

The Hereford Brand

Vol. 7

HEREFORD, TEXAS, OCTOBER 25, 1907

No. 37

NAMES THAT STAND FOR QUALITY

We point with much pride to the many lines of high standard goods carried in our stock --lines of goods the makers name alone stands as a first class guarantee of every article.

We carry in stock and represent the S. Karpen & Bros. Leather Parlor Furniture.

Ostemoor and Sealey Mattress, the best on earth.

Leggett & Platt, a life time guaranteed Bed Spring.

White and New Home Sewing Machines, the easiest running and none better made.

The Baldwin Pianos, that stand at the top.

The Globe Wernick Elastic Book Cases.

The greatest line of Art Rugs made.

The Streit line of Morris Chairs.

The American Chair Company's line of Fine Rockers.

The Wisconsin Chair Company's line of Fine Rockers.

The Conrades Chair Company's line of Fine Rockers.

The United States Manufacturing Company's line of Folding Beds.

We show over 30 styles of Extension Tables.

We show over 40 styles of Nice Dressers.

Our lines are too varied and extensive to make mention of all. Come and see for yourself.

Yours for the Best at the Lowest Price

Furniture Dealer

E. B. BLACK

UNDERTAKER

DAKOTA WHEAT FARMER.

Opens a Four Section Farm in the Panhandle--Will Sow Wheat--Uses Steam-Plow.

Things are never done on a small scale in the Panhandle. A man who would dare own less than ten sections was once called a 'nester,' now four sections makes a big ranch. Mr. W. S. Rance, who moved into the Panhandle from Dakota about June 1st, has just such a four-section ranch 10 miles southwest from Hereford and is going to put most of it in for wheat.

On last Saturday in conversation with Mr. Rance, the BRAND reporter learned that his big drilling outfit would have in 500 acres of the virgin soil sown to wheat by the close of that day. He began plowing and harrowing, getting the ground in shape immediately on his arrival at

his ranch in June. He uses a big steam plow, which turns the sod, disks and harrows it all at the same time. This is followed by the wheat drills. Much of the wheat is up and the rains the first of this week has put the finishing touches on all that he has sown.

Mr. Rance is a practical wheat farmer, having been in the Dakotas where wheat is the main crop. He thinks that this country is the very best for wheat as evidenced by the large investments which he has made in his present ranch. He will succeed because he knows what he is doing and will harvest next summer the largest crop ever made in this part of the Panhandle.

Take Notice Agents.

I would kindly ask that no one else take any of my feed stuff for samples.

351f

JIM ROBINSON.

Hereford at the Fair.

J. M. Boone left last Friday with a big assortment of Panhandle products for the Texas State Fair. He had Indian corn, Mexican June corn, Mio maize, Kaffir corn, sorghum, millet, flax, Hungarian millet, sumac sorghum, kershaws, pumpkins, peanuts, tomatoes, pepper, wheat of several varieties, speltz, oats, millet seed, two kinds, cabbage, potatoes, celery, beets, cucumbers, radish, squash, and some other things that cannot be remembered. There might have been other things, but could not be secured. Geo. W. Irwin shipped a bale of alfalfa on Monday and will have a big placard placed on it when it reaches the Fair with this legend:

"King Alfalfa from Hereford, Texas. Seeded Sept. 14, 1906. Fourth cutting this season. Entire crop 3½ tons per acre. From the Sulphur Park and Alfalfa Farm,—Irwin, Gough & Collins."

Some 5000 advertising memorandums were also sent for free distribution. More advertising matter should have been gotten up, but it was not known in time to get out anything very elaborate. Any one having matter that will answer the purpose should feel free to send it to Mr. Boone in care of the Fair.

Panthers in the Panhandle.

This animal is not a native of the Panhandle, tho many have recently been seen on the Plains. They seem to have come in droves, something unusual. They were seen at Dalhart, Amarillo, Memphis, Canyon City, Plainview and other towns, but

none, so far, have been heard of around Hereford. The peculiar thing about this stripe of panther is that they walk on their hind legs. The Daily Panhandle called them a "Breezy Bunch of Boosters", and it is supposed that they belonged to that "business getting" crowd from Fort Worth. Just why the Panthers should omit Hereford from their itinerary cannot be imagined, but suppose they thought that there was no prey for them here.

We are giving free \$7.50 worth of ware at our store next week. See advertisement in this paper for particulars. Stroud Gary Hardware Co.

Plant Trees.

Some time ago the BRAND at the suggestion of others proposed that all property owners put out trees along the curb in front of the lots. It will soon be the time of year to do this and the BRAND will not down until the campaign is successful. Placed 15 feet apart it would require 11 trees to each 140-foot lot, beginning 10 feet from the corner. The trees across the front should be 16 feet apart, making 21 trees on the front of 6 lots. This would take 82 trees to extend around one block. The cost of this would be small to each one but the city would be so beautiful that our visitors would be favorably impressed.

Alfalfa Lumber Co.

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

Alfalfa Lumber Company
J. M. NICHOLS, Local Manager

IF

ELITE

IT'S BEST

Candies, Cigars, Fruits

The most up-to-date confectionery in Hereford. Our Motto: Quality and freshness.

Fresh Box Candies
Received Weekly

Come in and
see us

Free

ON OCTOBER 31, 1907

Free

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

Success Sulky and Gang Plows

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

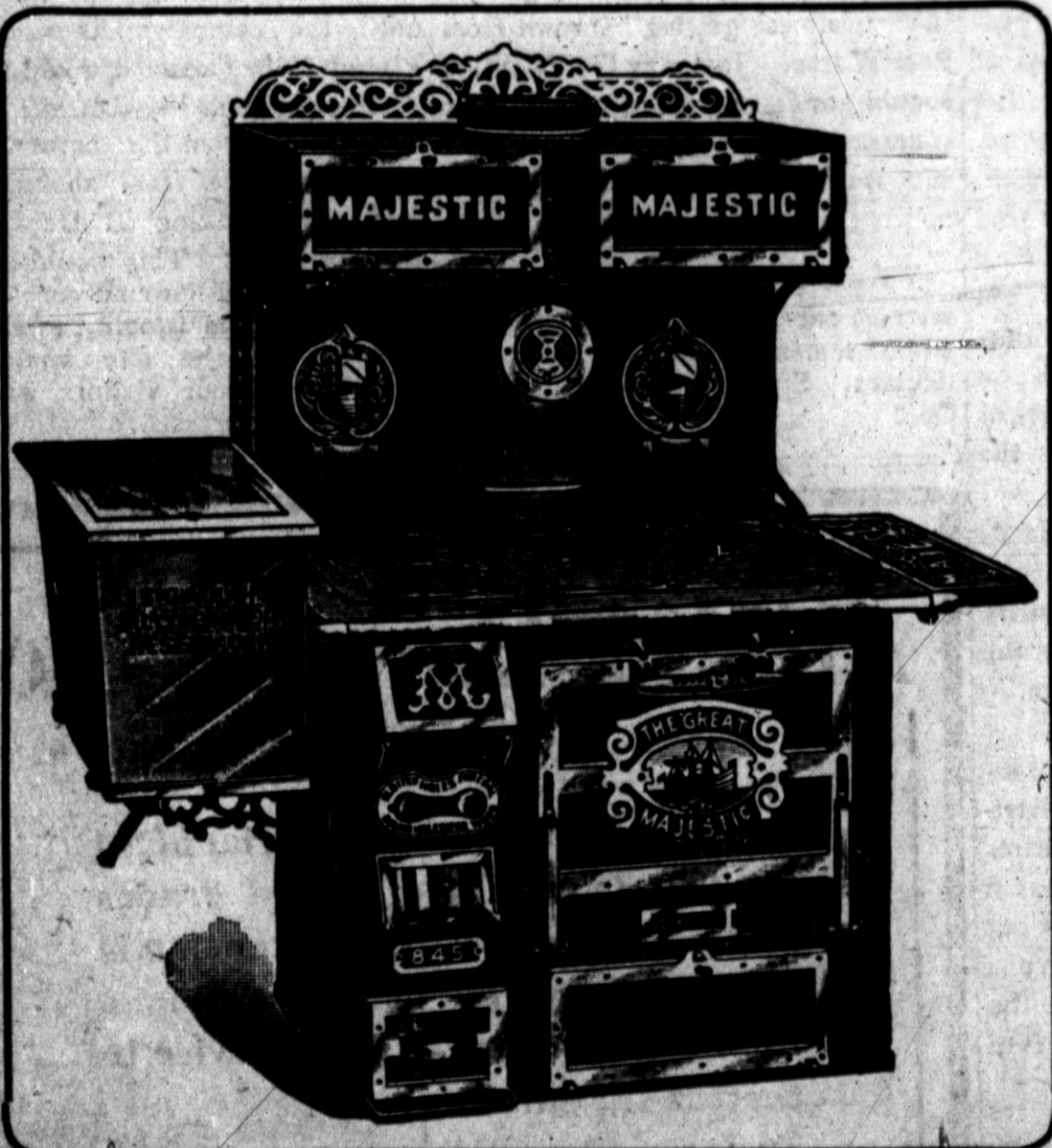
Our Car Superior Grain Drills

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

STRUD-GARY HARDWARE CO. FOR ANYTHING IN THE HARDWARE LINE

MAJESTIC BAKING DEMONSTRATION

One Week Commencing November 4



We heartily invite our friends to call any day during the above mentioned week and we will demonstrate the superior qualities of the

