to her. Though her depositors be legion, she is impartial to all; the prince and the pauper receive like justice at her hand, every blade of grass and every drop of dew adding interest to their principal and every penny always ready on demand. Therefore deposit your earnings in the Bank of Mother Earth. Your check will always be honored. The Hereford country is one of the largest stockholders in this bank and guarantees all deposits. The only pass-book you need is a deed to a quarter section of the finest land in the world as found in the Hereford Country.

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

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

Hayes-Argo.

The friends of Miss Maggie Argo of this city were gladly surprised on learning that she was to be married on last Tuesday to Mr. Elmer Hayes of Deport, Texas. Miss Maggie is the accomplished daughter of Mr. and Mrs. A. E. Argo and has a large circle of warm friends in Hereford. Mr. Hayes is a prominent young man of his town and all the friends join in wishing the new couple a life of happiness. They will make their home at Deport.

Notice to Tax Payers.

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

Wonderland in Texas.

A party sent out from Amarillo to explore Palo Duro canyon as a preliminary to systematic work toward getting the national government to purchase the canyon for a national park has returned, full of the wonders of the forty-mile gap in the surface of the plains.

J. B. Dickinson, one of the party, traveling representative of the "Mid-Continent" said after his return: In this most novel work of nature we have explored the most gorgeous

and beautiful canyon, I feel safe to say, in the world. Having encircled the globe I have never seen its equal. In coloring effects it greatly excels the Grand canyon of Colorado.

Nature seems to have simply outdone herself in this magnificent work. The great pillar of rock towering skyward colored with most every hue known to man, springs of pure

cold water bubbling from the rock and flowing between walls a thousand feet high, the green trees, the valleys of green grass where graze many deer and other wild animal, makes such a great contrast with the wide expanse of prairie, that the much lauded scenery of the Rockies are forgotten in this "Wonderland of the World."

Do Not Fail to See Alfalpa 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.

Alfalpa Lumber Company
C. M. MILLER - Local Manager

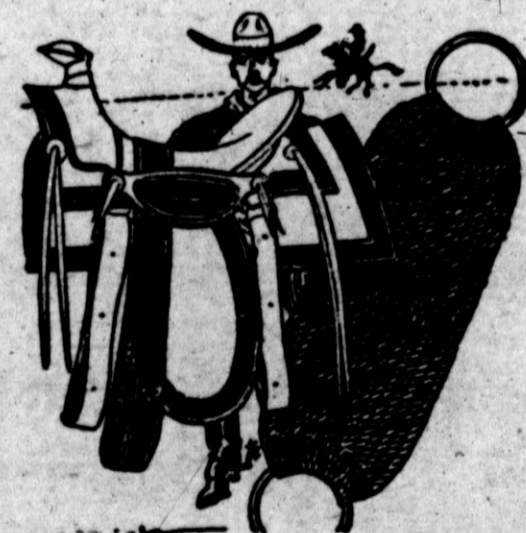
FOR STOCK SADDLES

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



All Nations

Look forward as Xmas being the great time of pleasure and giving gifts to our friends. Santa Claus has a full supply of presents at the Hereford Pharmacy. Our line consists of

Medallions
Books
Stationary
Toys

and presents of every kind.



All the Children Love Santa Claus

H. O. PARK

Is where he makes his headquarters

Our Prices

are to suit the times. Remember that every dollar worth you buy of us you get a chance at

The Big Doll

that is going to be given away to someone on Xmas day. Come and get what you need before everything is gone. Presents are going fast. Remember the Hereford Pharmacy is the place to get you money's worth.

H. O. PARK, Prop.

Local and Personal

J. T. Gilbreath of Dimmitt was in Hereford on Monday.

Dr. A. L. Taylor was called to Bovina last Tuesday afternoon on professional business.

Miss Annie Miller is visiting during the holidays with friends in Wichita Falls, Texas.

Mrs. S. G. Storts left Tuesday afternoon for a Christmas visit to her old home in Missouri.

Mrs. J. P. Pitman and children are at the old home in Slater, Missouri, spending the holidays.

All my laprobes that I have left I will close out at cost for spot cash.

J. A. Canterbury. 43tf

If it is anything in the tinning or plumbing line let us know. Sewell & Brazil. 44-2t

A. P. Murchison went to Amarillo on Monday afternoon.

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

Mesdames R. A. Gregory and L. G. McMillen of Friona were in the city shopping this week and were guests of the Tygret.

G. W. Ross went to Amarillo Tuesday afternoon and it is presumed that he will not return until he makes a trip to Kentucky.

Mrs. Nichols and children left last Tuesday to join Mr. Nichols at their new home in Kansas, where Mr. Nichols has a fine position.

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

You don't have to go to Amarillo to get an electric massage. Just call at Orr Brothers, an up-to-date barber shop. 45-2t

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

If you haven't a tank valve in your tank let us put one in. We have some good ones in stock. Sewell & Brazil. 44-2t

Sheriff Ed F. Connell has been at the Parmer county court this week. He returned Tuesday afternoon, but went on to Amarillo the same day.

Mrs. Henry Cloyd and sister, Miss Nellie Robinson, went to Canyon City Tuesday afternoon to visit friends and to be a birthday party.

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.

See J. H. Travis and have your furniture polished up before the holidays. He will do you a good job. Telephone 111. 44-2t

You can get your "rough dry" clothes back Wednesday, if sent in Monday. Hereford Steam Laundry. 44-3t

Rev. J. W. Story, pastor of the Methodist church of the city, went to Plainview Tuesday as a delegate to the preachers' institute for the Panhandle.

A. E. Argo was called last week to the bed side of his father near Paris. A letter from Mrs. Argo, who had been there for sometime states that the father had passed away. Mr. and Mrs. Argo are expected home today.

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

T. E. Shirley was at Waco the first of the week attending a meeting of the Board of Trustees of Texas Christian University.

Rev. J. T. Burnett, of Canyon City, passed thru the city on Monday on his return from Dimmitt where he had been to fill his appointment.

The latest invention in electric massage machines has been installed at Orr Brothers. There is no shop in the Panhandle that is more complete and up-to-date. 45-2t

Rev. Geo. S. Slover, President of Clarendon College, was in the city Saturday and Sunday, and delivered two very able discourses at the Methodist church. Clarendon College is having a most successful year.

The Hereford Steam Laundry will take "rough dry" clothes at 6 cents per pound and will return everything but the dirt. 44-3t

Dr. A. L. Taylor has just returned from a visit to his mother at Goldthwaite, Texas. He says that the Panhandle has that part of Texas bested in many ways. The crops were practically a failure and the money panic has not done them any good. Dr. Taylor also declares that the soil of the Plains is worth more per acre than the central Texas lands with the same improvements. "It looks better and better every time I see any other part of the country," he added.

New Blacksmith Shop.

We have recently established a new blacksmith shop near J. F. Easterwood's Livery barn, horseshoeing a specialty. Call and see us. 43-4tp

SHELTON BROS.

A MERRY XMAS.

HOTEL TYGRET

J. RUSS HOLMAN, Prop.
HE IS FROM MISSOURI AND CAN SHOW YOU

A Good Meal and a Clean Bed Guaranteed

References
Travelling Salesmen

HEREFORD, 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

ALL PLEASED WITH COUNTRY.

Out-of-the-State Brand Readers like the Spirit and Tone of the Paper—Wishes Prosperity.

Indiana, Dec. 12, 1907.
Enclosed find the dollar. Am well satisfied with the paper. Was in Hereford just a year ago and liked the country well enough to invest in some land near there. I believe the land will raise as many dollars worth of grain and other products as the land here which sells for \$125 per acre and the climate is better.

Yours truly,
W. H. DICKS.

Indiana, Dec. 11, 1907.

Dear Sirs: Please find enclosed one dollar for payment for Brand for 1908 as we would not like to do without it. Wishing you a Happy Christmas and Happy New Year.

Remain very truly yours,
W. C. ONEAL.

Lamesa, Texas, Dec. 11, 1907.

The Hereford Brand: Will you please tell me how I can get 200 or more of the maps which recently appeared in the Brand. I think the map the best I have seen of Northwest Texas, and I also think the Hereford Brand the best paper published in this part of the state.

Yours truly,
C. G. WATSON.

Norwalk, Cal. Dec. 11, 1907.

Surely we are glad of a reminder to renew and a chance to buy and pay \$1.00 in advance for the Brand and then count myself \$3.50 ahead, especially since reading quite a few \$1.50, 4 to 8 page papers printed in the great state of California. Surely there is more in one copy of the Brand than 3 of those papers.

We are enjoying the balmy winter breeze of southern California amid the orange and lemon blooms and yet we think of returning to Hereford and our friends next spring.

With much success to Hereford and the Brand we beg to remain,
A Hereford citizen,
A. H. ELLISTON.

New York State, Dec. 9, 1907.

Editor of the Brand,

Dear Sir: Enclosed find stamps for which mail to my address your paper. I have some investments in your vicinity and wish to keep myself informed to all that pertains to the Panhandle section. I am of the opinion that if we had some good advertisements of the opportunities in the way of cheap lands and future developments of the country surrounding Hereford that it would be an easy matter to induce people to invest in your locality. If possible send me some extra copies of your paper and other literature.

Yours truly,
H. L. BLOOD.

Teacher's Institute.

"To everything there is a season, and a time to every purpose under the heavens." Therefore on last Monday, Dec. 16, the teachers of Deaf Smith and Castro counties laid aside the routine duties of the school room, and met in the Public School building of Hereford for a week's institute.

At 9:30 the meeting was called to order by acting chairman, E. H. Wray. Rev. Dean of the Baptist church invoked the divine blessing on the body of Teachers; and upon their deliberations; and immediately after this the institute was organized by electing Miss Mina Dameron president of the meeting and Miss Millicent Griffith secretary.

