

# The Hereford Brand

Vol. 9

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No. 41

## INTERESTING KOREAN LETTER

Miss Edwards Writes to Homefolks  
About Her Reception in the  
Far Off Country.

Wansan, Korea, Oct. 11, 1909.  
Dear Home Folks:  
This is now Monday night and I have been in our home since Friday morning but have been very busy getting things arranged and knowing that there would be no opportunity for mail to leave here until October 14. I think my letters and cards written before we landed have told everything of interest concerning my voyage, so I want to tell you first about our landing and reception.

We had a most delightful trip up from Fusan on the "Tatagami" vessel and dropped anchor Friday morning in the Wansan harbor at about 7 a. m. Immediately, four of our missionary friends of this station who had come out in small boats to meet us were on board our vessel to greet us and transfer us to the sand pans (small boats) and take us to shore.

On stepping ashore we met all the other missionaries of the station and quite a few of the native christians who had come to welcome us. After seeing our baggage landed and opened in the custom house for inspection, (this inspection in our case amounted to only a peep into our trunks and boxes), we were soon in our home back up against a beautiful mountain. The wide road leading up from the public way down in front of our home is hedged with pines, chestnuts and apples. We have a box for a wash stand and a larger one for a dressing table, but we have our room looking very pretty now. We have nice pleated curtains and draperies around our box furniture and then our scarfs on them. We have three large windows and have made our ruffled curtains for them. We have matting on our floor and our two pretty rugs down, our pictures are on the walls and we are fixed up real cozy. Our study rooms we have fixed up nicely also. Our home is on the same compound and adjoining the girls industrial school. This school dormitory is built and furnished in Korean style, no furniture and only thick mats for beds and the floor is heated from underneath. There are fifty-two Korean girls in this little home, it has five rooms in which they eat, sleep, study and recite. Koreans always sit on the floor. In the day time they fold up their mats and comforts and pile them up. They are a bright happy lot of girls and are so glad to be here in school.

I am sure you cannot imagine what Korean life means. I wish I could describe it to you.

The little black, dirty, straw-covered huts packed along the dirty narrow streets are just too awful to admit of description. It seems that three-fourths of the children are half and some entirely naked. My! the life is just awful, and when you speak to them, very few have ever heard of Jesus and have no hope of a better life here or hereafter. Oh! I can hardly wait until I can be able to talk to them. We went to church Sunday and, though Miss Buie and I could not understand a word that was said, it was a joy to see those

eager earnest christians worshipping our God.

Almost every woman wore a light blue or tan colored linen skirt and short white body or jacket, while the children nearly all wore very bright colors and many colors.

Miss Buie and I began our language study today. We each have a teacher engaged but one is sick so we studied together today. We will have to study with our teacher all the time. I am sure you would have laughed had you seen and heard us. It reminded me of a crow trying to learn her little ones to "coo." Our teacher would give the sounds of their letters and then we would say them. I am sure it will be hard but with God's help I mean to learn it.

I am so glad that I can be here. Workers are needed so much. Our little family of four is very happy. Misses Myers and Cooper have neglected nothing that would make us feel at home and welcome. We can soon take our week at housekeeping

heard from you. My Austin Ave. letters were so sweet each day while on ship board. There was such a sweet letter among them from Mrs. Bullock.

I mean to answer it at once but I fear it will not get off in this mail.

Please write often, the mail can come from you about every eight or ten days, sometimes more often.

I was about to forget to tell you everything came through all OK, not a thing was broken or injured. Mr. Sisk did a fine job in fixing my boxes and trunks, and they were so very well packed for which I am thankful to you, Lula.

Good night, or as the Koreans would say, "Sleep in peace."

LAURA.

## DELEGATES RETURN

Hereford Methodist at Stamford Report Splendid Session of Northwest Texas Conference.

G. A. F. Parker, D. W. Hawkins, Rev. J. W. Story and Geo. W. Barcus have all returned from the ses-

sion in the election of G. A. F. Parker, president of the Western National Bank, as a delegate from Texas to the National Conference to be held at Ashville, North Carolina, next April. Geo. W. Barcus was made alternate delegate. The delegates from this Conference are composed of nine preachers and nine laymen. Bro. G. S. Hardy well known to Hereford people is also a delegate.

One important change was made in the organization of the Northwest Texas Conference, in that the District has been divided, to be known as the Central Texas Conference and the Northwest Texas Conference. The Panhandle and all Northwest Texas proper being included in this district.

The next Conference will meet at Clarendon.

Foreign Missionary Society.

The Woman's Foreign Missionary Society held a business meeting in the Methodist church Wednesday

## WOMAN ASKS ABOUT DAIRY

Dairy Editor Gets Busy and Answers Some Important Questions About the Business

Mr. Editor:

"I see in The Brand of last week that you propose to give space to the farmer's to discuss the dairy topic, and furthermore that you propose to answer all sorts of questions concerning this industry.

"You will favor your scribe and if I am not mistaken many other of the readers of The Brand by answering the following questions:

1. How many cows should a farm start with at the beginning?
2. What breed of cows in your judgement would be the most profitable?
3. Is there sufficient demand for the dairy product to warrant the farmer engaging in the business?"

A WIDOW.

The above questions are timely and very suggestive, and the dairy editor takes pleasure in answering same as most all farmers and their wives have had more or less experience in handling cows, but we will not discuss this topic now.

Ten cows in my judgment would be a sufficient number to begin with, and even a less number in most cases would be better. The reason for this is based on the following facts:

First, buying the herd. The cows should be selected with these facts before us: Their ability to produce milk and butter. No cow should be allowed a place in a dairy that cannot produce two and one-half gallons of milk per day and one pound of butter. A cow of this class will pay the owner \$10.00 per month for butter alone, and if the milk is fed to pigs, poultry and calves it would yield a like amount, which would make 20 per month. Ten cows at these figures would yield \$200.00 per month, and we presume that the farmer would raise his feed, and that the cost of the feed bill will not exceed \$5.00 per month. Which would give the farmer \$150.00 per month for his trouble. But if the milk is sold the result would be quite different, in favor of the latter.

As to the herd, any of the dairy types would do, but in this country the Jersey would be preferable as there are more of them.

And as to the demand, it cannot begin to be supplied. The grocers will contract for all the butter that can be produced at good prices, 30c and more. And the people are never supplied with enough milk. Farmers living as far out as 15 miles should find a butter dairy profitable.