New Majestic Malleable and Charcoal Iron Ranges

The Majestic Malleable and steel range as formerly turned out by the Majestic people has been considered throughout the country as par excellence, and far ahead of any other range made. But with the new charcoal iron body in place of steel, making it double its value, and the fact that is the only range in existence made of Malleable and Charcoal Iron, you can readily see that if quality is considered, the Majestic leads by a big margin. We want you to call at our store during this week, and let us explain this new feature-Charcoal Iron Bodies; let us explain why it is the best material for range bodies, and incidentally why it is not used on other ranges. We want you to call if you intend to buy or not, as the information grined will serve you in the future.

Hot Coffee and Biscuits--FREE

Come any day during this week and have buttered hot biscuits and hot coffee. Biscuits baked on a Majestic in three minutes while you wait.

Handsome Set of Ware--Free

With every range sold during this demonstration we will give absolutely FREE one set of Majestic ware worth every cent of \$7.50. This ware will be on exhibition at our store. Everything useful, ornamental and durable. Come in and see it and you will agree with us that it cannot be bought for less than \$7.50 and it is cheap at that.

Come in any day. You are welcome whether you intend to buy or not.

Hardware

Stroud-Gary Hardware Co.

Implements

WE HAVE MOVED

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

CARDWELL BROTHERS

DR. P. M. RIGDON

of El Paso, Texas

The Celebrated Eye Specialist

Will come to our store on south bound train Thursday, November 7th, and leave on same train Friday, November 8th. If you need glasses don't fail to see him, as he is the best in the state. Examination and consultation free. We guarantee his work to be first class and give satisfaction.

T. M. Coulson, Druggist

DINNER!!

When you want things for dinner phone Argo & Jarrott. They sell groceries that are clean and fresh.

ARGO & JARROTT

Educational Column

"The books which help us most are those which make us think the most."

The pupils of the Public School were given a holiday on Thursday of last week because of the animal and circus show in Hereford.

Miss Rosa Taylor's mother is so much improved from her recent illness that Miss Taylor is back at her work again.

The Niagara Falls are now being lighted up by electricity. Searchlights play on the great cataract and the spectacle is said to be both brilliant and dignified.

"You say it's odd that Friday should be a part so noted play, Just ask a boy, he'll tell you why, The next is Saturday."

The pupils of the 6th grade are glad to see Ona Hammer back at her post of duty after an absence of several days on account of sickness.

Someone has written beautifully to the boys in the following manner: Of all the love affairs of the world, none can surpass the true love of the big boy for his mother. The writer further says, "I never yet knew a boy to 'turn out' badly who began by falling in love with his mother."

The teachers and pupils of the 7th grade regret very much to lose Lee Graves from their number. Lee, with his parents, will soon go to Corpus Christi to make his home at least for the present. Hereford has no more upright or manly boy than Lee.

Here are a few of the odd answers given in examination papers quoted by a popular magazine:

Question: What are the metamorphic rocks? Answer: Rocks that contain metaphors.

Q: What is a Republican? A: A Republican is a sinner mentioned in the Bible.

Watershed, a place in which boats are stored in winter.

Gender is the way whereby we tell what sex a man is.

Bernadine Price is absent from school on account of her eyes. She is now in Amarillo taking treatment.

"I forgot" is a twin sister to "I didn't want to."

"Some boys become men; others merely grow up."

"We are young as long as we grow."

Here is a problem for the pupils of the higher grades: Why will water boil in an old kettle much quicker than in a new one of the same material?

The city of London has passed the seven million mark. It still has quite a lead over New York, but New York is growing at the faster rate. And Chicago must be reckoned with having over two million people at present.

Parents, have you visited the schools yet this year? Come and get acquainted with your children's instructors.

Little Mary Parmer is now recovering from an attack of fever.

Very few people realize of what remarkable speed dogs are capable. Some remarkable statistics in regard to this have been gathered by the French Scientist M. Dusolier. Eskimo and Siberian dogs can travel forty-five miles on the ice in five hours, and there is one case on record in which a team of Eskimo dogs traveled six and a half miles in twenty-eight minutes. The speed of the shepherd dogs and those used in hunting ranges from ten to fifteen yards a second. Greyhounds are the swiftest of all four-footed creatures and their speed may be regarded as equal to that of carrier pigeons.

The King of England's famous surgeon, Sir Frederick Treves, has this to say to the rising generation: "Boys, don't bother about genius, and don't worry about being clever. Trust rather to hard work, perseverance and determination. You hold your future in your own hands. Never waver in this belief. Be honest, be loyal, be kind. Keep clean body and mind."

In last week's report, in mentioning new pupils from different states, Indiana and South Dakota were overlooked.

The teachers of Deaf Smith county will soon be called upon to meet in a County Institute of a weeks session.

Expanding

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

Hereford Lumber Co.

YOU CAN'T Afford to Miss

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



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

LEE & GOLLEHON

Dimmitt, - - - Texas

LLANO ESTACADO NURSERY

S. L. BOONE, PROPRIETOR

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

Nurseries at Hereford and Lockney

COME AND SEE ME

Nobody Can Serve You Better Everything You Want

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

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

J. A. CANTERBURY

Subscribe for The Hereford Brand

FARMS

BARGAINS IN PANHANDLE LANDS

RANCHES

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

City Property

PARK & BOURN

Hereford, Texas

TWO-DOLLAR DINNER.

The Governor and Senator Bailey Banqueted—Dallas Fair Opens—Fairbanks Remembered.

The Sunday's Dallas News gives an account of the opening feature of the Texas State Fair on last Sunday. The beginning sentence tells about the "Two-Dollar per Plate" dinner that was spread in honor of the Governor on Sunday night, which may be fully appreciated by giving the exact text. The News says:

With about 300 men, fifty of them from out of town, and 250 residents of Dallas, just a half a dozen speakers on the toast list and a menu done partly in English and French, the citizens of Dallas gave a banquet at the Oriental Hotel last night in honor of Hon. Thomas Mitchell Campbell, the Governor of Texas.

It was the inauguration of what probably will prove an annual feature hereafter to take place coincidentally with the opening of the State

Fair, displacing the legislative banquet which had come to be a regular feature, but which has passed away with the passing of railroad passes.

The banquet to the Governor was a \$2 per plate affair, which is just twice what the famous dinner given to Mr. Bryan at the Fair Grounds a decade ago cost. The increased price for the spread last night may have been due in part to the "increase prosperity of the country and the higher cost of living," but it evidently was due also to the elaboration of the viands and drinks. Whereas, at the "dollar dinner" in honor of Mr. Bryan and other illustrious Democrats, "water flowed like wine," last night the "wine flowed like water." To be exact, the very first thing on the menu card and the table as well, was a Manhattan cocktail, or, as some folks call it, "a Fairbanks cocktail," a cocktail with a red cherry in it.

Later on there was champagne (G. H. Mumm, extra dry), also all

through Appolinaris and at the wind up black coffee and cigars. The edibles included oyster gumbo, Southern style, olives, celery, filet of pompano a la point Shirley, pommes de terre Staratoga, spring chicken a la comtesse, candied sweet potatoes, asparagus vinaigretti, glace a la diplomate, wafers, fromage de Neufchatel, crackers and fruit.