Mayor L. Gough now came forward with an address of welcome. In his stirring words he showed how the teacher conserved the great interests of our broad commonwealth, and assured them of how they were appreciated in the world, though often there were not many bouquets scattered along their pathways.

The institute was now given a few minutes of intermission that all might become acquainted.

When the house was again called to order Judge W. H. Russell made a stirring address on the public schools of Texas, and his great interest in the work of the teachers.

Following the address, the subject "How Can We Get the Greatest Good Out of the Week's Work" was discussed freely by the body of teachers. At the close of this discussion President Slover of Clarendon College was introduced, and made a grand talk along educational lines. An intermission was now given for the noon hour.

At 1:20 o'clock, when the teachers had reassembled, Prof. A. C. Elliott held the institute spellbound for nearly an hour on the relation of mind to matter, and in many unique ways gave illustrative examples. The program for the remaining part of the day was miscellaneous business.

Report continued next week.

Eternal Fitness.

If I was just a boy again
My goodness how I'd laugh
If in the summer I'd a neck
Just like a tall giraffe.
For then the candy and ice cream
Could slowly, gently float
In cooling, lazy languor down
About ten feet of throat.
And then at merry Christmas time
I'd take a different slant,
And have my legs built on the plan
Of some big elephant,
For then old Santa, when he came
To fill my sock, would say:
"Gee Whiz! I guess I must unload
Another Christmas sleigh!"
—Will M. Maupin.

The friends of J. A. Johnson will be glad to learn that his condition is somewhat better and hopes are entertained that he will soon be on the road to a speedy recovery.

Rev. J. T. Burnett, of Canyon City, passed thru the city on Monday on his return from Dimmitt where he had been to fill his appointment.

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

WANTED.—Position as governess. Long experience in teaching good testimonials. See Rev. E. D. Morgan or write me at Hereford, Texas, Mrs. Sarah Morgan. 42-4t

LIVE STOCK FOR SALE

FOR SALE.—New buggy and harness, 1 brood sow, 8 tons bundle maize.—C. G. English, Max Roberts' residence. 45-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

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 SALE.—I have a number of single comb brown leg horn cockrels for sale at 50 cents to \$1.50. See J. P. Eskeldsen, north of College campus. 43tf

FOR RENT—OFFICES

FOR RENT.—Good office, well located recently occupied by Bowers & Dunlap. See Park & Bourn. 41-tf

FOR RENT.—Office rooms. Inquire at Hereford Telephone Company's office. 42-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

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

New Trains.

The Santa Fe on Wednesday put on two new trains for the service thru the Panhandle. The first train made up at Amarillo arrived in Hereford on the dot, 10:25 a. m. Wednesday. There were a number of citizens at the depot, (as usual), to greet the new train and Hereford furnished two passengers for California. The schedule for all trains thru Hereford follows:

WEST BOUND.

Albuquerque Special... 10:25 a. m.
201... 4:25 p. m.

EAST BOUND.

Kansas City Special... 2:45 p. m.
202... 8:55 p. m.

These extra trains will be greatly appreciated by the people of the Panhandle. Instead of one mail each way, there will be two. The four trains will enable the travel to select the most convenient service instead of having to take Hopkin's choice. The travel will thus be increased and the California trains will be largely patronized.

Real Estate Men Organize.

A number of real estate men met at the office of the Edwards Land company on Monday for the purpose of organizing an association. L. Gough was chosen as chairman, J. S. Jones as secretary. A committee on constitution and by-laws was ap-

LOST

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

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

FOUND.—Near J. W. Bradley's home, large fur driving glove. Owner may get the glove by calling at the Brand office and paying for this notice.

REAL ESTATE FOR SALE

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. 45-2tp

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

FOR SALE.—½ section choice land in Parmer county near Bovina, will consider property in Hereford as part payment. Grimes, Hereford, P. O. box 141. 43tf

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 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

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

ROOMS FOR RENT

ROOMS.—For rent. Mrs. Chas. Havenhill. 37-tf

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

FOR RENT.—Three furnished rooms close in. Apply to Mrs. H. H. Taylor. 39tf

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, TRADE OR RENT.—50 acre block well improved close in. See Fred Millard. 43-4t

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

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

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

BALED MILLET—I will deliver good baled millet at 35c and 45c. Phone or see Fred Millard. 43-4t

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.—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

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

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

pointed after some discussion: Wm. O'Brien, P. W. Price, W. H. Rayzor, J. S. Warner, and Sam H. Morris. The committee made their report the following day and the following officers were elected: P. W. Price, president; W. D. Keliehor, 1st vice; C. L. Davis, 2nd vice; L. Baskin, 3rd vice; J. S. Jones, secretary; S. P. Edwards, treasurer. A board of arbitration was elected. The object of the association is to advertise the Hereford country and to enable the real estate firms to work together in a common cause.

There will be at the Presbyterian church on evening of Dec. 24th, at 8 p. m., a Christmas entertainment consisting of a Christmas tree and a short program of recitations and songs. All are invited to attend and have a good Christmas with us.

Hand-painted china and water-color pictures at Coulson's. The work of Miss Dimmitt. Nothing better for Xmas presents. 44-2t

Sam Dunn orders the Brand to follow him to Corpus Christi for the remainder of the winter.

Hon. Jno. P. Slaton spent Monday and Tuesday at Parmerton in attendance upon the court.

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

Christian Endeavor Program. Theme—Xmas song; Luke 1:46: 53.

Song—"Joy to the World."
Leader—Mina Dameron.
Prayer—Brother Wooten.
Song—"Holy, Holy, Holy."
Songs that preceded and followed the birth of Jesus, Earl Wilson.
A Xmas Song; duet—Glennis Coulson and Ina Gregg.
The Influence of Christian Songs; a paper—Miss Ilena Day.
Reading—Mildred Waterman.
Song.
Benediction.

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, ¼ cash, balance 1 to 4 years 8 per cent. See Owner. J. T. JOWELL. 43tf

Rev. J. W. Story, pastor of the Methodist church of the city, went to Plainview Tuesday as a delegate to the preachers' institute for the Panhandle.

**HEREFORD
REAL
ESTATE
EXCHANGE**

Open for Business January
1, 1908

SAM H. MORRIS, Mgr.

W o r t h Business

from all who desire to
invest in good lands in
the Hereford country
or city property in the
city.

L. GOUGH
Development Company
HEREFORD, TEXAS



E. F. Connell Land Co.
**FARM AND RANCH
LANDS**
IN ANY SIZE TRACTS

C. G. Witherspoon & Son
DEALERS IN
Land and City Property
Conveyancing and Abstracting Done With Neatness and
Dispatch.
Office Over First National Bank

BECK & ROBERTS
General
Blacksmithing
Hereford, - - - Texas

EDWARDS & O'BRIEN
Land Company
We are here for business and will be glad to have you
call or write us if you have land for
sale or wish to purchase
HEREFORD, TEXAS

TO MY PATRONS AND THE PUBLIC:
I am better prepared for Horseshoeing than ever
before. Special pains will be taken with diseased
feet. Bring your disc plows and disc harrows,
and let me roll them out cold. No job too big or
too small for me. Yours for business,
J. N. JACOBSEN
The Blacksmith

For a First Class Line of
CHRISTMAS CIGARS
SEE
JAMES MOSES
and for Cleaning and Pressing. I will clean your old
clothes up and make them look like new.
All Work Guaranteed

RITCHEY HOTEL
R. W. Kirkpatrick & Sons, Props.
The best is none too good for our patrons
.....Come and make yourself at home.....
Newly Furnished Centrally Located
Rates \$2.00 per Day

Electric Massage
The only one in the Panhandle,
except at Amarillo. Try one at
ORR BROTHERS

The Hereford Brand
Has the largest guaranteed cir-
culation; therefore
The Best Advertising Medium

C. J. BAIN, President J. L. CARTER, Vice-President
Hereford Telephone Co.
Incorporated
Local and Long Distance Service
J. H. BEACH, Secretary R. H. HEMLEY, Mgr. and Treas.

Destined For Great Things
Beautiful
Marby Addition
They are each 56x140 and
we are offering them at \$80
and \$100 each; \$10 down
and \$10 per month. No
interest or taxes.
Baskin Land Company Hereford, Texas



Let Santa Claus Put Into Your Stocking

A RESOLUTION to buy your 1908 Groceries from Argo & Jarrott, who will take pleasure in filling your table, the year round, with nice fresh things to eat. They are not hard to please, but they try hard to please you. **A BRIGHT, HAPPY CHRISTMAS TO YOU FROM YOUR**

GROCERYMEN

Argo & Jarrott

Down in Texas.

The Brand and its readers may be somewhat surprised to hear that I am in Hampstead this morning. I left Hereford last Saturday 7 Inst. to attend the Tax Assessors Association at Austin which convened at that place 9-10 with an attendance of about 135 Assessors from different parts of the state. The Capitol city of Texas gave us a royal entertainment. We heard some of the most able speakers of the state make speeches on a full rendition, and at market prices of property all over the state of Texas. They saw that is now the law and the Tax officials and the people must comply with that law under penalty of said law. Gov. Campbell made a very able speech on the Automatic Tax law, explaining why it is better for the people to render at full value and then cut the rate so as to have money enough and no more to meet the expenses of the State and county governments. We were also addressed (and very ably, at that) by State Treas. Sam Sparks, Comp. S. Stephens and many of the county judges. They all from Gov. down to Com. (and Capt. Bill) threw in with the balance) say the man who fails to

comply with the law in 1908 regarding rendition and assessed will be dealt with according to law. I just make mention of this so our people can think the matter over and get through, I hope "cussing and discussing" the Plains Assessors before they come around in the spring.