The dairy editor asks a close study of this topic.

Junior B. Y. P. U. Program.

Subject—Truth.  
Leader—Lota Fuqua.  
Song.  
Minutes and Roll Call.  
His truth should be thy shield,  
Psalms 91:4—Bessie Dean.  
Truth is fallen in the street, Isa. 59:14—Lillian Rogers  
Jerusalem be called a city of truth,  
Zech. 8:3 Neva Clements.  
I am way, truth and life, John, 14:6—Gladys Hicks.  
Pilate saith to him what is truth,  
John, 18:36—Susie Lackey.  
Paper on truth.—Cotta Sisk.  
Recitation.—Cassie Shredrick.  
Song.  
Collection.  
Prayer.



The Present and the Past.

and will do some English work in the school. We have splendid fare and it is so well cooked and served. I trust that Minnie is well by this time and that everything is all right at home.

I suppose you have noticed that I left all my song books at home. I need them very much and will be very glad if some of you will send them. I would like to have my Methodist Hymnal and Gipsy Smith books. If you send them be sure to mail them as books. I want them for my own pleasure at home. Of course we sing in Korean at church. I think I can soon read in the Korean song book. I have learned several words but it is difficult to say them as the Koreans do.

It is now very late and I must close this letter, and will start another in a few days. I hope there are several letters on their way to me. It has been so long since I

sions of the Methodist Northwest Texas Conference recently held at Stamford.

Rev. Story was returned to Hereford. The local Methodist as well as his other friends are glad, and of course pleased.

D. W. Hawkins former managing editor of The Brand along with a number of other young preachers were received into the Conference and given assignments, Mr. Hawkins being placed in charge of the Hereford Missions. Rev. Trammel who held this place was transferred to the Brownfield District.

Other assignments were: Rev. Bryant was returned to Dimmitt. Rev. C. N. N. Ferguson formerly pastor at Amarillo but last year financial agent for Clarendon College was sent to Plainview. Thos. S. Barcus goes to Anson, Jones county. Hereford was given recog-

November 10th at 4 p. m. with a good attendance. The lesson studied was "Early Heroes of Missions, Their Environment and Work." "Educational Missions," is the subject assigned for the meeting of November 24th. Our Societies are becoming reading clubs, and are consequently better fitted for service.

HEATHEN WOMEN ARE

Unwelcome at birth; Untaught in childhood; Unloved in wifehood; Uncherished in widowhood; Unprotected in old age; Unlamented when dead; Without hope of Heaven.

MRS. L. B. HARWELL, Reporter.

Local Weather.

Had all sorts for the first half of the month, sunshine, clouds, rains, fogs, frost and freeze. Rain on the 13th, two heavy fogs following, with the thermometer at 22 degrees on the nights of the 16th and 17th, with the big frost on the last day. With all this variety the salutations are, "Fine day, to-day, eh?"



## BUSINESS VS. BONUSES

Wherein the Extensive Land Owner Has a Proposition to Figure Out

By D. H. Biggers, Secretary Federation Commercial Clubs and Newspapers.

When Mr. Willard, Vice President of the Burlington System visited this country last spring in the course of a short conversation with the writer he remarked: "I am agreeably surprised. You have a country that is naturally much greater than I have expected to see. Naturally the Plains should soon be one of the greatest forming countries in the world. Only the short-sighted policy of the land owners and the indifference of the people can prevent or retard this. Railroads do not calculate so much on what they will haul into a country as they do on what they will be able to haul out of it. A community that only receives freight will soon exhaust its substance, but a country that ships out stuff will always have money with which to ship in more stuff. It is the country that produces more than it consumes that is always prosperous and gives railroads double tonnage."

W. B. Storey, Chief Engineer of the Santa Fe, recently made this emphatic, if somewhat rude remark to a committee that called upon him in regard to business matters:

"I don't give a d—n for the speculator. Maybe he is a good fellow and serves his purpose, but he don't serve mine. I want to see people come into this country that will put it in cultivation. We want to begin hauling trainloads of produce out, and we will never do that until the farmer gets absolute possession of the country."

E. P. Ripley, President of the Santa Fe, visited the Plains recently and he said:

"The great work before the Santa Fe now is to help you men to bring about the agricultural and industrial development of the country, and the great work before you people is to help the Santa Fe in this work."

Ben B. Cain, Vice President and General Manager of the Gulf, Texas & Western Railroad, in company with other high officials of that line recently visited the Plains country and made forcible, sensible talks to the citizens of several towns. He dwelt with especial force upon one important point and that was this:

"Bonuses do not appeal to us so much. It is business we are after. When will the land owners, particularly those below the caprock, be convinced or forced to put their lands into cultivation, either by doing this themselves or by disposing of their lands to those who will? There is not a more productive country than this, no country that will, if natural advantages be utilized, make a more prosperous people or give greater traffic to railroads."

I have presented these facts because they are significant. The tonnage from one year's good crops in a great country like the Plains means more to the railroads than several times the bonuses they receive for their construction. With a sufficient production there will be no more bonuses to pay. The roads will come for the tonnage. That is the best and only sensible way to give a bonus.

These gentlemen were not indulging in flattery or foolishness. They were seriously in earnest. Certainly there was self interest back of their earnestness, and that only

makes their expressions the more important.

I was recently talking with an extensive land owner along these lines, and urged upon him the common justice and self interest in the matter of putting his land in cultivation. Idle land is a dead weight, producing land a profit and benefit, and if the land isn't for sale it should be in use. The man said he had tried a renter, and the fellow had done no good. Wouldn't half work. On the same principal it is fair to suppose that if a business man hired a worthless fellow to clerk he would close his store. He certainly would if he tried to conduct his business with worthless help, but the sensible business man would very quickly fire the bunch and hire some more, and he would continue to fire and hire till he got the right people. Observation has convinced me that the trouble with the tenant proposition is more traceable to the owner than to the tenant. In the first place the principal is wrong, and in the second place the land owner will pick up any individual and expect great results. The right kind of tenant when treated right will produce the right kind of results.