The banquet started late. It was 9:50 o'clock before the doors of the hall opened and after 10 before the guests were seated. In the meantime the crowd milled around the lobby of the hotel shaking hands and gassing. Most everybody had read or heard of H. Clay Pierce's open letter to Gov. Campbell and this set the tongues wagging afresh in speculation as to whether or not the issue of "Baileyism" or "anti-Baileyism" would be injected into the proceedings.

Along about 9 o'clock the rumor strayed along that the word had been passed out for anti-Bailey men not attend, because it was said so the rumor had it that the banquet was to be a "Bailey affair in disguise." Seemingly however, there was little or no foundation for the rumor, for there were many anti-Bailey men on hand—pronounced ones like Cullen F. Thomas of Waco and "Farmer" Shaw, and when the party was seated at the banquet board there were no vacant chairs.

BURY POLITICAL ANIMOSITIES.

It was 11 o'clock when Toastmaster Beall rapped for order, announced that the exercises would close at 12 o'clock and declared that political animosities would be laid aside. This was after some people had just cheered for Bailey. Later in his speech, when Beall, in naming the Governors of Texas who had opened the State Fair at Dallas, there was great cheering when he mentioned the name of Culberson, and renewed great cheering when he presented Gov. Campbell to respond to the first toast, "The Democratic Platform and the Thirteenth Legislature."

The next speaker after the Governor was Senator Bailey. He was greeted with cheers and made a telling address, according to the News. The next toaster was to be Senator Culberson, but he declined to speak because it was on Sunday. The feast closed at 12 minutes past 12, after the clock had been turned back 40 minutes.

At the Methodist Church.

On next Sunday morning and evening there will be special services in the interest of the Woman's Home Missionary Society. They will have entire charge of the night service, which will be interspersed with special music.

Wanted to buy Land.

I want to buy one or two sections of land putting in some good city property as first payment. 36-4t JNO. YARBROUGH.

The Monday Afternoon Club.

The Monday Afternoon Club held its regular session with Mrs. J. P. Slaton as hostess.

After a very interesting session, the business of the club, being the election of officers for the ensuing year, was given attention. Officers elected were as follows:

President, Mrs. J. D. Jarrott; Vice-President, Mrs. Trieves; Cor. Secretary, Mrs. B. S. Arnold.

Committees appointed were as follows: Committee to draft constitution and by-laws, Mesdames P. W. Price, Geo. W. Irwin and A. C. Elliott. Committee for composition of year book, Mesdames J. Ray, G. A. F. Parker, J. P. Slaton, Trieves and Miss Griffith.

The club will hold its next session October 28th, 1907, with Mrs. Geo. W. Irwin as hostess, where the following program will be rendered.

Piano Solo—Mrs. Barker. Roll call with Shakespearean response.

Paper, Our Club's Aim,—Mrs. Irwin.

Paper, Club Prophecy,—Mrs. Slaton.

Piano Solo—Mrs. Parker.

Reading—Mrs. Jarrott.

Club motto, "United we stand, divided we fall."

Club Flower, Carnation. Club colors, Red and White. MRS. C. S. GARRISON, Sec'y Protom.

For Sale.

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

Leaves for Corpus.

Mr. T. J. Graves and family left Hereford Wednesday afternoon for Corpus Christi where they will spend the winter. This move was necessitated by the ill health of both himself and Ethel. We certainly hate to lose such an estimable family and one who has been such a help to our town, and especially as Mr. Graves and the rest like to live here so well. We hope that the Southern climate will prove such a help to them that they will come back with the spring and make their home with us again.

Notice to Tax Payers.

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

RESOLVED
THAT THE WELL DRESSED PERSON IS THE ONE WHO HAS APPROPRIATE ATTIRE FOR EVERY OCCASION. THE BEST STORE IS WHERE THEY SELL CLOTHES FOR EVERY OCCASION. A PERSON FEELS FOOLISH IN THE WRONG GARMENTS GO TO THE STORE YOU CAN TRUST. **BUSTER BROWN.**



DID YOU EVER GO TO A PARTY AND STAND IN THE CORNER, AND SPEND MOST OF THE TIME IN THE DRESSING ROOM OR STAND IN THE CORNER, BECAUSE YOU WERE NOT TOGGED RIGHT? IT WOULD HAVE BEEN LOTS BETTER IF YOU HAD STAYED AT HOME BECAUSE IF YOU GO TO A PARTY AND ARE NOT DRESSED RIGHT YOU WON'T HAVE A BIT OF FUN. PLEASURE IS WORTH LIVING FOR. TO GET PLEASURE DRESS UP. IT WILL COST YOU THIS MUCH TO DRESS UP:

FOR \$12.50, A GOOD SUIT.
" \$16.50, A BETTER SUIT.
" \$24.50, THE BEST POSSIBLE SUIT.

RESPECTFULLY,

H. C. MYRICK
HEREFORD, TEXAS

YOUR NEW FALL SUIT



No matter whether you want to pay \$10, \$15, \$20 or \$25,

should be a Schwab Suit. When you try on and carefully examine the variety of Schwab Styles we are displaying for Fall, you will agree with us that nowhere in all America can you obtain more desirable garments at the price named. Visit our stores and see them.

Geo. A. Stambaugh

Charter Oak Stoves

We Have Just Received

GARLAND STOVES

a car load of CHARTER OAK and GARLAND STOVES. Heating Stoves in styles and prices to suit everybody. Come and see them. We are still headquarters for HOOSIER GRAIN DRILLS, MOLINE WAGONS, JOHN DEERE PLOWS, COLORADO PERFECT BARBED WIRE, WOOD-STAR, LEADER and SAMPSON WINDMILLS, and everything you need in GENERAL HARDWARE.

YOURS TO PLEASE

GARRISON BROS

Make Our Store Headquarters

NEW COLLEGE.

Hereford Making Efforts to Secure Location for Another School—Committee at Work.

Pursuant to the call of the secretary of the Commercial Club, a citizens' meeting was held at the courthouse Tuesday night and the question of the Presbyterian College was discussed. In the absence of the regular chairman, J. P. Slaton, Mr. Jarrott was elected to serve. A general discussion of the College proposition followed after the object of the call was stated, talks being made by Mayor L. Gough, Rev. A. C. Smith, Geo. W. Irwin Jr., Rev. W. G. Keiry and et al. The tone of all their speeches was that Hereford needed the college and a strong effort should be made to secure the location. The moral and financial inducements that Hereford could offer were freely discussed; the educational and financial returns were mentioned.

A committee was appointed composed of C. G. Witherspoon, J. Ray, L. Gough and A. C. Elliott was appointed to canvas the citizens and

determine whether or not Hereford wants to make an effort to secure the new school. They will make a report of the findings at a meeting to be held tonight, at which everybody interested in the welfare of the town should be present. The meeting will be called at 7:30.

The proposition of the locating committee was not fully understood by those present and for the benefit of all who are interested, a copy of the proposition is herewith given:

Amarillo Presbytery belongs to the American Presbyterian church with which the Cumberland Presbyterian church has lately united. The united church has one and one half million members and ten thousand ministers. The Presbytery embraces the counties of Archer, Wichita, Baylor, Knox, King, Dickens, Crosby, Lubbock and Cochran, together with all that part of Texas which lies west and north of these; forty-five counties in all. This is an area greater than the state of Ohio. There is no Presbyterian school now in the Panhandle.

The board of trustees consists of the following persons. Rev. L. C.

Kirkes of Amarillo, moderator of the synod of Texas president; District Judge A. H. Carrigan of Wichita Falls, vice president; D. J. Young, cashier of the First National bank, Canadian, treasurer; Rev. M. H. Franks, Canadian, secretary; Dr. M. W. Cunningham, Amarillo; Rev. W. C. Baber, pastor at large, Cuanah; R. A. Morgan, banker, Chillicothe.

Since none of the towns which submitted propositions heretofore fulfilled all the board's requirements the time has been extended until Nov. 15, 1907. Up to this time the towns that have heretofore asked for the school will have an opportunity to amend their propositions so as to conform to the conditions named below. And other towns may submit new propositions if they see fit.

The board has decided to raise an endowment of at least \$25,000 before opening the school. (The money is in the bank with which to pay salary and expenses of a man to secure this endowment.)

The kind of a proposition we now desire is one in which the town will agree to donate a plot of ground for

a campus and give a cash bonus on condition that the board succeeds in raising the endowment. Other things being equal the town that makes the best proposition along this line will be chosen as the location of the school.