Well enough said about the Ass'n. so will give a brief account of my trip. I left Hereford Saturday eve for Austin. Made connection with Ft. Worth and Denver train, arrived at Ft. Worth about 10 a. m. Sunday, missed our train on M. K. & T., stayed in Ft. Worth until 8 p. m., arrived at Austin 6 p. m. Monday 9 in company with about 12 or 15 assessors, only three from the Plains, who were namely, Joe Foster of Randall Co., James Grimes of Armstrong and myself of Castro. Of course we naturally stayed together and took care of each other while in Austin. We attended all the meetings of the Association and saw all the sights we had time to see between times. The first place being the Capitol which is a very fine building one that any state should be proud of. We had the pleasure of shaking hands with the Gov. Compt. Treas. and even "Capt. Bill McDonald"

and many of the clerks in the various offices who treated us with as much courtesy as one could ask for and altogether showed us a good time. We then took a street car out to the Blind Institution having been invited the previous evening by the professor of that institution who met us and showed us through the entire building, showing us how they taught them to read, write and do all kinds of work, even saw blind girls who are totally blind doing needle work. They could thread a needle quicker than lots of girls with two good eyes and the best singing I ever heard was done by those blind children. After they got through singing, one could look around over the faces of the Assessors and find only a few dry eyes. I could write on this subject an hour, but space and time won't permit. The next place we visited was the Lunatic Asylum, but we Plains Assessors were very careful how we stalked around there because we were afraid they would not let us leave.

W. S. D.

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.

Cattle Shipping.

The Santa Fe loaded out 20 cars last Monday night from the stock yards. In this connection, the Brand wants to say that the railroad has a "big kick" to register at the proper time. The local agent, Mr. Lacey, informs us that one shipper had placed an order for ten cars and

that after the train had come to Hereford and was ready to load the cattle, the shipper notified him that he did not want the cars at this time. This, of course, put the railroad to considerable trouble and expense without any recourse. If the cattle shippers have been complaining about the failure of the road to furnish cars, what about the refusal of the shippers to use the cars after being placed for them? We are reliably informed that other parties have done the same thing. In justice to the railroad both sides of the cattle shipping business should be stated.

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

League Program.

Following is the League program for Sunday, December 22.

Song No. 5.

Song No. 182.

Leader—Dimple Gass.

Subject—The Best Rule for Happiness.

Lesson—John 13:17.

Song No. 118.

Reading—Psalm 121—Velma Patton.

Roll call and minutes.

Discussion of lesson, ten minutes.

Song No. 38.

Reading—Psalm 122—Marie Anthony.

Business—Supt.

Benediction.

Subscribe today for the Brand.

FIRE INSURANCE

Plate Glass Insurance
Live Stock Insurance

written in GOOD COMPANIES

D. T. ASHBROOK, Agent
AT STROUD & GARY'S STORE

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.

The Hereford Brand

Vol. 7

HEREFORD, TEXAS, DECEMBER 20, 1907

No. 45

Holiday Goods

Our display of these goods far surpasses any previous Christmas occasion. Our store is brim full of the nice and useful things so well suited for presents at this time, such as

China Closets

Beautiful Hall Trees, Dining Tables and Chairs, Folding Beds, Toilet Sets, Fancy Lamps, Fancy Baskets, Punch Bowls, Ladies' Desks, and other useful presents.

Fancy China

Rugs
Dinner Sets
of China
Water Sets
Jardiners

Fine Pictures

Elegant Rockers, Davenport and Couches, Parlor Suits, a Parlor or Library Table, some new Lace or Portier Curtains, nice Book Cases, Side Boards, Buffets, etc., etc.

Morris Chairs

Remember the prices on all the above named articles has reached zero till closed out December 4.

Yours very truly,

Furniture Dealer

E. B. BLACK

UNDERTAKER

SANTA CLAUS AND THE CHILDREN

The Brand's Invitation Asking the Children to Write Letters Meets a Hearty Response

NEARLY 100 RECEIVED

Every Thinkable Present Has Been Asked For—Teddy Bears Popular

The editor of the Brand had no thought that such a large number of children would accept the invitation to write a letter to Dear Santa Claus. Not only have the children of the Panhandle responded but some even from Texas have sent in their letters. All are gladly given a place and, no doubt, old Santa will be reading the Brand before the day is gone to find out what the children want. The letters are published just as they were received—spelling, punctuation and composition without correction. To have corrected a single error, even if one had been made, would have destroyed the simplicity and innocence of the childhood in the letters. The more childlike the letters are, the better you will like them. The editor would not mar the innocence and childlikeness by the mark of his blue pencil for all the world. He

considers this the best feature that the Brand has had for many weeks. If you were ever a child read every one of the letters. They are the heart longings of the children. Remember the words of the Master: "Suffer little children to come unto me."

A number of letters were received to late for publication. This the BRAND regrets as all should have had a place.

Hereford, Texas.
Dear Santa Claus: I am six years old. Please bring me a horn, knife, some nuts and lots of peppermint candy and anything else that is nice Santa. The door will be unlocked and by stocking close by.
Good by.
Geo. Vivian Stambaugh.

Hereford, Texas.
Dear Santa Claus: Please bring me a little rocking chair and a doll. Bring Paul a little steam engine and Francis a teddy bear.
Your little friend,
Olive Wilson.

Hereford, Texas.
Dear Santa Claus: How are you. All that I want you to bring me is a bracelet and ring of jewelry, a doll and doll buggy and all the candy I can eat.
Your friend,
Rubie Williams.

Hereford, Texas.
Dear Santa Claus: Please bring me an air gun, a pistol and some caps, a fountain pen, some candy, nuts and bananas, a tablet and pencil, a watch and a solid gold ring. I am nine years old.
Your little friend,
Mac Pitman.

Hereford, Texas.
Dear Santa Claus: Please bring me a sword, an air gun, a dolly, a train, some fire crackers, a little stove, a set of dishes, a pistol and caps. I want some candy, oranges, bananas and nuts. Now Santy, please bring me these few things and I'll be a good boy for a whole year. Oh yes Santy I forgot I want a watch so bad. I am seven years old.
Your little boy,
W. C. Pitman.

Hereford, Texas.
Dear Santa Claus: I will write you a little letter tonight. Dear Santa please bring me a white teddy bear and a bed for it and please bring me a little pair of Indian slippers and bring my big doll you brought me last Xmas a new dress and a pair of little shoes and bring some apples and candy and nuts. Now Santa please dont forget me.
Your friend,
Grace Smith.

Hereford, Texas.
Der Santy Tause: I am 3 1/2 years old peese bring me a ittel teddy bair and ittel ubber dolly and a nuddia ittel dolly and big doll wid ittey hat on and pink dess and sippers on an a hole heeps of tandy, dood fruits and lots of tings. Dont fardit me Santy Tause.
Lula Orr. E 3rd St.

Hereford, Texas.
Der Santy Tause: I am 5 1/2 years old will you pees bring me oranges, limons, gum, candy and nuts to go in my stockings an ittel rubber doll an nice hat for my big Crismes doll an teddy bair an we want you to bring ittel John B a hole-lots of nice tings too.
Lela Orr. E 3rd St.

Hereford, Texas.
Dear Santa Claus: I will write you and tell you what I want. Please bring me a doll and doll bed. Please bring me a set of dishes. Bring Graham, a horn. Please bring me and Graham some apples, oranges, and candy. I will be good if you will bring me all these.
Your friend,
Ruth Myrick.

Hereford, Texas.
Dear Santa: I am a little boy 4 years old and I live in the western part of town. I want you to bring me a teddy bear, a kicking mule, apples, candy, and some firecrackers. I will try to be a good boy, go to bed early and shut my eyes tight.
Robert Sisk.

Hereford, Texas.
Dsar Santa Clause: I will write you and tell you what I want you to bring me. Please bring me a pistol that shoots a hole lots of times before loading again and a tricycle if you can and a little bow and arrow. Well I will close for it is getting time to go to bed. Good by.
Robert Trieves.

Hereford, Texas.
Dear Santa Claus: Please bring me an air gun, a goat, a wagon, a knife, a tricycle, some candy, apples, oranges and if you have any thing nice for little boys please bring to me some more things. I am a little boy 8 years old. Good-by Santa.
Your friend,
LeRoy Richards.

Bovina, Texas.
Dear Santa Claus: I will write you a letter to let you know what I want for Christmas. Please bring me some goat harness and a cart and if you haven't them please bring me some toys and candy and nuts. You will have to be careful in coming down our chimney or you will get stuck fast. Yours truly,
Virgil Cunning.

Dimmitt, Texas.
Dear Santa Clause: I thought I would write and tell you what I want. I want a locket and ring and a tof-gan and that is all I want. Oh I want a bottle of perfume. Good-night Santa Clause. By by.
Lena Tate.

Make a Merry Christmas

For Your Friend or Family

Go to GARRISON BROTHERS

and buy

A Fine Cushion-Tired Velie Buggy,

A Set of Nice Buggy Harness,

A Set of Pure Haviland China,

A Keen Cutter Carving Set,

A Set of Rogers 1847 Silver Knives, Forks and Spoons,

A World Renowned Charter-Oak or Garland Range,

A Rubber-Tired Tri-Cycle for the Boy

A Fine Pearl-Handled Pocket Knife

Or something else equally substantial and desirable that you may find by looking through our immense stock of GENERAL HARDWARE. Come and let us put you in a line for a MERRY CHRISTMAS AND A HAPPY NEW YEAR.

Yours For a Good Time

GARRISON BROS.

Make Our Store Headquarters

Hereford, Texas.

Dear Santa Clause: Please send me a toy automobile, a toy train, a pair of gloves, boots, fruits, candies, and any thing else good to eat.

Your good little boy,
Jarvis Rayzor.

Hereford, Texas.

Dear Santa: Please send my ma for my best present. I do not want very much more only a hair brush that will not hurt when mamma combs my hair, a doll with a gocart, a set of tea dishes, a china closet, a little bed 1 or 2 story books some, nuts, candy and fruit. Please remember all good children. Wishing you a safe trip with teddy bears, I am your little friend 6 years old.