I know one man that worked the proposition scientifically and practically. He had considerable land and it was idle. That didn't appeal to him. He went into Missouri and Illinois and would spend a week or two in each community where he stopped. He would get pretty well acquainted when he found a man that suited his purpose he would rent him the land with the option of buying at a specified time at a fixed price, or he would sell him the land outright if the purchaser would put up one thousand dollars worth of improvements to 160 acres. The purchaser paying one dollar per acre down, with good time at 8 per cent on the balance. The man got good prices for the land and the improvements made the paper negotiable. That was three years ago. Without exception the tenants have bought the land and those who purchased to begin with have paid for their land. The secret of this man's success was in the fact that he went right into the market and hunted the people he wanted to sell to, and he sold to no other kind. He gave worthy people the advantage of his offer and he profited by it. A chump or worthless fellow is a bad bargain no matter in what capacity, and the trouble with too many land owners is the fact that they merely want a tenant or a buyer and are not at all sensible or careful in their selection, if such slipshod business can be called a selection.

The writer has personally interested two extensive land owners to adopt this man's policy, and knows a third man who has voluntarily decided to do likewise. There is but one thing necessary to success with this plan and that is to pick out the right man.

The big land owner had better read the signs of the times. Society's economic necessities will not permit the land to lie idle, for idle land is a burden and a barrier to the progress of the community. If the land owner doesn't act wise and solve the problem himself and to his individual benefit he will have a solution forced on him, and it may be a bitter solution.

We hear a great deal of talk about the high price of land. That is foolishness. It is the large amount of idle land that is working the trouble. The high price of land is the only solution of the agricultural problem in this country as conditions exist. When land was a dollar per acre people didn't want it. When it got to four or five they bought great tracts of it for speculation.

As prices advanced the amount of land bought was less, and at present prices a man is not going to buy any more than he can profitably use. This land is still cheap, quality considered it is the cheapest land in the world. Is the policy some land owners are pursuing that is expensive to them and a draw back to the country. There is just two kinds of advertising we need now. First is scientific methods to show what can be done, and second is practical business management on the part of those who have lands for sale.

We are coming to this, as we absolutely must, but the quicker the better. We must develop the land to give it value. To make the country prosperous we must ship out train loads where we ship in carloads. Just now the proposition is just the reverse of this, and the country and the seasons are not to blame.

### Echoes from Dimmitt.

Dimmitt bows prettily this week and asks for a place in the Brand.

The health of the people of Dimmitt and community is good, and her people prosperous and happy.

Miss Maggie Turner is spending the fall and winter with her uncle, John Turner and family, and taking music of Mrs. B. D. Woodlee.

Mr. and Mrs. Percy Estes spent last week with Mr. Estes' parents at their ranch near Plainview, returning home Saturday evening.

Rev. Hawthorne of Canyon will fill his regular appointment at Dimmitt next Sunday morning and evening. Rev. Hawthorne is employed by the Presbyterian church at this place for one Sunday in each month.

Fred Mollenhour, the genial salesman in the Denison Hardware, spent a few days the first of the week with home folks in Hereford.

Mrs. Pres Burnam and daughter, came down from Hereford on Friday and spent several days visiting Mr. and Mrs. J. W. Carter, parents of Mrs. Burnam, returning home on Tuesday evening.

The people of Nazareth expect to hold a picnic on Thanksgiving Day, and the proceeds from the various entertainments that they are preparing will be used for the benefit of the Catholic church at that place.

Miss Louise Acker of the Nazareth neighborhood spent Wednesday in Dimmitt shopping and calling on her many friends.

Mr. and Mrs. Will Richardson left on Thursday morning for Burkburnett, Texas where they will reside in the future. These young people will be greatly missed by the people of Dimmitt, for Mr. Richardson has been actively engaged in business since he has lived here, while Mrs. Richardson, formerly Miss Ollie Beach, has spent most of her life here. May they find a pleasant home and congenial people where they have gone, is the wish of their many friends.

Dr. Marvin Landrum, is completing a beautiful little cottage in Northwest Dimmitt. The Doctor will soon be nicely domiciled in his "bachelor quarters," where, no doubt, he will be glad to meet his many friends.

### Just Received

A new shipment of neckwear, hair goods, belts, ornaments and notions of all kinds, of the latest and best styles. See them now at The Ladies' Furnishing Store. It

### Kindergarten Entertainment.

On Wednesday evening, November 24th, at the College chapel the Kindergarteners will give one of their pleasing little entertainments. There will be twenty little tots to take part. A feature of the evening will be the "Sand Table Scene" which will illustrate Thanksgiving at Grand Pa's House. A small admission fee of 15 and 25 cents will be charged for the benefit of the Kindergarten equipment.

### Christmas Bazaar.

An elegant line of Christmas goods will be on sale by the Ladies of the Christian Church at their Bazaar December 10-11. 41-4t



## Delft Enameled Ware

THE WARE THAT WEARS.  
Dark Blue and White on the outside. Pure white inside.  
EASY TO CLEAN.



**COLANDERS**  
at  
45c to 60c



**SAUCE PANS**  
4 Quart, 45c  
Other sizes at  
20c to 70c



**DISH PANS**  
17 Quart, \$1.25  
Other sizes at  
85c to \$2.00



**COFFEE POTS**  
2 Quart, 75c  
Other sizes at  
50c to \$1.00



**PRESERVING KETTLES**  
6 Quart, 65c  
Other sizes at  
35c to \$1.50

**ROASTERS**  
The Perfect Roaster  
Round, \$1.50  
Oval, small size, \$2.40  
Oval, large size, \$2.75

### BERLIN KETTLES

4 Quart, 65c  
Other sizes at  
40c to \$1.25

### TEA KETTLES

Flat Bottom  
No. 7 size, \$1.25  
Other sizes  
\$1.00 to \$1.65

### SEAMLESS BUCKETS

2 Quart, 50c  
4 Quart, 75c  
Other sizes at  
40c to \$1.00

### TEA POTS

1 Quart, 50c  
Other sizes at  
45c to \$1.00

## GARRISON BROS.

BY THE WAY DON'T FORGET

OUR LINE OF

GARLAND RANGES AND HEATERS

ROUND OAK RANGES AND HEATERS

WE HAVE A COMPLETE STOCK IN A WIDE

RANGE OF PRICES

MAKE OUR STORE YOUR HEADQUARTERS

## A Modern Residence

My modern residence corner 9th and Main Sts. 1/4 block, east front, for sale this week, for an investment for a home. All modern improvements, shade trees, Good stand of Blue Grass on front lawn. For Price Etc., see

R. H. BARNETT

### Will Organize County Association.

An effort is to be made at once to organize a Cemetery Association. The need of such a working order was brought forcibly to the attention of a few ladies this, when a good woman, a stranger in Hereford, with tears in her eyes, asked them if something could not be done for the better care of the graves of our loved ones. This woman is about

to move from Hereford and leave a loved one at rest in the city of the dead and she is anxious to know that the entire place shall be given the needed attention. What do the ladies of Hereford say about it?