We believe that we are now working along lines that will appeal to the best business sense of the Panhandle people and of the friends of education everywhere. We ask you to put up a bonus on condition that we obtain sufficient endowment funds to enable the school to be a success from the start and to guarantee that it will be increasingly successful as the years come and go.

Any city in the Panhandle ought to be glad to give us a plot of ground for a campus and from \$50,000 or \$100,000 bonus in cash or other property in order to secure the location of our Presbyterian college, on condition of our placing as much as \$25,000 endowment upon it to start with, for every dollar of the money thus donate will be spent at once in buildings which will beautify and adorn the very city that furnishes the money. And the

greater the liberality of the citizens the more beautiful and substantial the buildings.

Given Away.

With every man's suit or overcoat we sell we will give a dollar suit case. 36-2t

G. A. STAMBAUGH.

After Twenty Seven Years.

Mr. and Mrs. C. M. Hunt had a very glad surprise last Thursday in the nature of a visit from Mrs. Hunt's sister, Miss Donie Padgett of Murray, Kentucky, whom she had not seen in nearly twenty seven years. Miss Padgett had come with W. G. Ross on his return from Kentucky and had not written announcing her intention of making a visit. They had no thought of seeing their sister and were greatly surprised when they walked into the parlor to find her there, whom they recognized after the long separation.

Boys clothing, worth the money, at Myrick's. 37-2t

HIGH ART FURNITURE

If you want something artistic in the Furniture Line, as well as something that will give you good service, come see our goods:

See our line of Wall Paper just arrived, new patterns and new styles. We can't help but please you in this line.

We have received from the largest China House 12 beautiful hand painted Japanese Vases.

We have also received a new shipment of very beautiful Chamber Sets.

The greatest of all ENTERTAINMENTS is the EDISON PHONOGRAPH which we have added to our stock. We will be pleased to show you and play for you.

Our Christmas line of picture moulding has arrived and we are better prepared to do your framing than ever before.

GILLILLAND FURNITURE CO.

The Brand

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

Address all communications to
THE HERFORD BRAND

Official Organ for Deaf Smith
and Castro Counties

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Act of Congress of March 3, 1879.

Subscription Price \$1.00 per Year
STRICTLY IN ADVANCE

FRIDAY, OCTOBER 25, 1907

DOES IT PAY?

There is a merchant in West, Texas, who has established the custom of giving away one day's sales of each month. Before the month, he selects a date, seals it in an envelope and deposits same in the bank. He goes right along advertising his goods just like all other successful merchants, but adds that he will refund in cash the amount of all cash purchases made on the day named in what he calls "The Lucky Day" envelope. No one except himself knows what day is named. At the end of the month, he appoints a committee who goes to the bank and opens the envelope in the presence of the cashier. They make a certificate announcing "The Lucky Day" and the merchant asks all who hold cash ticket duplicates to bring them in and he will refund every dollar spent with him on that day. Does it pay? Ask yourself the question, business man. Would you be willing to give away one day's cash sales each month for a year? Would it pay?

Every successful merchant figures on the expense of advertising just as he would clerk-hire, insurance, rent, etc., it is a legitimate expense and one item that should be well considered. Does it pay this West merchant to give away one day's cash receipts? Count it. Suppose he should sell in cash for the month \$2600. The average would be \$100 per day. Suppose "The Lucky Day" sales were \$91. To give this away would be 3 1/2 per cent of all your cash sales, besides paying for a big ad in the local paper each week?

It is not a question of how much a merchant spends for advertising but the amount returns in proportion to his expenditures that must be considered. If a merchant was selling \$1200 worth of goods per month with little or no publicity and could double his sales by judicious newspaper advertising, would it pay to give away 1-26th of his sales and also pay for the ad?

Newspaper Writers.

In writing for a publication, a daily paper says that few correspondents send in perfect copy. It then sets down a few rules to insure better "copy".

1. Write only on one side of the paper.
2. Use only every other line, thus leaving space for corrections.
3. Make each personal or local a separate paragraph.
4. Write names perfectly legible, if no machine is used.
5. Spell correctly, if you know how; if not, consult a dictionary.
6. Write nothing that would tend to discredit the reputation of a person or the community.
7. Always sign your own name. If you wish to use a non-de-plume, explain to the editor in a closing note.

Dental Office.

Dr. O. P. Sutherland is permanently located in the new opera house building and is prepared to do all kinds of dental work.

BIG SUIT FOR DAMAGES.

A. R. Letts of Clarendon Sues J. K. Zimmerman of Hall County for \$162,000.

The Letts-Zimmerman land matter has again presented itself in the Federal court at Fort Worth for \$162,000 damages against Mr. Zimmerman. The features of the case are somewhat familiar to local readers, Letts' claim being that he contracted to buy a large body of land from Zimmerman in Hall county, and afterwards the land was sold to other parties and his contract ignored. The Ft. Worth Record prints the following notice of the suit:

J. K. Zimmerman, a wealthy land owner and ranchman of the Panhandle section and a temporary resident of this county, is made the defendant in a damage suit for \$162,000 which was filed Thursday afternoon in the United States district court.

The plaintiff in the suit is Arthur R. Letts of Clarendon and the suit grows out of the alleged failure of Zimmerman to carry out a contract for the sale of certain ranch lands in the Panhandle section.

Zimmerman is one of the most prominent ranch and cattle owners of the Panhandle, his holdings being principally in the counties of Hall and Briscoe. Several years ago he sold one of his ranches in the Panhandle section to Swift & Co., the price being something like \$1,000,000.—Banner-Stockman.

Strayed.

Ten dollar reward for a gray mare, 3 years old, no brand or ear marks, heavy made, broad shoulders and neck. Strayed from L. R. Bradley's pasture in September with a roan colt 2 year old and a blue 2 year old stallion. Finder return to 35-3tp L. R. BRADLEY, Hereford, Texas.

Senator Bailey.

Attorney General Davidson addressed a letter to the Senator on the strength of his remarks about his being in possession of testimony against the Standard Oil Company asking him to submit his testimony in writing for the use of the State Department. The Senator was in Dallas at the Governor's banquet when he made the remarks. The Dallas News reporter sought an interview with Senator Bailey and, according to the News, this is what took place:

"Mr. Bailey, have you any statement or reply to make tonight with reference to the Attorney General's letter?"

"What paper are you with?"
"The News?"
"You say you are with the News?"
"Yes, Sir."

"I would not say anything for the News under any consideration," he replied.

"Perhaps your friends who are readers of the News would like to know ———." The conversation was here cut off by the Senator passing with the other guests.

From this it appears that the Senator does not like The News or he was not ready to give out a statement and did not want to be bothered with a newspaper reporter at that time of the evening. The Senator and The News have not always agreed and it may be that the best of feelings does not exist between them.

Wireless Phones.

The Navy Department has endorsed the use of the wireless phones on board ships and has ordered an equipment for the battleships, Virginia and Louisiana, at a cost of \$35,000.00. The reports show that all tests of the wireless phones have proved highly satisfactory and their adoption by the Navy is considered as a decided step in improved equipment. They do not carry as far as the wireless telegraph but are successful for short distances.

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

The place where \$1. goes furthest

Hubbard & Barnett

The place where most people trade

A Serious Problem Solved



A Perfect Fitting

Petticoat

The Elite is the kind that fits perfectly and gives satisfaction. A shipment just received in different materials and colors. Prices

\$1.00 to \$12.50



Some new arrivals in Ladies' Shirt Waists. New colors in Dress Goods. A Beautiful line of latest novelties in Belts, Neckwear, Umbrella Bags, Hand Bags, Etc.

PHONE YOUR WANTS

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

Hereford Steam
... Laundry ...

J. H. KING

Notary Public

LANDS,
LOANS and
INSURANCE
Abstracting land titles a
Specialty

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

Still Complete

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

The Hereford Nursery



Balancing Your Cash

is an easy matter if you have an account at

The Western National Bank.

The stub of your check book will show exactly how much you have on hand. You don't have to count and recount in order to be sure of the amount. And each paid check will be a receipt showing exactly where your money has gone and what for. Why not have such an account and all its advantages.