Freda Thickstun.

Hereford, Texas.

Dear Old Santa Claus: Will you please send me a large doll, a doll buggy set of little dishes, a doll bed, doll trunk and a large teddy bear. I will close hoping to see you soon.

Your friend,
Elizabeth Richards.

Hereford, Texas.

Dear Santa: I am a little boy not a year old, but I dont want Santa to miss me so I will let him know what I want. Please bring me a rubber doll, teddy bear, a plate, knife and fork, orange, candy and nuts. This will do for this time.

Elmar Stoakley.

Hereford, Texas.

Dear Santa Claus: Please bring a tablet and pencil, some fire crackers and nuts, candy and apples. Please bring me a coaster bicycle, some caps and a pistol. I would rather have the coaster bicycle than anything else. Age 10 years old.

Your friend,
Jonathan Pitman.

Hereford, Texas.

Dear Santa: I am a little boy eight years old and please bring me a sled, drum, top, toy horse and wagon, candy, nuts, apples, oranges and bananas. Good by Santa Claus.

Harry Stoakley.

Dimmitt, Texas.

Dear Santa Claus: Please bring me one doll that can say "papa" or "mamma" and a family of "teddy bears" six will be enough I think.

From your friend,
Eva Rowan.

P. S. I used to live in Missouri be sure and bring them to Texas for I dont want to go back there. Eva.

Hereford, Texas.

Dear Santa Claus: Be sure to bring the set of tools to me and will be a good boy.

Thomas Stroud.

Hereford, Texas.

Dear Santa Claus: I will tell you what I want for Xmas. Please bring me a little piano and put some candy and nuts in mine and baby brothers stockings. Bye bye. My name is Gladys London.

Hereford, Texas.

Dear Santa Claus: I am a little girl of ten, and I still love dolls, will you please bring me a doll with new dresses. I want you to bring me a fairy tale book too. Remember the little poor children when you go round to their house and leave them many nice things.

Your little friend,
Grace Wilson.

Hereford, Texas.

Dear Santa Clause: I want you to bring me a large sleepy doll and a locket and bracelet, a gold set ring and a red silk dress.

Viola Witkey.

Dimmitt, Texas.

Dear Mr. Santa Clause: As I have been listening to mamma reading the good old Brand which I enjoy hearing very much and read the add about the letters to Santa Clause I thought I would write. Will you please bring me a tricycle and harp and air gun. As I am tired and sleepy I will close hoping you will fill every little boy and girls stocking to the brim and hope your teddy bears and presents wont give out before you get to me. Good-night Santa.

Walter Tate.

Hereford, Texas.

My Dear Santa Claus: Santa Claus I have not been very bad this year. I just set the dog on the cat once. Please send me a pistol and a toy automobile, a train, a box of caps, some dominoes and candy, apples and nuts, and just everything that will do to eat. Your patient little,

Delma Rayzor.

Hereford, Texas.

Dear Santy Clawse: Please bring me a ball and a gun. I want a train and a automobile and lots of good things to eat. I guess I had better say goodby for this time. All you give me will be very welcom.

Kenneth Rayzor.

Hereford, Texas.

Dear Santa Clause: I want a doll buggy and a doll dressed in blue, a little stove and a tea set and a little trunk to put my doll dresses in, some candy, oranges and nuts. I am 4 years old.

Fay Baker.

Hereford, Texas.

Dear Santa Claus: Please bring me a bicycle, a picture book, a pencil sharpener, a pencil holder and a pencil, and some firecrackers and 2 Roman candles and some nuts and oranges. You can select the other things if you want to bring any thing else.

Thurman Hawkins.

Hereford, Texas.

Dear Sweet Santa: I haven't heard from you for a year. I know you will be good to me again this year. Bring me a girl dollie with brown eyes and that will go to sleep and a bed to put her in, some candy and oranges for us to eat. Yes and I don't want some firecrackers, but some roman candles, some picture books, and peanut candy. And I forgot that I want a Teddy Bear if it won't be stingy, yes and some dishes and another doll. Good-bye Santa, don't forget us.

Cosette Hawkins.

Hereford, Texas.

Dear Santa Claus: I am a little girl 4 years old and I want you to bring me a doll with yellow curly hair and brown eyes and some candy and apples and wax. I guess this is enough for me, I want to leave something for the other little girls. Bye bye Santa.

Bessie Hall.

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 Brooklin	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 HUB

Xmas Presents

for women that will be appreciated

Fancy Collars, 24-48c
Silk Scarfs, 50c to \$1.37
Hand'fs, 7-9, 24c each
Hand-painted Sofa Pillow Top, 50c
Handbags, \$1, \$1.25, \$1.50
Belts, 25c, 45c, 50c
Kid Gauntlet Gloves, 90c
Brown Check Suitings, 20c yard
Coburn Suiting, 12 1-2c yard
Towels, 15c to \$1 per pair
Table Linen, good grade, 75c yard
Knit Fascinator, 25, 35c
Doilies, special, 10c and 15c pair
Black Cat Hose, 15c to 75c pair
Cheyenne Hats, 50c
Ladies Caps, 50c
Box Stationary, 10 to 50c
House Slippers, Buckskin, \$2.50 to \$3
and many other articles too numerous to mention.

Xmas Presents

for men that are useful

A Worth or Stetson Hat, \$1.50 to \$5.50
Caps; 50c, 95c, \$1.00
Neckties, 15c, 25c, 35c, 50c
President Suspenders, in box, 45c pair
Hand'fs, 5c, 10c, 15c, 25c
Silk Mufflers, all colors, 48c
Black Cat Hose, 15c to 50c pair
Collar Boxes, \$1
Tie Boxes, \$1
Indian House Slippers, \$3
Shirts
"Caracater" Trousers \$2 to \$5
Shaving Glasses, 40c

We have some Indian Bead Work left that we will give one third off.

Articles with 1907 on them at half price

We have some bargains on our Five and Ten cent counters

Hereford, Texas.

Dear Old Santa: I am a little girl four years old and grandmama says I am just like a lady, so I thought I would write and ask you to bring me a little set of dishes with some pretty flowers on them, and a little cooking stove with the cooking utensils. I want a stove that I can make a fire in. I also want a pretty doll with brown hair and blue eyes, and bring me a pretty doll buggy to roll my doll in. Bring me a whole lot of candy and nuts and oranges and apples and everything that is good. Your little friend,
Fray Stallings.

Hereford, Texas.

Dear Santa Clause,
Dear Old Fellow: I think you are real cute. I hope you will bring me a doll, doll buggy and a doll cradle or any thing else you want to but be sure and bring me lots of good things to eat. I hope you will have a good time Xmas. If you will come to see me I will treat you.
Your loving friend,
Glady Howser.

Hereford, Texas.

Dear Santa Claus: Please bring me a bicycle for Xmas, and some candy, and don't forget my little brother and sister. Your friend,
Guy Renfro.

P. S. Please bring my little brothe Bob a Teddy bear.

Hereford, Texas.

Dear Santa Taus: We are two little twins two years old and we want you to bring us two little horses for dolls to ride, and tandy and apples too. By-by, Santa Taus.
Ross and Lois Hall.

Hereford, Texas.

Dear Santa Clause: I want a tricycle and a iron bank and big bunch of firecrackers. O yes, I want a little horn that I can play a tune on. Please bring me some candy and nuts too. Good-bye.
Jim Baker.

Hereford, Texas.

Dear Old Santa: I want for Xmas a little horse and monkey, a little set of dishes, a sleepy doll, a little negro, a Teddy bear, a colored ball. Please send them to your friend
Inez Feemster.

Hereford, Texas.

Plese bring me a doll that can open and shut her eyes. Ples bring me a doll buggy too, and a little doll bed. Good-by. From
Eddie Connell.

Hereford, Texas.

Dear Santa Claus: Please bring me a tricycle and a little pocket knife and don't forget the orphans. I am eight years old. Your little friend
Homer Wilson.

Hereford, Texas.

Dear Santa Claus: I want for Xmas a elephant, a monkey, a horse, a clown, a man, a train and some candles. Please send them to your friend
Lee Feemster.

Hereford, Texas.

Dear Old Santa Claus: I thought I would write and tell you what I want for Xmas. Please bring me a air gun, some oranges, some apples, some candy and some shot for my air gun and I will be much of oblige to you. Your little friend,
Rollie Rethford, 9 yrs. old.

Hereford, Texas.

Dear Santa Claus: I am a little boy seven years old and I want you to bring me a rubber ball and a little nigger doll that can cry and a sack full of oranges, bananas and candy. Good bye Santa.
Jamie Hall.

Hereford, Texas.

Dear Santa Claus: I will write you a letter to let you know what I want you to bring me. Please bring me a gun. I want one that will shoot bullets. I am eight. Bring my little sister a Teddy bear.
Guy Owens.

Hereford, Texas.

Dear Santa Claus: Please send me a box of firecrackers, candy, oranges and bananas. I am 11 years old. That is all. Good bye Santa.
Floyd Hall.

Hereford, Texas.

Dear Santa: I am a little girl 8 years old. Please bring me a big doll, a magic lantern and a teddy bear and a doll buggy. That is all for me.
Blanche Warren.

P. S. I write for my brother and he wants a rockinhorse, a fire waggon and a ice waggon, a sled and a automobite, a little train. That is all for Edwin Warren.

Hereford, Texas.

Dear Santa Claus: I will tell you what I want for Xmas. I know you will have to visit some more children so I won't take all the toys, but I would like a little fruit and a large doll. Your friend,
Effie Hendricks.

Hereford, Texas.

Dear Sante Clause: As all of us children would like to have many little presents and we will send you a letter. Will you be so kind as to bring me a doll, a doll bed, a teddy bear, a doll buggy, a little stove and a nice ring with sets in it. Well as I have ordered so many things, I will close, but asking you to remember so many of the little poor and orphan children. Your friend,
Lola Mae Brady.