### Hair Combing.

Ladies bring your hair combings or rats to Grandma Butt, in West Hereford and have you a nice switch made of your own hair. Price \$2.00.



# You May Have Heard This Statement Many Times "But" Did You Ever Analyze Its Meaning.

**MY** neighbor has a better furnished house than I have, he seems to have more of every-thing than I can possibly afford, yet my income is greater than his. **HOW IS THIS POSSIBLE? (HERE IS THE SECRET.)** He watches for bargains and makes one dollar go further than you can make two dollars go.

He goes to the Second Hand Store and buys an article for half price, that you can't tell from new. You go and buy the same article new and pay twice the price your neighbor paid, yet you can't tell them apart when compared. If you will look over the stock at the Second Hand Store (opposite the Hereford Hardware Co.) you will save more money than you expect to. You are always insured a square deal and courteous treatment

A Reasonable Profit  
A Regular Customer

## WALTER NELSON, PROP.

A Square Deal to  
Everyone Alike

### BUYING AND PLANTING TREES

Buying and Planting Trees Makes a Better Citizenship.

Tree planting time has set in again, and from now on until the sap rises it is to be hoped that Texas people will keep busy in that delightful and profitable occupation.

Someone has well said that every new tree adds \$5 to a place, and the estimate is low. There is no calculating the intrinsic worth of a fruit or shade tree. The fruit tree, of course, pays for itself and all the care it requires a hundred times over, and the shade tree is no less valuable, because eating is not all of life. Comfort and beauty make a home worth while, as any man may learn who undertakes to buy a place which has been set in attractive trees.

Trees are really the best investment the poor man can make. If he intends to abide where he plants them he will find them in a few years the most precious thing he owns; if he is improving property for sale he will presently discover that the trees are the best part of his improvement.

Planting trees makes better citizenship. The man who enhances the value and the beauty of his home in this manner possesses or develops a kindlier disposition; he becomes a home and country builder. The thing he has planted and tended grows into his affections like the children of his loins. Its fruit is sweeter than any he can buy, and its shade is softer than any that fall in the forest. A home without trees is a mere shelter for the night, a temporary abiding place in which there is no permanent interest, and no enduring sentiment that ties the dweller to the soil and makes him sacrifice to preserve it from disaster.

When it comes to buying trees, the wise man will patronize the reliable nursery closest to him, except for rare varieties with which he may wish to experiment, or perhaps for stock which he may prefer from some originator or specialist.

In the first place, the home nurseryman is easily accountable and responsible. He cannot afford to deceive, and he is at hand to make good his mistakes. There is such wide opportunity for fraud in trees that the most experienced man must beware lest he find a few years later that the tree he has grown is not the tree, it was represented to be.

In the next place, the local nurseryman knows from experience the best varieties for the soil and cli-

mate and his advice to the inexperienced is invaluable. A variety that prospered "in the old state" on in East Texas or South Texas may have proved unfit for North Texas or West Texas, and the nurseryman will know. Consult him and follow his advice.

Most important of all, there are many tree diseases, and it is fatal to success to get infected trees. The laws of Texas require inspection of all trees sold, and the buyer should beware of the itinerant and unknown tree peddler. It will be no consolation to have him prosecuted for failing to comply with the law.

Moreover, nursery trees are more dependable than forest trees. The culture they have received prepares them better for transplanting. Of course, there are varieties which the fancier may desire and which may be in such small demand as not to be carried in stock, but for the most

part any reliable Texas nurseryman will be able to furnish more dependable and adaptable trees than the tree planter can get for himself from the forest.

It seems a long time to wait for a tree to grow—when one looks forward; it seems a very short time when one looks backward. Reflect a moment upon what has happened, what has developed, what has transpired in the last five, ten or twenty years, or even in the last year, and get an idea of how quickly things come to pass and how easily they have been accomplished. Trees grow faster than children, and children get to be grown-ups before you know it.

Texas needs trees more than it needs anything else that can be acquired at such small cost in money and effort. It will need timber for building in another generation; it will need fence posts in five years;

it needs more fruit and shade now. And nothing that can be obtained so cheaply will be worth so much three years, five years, twenty years hence.

The wise tree planter will send for a goodly lot of catalogs and study them carefully as he plans his planting designs. He will buy something of particular interest from more than one nurseryman, perhaps something from nurserymen outside of Texas, but for his main stock he will patronize Texas nurserymen, who will tell him, if he will permit them, more about what to plant and how to plant than he can otherwise learn without expensive experience and a great sacrifice of time.—Fort Worth Record.

**Notice!**

Special Call Meeting of Rebecca Lodge Monday, 2:30 p. m. All members come.  
Mrs. A. H. Elliston, N. G.

**Notice Stockmen.**

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

10870

### A \$100 Typewriter for 17 Cents a Day!

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

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

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

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

Yours for 17 Cents a Day

We announced this new sales plan recently just to feel the pulse of the people. Simply a small cash payment then 17 cents a day. That is the plan in a nutshell. The result has been such a deluge of applications for machines that we are simply astounded.

The demand comes from people of all classes, all ages, all occupations. The majority of inquiries has come from people of known financial standing who were attracted by the novelty of the proposition. An impressive demonstration of the immense popularity of the Oliver Typewriter.

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

A Quarter of a Million People are Making Money With

The OLIVER Typewriter

The Standard Visible Writer

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

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

"An Oliver Typewriter in Every Home!"

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

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

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

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

If Its a Good Roast or Steak, Sausage or any kind of cured meats PHONE 357 and it will soon roll up at your door, in good shape and ready for use.  
We are in to stay and aim to merit a part of your trade.  
Yours for Business,  
**CITY MARKET**  
STANEK & ROOD, Proprietors  
Successors to Wilson & Cloyd.