The Western National Bank of Hereford, Texas

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

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

Local

S. L. Adams went east on the Tuesday afternoon train.

See Baskin Land Co.'s list of bargains in this issue. 35tf

Shoes that look well and wear better at Myrick's. 36-2t

See those fine Indian blankets for \$22.00 at D. R. Gass & Son. 1t

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

Worth the money, boys clothing, at Myrick's. 36-2t

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

See our line of blankets before buying. D. R. Gass & Son. 1t

Mrs. J. W. Hough and Reese Hough are visiting relatives in Sattilio.

Mrs. Albert Mauk came in from Texico Tuesday to visit relatives in the city.

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

If you want a good suit for your boy, get a Schloss. D. R. Gass & Son. 1t

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

Biscuits baked right in three minutes every day next week at our store. Stroud, Gary Hardware Co.

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

J. M. Boone writes from the Dallas Fair that the big cabbage which he took down is the largest on exhibition.

H. H. Stanley was in town last Monday from his ranch and says that we have had all the rain we needed.

M. A. Lampkin and Jim Head were seen to board the afternoon east bound train Tuesday for points in the north and east.

Get full particulars regarding our Ten Reason Why contest before it is too late. Stroud, Gary Hardware Co. 35tf

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

Why buy a cat in a sack—at our exhibit next week we will show you a Majestic in actual operation. Stroud Gary Hardware Co. 1t

Mr. and Mrs. William Shonkwiler of Raub, Indiana, came in last Friday to visit their son, G. W. Shonkwiler. They are well pleased with this new country.

J. M. Branch and family of Whiteheath, Illinois, have moved to Hereford to make their home. These good people are welcome to the Panhandle. Let others come on. There is more room.

A real stove, just like the one mama uses, only smaller, which will bake cake, burn fuel and do all the other fine things, will be given to the little girl of fourteen years or under, who will give us in writing, the best ten reasons why her mama should use a Buck's range. See the stove and other rewards in our show window. Also, get full particulars and a number at our store. The contest closes November 1st at one o'clock. You surely don't want to miss this splendid chance. Stroud, Gary Hardware Co. 35tf

Smith for Insurance

He has all the leading companies; their combined assets exceed

\$150,000,000.00

Such strong companies as The Hartford, The Aetna, Liverpool, London and Globe, Springfield Fire and Marine, Continental, Scottish Union and National, and twenty others.

Six Reasons for Insuring With Smith

1. He has the strongest and best Companies.
2. He knows how to write a good policy.
3. The Companies always pay promptly.
4. The Companies bear the greater part of the burden.
5. He has the only exclusive agency in town.
6. He has no side lines or other business.

B. H. SMITH

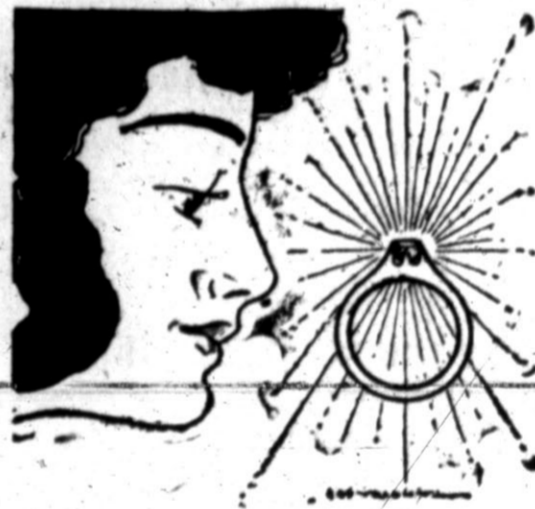
Over First National Bank

A CAR LOAD

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

BURNAM REAL ESTATE AND LIVE STOCK CO.
Dimmitt, - - - Texas

Panhandle Real Estate is the Best Investment



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

W. H. RAY

...Jeweler and Optician...



Lucky the Man Who has the 'Sand' To Put His Cash In Texas Land



Gaze on These Special Bargains

Beautiful smooth 160 acres two miles from Hereford at \$22.00 per acre. Well improved section 3 miles out for \$24.00 per acre. Two smooth sections 16 miles out at \$10.50 per acre. Smooth section 19 miles out, 2 miles of La Plate, at \$10.00 per acre. Smooth half section 5 1-2 miles out for \$16.00 per acre. Smooth 160, 10 miles out, all in crops, at \$20.00 per acre. If you want to buy or sell, write us at once.

THE BASKIN LAND COMPANY.

Agents Write Us Hereford, Texas

BOONE BARBER SHOP

E Z Shaves. Hot and Cold Baths on Short Notice

L. E. THOMPSON - - - Proprietor

Our New Fall Line of

Henderson Corsets



Are now in. The Styles are right. Price \$1.00 to \$1.50

Geo. A Stambaugh

Brand Want Ads Bring Results

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

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

Local

A number of Hereford people are at the Texas State Fair.

Plenty of sacks for Kaffir corn and maize. Warren Grain Co. 37tf

We guarantee and sell Fay stockings. D. R. Gass & Son. 1t

The place to buy your fall bill of underwear. H. C. Myrick. 36-2t

We guarantee and sell Fay stockings. D. R. Gass & Son. 1t

The best \$3.00 corduroy pant ever shown at Myrick's. 36-2t

Mrs. J. D. Thompson left Wednesday afternoon with the crowd for the Fair at Dallas.

I will buy a small rental residence property. Owners see me at once. B. M. Hester. 1t

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

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

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

I will buy a small rental residence property. Owners see me at once. B. M. Hester. 1t

B. H. Smith, Claude Witherspoon, Gus Woodburn and H. B. Hennon and wife left Wednesday afternoon for the Dallas Fair.

Come and see the great cooking wonder at our store all next week. See advertisement in this paper. Stroud, Gary Hardware Co. 1t

I will buy a small rental residence property. Owners see me at once. B. M. Hester. 1t

Underwear Fleece, Ribbed wool goods and all the desirable grades in winter weights at Myrick's.

I will buy a small rental residence property. Owners see me at once. B. M. Hester. 1t

The Civic League will have a special program next Tuesday night to which all friends of beautiful Hereford are invited.

The program which was published some two weeks ago for the W. H. M. S. will be carried out this week, Friday, Saturday and Sunday.

Carl L. Cox left Wednesday afternoon for Tullia, Plainview and Canyon City, where he will instruct the boys in the mysteries of Woodcraft.

Hon. C. D. Wright, county attorney of Briscoe county, was in the city this week on business. He is a popular officer and fearless in his duties.

Dr. Ratliff has returned from a visit to his brother, who is a practicing dentist at Quanah. He has no intention of leaving Hereford as he has a satisfactory patronage.

Drop in and have a cup of coffee and hot biscuits at our store any day next week; will be glad to see you if you intend to buy or not. Stroud Gary Hardware Co. 1t

Dr. D. D. Swearingen of Amarillo, Texas, will be in Dr. W. A. Price's office, Hereford, October 22, 30 and 31 to treat diseases of eye, ear, nose and throat. Glasses fitted.

Sam Worley wants to figure on that new home. He employs only first class carpenters and guarantees his work. Plans and designs submitted. 36-2t

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

A new firm to be known as The Hereford Trading Company has been formed by C. E. Edwards and C. S. Richards. This new enterprise will effect a deal in anything that can be sold, bought or traded.

D. W. Pinkston started somewhere Wednesday afternoon. As he boarded the train, he said that he would decide after he arrived at Amarillo whether he would go to California, Chicago, New York, Dallas or Tucumcari.

Dr. W. J. Rogers says that he is too busy to make out bills and go around to collect; so if you know yourself to be indebted to him for professional visits, he will appreciate a "call" from you at an early date. Call at his office and settle your account. 36-tf

W. H. Stewart of Fort Smith, Arkansas, surprised his nephews, the Drs. Taylors, this week, when he came to make them a visit. It had been some 26 years since they had seen each other which time would carry them back to child days.

The Majestic Manufacturing Co., of St. Louis, Mo., will have a man at Stroud Gary Hardware Co.'s store all next week who will show you how to bake biscuits, brown top and bottom, in three minutes. Don't miss this chance of seeing the great cooking wonder. Stroud Gary Hardware Co. 1t

All the drug stores are offering for sale a new "booster" button. It is in "red, white and blue" and contains this legend.

I
Am From
Hereford
Texas
Ask Me

A splendid Buck's junior range and other good things go to the little girls who give us the best ten reasons why Buck's Stoves are best. A pretty little booklet, which resembles a school slate—tells all about this contest. Get one of these booklets at our store and register your name—today, before it is too late. Stroud, Gary Hardware Co.