Hereford, Texas.

Dear Santa Clause: As all of us children want Xmas things, bring me a bicycle, Reddle a pair of skates, a set of finch cards, I will close.
Wesley Brady.

Hereford, Texas.

Dear Santa Claus: I am a little girl in the first grade. I am not very greedy, but I want you to bring me a big red apple and a white teddy bear and lots of fruit and thats all I want you to bring me this year. I will be a good little girl if you will bring me all the things I wish for. Your friend,
Delle Hendricks.

Hereford, Texas.

Dear Santa Claus: I want a great many things for Christmas, but there are so many little children to give presents to and so many little children without mothers just bring me a locket and give the rest of my presents to the little orphant children. I will close for this time. Your little children,
Cecil Gililand.

Hereford, Texas.

Dear Old Santa Claus: I thought I would write and tell you what I want for Xmas. I want a trycicle, teddy bear, candy, oranges and some apples and that is all I want. Your little friend,
Guy Gililand, 6 yrs. old.
P. S. You don't have to bring mamma anything she has got a Majestic range.

Hereford, Texas.

Dear Old Santa Claus: I thought I would write and tell you what I want for Xmas. I want a trycicle, pistol, candy, oranges, apples and nuts.
Homer Gililand, 9 yrs. old.

Hereford, Texas.

Dear Santa Claus: I am a little girl eleven years old. My papa takes the Brand. I read in that you were coming this way and left your Iceland home. I am glad you are coming because I want so many things for Christmas. I am sure you will come to Hereford. I want a doll buggy, a cradle and lots of candy and nuts. Your friend,
Helen Davis.

3840

Acres Improved Near Hereford, Texas.

Good House and Outhouses,
Good Wells Windmills All Under Fence-250 Acres In Cultivation. This property, can be bought now for \$13.00 per acre. The tract consists of six sections can divide it into 3 parts of two sections each about \$1,800.00 per section cash balance in payments of from 1 to 10 years at 8 per cent. This is a bargain. Write for information.

MURCHISON & JONES

REAL ESTATE AGENTS

Hereford, - - - Texas

BOONE BARBER SHOP

E Z Shaves. Hot and Cold Baths
on Short Notice

L. E. THOMPSON - - - Proprietor

Christmas Presents

WE have not put in a line of toys and novelties for Christmas, yet our line consists of many useful articles suitable for presents and really is the only kind to buy during a financial depression like our country is having now. We have nice line of Ladies' Handkerchiefs, Back Combs, Belts, Linen Scarfs and Center Pieces, Pillow Tops, Wool and Silk Wraps. Men's Ties, Suspenders, Gloves, Handkerchiefs Fancy Hosiery, and Childrens Fancy Sweeters.

Geo. A. Stambaugh



Hello, Santa Claus

Little Girl:
"Hello Santa Claus, where are you?"

Santa Claus:
"Hello, little girl, I'm at

WOODBURN

&
SON'S



Hello, Little One!

Drug Store, which is headquarters for all

CHRISTMAS PRESENTS

Everything you want is right here in this store. Just send your papa or mamma down and we will see that you get what you want."

Little Girl: "All right, Santa, I'm so glad you are down there, I'll have papa or mamma go down today."
Santa Claus: "Well, Merry Christmas to you, little girl. Good bye."

Morgan Mill, Texas.
Dear Santa Claus: I am a little girl five years old and the only child and as I cannot write very well and haven't any uncles or cousins near, will let mama write for me. I have a lot of aunts, uncles and cousins in Hereford and some of them send the Hereford Brand to us which we appreciate. But Dear Santa Claus, please bring me doll furniture and a Teddy bear. I have a lot of dolls, a small piano and a doll buggy. Now if you like you can bring me one small doll, but please don't forget the furniture. Good-bye, come to see us Xmas. Hortense Ross.

Hereford, Texas.
Dear Santa Claus, at North Pole: Please bring me a Teddy bear for Tismus and a horse and waddon. Age 2 years. Paul Smith.

Hereford, Texas.
Mr. Santa Claus, At North Pole,
Dear Old Santa: This Christmas I want you to please bring me a Teddy bear and a large doll in a carriage. With my best love to you I remain your constant worshiper, Ruth Smith, age 4 years.

Dear Santa Claus: I hope you will come to see us this Christmas for I have tried to be a good boy and kept my hands clean. I am 8 years old and want a dog and air gun and some firecrackers. My little sister wants a piano and a little tub and washboard and anything else nice you have to spare. We want some candy and fruit. Be shure and bring the dog. Good-by. Travis Dameron.

Dear Santa: Please bring me an air-gun, a horn that I can play a tune on, and candies and nuts. Your friend, Cecil Cook.

Dear Santa Claus: Bring me a hobby horse, a horse hitched to a wagon and a ball and anything else you can and lots of candy and nuts. Bring LeRoy some shoe-fly horses, some Buster Brown blocks and a teddy bear if you have any left after the girls all have theirs. Robert and LeRoy Lamkin.

Hereford, Texas:
Mr. Santa Claus,
Snow City,

Dear Old Santa: I want you to bring me for Christmas a sailor suit for my teddy bear, a little table and four chairs to match it, a little dresser, a little doll trunk, and some nuts and some candy and some fruit. If you want to bring me anything else you can.

Your friend,
Cora Lee Gough.

Dear Santa: I want you to bring me an Irish mail, a fire wagon, a saw and hammer and a sack of nails a little automobile and some candy and apples. Be sure and come to see me. Fred Patton.

Hereford, Texas.
Dear Santa Claus: My grandpa takes the Bland and I read in the paper that you were coming down this way and will come to Hereford for I want so many things for Xmas. I want a doll buggy, a cradle, a work box and a story book. Yours truly, Esther Davis.

Hereford, Texas.
Dear Santa Claus: I want you to bring me a doll, doll buggy, doll bed, a doll cradle, cany, orange, apples, nuts, ring, bracelet, set of dishes, little stove, a pair of side combs, blue ribbons, a purse, some blue beads, a mug cup, a plate, cup and saucer. Blanche Carl.

Hereford, Texas.
Dear Uncil Santa Close: Please bring me a family of new dolls, two beds, a set of dishes, some quilts, a trunk, a dresser to put my doll close in, a fur, a muff for my lady doll. I want two girls and papa and mama doll one of my little dolls for a baby doll, two doll hats one I want it to be white and be trimmed in black ribbon and black fether and the other black and a vale trimed on it a black fether and black ribbon and a baby buggy for it to. Minnie Carl.

Hereford, Texas.
Dear Santa Claus: I want a doll doll buggy, teddy bear a ring bracelet, a ring, box candy, apples, nuts, oranges and a whistle. Rosa May Carl.

Hereford, Texas.
Dear Santa: As you will soon be around I will tell you what I would like to have, a table, a big doll with blue eyes and curly hair, a big red and blue horn, a merry go round, a big sack of candy, an apple, an orange, a banana and nuts, a bloomer suit for my teddy bear, a dining hall set, a little piano, a washstand, a dresser, a bed, a set of irons, an ironing board and a cook stove. All these things please bring. If so I will love you more than ever. Your little friend, Ethel Nadene Dunlap.

Hereford, Texas.
Dear Santa Claus: What I want for Xmas, I want a doll, doll-buggy and a doll bed. I want candy, oranges, apple, bananas and wax. I want a bracelet too and nuts. I will close. Dear Old Santy please bring me everything that I have wrote for. Your friend, Johnnie May Bourn, At the Nort Pole.

Hereford, Texas.
Dear Santa Claus: I want a little boy doll, train, a ring, a railroad hopping, bag candy, oranges, apples and nuts, a nut picker and a nut cracker. Frank Carl.

Hereford, Texas.
Dear Santa Claus: I wish you to bring me a big doll buggy and a nice doll and a nice cloak and all kinds of fruits. Please bring me all of these things. Age 8 years. Gertrude Robinson.

Hereford, Texas.
Dear Santa Claus: I wish you to bring me a nice doll, doll buggy, postal card album, doll bed and all kinds of fruit. Well this will be all I want for this Xmas. Allene Robinson.

Dimmitt, Texas.
Dear Santa: I am a little girl and am 9 years old. I want a teddy bear and a big doll with brown eyes and black hair. Good-by. Dalma Warren.

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



CHRISTMAS DEPOSITS

at the Western National Bank will be as welcome as Old Santa himself. Wise business men will not take the risk of keeping their cash where thieves may steal or fire destroy it. Have you an account at

The Western National Bank

If not, you cannot open one too soon to avoid the risk of loss. The deposit habit is a good one to form during the holidays.

The Western National Bank of Hereford, Texas

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

G. A. F. Parker,
President

J. L. Smith,
V. President

F. B. Fuller
Cashier

Hereford, Texas.

Dear Santa Claus: I wish you to bring me a nice doll buggy, a nice doll and dresser and candies, nuts and fruits. Please bring me all of these things. Age 9 years.

Mary Tharp.

Boom, Texas.

Dear Santa Claus: I thought I would write to you and tell you what I want you to bring. I want you to bring me a big sleepy doll that has long black hair. I want you to bring me a teddy bear.

Your friend,

Lillian Roberson.

Hereford, Texas.

Dear Santa Claus: I thought I would write and tell you what I wanted for Christmas. I want a Teddy bear, a doll, a rocking chair and some candy, apples and oranges. Hoping to get these things on the Christmas tree, I remain your friend

Besse Dean.

Hereford, Texas.

Dear Mr. Santa Claus: Will you please give me a little doll bed, a little set of doll dishes, a little doll piano, and a little stove that I can cook my dollies food on and candy, nuts and fruits. I live with my mama and papa upstairs at Mrs. Robinsons. Now dear Santa dont think I ask for too much for I have all the rest of of the play things I dont ask for. Many happy wishes to you and dear Santa and tell Mrs. Santa hello for me.