## Coal Advances in Price!

On December 1st Coal advances 50c per ton. There is a car shortage on and we are not getting the coal we order. You may wake up some morning with no coal on hand only to learn that the coal dealers are out also. Don't run the risk. Coal will be no cheaper. Prepare for the winter. : :  
TELEPHONE 76  
**HICKS & HARRISON**



FLOUR

At the Elevator, for Cash

FLOUR

**\$1.45 PER FIFTY POUND SACK \$1.45**

Every sack guaranteed and your money refunded if you are not satisfied

**Star Mill & Elevator Co.,** O. FALLWELL, Mgr.

FLOUR

This Flour was made of wheat grown at Hereford

FLOUR

**RAIN OVER ALL THE PANHANDLE**

Entire Section Receives Ample Fall Snow in Some Counties.

Messages from nearly every county in the Panhandle tell the rain story—good rains and big rains.

Canyon City.—This section of the country received about one inch rainfall last Friday night and Saturday.

Dalhart.—Beginning at 10 o'clock Friday night, the Dalhart country has been soaked with an inch or more of water, followed by a two inch snow which soon melted.

Plainview.—A good rain fell here Friday night. It remained cloudy for two days with some precipitation.

Amarillo.—The government station reported 1.05 inches rainfall with light snow included.

At Hereford and surrounding country the fall was about one-half to one inch and more. In the Parrott neighborhood over an inch fell. To east of town as much or more was reported. In the western part of the county beginning about eight miles west a heavy rain fell which extended into New Mexico. Below Dim-

The Quality Store

PHONE 25

**HUBBARD GROCERY CO.**

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

**BEST FLOUR IN TOWN**

**TEXAS WOMAN MAY BUILD RAILROAD**

Miss Frances Storrs Confers With The President of the Santa Fe.

Chicago, Ill.,—Miss Frances Storrs of Dimmitt, Tex., is going to build a railroad, if she cannot find anyone else to do it. She called at President Ripley's office today to see if that road would operate a line sixty-five miles long and connect with the Santa Fe, provided she would build it. Eventually she means to have the road extended to the Gulf if the Santa Fe does not extend its lines from the Panhandle to the Gulf.

Some years ago Miss Storrs bought a dozen or two sections of Panhandle land at 50c an acre and now she wants to get her farm products to market. She has raised subsidies for the road amounting to \$100,000, Dimmitt alone giving \$35,000.00. Miss Storrs left for New York today to interest capital in her venture.

mitt and in all Castro county a heavy rain came, so much so that autoes could not pull through. The rain has been general over all

the Panhandle territory and this puts a smile on the wheat farmer's face and all others as well. The wheat in the Hereford Country was in fine shape before the rain, but this will insure an extra good season for winter.

Come! Come! Come to Thanksgiving dinner at the Walker Building, price 50 cents, children under twelve years 25 cents. 1t

**The Home Bakery**

For

Plain and Cream Bread, Buns, Rolls, Pies and all kinds of Cakes and Cookies

W. E. TOMPKINS - - - Proprietor

Reports from all over the state show ample rain. Good for Texas.

Blacksmith and Machine Works. Repair work done on Steam and Gas engines and on farm machinery. Automobile work a specialty.

A lathe large enough for any work and a shaper will be installed at once. Give us a trial. Old Christian church building. Phone 381. -33-tf PYLANT BROTHERS.



EXCURSIONS

**Winter Excursions**

Los Angeles or San Diego, Cal., and Return, \$75.40  
November 1st to December 31st, 1909. Limit, Six months from date of sale.  
San Francisco, Cal., and Return, \$84.90.  
November 1st to December 31st, 1909. Limit, Nine months from date of sale.

R. E. BRYANT, Agent

**BIG YEAR at HEREFORD**

**MORE LAND SOLD THAN EVER BEFORE**



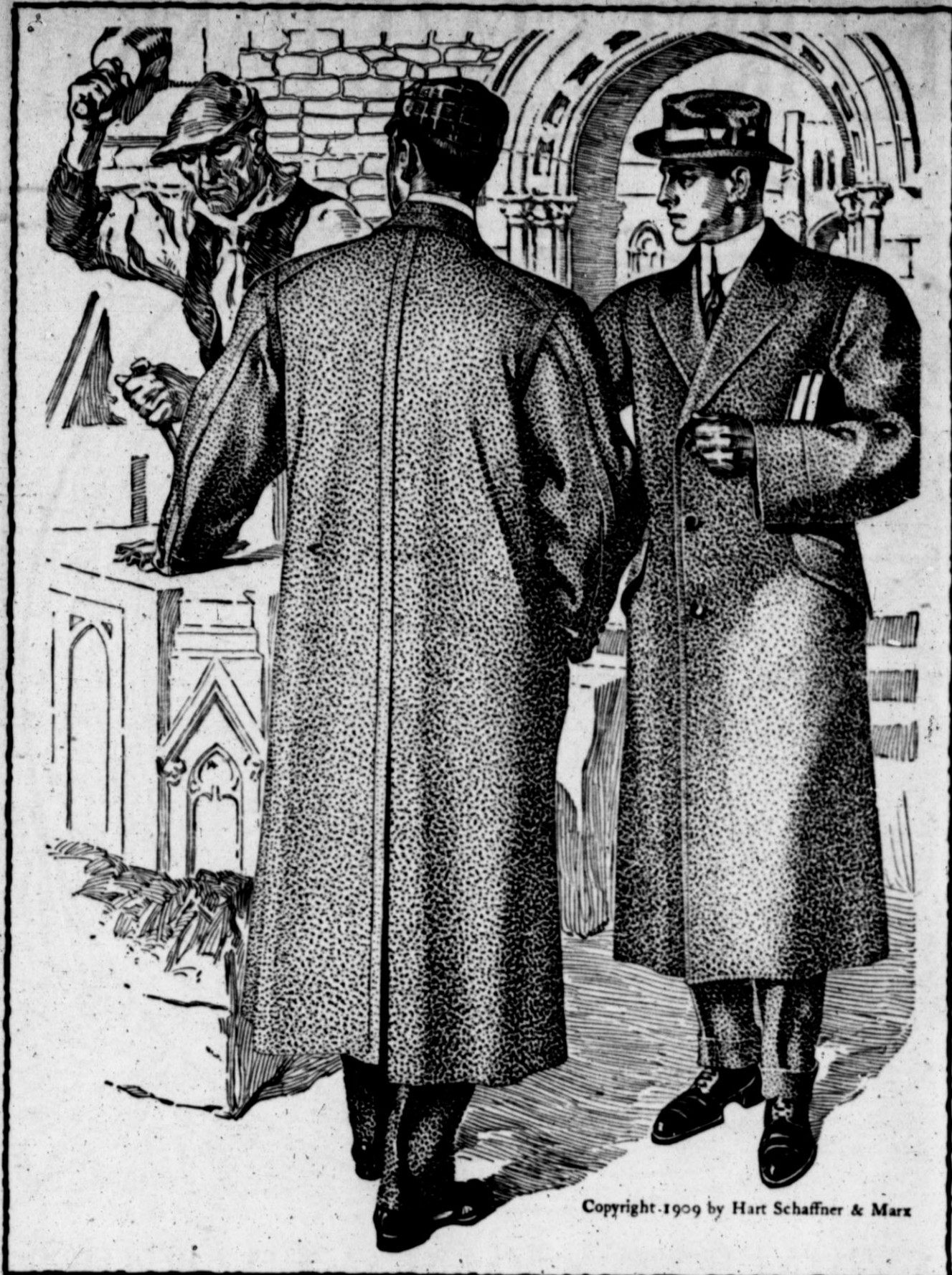
The Cheap Land is going fast, and everytime it changes hands it goes up. It has advanced from 25 to 50 per cent every year for the last five. Buy now and get the advantage of this continued advance. We handle land in any sized tracts. Make a specialty of large bodies. Write us at