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

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

GOOD SADDLERS GENTLE DRIVERS

Special Conveniences for Drummers

HEREFORD TEXAS

The patronage of the general public is cordially solicited

LAND BARGAINS

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

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

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

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

Write for Information.

MURCHISON & JONES

REAL ESTATE AGENTS

Hereford, Texas

REGISTERED HERFORDS

All ages of Fine Bulls for sale at reasonable prices.

CATTLEMEN SHOULD SEE ME

J. D. BURKETT

building kinds of

Our Trip to the Panhandle.

The Editor and J. P. Bahlisen took a trip to the Panhandle of Texas and return. We left here October 1st by way of Mason City going from there to Kansas City over the Iowa Central and Wabash and then over the Santa Fe to Portales, New Mexico.

The trip to Kansas City was without any event worthy of notice, except that the train lost time all the way and arrived about three hours late. The rush of home and land-seekers to the southwest was so great on this occasion that all roads leading to that section had to run from four to six sections out of Kansas City to handle the crowds.

The balance of the trip, over the Santa Fe was rather wearisome as the company is rebuilding its tracks most of the way, taking out the kinks, reducing the grades and replacing old bridges with modern steel and cement structures. For a whole day we crawled over soft, uneven tracks at about 10 miles an hour, a heavy rain prevailing all over Kansas, Oklahoma and Texas, making the new track soft and treacherous. Enroute we became acquainted with Messrs. E. H. Fretz, of Philadelphia, Pa., and D. M. Denison of Washington, Iowa, who were on their way to Hereford, Texas, to visit the latter's brother, N. M. Denison who moved there about 18 months ago, and is now farming. They spoke so highly of the town and country we decided to stop off and see it and were much gratified to find Hereford a progressive town of about 4000. It is called the city of windmills, because nearly every residence has a windmill and tank, which supplies a complete water-works system for the residence and property. The way land values have jumped there the past two years is something immense, farms close to town selling for fully double what they did in 1905.

To one who has never seen the vast area known as the Panhandle, it is a sight that impresses one with profound wonder. Millions on millions of acres of gently undulating prairie land, whole townships without a rock, tree or break, waiting for the industrious farmer. Most of this is now owned by the large cattlemen in tracts of from 75,000 to 500,000 acres, who refuse to sell at any price. The land now on the market is state and ranch lands, which, through the expiration of leases made years ago, have reverted to the state which has placed it on the market forcing the ranchmen to either fence or put their land on the market also, resulting in much of the land near railroads being sold.

Crops look fine as a rule and consisted of Alfalfa, corn, Kaffir corn, milo maize, California wheat, oats, barley, wheat, sweet potatoes and sorghum. Fruit of all kinds does well, especially grapes, apples, small fruits and melons, the latter growing to enormous size, in some instances, as in a case which came under our observation, weighing 80 to 90 pounds. They are so plentiful that

they are prized by the grower about the same as pumpkins here in Iowa. We made it a point to interview farmers who had been in that country for a number of years and all were greatly pleased. They said they could raise stock almost 50 per cent cheaper there than in Iowa or Illinois, while they can plow any month in the year and it seldom froze so that land could not be worked.

After a day spent in looking over the country around Hereford, we went to Portales, New Mexico, and from there went out in the country about 25 miles. On this trip we had a little excitement in the way of an antelope race. This particular buck had become separated from the herd of about ten we could see at a distance and the auto glided between him and the herd before he knew what was up, then began a race that lasted for nearly two miles. The driver put on full speed and so did the buck. Talk about excitement! But victory was with the antelope and he crossed the road about two rods ahead and rejoined the herd. There is a fine of \$1000 for shooting one of these little animals at any time, there being no open season. They are about the size of a sheep and the natives usually refer to them as goats, they have a white stubby tail like a jack rabbit and are strictly in it for speed. Our driver said he had made many trips over the plains but this was the first time he had ever raced one of the animals. Our road lay for about ten miles, beside one of the old trails made in 1849 when the great gold rush to California was on. The old wagon trails were cut deep into the soil, bearing mute evidence of the countless thousands who had crossed these plains, enduring hardships which seem incredible in these days of railroads and automobiles. In our mind's eye we saw the long caravans of prairie schooners, white-topped and drawn by ox teams, wending their way slowly over this trackless prairie, inhabited only by the buffalo, red men and all manner of wild animals, for the golden west where gold, gold, gold, the magic metal which has lured thousands to forsake home, friends and loved ones, to follow the great mirage.

While our opinion of the Panhandle is based solely on observation of a very small part of it and only a few days stay, we believe there are vast possibilities in the future and it will, in a few years, become one of the greatest farming, as it has been in the past, one of the greatest grazing sections of the world. There is every inducement in the way of low priced land, fine climate, equitable laws and low taxes, to the man who wants to find a home or invest his surplus savings in real estate. The values have increased steadily since emigration has set in in that direction and will continue to do so until land reaches a normal value. The trip is certainly pleasant and simply irresistible, and one that everyone who can, should take. Besides the practical value of such a trip, the chances for profitable investment are ten to one compared with the older sections of the country.—Lawler (Iowa) Dispatch.

Please Notice.

I have the books and accounts of J. M. Garner and Dr. McFarling. Those knowing themselves indebted to the above will please call at my office and settle at once as these books must be closed. 36tf

C. S. RICHARDS.

Call and Settle.

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

THE TOWN OVER IS OUR TERRITORY

and there's no street we don't deliver goods on. You can buy hardware here and be assured of early and prompt delivery.



IT'S ABOUT

STOVE TIME

and a good place to select what you want is from that new stock of our. Stoves for parlors and all other parts of the house we have a good supply of. For hardware of all kinds, buy it here.

Yours truly

Hereford Hardware Co.

THE GRIST MILL

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

E. W. HARRISON

HEREFORD,

TEXAS



OVER THE TEA CUPS

you can spend many a pleasant hour if they contain good tea. Our business is built on the reputation of our

TEAS AND COFFEES

No other department requires or receives more attention. We go on the principal that if we can suit you in Tea and Coffee we can have all your grocery trade. We would like you to test us on the tea and coffee question.

Hubbard Grocery Company

INSTRUCTIVE INTERESTING
**"CORRECT ENGLISH—
HOW TO USE IT."**

A Monthly Magazine devoted to the use of English
JOSEPHINE TUSOCK BAKER, Editor

PARTIAL CONTENTS
How to Increase One's Vocabulary.
The Art of Conversation.
Shall and Will; Should and Would; How to Use them.
Correct English in School.
What to Say and What Not to Say.
Course in Letter Writing and Punctuation
Business English for the Business Man.
Compound Words, How to Write Them.

AGENTS WANTED
\$1.00 a year, Send 10c for Sample Copy
CORRECT ENGLISH, Evansston, Ill.

NOTICE

You had better let us put that old Flue in shape or make you a new for winter use.

Sewell & Brazil

Attracting Attention.

The Dallas News has mentioned Hereford once in an editorial way. Here it is:

"The fairs at Abilene and at Hereford are the best answers to interrogatories of the people who want to know if West Texas is thriving."

Abilene and Hereford are a long ways apart, but the BRAND is thankful for this mention. A bee would have to flow 550 miles to sip honey from the flowers at Hereford and deposit it in its hive at Abilene, but Hereford is getting some notice at the hands of the News and all are pleased.

An Ordinance.

Be it ordained by the City Council of the city of Hereford, Texas.

That Chapter 96, of the General Laws of the State of Texas, passed by the Thirtieth Legislature, entitled.

"An Act, to regulate the running of automobiles and motor vehicles, and to require the owners of such machines, to register his name and the number of his machine with the County Clerk, in the county in which he resides, for the violation of which a penalty is provided."

Sec. 1. Be, and the same is hereby, in so far as such Act applies, adopted as an ordinance of the city of Hereford. And that the built up portion of the city of Hereford, be, and is hereby declared to be co-extensive with the city limits, as follows, to wit:

Beginning where the Tierra Blanco Creek crosses the east line of section 61, thence north on east line of section 61 and 62 to a point in section 62 which is opposite the north line of the Panhandle Christian College property, which is 2177 feet from the southeast corner of said section 62, and which is the southeast corner of Block 22, Evans Addition to Hereford; thence west crossing the west line of section 62, to a point 1070 feet from the east line of section 79; thence south to the south line of an 80 acre tract owned by John W. DeAtley, in section 80, Block K-3, and commonly called Norton's Lane; thence east to the Tierra Blanco Creek; thence in an easterly direction with the meanderings of said creek to the place of beginning.