Yours very truly,
Jimmie Green.

Hereford, Texas.

Dear Santa Claus: Bring me a horn, two horns, I want a train 'at can wine up, an' a track, an' a choo-choo. Bring me 3 brushes an' some good tube paints. An' I could show pictures if you bring me a magic lantern. I do love Santa Claus.

Davis Simpson Elliott.

I forgot.—I am 4 years old an' goin' on 5. Davis.

Dimmitt, Texas.

Dear Santa: I am a little girl and I am 9 years old. Please not forget me. Send me a set of little dishes.

Jessie Boyd.

Hereford, Texas.

Dear Santa Claus: I am a little girl 3 years old. I'll tell you what I want. A teddy bear and a doll a sack of candy, so good by dear Santa Claus I'll wait for you.

Banita Johnson.

Hereford, Texas.

Dear Santa Clause: I am a little girl just 8 years old. I'll tell you what I want. I want a doll, a set of dishes and a doll buggy, so good-bye Santa, I'll wait for you.

Stella Mae Johnson.

Hereford, Texas.

Dear Santa Claus: Last year I forgot to write you a letter so I did not get what I wanted. Am going to send you a list this time and I hope you won't disappoint me. Be sure and bring me a saddle, an express wagon and a nice story book; also lots of fruit, candy and nuts.

Your little friend,

Arthur M. Lay.

Dimmitt, Texas.

Dear Santa Clause: Please bring me a nice big doll and a rocking chair and plenty of candy, nuts and fruit to eat. I have kept my stove and trunk nice you brought me last Xmas but baby broke my doll. I would love to have a set of little dishes too.

Alice Todd.

Hereford, Texas.

Dear Santa Clause: It is a month till Xmas. I want you to hurry and come. Bring me a little drum and an air gun and a horn and some candy, oranges, apples and nuts and a little wagon and a top. Santa Claus I am a little boy 8 years old, bring me anything that would be nice for a little boy. Will close, wishing you a merry Xmas.

Your little friend,

Aldon Seymour.

Hereford, Texas.

Dear Old Santa: I am a little girl just two years old last April, but I remember about Santa coming to see me last year and if I am good girl' mamma says he will come to see me again this Xmas and I am trying to be good so that he will come and I want him to bring me some nice little play pretties and I want a little rocking chair and doll buggy and I want him to bring all of the other little children something who are good and mind their papa's and mamma's. Goodby old Santa. With best of wishes to you until next Xmas. Your little friend,

Myre Yarbrough.

Hereford, Texas.

Dear Old Santa Claus: As Christmas is nearly here and mamma says I have been a good little boy, I thought I would write you a little letter and let you know what I want you to bring me. I want a little desk with a black board on it, one that will be suitable for a little boy seven years old. I want a great big fat boy doll, dressed in a blouse and knicker bockers. Also a teddy bear, one from the polar regions that has white fur. And Santa I want a good story book, but not a "Mother Goose" book, as I have got one of them and bring me a post card album and a stockinet cap. That is all I want except lots of candy- and nuts and fruit. I will close for this time and write again next Christmas. Please don't forget me and I will be just as good as I can.

Your little friend,

Lloyd Stallings.

(Continued on page 9)

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

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 GO.**
Dimmitt, - - Texas



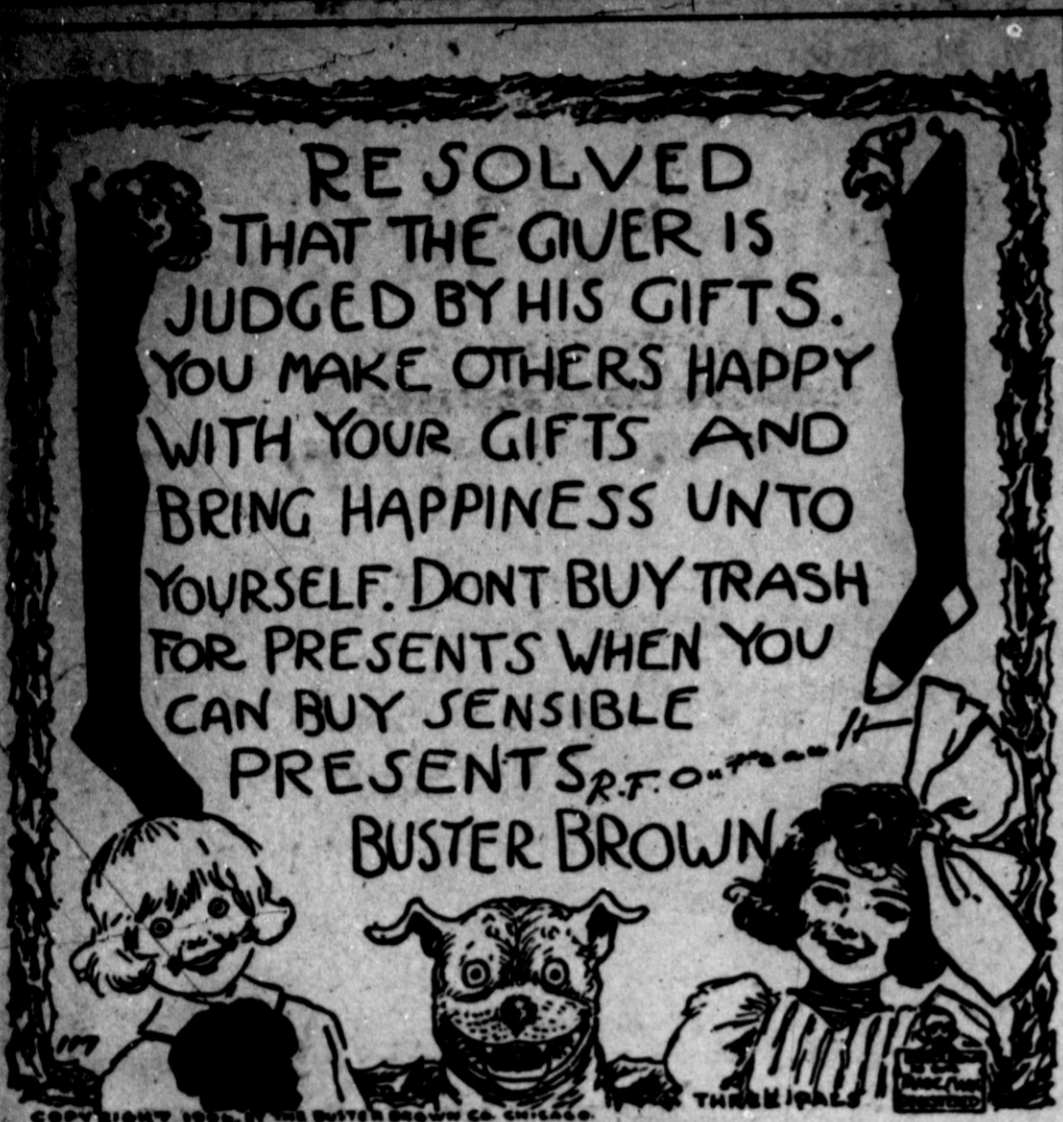
REGISTERED HEREFORDS

All ages of Fine Bulls for sale at reasonable prices.

CATTLEMEN SHOULD SEE ME

J. D. BURKETT

Brand Want Ads Bring Results



RESOLVED THAT THE GIVER IS JUDGED BY HIS GIFTS. YOU MAKE OTHERS HAPPY WITH YOUR GIFTS AND BRING HAPPINESS UNTO YOURSELF. DONT BUY TRASH FOR PRESENTS WHEN YOU CAN BUY SENSIBLE PRESENTS.

BUSTER BROWN

SENSIBLE PRESENTS ARE GOOD THINGS FOR SENSIBLE PEOPLE TO GIVE. MEN LOVE TO GET THINGS TO WEAR AND CAN YOU NOT GET THE BEST PRESENTS FOR MEN AT A MEN'S STORE? WE ESPECIALLY INVITE THE LADIES OF THIS CITY TO COME AND SEE WHAT BEAUTIFUL PRESENT NECKTIES, PRESENT SUSPENDERS, PRESENT HOSIERY, AND PRESENT EVERYTHING THEY CAN BUY FOR THEIR MEN FRIENDS AT OUR STORE. AND THEN IN WHAT WAY YOU CAN MAKE YOUR LITTLE BUSTER BROWN HAPPIER THAN BY GIVING HIM A NICE NEW SUIT OF CLOTHES? YOU WISH TO SEE THESE THINGS BEFORE YOU BUY THEM SO COME AND LOOK AT THEM AND GET OUR PRICES. COME TO THE "QUALITY STORE."

H. C. MYRICK

Items From Hart.
(Delayed Correspondence.)
Real nice open weather for December and everyone is stacking feed.
Born—To Mr. and Mrs. J. R. Riley on Thanksgiving, a fine girl.
Mr. Fitzwater of Cleo community was in Plainview last week with two more bales of cotton.

Ernest Riley went to Plainview this week with cotton and corn and found a ready market.

J. C. McLain and the Postmaster at Hart were in Hereford on business last week.

I. N. Walden with a corps of carpenters went to Running Water last Sunday to begin work on Mr. Boswell's fine residence.

Rev. E. D. Morgan filled his regular appointment at the Killough school house last Sunday and delivered the fine organ presented to this congregation by the good people of Hereford.

J. M. Scott made a flying trip to Sherman last week on business and reports that his old home looked good but he prefers this country to that as it promises more to the speculator and home builder.

Send your Panhandle Short Line railroad men down this way. We have the goods and are ready to deliver them. We are more than anxious to see this road built. It will open one of the most prosperous countries on the plains, besides it will give us a market for our surplus that go to waste or troubles us very much to get it to some point where we can ship it. We know how to farm but it costs too much to get it to the railroad. It requires three to four days to get a load of corn, wheat or oats to Hereford or Plainview and return. The Panhandle Short Line would assist us to be better farmers and give it lots of work to do. Corn, wheat, oats, hogs and cattle are now awaiting the whistle to load out, but alas!!!