HEREFORD, TEXAS, or KANSAS CITY, MO.

**Star Land Company**





Copyright 1909 by Hart Schaffner & Marx

**Y**OU can't be better dressed than we will dress you, no matter where you go, or in what company you appear. There are no clothes in the world so good in quality, tailoring, style as our special selections in *Hart, Schaffner & Marx Clothing*.

Hart, Schaffner & Marx Clothes are not the lowest priced clothes; these Suits and Overcoats of their make will cost you \$20, \$25, \$30, and up to \$40 or \$46, if you care to go that high. But they're all-wool which is really a great distinction in clothes these days. They're absolutely correct in style; and every dollar they cost, \$20 or \$45, is in the goods and you get it.

Call in and let us show you the clothes, and explain their good points right before your eyes and we believe we can make a customer of you.

# THE HUBBARD DRY GOODS CO.

HEREFORD, TEXAS, AND GRANFIELD, OKLAHOMA

## Local and Personal

Rev. O. W. Dean will fill his pulpit at the usual hour Sunday.

Gass & Son have what you want in holiday goods. 41-tf

Every Reader a Paid-Up Subscriber is a mighty good record.

We can save you money on your jewelry. Gass & Son. 41-tf

A certain statement has been made many times in this town, it is discussed on page 3. Look it up. 38-tf

"I take my pen in hand to drop you a few LINES" that's it—a few Lines in the Brand's classified department will bring you the results.

Did you make that statement? Look at the second hand store ad on page 3. It's interesting. 38-tf

**Satisfactory Tailoring, Cleaning and Pressing. The Sultorium. 36-tf**

Mrs. G. W. Dent and daughter are at Canyon City this week with friends.

Our guarantee speaks for itself, it is paramount. D. R. Gass & Son. 41-tf

Remember we carry as complete a line of jewelry as can be found in the city. Gass & Son. 41-tf

I will take orders for home made bread and cake. Phone 132, Mrs. Everett. 39-tf

B. D. Woodlee, of Dimmitt came up in his car Wednesday to meet the excursion trains.

Say did you know that Gass & Son have a complete line of jewelry and we can save you money on these goods. Call and see us before buying your holiday goods. 41-tf

A money saving proposition is advertised on page 3 which it is worth your time to look up. 38-tf

We can save you money on your jewelry and other Christmas goods. D. R. Gass & Son. 41-tf

Edgar S. Ireland, County Clerk of Castro county was in Hereford this week on business.

Another Big Reduction in Millinery at the Ladies' Furnishing Store. 1t

Sanitary plumbing, heating and ventilating. The real thing; Van Orsdal Plumbing Co. Residence phone 360. 25-tf

Five, ten, twenty and forty acre improved places edge of town for sale at reasonable prices. Address L. Baskin, Hereford, Tex. 31-tf

Next week I will be in my shop afternoons and after that I expect to be ready for business as usual. H. L. Rice. 1t

We have one of the most up-to-date lines of jewelry in the city and our guarantee is absolute. D. R. Gass & Son. 41-tf

R. E. Cook, Notary Public and Conveyancer, will go any place in town to take acknowledgements. 21-tf.

Now is the time to buy Hereford acreage property. C. O. Lee has some bargains in this line be sure to ask him about them. 36-tf

We have a car of loose shelled corn in transit to sell at lowest possible price. Let us sell you some. Hicks & Harrison. 40-tf

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

LOST—Black pocketbook, containing small amount of change, also receipts showing owner's name. Finder please return to this office. 1t

You can save money and trouble besides helping a good cause, by eating dinner with the Ladies at the Walker Building Thanksgiving Day.

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

There's an ad on page 3 which is not only interesting but profitable to read. The second hand man is the author and he makes good on what he says. 38-tf

Miss Blackburn and sister, Mrs. Dr. Lee Jones, left yesterday for a visit at Quanah and Fort Worth. After which they will visit their at Killeen.

Rev. O. W. Dean returned Thursday from Dallas where he had been attending the Baptist State Convention, which has been in session at that city. Rev. Dean will fill his pulpit as usual Sunday.

If you have a large family or a small family the Ladier of the Baptist church can give you dinner cheaper than you can prepare a turkey dinner at home, and as good, count it up, compare with their menu and see for yourself. 1t

We have a splendid farm of 220 acres in five miles of Milton, Iowa, to trade for farm land in Deaf Smith or Castro county. Ocheltree & Co. Room 5 Britain-Dunlap Bldg. 35-tf

Mesdames Briggs, Baker and Colup were among those who attended the Christian Science Lecture delivered by Mr. Bless Knapp at Amarillo last Tuesday night. The lecture as delivered by Mr. Knapp will appear in the Dallas News.