Sec. 2. All ordinances and parts of ordinances in conflict with this ordinance, be, and the same is hereby repealed.

L. GOUGH,
Mayor City of Hereford.

PANHANDLE FLOODED.

Big Rains Cover the Plains—Fine Season for Wheat—Farmers Wearing Panhandle Smile.

For several days last week, the sky was shadowed with ominous clouds and the weather prophets were predicting rain for the Panhandle. On Saturday night and Sunday, it would not have taken a prophet to tell that it was raining. The down-pour began in earnest sometime during the night and a steady, slow rain fell, lasting for nearly 24 hours. There was no accompanying wind nor the usual lightning and thunder. The rain gauge measured good 2½ inches. The streets and gutters were overflowing all day Sunday and Monday, the ground was water-soaked. The farmers from all sections of the Hereford country report a big rain; the reports from other Panhandle towns show that the rain has been general. The wheat farmers are all delighted.

Not satisfied with this, old Pluvius again visited the Plains, Wednesday night, and another soaker is recorded—this time 1-2 inch. The first thing you will hear will be that we are having too much rain. With these fine rains, the ground is put in good season and wheat sowing will progress rapidly from now on.

A Buck's junior range free to the little girl who will give the best ten reasons why Buck's stoves are best. Help the little ones to win this splendid gift which will bake and cook just like a big range. All papers must be in our hands before one o'clock on November the first 1907. Come to us for full particulars and a contest number. And you'll be glad to see the little range and other prizes which are now on exhibition in our window. Stroud, Gary Hardware Co. 35tf

Bran, shorts and cotton seed meal at E. W. Harrison's. 31tf.

Press Extracts

Wheeler county voted 236 to 133 in favor of building a bridge across the Northfork.

The Northwest Texas Methodist Conference will be entertained at Amarillo, beginning, November 6, 1907. A large delegation is expected.

Potter county is about to have a local option campaign. Petitions have been circulated and the commissioners will order the elections if sufficient names are secured.

The corner town of the Panhandle, Childress, is doing business. The council got tired waiting for local and foreign capital to put in a system of water-works, so the fathers have submitted a \$15,000.00 bond proposition to the people. It will carry in that progressive town.

Five hundred Americans have joined the army of Senor de Magali, an exiled coffee planter from Brazil, who will invade that country with the intention proclaiming himself president. He promises to reward his soldiers by fat places in the Brazilian army and a 1000 acres of rich land.

Gov. Bob Taylor came near getting left. He understood the north-bound train was forty minutes late and was sitting quietly conversing uptown when the train came in. The way he sprinted for the train would have done credit to a barefoot boy, although he is fifty-seven years old. —Panhandle News.

The Shafter Lake, a new city of the Plains, does not show on the map, it is the liveliest, youngest yet, if one is to judge from the Shafter Lake Herald, the paper published at the place. If the editor will tell us where Shafter Lake city is, we will have it appear on a Panhandle map we are having published.

Emma, Crosby Co., Tex., Oct. 18. —Judge Buie of Stamford and Anson, representing the Texas Central, has been here getting statistics of the county to present to the railroad. He says that the road will be extended to a point in the pasture of the Espuela Land and Cattle Company, owned by the Swenson Company, and that it is very probable it will be continued to the Plains and probably to Emma.

The ceremonies of laying the corner-stone of the Claude Independent School District building will occur on Saturday, October 26th, at 2 o'clock p. m., under the auspices of Claude Lodge No. 719, A. F. and A. F.

The work will be conducted by District Deputy Grand Master, A. B. Spencer.

It is hoped the citizens of Claude and vicinity will lend their presence on this occasion and make this a memorable event in the history of our town. —News.

Brands and Earmarks.

The grass in thy neighbor's field tastes sweeter.

One man can tear down as fast as seven can build up.

The calf with the loudest bellow does not always make the best beef.

Old steers will return to the lick-log.

Some calves would bring a better price, if their hides were tanned.

There is one lord of the herd that cares nothing for his off-spring.

The color of the hair of the cow does not indicate the color of the butter.

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

NEW

OPERA

ATTRACTION

MANAGER Elrod in investigating different Theatrical attractions with a view of having the New Opera House properly opened, has made arrangements with the Gertrude Ewing Co. as the first opera attraction, which comes highly recommended as the best that has ever visited Western Texas, though Miss Ewing has played Texas for a number of seasons. A list of excellent plays have been submitted for the three nights engagement here, November 4, 5 and 6, among them is "Camille," "Sapho," "The Smart Set," "The Slaves of the Orient," "Just Plain Folks," "The Mansion of Aching Hearts," the Clansman story "The Kluk Klan." An expression as to a selection from the patrons will enable Miss Ewing to give us plays to our liking. Let all who are interested choose from the list of subjects above, the three they would like to hear and fill in the blank below and hand to Manager Elrod.

1. _____
2. _____
3. _____
Signature _____

The Company carries a fine lot of special scenery and electrical effects, and a host of good specialties between the acts.

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

TO THE PUBLIC

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

Yours for Business

WARREN GRAIN CO.

Successors to J. F. Collup

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

Wants For Sale

MISCELLANEOUS WANTS

WANTED.—A lady to sew. Apply to Mrs. Storts, dressmaker. 1t

WANTED.—Several dozen hens. See J. B. Elliston. 36-tf

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

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

WANTED.—4 dozen hens and 4 roosters. Must be a good breed at 25 cents each, delivered in Hereford. Address G. F. Jones. 1t

LOAN WANTED.—I have a customer for a \$2000 loan for two years at 10 per cent interest. Ample security given. If interested see L. Gough. 35-3t

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

ROOMS FOR RENT

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

FOR RENT.—Two unfurnished rooms for light house keeping. Inquire of Mrs. Carrie Storts. Phone 2-212. 37-tf

LIVE STOCK FOR SALE

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.—Splendid young milch cow. Gentle, and has red heifer calf. R. E. Cook, at postoffice. tf

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

REAL ESTATE FOR SALE

FOR SALE.—My residence cheap for cash. Mrs. Delphia Cox. 35tf

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

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

FOR SALE.—One improved ten acre block in South Hereford. J. S. Shadrack. 35tf

FOR SALE.—My four room residence three blocks from business part of town. Two corner lots. W. B. Park. 362t

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

LOTS! LOTS! LOTS!—Several large residence lots near Geo. Irwin's fine residence, for sale on easy terms. SAM H. MORRIS. tf

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

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

LOST

LOST.—One bay horse 15½ hands high, branded T on left thigh. Will give liberal reward for his return. Warren Grain Co. 37-3t

LOST.—Thursday night a short handle stable fork. Finder will please leave at BRAND office. Sam Warden. 37tf

LOST.—Between the Richey Hotel and Bob Beard's ranch, a ladies' brown pocket book containing about \$12 in coin. Return to Russell Carroll and get a reasonable reward. 36-2tp

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

STOLEN OR BORROWED.—Some valuable belts from electric light plant. Any information leading to same will be well rewarded. Report to TUCKER & JACOBSEN. 36-2t

TO EXCHANGE

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

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

MISCELLANEOUS

SEE Baskin Land Co.'s list of bargains in this issue. 35tf

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

SURRY.—Will sell a surry good as new at a bargain for cash or trade. C. P. Arthur. 36-2tp

FOR SALE.—Twenty tons of bright sorghum hay in the bundle. L. Gough. 36tf

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

FOR SALE.—A 6½ foot McCormick binder very cheap. Turrentine Bros. 35-2tp

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

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

MILL REPAIR.—When your wind mill needs repairing call for W. C. GREGGS at Stroud-Gary Hardware Co. 362tp

NOTICE.—All of Carter & Houck's accounts will be in the hands of C. E. Richards. Call and settle. 37-2tp

FURNITURE.—Iron bed, mattress and springs complete and other furniture at a bargain. J. S. McClearey. 2tp

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

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

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

PASTURE.—As soon as the grounds is dry, we will take a few horses to run on alfalfa and wheat field. Running water and good care. At Sulphur Park and Alfalfa Farm. 374t

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

FOR SALE.—4 head horses, cow and 3 calves, 16 head hogs and 7 pigs, wagon, 3 sets harness, sulky plow, harrow, row binder, mower, hay rake, hay frame, household goods. Frank Bourell, 7 miles southeast of town. 37-4tp

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

Men's Special—A suit for \$10, worth more, at Myrick's. 37-2t

Bob Taylor's Lecture.