T. W. H.

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,
41-1f W. H. RAYZOR.

Election in Parmer County.

The following is the result of the election held in Parmer County on December 10th, for the purpose of the location of a county Seat:

Precinct No.	1	2	3	4	5	6	total
Parmerton	4	2	9	12	1	0	28
Friona	0	1	0	0	0	0	1
Farwell	0	11	0	15	66	6	98
Bovina	0	0	0	0	0	0	0
Total vote cast							127

The above result shows that the citizens of Parmer County have decided to make Farwell the County Seat by an overwhelming majority. It had been conceded for some time that Farwell and Parmerton were the only candidates having any chance to gain the county seat. The contest was fought hard by both of these candidates, but Tuesday's vote shows Farwell to be the chosen one by a good majority, and the question is probably settled for some time to come.

Copies From the Brand.

The Texas Stockmap Journal, Fort Worth, clips a column article from the Brand for the first page of that publication on November 27. This shows that even the stock paper of the Panther City knows where Hereford is and that its editor reads the Brand. The Journal also puts in a half page cut of a big alfalfa field of the Panhandle. Thus the Panhandle is becoming recognized as an agricultural possibility as well as a great stock country.

List your property with us. Hereford Trading Co. 44tf

ing properly 'Stromberged' twice as per circular TP17587 J-D.V."

"Dear Sir," answered the night man, to whom it was referred, "I got said ticket Limburged and Steinburged all right and had it half Stromberged when the train steamburged in on me. I then had to slamburg six trunks and two crates of goats into a baggage car, and the conductor highballberged his train out of the station before I could catch the passenger and Stromberg the other couponbergs of his ticket."

Respectfully,
H. Rohnberg, Agt.
Per Hamburg."

Notice!

All parties knowing themselves to be indebted to the Hubbard Grocery Co., will please call and settle by the first of January. We need the money to place ourselves in a position to accomodate the trade another year. 44-3f

HUBBARD GROCERY CO.

Visits in Texas.

W. S. Dixon, correspondent for the Brand in the Cleo community, made the office a pleasant visit last Saturday. This is the first that the present management has had the pleasure of meeting Mr. Dixon and his visit was highly appreciated. He has been a correspondent for the Brand since its beginning and says that he has noted with satisfaction the gradual but sure growth of the paper from year to year. He had come to Hereford in order to take the train for his old home in central and east Texas where he will spend a month or six weeks. He has many friends yet in the "sticks" and he hopes to induce some of them to come out into the sun light and fresh air, and, no doubt, he will be successful in his efforts.

Telephone Girls Wanted.

The Hereford Telephone Co. wants several girls to operate switch board. Apply to R. H. Hemley, at Hereford Telephone office. 41-1f

Churnless Butter.
We first heard of the horseless street car; then the horseless carriage; then the wireless telegraph; a little later the wireless telephone; and now comes the churnless butter. We have long known of butterless churns and breadless homes, but when it comes to making butter without churning for two solid hours, when all the other boys were down at the creek in a-swimming, it makes one wish that they could be a boy once more just to be able to live around the good old home that had churnless butter. An advertisement in the Farm and Ranch gives a bit of history about churning. It says: "Savage people tied a pig skin filled with milk to a horse's tail in the ancient days and churned by the dragging process; women of the East have pounded the goat skin filled with camel's milk for century to make a nasty mess they call butter; children of our time have churned for hours, mingling their efforts with many bitter tears (how true) because the butter did not "come;" women of today are trying every "patent" churn in the hope that they will lighten the burden. It is claimed that a Tennessee woman has invented the "churnless" churn. What a blessing it will be.

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.

Tribulations.

"Dear Sir," wrote the general passenger office to the local agent, "please explain by return mail why you permitted skeleton ticket X Q 17487 sold to Grizzly Gap, Colorado to leave your office without be-

GIVEN AWAY

Day after Christmas will give away

A \$25.00 DRESSING CASE

with a musical attachment to some one of our customers.

The plan is this for every 25c cash purchase you get a chance at the Dressing Case.

We have a full line of
Dolls Toilet Cases
Manicure Sets
Albums Bibles
Jewel Cases
Hand Mirrors
and other Christmas
Xmas Goods

Call and see our line before buying

If old Santa Claus will bring the Children's letters to this store, he can satisfy the wants of everyone.

T. M. COULSON

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

Tierra Blanco Herefords

L. R. BRADLEY, Owner

W. T. WOMBLE, Manager

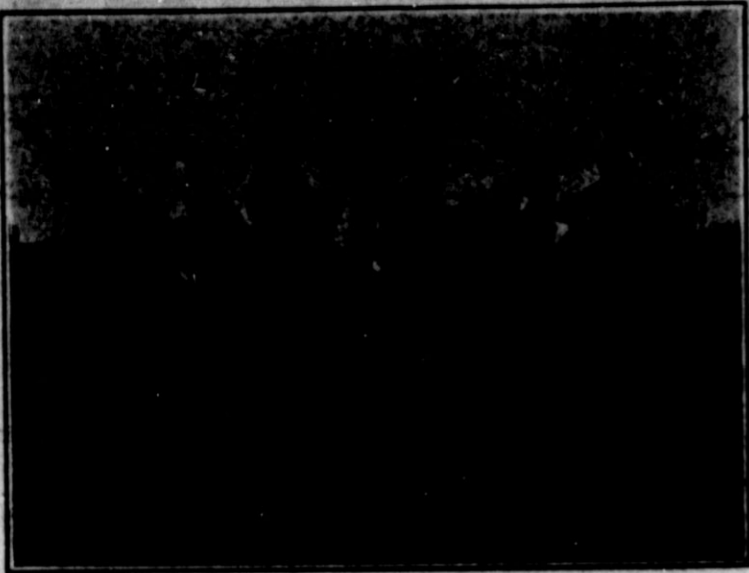
...BREEDERS OF...

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.



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

Press Extracts

Quanah is having a trial with smallpox. A large number of cases have developed but no fatalities have occurred.

The Acme Cement Plaster Mill has been shut down on account of a strike. About 150 men have been thrown out of employment.

Judge Phillips of Memphis, Texas, who in general terms charged with incompetency, has been retained in his office, the complainants failing to make a case against him.

Theodore Roosevelt has issued his ultimatum as to the third term proposition. No third term for T. R. It is expected that he will be busily engaged in the trust "busting" business from now till March 4, 1909.

The Citizens Bank of Clarendon, a private institution, has suspended business. W. H. Cooke was the president and A. M. Beville, Vice-president. Failure to realize on its securities caused the trouble.

Childress is preparing to install a system of waters. Contracts are under way and will soon be let. A water tower 100 feet high will be erected and will hold 75,000 gallons. Water mains will be laid and a general system put in.

The City National Bank of Childress has been awarded \$37,000 of the Panama bonds at a price of \$1.03. Several other Texas banks have purchased a batch of these bonds, which shows that Texas is developing into a regular Wall Street.

The Republican national convention will be held in Chicago, on June 16; the Democratic national convention will be held in Denver, on July 7. If the two parties do not get any closer together than the two cities are, there will be quite a difference in their platforms.

The Herald has noticed the arrival of several tin horn gamblers in the city lately. They have evidently taken the election of last Saturday to mean that Wichita Falls is to be an open town. The officers of the county and city should disabuse their minds of this fact in such strong terms that they will not soon forget it. The city has a place for vagrants on her streets. — Wichita Herald.

"The Mirage."

The Brand has in press a publication to be known as "THE MIRAGE," to be issued quarterly or as the occasion demands. The word Mirage means "a reflection," and the paper or journal will reflect the Hereford country in a most attractive way. The new publication will contain in the initial number about 36 pages, each page replete with terse articles setting forth the advantages and opportunities of the Panhandle, but especially Hereford and the country adjacent. It will contain more than 50 half tone cuts, made especially for this issue, and will be printed on fine book paper. Nearly 5000 copies will be sent out for the first number. Over 3000 copies have already been subscribed for and the remaining copies will likely be taken before the last pages come from the press. Single copy, 25 cents; one hundred copies, \$10.00. Advertising rates made known on application.

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-tf W. F. WEST & Co.

PROFESSIONAL AND BUSINESS CARDS.

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

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

W. A. PRICE
PHYSICIAN AND SURGEON
Office at El Merito Pharmacy
Res. Phone 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
FARMERTON TOWN LOTS
Farmerton, 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. GILLILLAND
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. Oxendine
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. Hdw. 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

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

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

Subscribe for the Brand --- \$1.00

W. J. GILLILLAND

J. M. GILLILLAND

GILLILLAND FURNITURE CO.

Husbands Read this and think it over. We have a Large Line of

KITCHEN CABINETS

That we are now closing out such a price that every man can give his wife

A Handsome Christmas Present

in spite of this great money famine.

Come in and look at our

ROCKERS

and think of their value, also our Dressers, Davenport, Sideboards and China Closets.

House Furnishing Our Delight

Day Phone 115

In fact everything in our entire store is now selling at the Greatest

BARGAINS

ever known in the history of Hereford. Come in and see our bargains whether you buy or not.

Undertaking Our Specialty

Night Phone 113

SANTA CLAUS LETTERS (Continued from Page five)

Hereford, Texas.

Dear Santa: I am a little girl 9 years old. I want you to bring me a big doll that will go to sleep, a doll bed, a little stove, some candy, oranges, apples, bananas and some dishes. I will close, I will go to bed and shut my eyes tight. I live in the western part of town.

Goochie Sisk.

Hereford, Texas.