Real cheap lots in Hereford will soon be a thing of the past. L. Baskin, is the owner of some beautiful lots that can be had cheap on easy payments. See him before prices advance. 31-tf

You can have a good dinner, help a good cause, save good money and time, meet all your good friends and have a good time if you'll eat dinner with the good women of the Baptist church Thanksgiving Day. Can you think of a good reason for not doing all these good things? 1t

**My lots on College Ave., and G. St., East Front, 104x200, For Sale. Bearing-fruit trees. Concrete walk in front. See me at once. Ralph Barnett. 40**

Attorneys Gilliland, Barcus and Megert, are all at Canyon City at present attending district court. Two important cases are to be heard, —the State vs Williams Bros. for murder, and the State vs Charles Agnes for aggravated assault.

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

W. E. McCoy of Celina, who at one time was a part of The Brand force is here on a visit to his sister, Mrs. Carroll. Mr. McCoy is an expert, as well as an artist, when it comes to his chosen trade, and for the last few days, has been helping The Recorder get fully started on its career.

**Just Received**  
A new shipment of neckwear, hair goods, belts ornaments and notions of all kinds, of the latest and best styles. See them now at The Ladies' Furnishing Store. 1t

## MISS CARTER IN THE LEAD

**Young Lady in Castro County Stands Head This Week And Also Wins Second Consolation Prize**

A large number of Votes have been cast this week and the interest grows. Miss Carter of Dimmitt leads with Miss Jewell Buster a close second. Miss Susie Lackey follows with a close range third place.

The young ladies will hereafter turn in all votes at 5:30 each day so that a daily bulletin may be posted. Watch The Brand window.

Miss Jennie Carter, Dimmitt	14600
Miss Jewel Buster	14050
Miss Susie Lackey	11500
Miss Mary Williams	7050
Miss Jessie Sisk	6550
Miss Ida Beach	6300
Miss Dimple Gass	3450
Miss Una Norton	2500

### Married Near Summerfield.

On Wednesday, November 17th at the home of the bride's father, Mr. R. L. Goodloe and Miss Ira Clifton, daughter of Mr. and Mrs. Z. T. Clifton, were united in marriage, there being present a number of friends and relatives of the families of the contracting parties.

The ceremony took place at 7:30 o'clock and after happy congratulations, a splendid supper was served. What made this event doubly interesting and unusual was the month, day and hour was, the 40th wedding anniversary of the bride's parents and hence a double celebration.

Rev. W. M. Baker, pastor of the Hereford Presbyterian church said the ceremony.

Among the visitors other than local friends, there were present from Portales, Mr. H. H. Clifton and Mrs. Morgan, son and daughter of Mr. and Mrs. Clifton.



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

Address all communications to  
**THE HEREFORD BRAND**

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

Subscription Price \$1.00 Per Year,  
Strictly in Advance

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

**FARMER STATES HIS POSITION.**

Editor, Hereford Brand,  
Dear Sir:

In reply to an editorial in a recent issue of The Brand will say, with all due respect to the paper and the citizens of Hereford as far as boy-cotting the merchants on account of their favoring a new courthouse or concerned, I have never heard any one mention such a thing. But the mail order business IS going on and should continue. I think we owe it to ourselves and our families to do the best we can as long as we do the right thing.

Now as to the courthouse—I think every man should vote the way he thinks best, and no one should interfere. As to the merchants buying the farmer's produce. I have raised three crops and have tried time and again to sell to the merchants and failed to sell a single thing except one load of hay. It might be said that my farming don't amount to much but come out and see. I am farming between eight hundred and a thousand acres and have made as much as the average Plains farmer.

I think if the merchants and business men will get in line, the farmers will do their part. As far as I know all of our "neck of the woods" are readers of The Brand.

Respectfully yours,  
J. C. C. ROBINSON.

THE BRAND publishes this letter to show that the farmers within the trade territory of Hereford are not willing that a threat of boy-cott should be laid at their doors. In making the statement, The Brand had the word of a prominent merchant and the reporter who heard the remark as well as the merchant thought the farmer was in earnest about organizing a boy-cott. The Brand is pleased to learn that no such intention was ever held by any one.

A part of Mr. Robinson's communication, which was pure advertising matter, was omitted. The editor has talked with him and a number of other farmers and with one accord they are willing to meet the business interests of Hereford half way on any proposition. Mr. Robinson expresses himself as desirous of a good feeling and strong amicable relation between the merchants and business men. While he claims the inalienable right to make purchases where his money will buy the most, he thinks that often orders are sent out of town because the merchants do not handle the goods wanted.

It is evident from his argument that a farmer has as much right to send to Kansas City for a needed article as a business man has to order his printed stationery from the same place. It's all the same principle.

Now, in concluding this article, The Brand wants to lay down this principle—merchants, farmers, newspapers, traders, real estate men, stockmen, in fact every one, owes a duty to local interests: to help build up the town and country, to have better schools and churches both in

the town and country, to improve social conditions, to foster a good feeling between all persons, to keep down petty strife and local bickerings, to be a good neighbor. All this will improve conditions in any community and make a better place in which to live:

THE FIRST number of the Hereford Recorder was duly born as announced on Tuesday, November, 16, 1909. The Brand acting as accoucheur (the first number being printed on the Brand press), and the new baby is a husky young child, (sex unknown as yet), for in the editors' solatuary they say.

"The Recorder is here to stay and the height of its ambition will be. First—Give the public a medium through which will be gleaned the news of the community, and that part, which is the more important, of the foreign.

Second—Build up Hereford and Deaf Smith county, giving to it an air of dignity that will circulate through all the states of the union falling with a dull thud into the abandoned "chuck-box" of Dr. Cook at the North Pole.

Third—Always for the right as is consistent with all regular and well governed newspapers, and last but not least, religiously at work defending the rights of our government uplifting the moral and material wealth of our community."

The new paper is a 6-column 8-page paper and the first issue shows the skill of a high class print shop, and the advertising patronage is splendid.

The rates of advertising are 15 cents per inch, and the subscription is \$1.00 per year.

The Brand extends to Messrs. Vanderburg and Kelley a fraternal welcome and trusts that the relation between the two papers will always remain amicable and pleasant.

"There is always room for one more" it is said, and "competition is the life of trade."