"I hold that he who can beguile Another's heart of care and pain And open laughter's gate awhile To flood that heart's long thirsty plain I hold that such an one as he Is blessing to humanity. I hold that he who can instill Another's heart with one brave thought, One thought that lingering with him will Uplift or purify him ought, I hold that such an one as he Is blessing to humanity."

All over the United States are those who will say of Bob Taylor, "Such an one is he."

When you sit under the magic spell of his eloquence, business cares, household cares, social cares are all forgotten, and regardless of years, all are young again.

With a vocabulary that never lacks for a fitting word he paints picture after picture, bright, cheerful pictures, tender, pathetic pictures, but never dark ones.

He refuses to look upon the dark side of life tho recognizes it's serious phases, and he teaches you the same healthful, happy philosophy.

Tho the humorous vein predominates always, there is an undercurrent of seriousness in every sentence and his lectures always leave you feeling that after all, "Life is very much worth while and not to be trifled away."

Mrs. Sallie Shurtliff and child came in last week from Holland, to make their future home with J. M. Sypert, who is now living on his ranch 13 miles from Hereford. Mr. Sypert says that he will start a town on his ranch, if he gets a few more families out there. There are now five families.—Carroll Smurall and wife, Hall Smurall, both from Holland, Texas; Don Blankenship and family of Rogers, Texas, make up the number.

To the little girl fourteen years of age or under who will give in her own handwriting, the best ten reasons why her mama should use a Buck's range or stove in her kitchen, we will give the beautiful Buck's junior range now on exhibition in our window. Come to our store today to register and get full particulars. There are other splendid prizes for the second and third best set of reasons. Don't miss this chance to get a perfect set of miniature—it will bake, boil, broil, just like the one mama has. Stroud, Gary Hardware & N. Co. 35tf

All who know themselves indebted to Carter & Houck please call at my office and settle they need their money. Respectfully C. RICHARDS. 37-tf

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Office at El Merito Pharmacy
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PHYSICIAN AND SURGEON
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Office at Coulson's Drug Store.
Hereford, Texas

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Hereford, Texas
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PLANS, SPECIFICATIONS, ETC.
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Panhandle Farms, Ranches and Hereford City Property of all kinds. Also some good bargains in Central Texas black land farms.

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

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

Registered Hereford Cattle
Head 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

Subscribe for the Brand --- \$1.00

THE NEW STORE

NEW SHOPPING CENTER

IS NOW OPEN
J. A. FOX & COMPANY

HEREFORD, TEXAS

OUR very extensive showing of new Fall Dress Goods, Autumn Silks, Dainty Novelties, in fact our whole line of Dry Goods, most tastily exhibited for your delight, warrants your making an extra effort to visit our store. Dry Goods, Boots, Shoes, Hats and Furnishing Goods. Our stock is all new and well selected, just out of the eastern markets, and we are ready to meet any competition in price and in quality. Owing to the fact that we were about 60 days late in getting our stock open for business, we will be compelled to make a sacrifice on some lines of goods in order to get them sold before the Spring Season, therefore we are going to put forth every effort to sell our Fall Goods at once.

10 Individual Dress Patterns, no two alike—contains 7 yards each, worth \$2.25 per yard Cut Price \$1.50	12 Individual Dress Patterns, no two alike—contains 7 yards each, worth \$1.75 and \$2.00 per yard Cut Price \$1.35	15 Individual Dress Patterns, no two alike—contains 7 yards each, worth \$1.50 per yard Cut Price \$1.20	12 Individual Dress Patterns, no two alike—contains 7 yards each, worth \$1.25 per yard Cut Price 98c	Broad Cloth, in Black, Blue, Tan, Brown and Grey, worth \$1.50 per yard Cut Price 98c
10 Individual Silk Waist Patterns, no two alike, worth \$1.79 per yard Cut Price \$1.00	12 Individual Waist Patterns, all wool, worth 85c Cut Price 48c	100, Ladies' New Collars, worth 35c and 50c Cut Price 23c	100 yards guaranteed Black Taffata Silk, 36 inches wide, worth \$1.50 per yard Cut Price 98c	100 yards Cream and White Wash Silk, 23 inches wide, worth 50c Cut Price 29c
75 yards Cream and White Wash Silk, 36 inches wide, worth 75c Cut Price 45c	25 bolts No. seven Ribbon, all silk, all colors, worth 10c Cut Price 6 1-2c	10 bolts No. nine Ribbon, all silk, all colors, worth 12c per yard, Cut Price 7 1-2c	20 bolts No. 40 Ribbon, all silk, all colors, worth 25c per yard, Cut Price 12c	Ladies Elbow Length Kid Gloves in Black, Grey, Tan and Brown, worth \$3.50, Cut Price \$3.00
One lot of Ladies' Long Kid Gloves, worth \$3.00, Cut Price \$2.25	100 Barber Towels, worth 10c, Cut Price 4c	200 large size Turkish Towels, worth 25c, Cut Price 12½c	250, Children's Union Suits, worth 35c, Cut Price 23c	200, Ladies' -Fleeced Lined Vest, worth 40c, Cut Price 27c
200, Ladies' Two-Piece Underwear, worth 50c, Cut Price 33c	200, Ladies' Vest and Pants, the very best cotton garment made, worth 75c, Cut Price 48c	2000 yards Apron Gingham, the kind you pay 10c for, Cut Price 5 1-2c	Ladies' 25c Hose, Cut Price 20c	Children's Hose the very best made, only 23c
Children's hose with double knee and toe. Sizes 5 to 8 worth 20c, cut price, 15c	One lot of men's Sample Dress Shirts worth up to \$2.25, CUT PRICE 98c	Men's Canvas Gloves 5c Pair	A Genuine Stetson Hat worth \$5.00, CUT PRICE \$2.95	Men's Suspender—35c Suspenders, CUT PRICE 23c
Men's 25c suspenders, CUT PRICE 16½c	Men's Heavy Fleeced Lined Under-shirt and Drawers worth 65c CUT PRICE 43c	Men's Extra Fine Ribbed Fleeced Lined Under Shirt and Drawers worth 75c, CUT PRICE 48c	Men's All Wool Under Shirt and Drawers worth \$1.50, CUT PRICE 98c	Boys Extra Heavy Fleeced Lined Under Shirt and Drawers worth 50c, CUT PRICE 29c

TABLE OIL CLOTH WORTH 25c PER YARD, CUT PRICE 12½c
 (Limit 2 1-2 yards to each customer)

One lot Men's Black Hats, worth \$2.25, Cut Price
\$1.35

One lot Men's and Boy's Sweaters, worth 75c, Cut Price
48c

\$5.00 John B. Stetson Hat, Cut Price
\$2.95

Shoes! Shoes!

THE tremendous progress in modern shoe making methods is most strikingly exemplified in this seasons H. C. Godman's Shoes. Every pair is made under the supervision of skilled workmen, made after our own ideas, from carefully selected stock, and we are showing all styles in all leathers. We will state in this connection that our line of Ladies' and Children's Shoes cannot be equalled in Hereford, and we positively guarantee each and every pair of shoes we sell you to contain solid inner and outer soles. Did you ever stop to think how much trouble you had with your boys' and children's shoes last winter? Did they give you entire satisfaction? No! We know you had trouble with them. Now bring your children to our store and let us fit them in shoes—where you get a guarantee from a house that has had twenty years experience in retail shoe business. We will guarantee to sell you only shoes that contain solid leather.

Any party doubting the above statement may select any shoe out of our stock and cut them to pieces.

25 Bolts of Cotton Suiting, Suitable for School Dresses, worth 10c per yard, Cut Price
7c yd.

Clark's O. N. T. Thread, per Spool
5c

5 Papers Pins
5c

SPECIAL!

On Tuesday and Thursday, Oct. 29 and from 1:30 to 5 p. m. of each afternoon, we will give to each baby under five months age, if presented at our store by its mother, one pair of soft sole shoes, worth 50c to 1.00. Don't Forget the date, Tuesday and Thursday, October 29 and 31. SEE OUR MILLINERY