Dear Santa Clause: Please bring me a big doll with curly hair. I want you to bring me a few apples please bring me a few oranges. I want you to bring me a few bananas. I am seven years old.

Elizabeth Black.

Hereford, Texas.

Dear Santa Clause: I love you. Bring me some candy, 2 dolls, one wagon, one swing, a mama Teddy bear, a papa Teddy bear and two little Teddy bears, two aprons, four or five stockings, and two shoes and a little trunk and a little bed. Little brother is too little to write, send him a little round hat and a coat, and a little round red chair, then he can play with my things if he wont break them.

Annie Fitzhugh Parker.

P. S. Bring some little dishes, and a soap bubble pipe.

Hereford, Texas.

Dear Santa Claus: It is getting about Xmas so I will write and tell you what I want you to bring me. I want you to bring me a bracelet and a post card album, a fur and a doll suit case and some nuts and some fruits and candy. Santa Claus I don't want you to leave anything out for I haven't put anything in that I don't want. With love to Santa.

Ona Hammer, age 11.

Hereford, Texas.

Dear Santa Claus: I thought I would write and tell you what I want for Christmas. I want a doll, a little rocking chair and a pair of gloves, and I want some candy, apples, nuts and oranges. Well I will close, hoping to see you at the Xmas tree.

Your friend,

Annie Dean.

Dimmitt, Texas.

Dear Santa Clause: Please bring me a big gun like papa's so I can shoot, if you have one. And plenty of good stuff to eat and anything else you have for me. I am a little boy 5 years old and have gotten my mama to write for me. Bring my baby brother something nice too.

Clifton Todd.

Hereford, Texas.

Dear Santa Claus: Will write and tell you what I want. I want a doll, a buggy and cup and saucer and a bible and some candy, apples and oranges and nuts.

Cornelia Warden.

Boom, Texas.

Dear Santa Clause: I will write you a letter to let you know what I want. Please bring me a big doll as big Santa Clause as little Agnes Roberson's big doll, and I want it to go to sleep too. Little brother will tell you what he wants. I will be pleased if you will bring me a big doll. Good bye. Dora Lawhon.

Hart, Texas.

Dear Santa Claus: I will write you a letter to tell you what I want you to bring me. Please bring me a white cap, a white veil, a pair of gloves size 5½, a little trunk with a tray to it, a yard of light blue ribbon and some candy, apples, oranges, lemons and chewing gum. I am 11 years old.

Nina Hart.

Hart, Texas.

Dear Santa Claus: I will write you a letter to let you know what I want you to bring. Please bring me a negro doll, a set of dishes, a teakettle, a pair of mittens, a red chair, a jumping jack, some candy, apples, oranges, lemons, nuts and chewing gum. I am 8 years old.

Fannie Hart.

Hart, Texas.

Dear Santa Claus: I will write you a letter to tell you what I want for Xmas. Please bring me a little stove, a doll bed, a lamp, a globe, a rocking chair, some candy, apples, oranges, a ring No. 5 in baby's size and chewing gum. I am five years old.

Ruth Hart.

Dimmitt, Texas.

Dear Santa Claus: Please send me a little train and a hatchet and some Roman candles. I think I have been a good boy and I need the hatchet very much; I need it to cut kindling with. I am 5 years old.

Your little friend,

Will S. Kerr.

Hereford, Texas.

Dear Santa Clause: Please bring me a bed for my doll to sleep in? Please bring me a big doll? and some candy too? I want a set of pretty dishes? and a little stove too? Please bring me a doll buggy? and a big Teddy bear? I want an orange? and some nuts? and would like a ring too? I will be a good little girl if you will bring me all of these things? Please bring my little brother and sister lots of pretty things too they are too little to write. Your little friend,

Doyle Womble.

Good Grass to Lease.

8,000 acre ranch in Castro county to lease for a number of years, grass fine.

T. F. NANNY,
43-44 Brownwood, Texas.

A Beet That Beets

W. H. Shivington, who lives near Dimmitt, brought into the Brand office this week one of the largest beets that has been exhibited in Hereford this season. The beet weighed 10 pounds and measured 29 inches in circumference and was of the turnip variety. This unusually large and well-developed vegetable was raised by Mrs. S. E. Ramey, whose home is also near Dimmitt. She was about to prepare it for cooking when her neighbor persuaded her to allow him to bring it up to Hereford. The beet is now on its way to Kansas, Nebraska, Iowa and other states where it will make a part of a big exhibit sent out by our friend, J. S. Warner, who

had secured a large assortment of fine products for that purpose.

Reductio Ad Absurdum.

Rev. Tractly: "Mr. Hardcase, don't you ever think of trying to get to heaven?"

Mr. Hardcase: "Not as long as I can say here. The United States is a better place than heaven."

"I am shocked to hear you use such language."

"Yes, but I can prove it."

"How can you prove it?"

"Well, we send missionaries to China and ask them to go to heaven and then pass laws to keep them out of the United States. Would'n't we naturally want the best place for ourselves?"

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

WARREN GRAIN COMPANY

Feed Stuff Fuel=Coal P O S T S Feed Stuffs

Corn
Chops
Shorts
Oats
Kaffir

Plenty of all Kinds
Rockville
Radiant
Hasting
Nut

Boisdarc
Cedar
Big, Little, Long,
Short, Crooked and
Straight

Cotton Seed
Meal and Cake
Sacks for all pur-
poses. Whole and
holy.

— When You Want Anything Telephone "Porter L." —

English in the Primary School.

(The following paper was read by Miss Perry before the teachers' institute now in session in the city and is published by request.—Editor.)

The language lesson has its place in every school programme of today. How to impart good English, how to correct home taught incorrect English, how to create a love for pure English are a few of the problems which the teacher must bear in mind when she first enters the school room with the child. His "Mother Tongue" is the only English the child knows and through these language lessons you give him power to use it. If the lesson is thoroughly prepared it seems like a game to the child and as he joyously plays his part and struggles to say it "a nicer way," he little knows that he is polishing, purifying and increasing his vocabulary with each trial.

The aim in language lessons should be simply the expression of thought, but the child must have the thought before he can express it. So he must be given lessons for thought getting, lessons for the development of new ideas, for no new idea can be given the child to express without increasing his language power. His form of expression is determined largely by habit and it in turn is determined by the ideal placed before him. The child is accustomed to saying, "Between you and I," "I ain't got no paper," "I told Mary and he," "I seen Roy this morning," "I done got my lesson wrote," "I'll go and git it" and the like because the pattern has been set for him at home and constant repetition has made it habitual. The correct form of expression is fixed by presenting the right ideal and then a frequent repetition of the form to be learned. These forms must be corrected in early years, if not, in later years the pupil who uses them will find it a source of embarrassment to himself and to his teachers.

But we must not stop with the correct forms of expression, for the child must have ease of expression as well and this can only be gained by practice and too, the language must be well chosen and best expressions of thought be given.

After the pupil has learned to express himself well in oral work let him begin his written exercises. The first thought that he writes is expressed in a sentence and the sentence to be correctly written should be closed with a period. From the day in which sentence writing begins the teacher should insist upon the use of the period at the close of every statement. It is not necessary to try to teach him the rule. "That every direct statement must be followed by a period," but call his attention to the period at the close of the sentence which you have written for him and tell him that his is incomplete without it. If this is done, the use of the mark will become habitual and the child will not need to be told in later years that it is a necessary part of the sentence.

Next in order of punctuation to be taught is the interrogation point, for as soon as a child is able to distinguish a question from a statement, he is able to place the interrogation point after his sentence.

The comma, apostrophe, exclamation point and quotation marks should also be taught in the primary grades. The use of the apostrophe in possessives and the uses of the quotation marks will be more difficult for the pupil, as they demand more thought and knowledge on his part. He should be led to discover the uses of these marks of punctuation in his reader and have frequent drill in their use when writing.

Just as the child has learned to use the period at the close of every statement so should he learn to use the capital letter at the beginning of every sentence. After he has learned it give practice in sentence making and see that they are written correctly before accepted. Select words from reading lesson or spelling and have the pupil make sentences using these words.

Next, teach the use of the capital

in proper names. Do not begin by telling him that a proper noun is the name of a person, place or thing. In the first sentence in which the noun is used have it written with a capital letter. Show him that his name must be written with a capital, that his mamma's name, his papa's name, the names of his brothers and sisters and those of his playmates must be written with capital and after repeated illustrations he readily derives the fact that all names of people are written with capitals. The use of the capital in names of places may be taught in the same way. Have short poems copied and gems written from memory thus showing him that every line of poetry is begun with a capital.

The next written form to be taught is that of the paragraph and this should begin with the first exercise in description and narration. In oral description he must be taught to separate what he says into its

natural parts and then it will not be hard in his written work to teach him to indent the beginning of each part. Suppose we give a language lesson from a picture. It should lead the child to observe, to think and to express his thoughts. At first he tends to see isolated objects and merely to state the fact that he sees these objects. But he has seen it as a collection of objects, not as one group which expresses a single thought. The teacher must lead him to see every object in the picture in its relation to a central figure. Through this exercise the child learns to see relations and express them in separate sentences. When it is decided what the central figure is, let him be questioned about it, then write or repeat the story, helping him at first by topics or leading questions which will assist him in grouping his thoughts. The whole work of paragraph making may be taught in this way.

The habits which are fixed with this written language are as important as the knowledge gained. Every habit is fixed by thoughtful repetition. The habits of neatness, order of arrangement and accuracy should become stronger every day. If the proper order of work is insisted upon day after day the correct habits of work will be fixed.

If we teach language let us teach it correctly; and if we teach it correctly in theory, we should not undo the work of our teaching by violating such teaching in our daily conversation.

Practice is the true test. Let the primary school prepare the pupils to speak, read and write correctly and do all these understandingly, naturally, freely, easily and quickly. Let us do thoroughly and well the work of the primary grades, so as to leave no part of it to be done over in the High School.

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