UP AT Hereford they propose to get the Panhandle counties to go in together and erect a Panhandle building on the Dallas Fair Ground. We were under the impression that all that property belonged to Dallas city, and what's the matter with renting booths in the agricultural building, anyway.—Hall County Herald.

True the grounds belong to the city of Dallas but the building to be erected would belong to the counties contributing and it would remain for their exclusive use. Why not?

**Do You Owe?**

The accounts of Dobbins & Burnam Meat Market and also accounts of the Hereford Sheet Metal Works have been placed in my hands for collection. All who know themselves indebted to either firm please see me at once.

41-2t C. S. RICHARDS

**Citation By Publication.**

The State of Texas, to the Sheriff or any Constable of Deaf Smith County greeting: Oath having been made as required by law you are hereby commanded to summon Stonewall Brown by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, if there be a newspaper published therein, but if not, then in any newspaper published in the 69th Judicial District; but if there be no newspaper published in said Judicial District, then in a newspaper published in the nearest district to said 69th Judicial District, to appear at the next regular term of the Justice Court of Precinct No. 1, Deaf Smith County, to be holden at the Court House thereof, in Hereford, on the fourth Monday in November, A. D. 1909, the same being the 22nd day of November A. D. 1909, then and there to answer a petition filed in said court on the 14th day of July, A. D. 1909, in a suit, numbered on the docket of said court No. 301, wherein E. T. Woodburn & Son are plaintiffs, and Stonewall Brown is defendant, and said petition alleging that said Stonewall Brown is indebted to plaintiffs in the sum of Ten and Twenty One-hundredths dollars for merchandise furnished by plaintiffs to defendant.

Herein fail not, but have before said court, at its aforesaid next regular term, this writ, with your return thereon, showing how you have executed the same.

Witness, J. H. Turnbow, J. P., Precinct No. 1 of Deaf Smith County.

Given under my hand and the seal of said court, at office in Hereford this the 27th day of October A. D. 1909.

(seal) J. H. TURNBOW, J. P.  
Precinct No. 1, Deaf Smith County, Texas.

# THE FIRST STATE BANK

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

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

**STRONG AND RELIABLE**

## AND TRUST COMPANY      HEREFORD TEXAS

## ASK ME

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

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

Insurance placed in best companies and policies looked after.

Office in Dunlap and Britain Building, Rooms 2 and 4

# C. O. LEE

Hereford, Texas

CONDENSED STATEMENT OF THE CONDITION

OF

## The First National Bank

HEREFORD, TEXAS

At the close of business February 5th 1909.

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

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

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

SAFETY DEPOSIT BOXES FOR RENT.      This Bank is well equipped to handle all business entrusted to its care and respectfully solicits your account.

"I SAW IT IN THE BRAND"



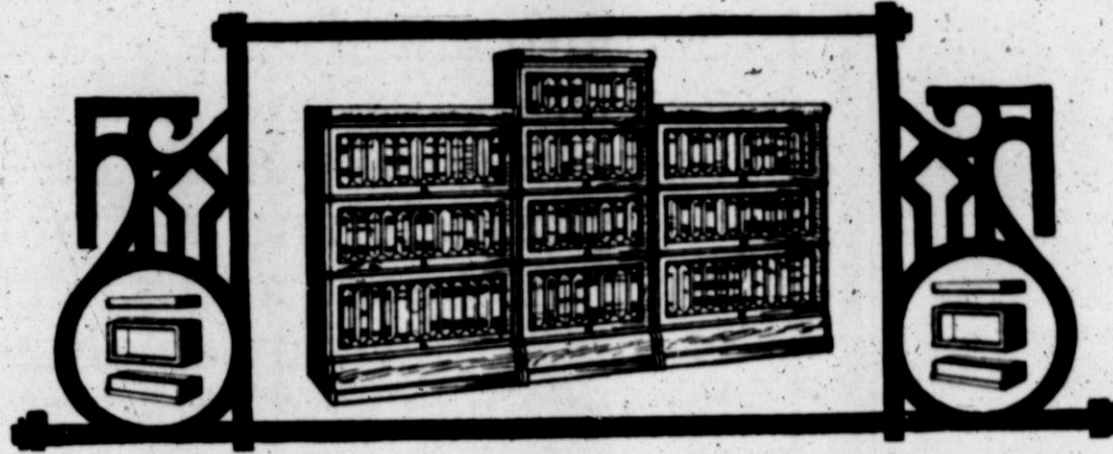
# GLOBE-WERNICKE ELASTIC BOOK CASES

## Build Up Your Home Library

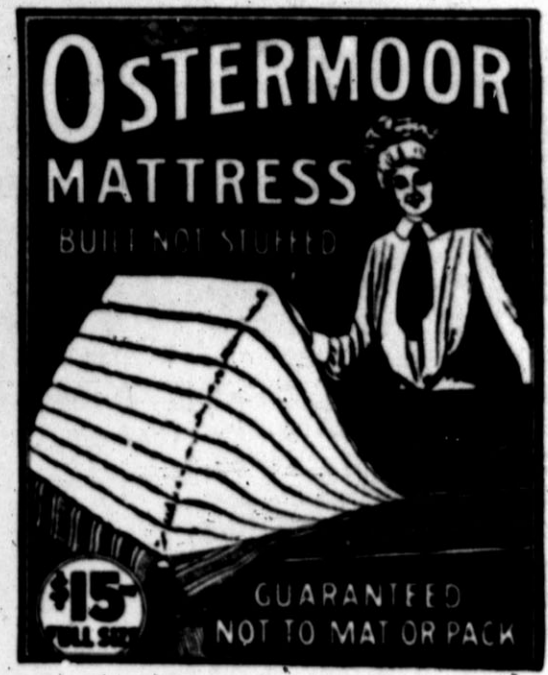
Plan your Library on the GLOBE-WERNICKE UNIT SYSTEM—to fit the books you now have—to accommodate those you will have. Start with one or more sections and add units as needed.

## Globe-Wernicke

This Trade Mark on the inside of each unit, is our pledge of quality, your protection against inferiority, your assurance of being able to obtain duplicates at any time. They differ from other sectional book cases in the superior quality of material, workmanship and finish used in their construction—in the lowness of the uniform prices at which they are sold—in the patent equalizer which prevents doors from binding and the interlocking which insures perfect alignment.

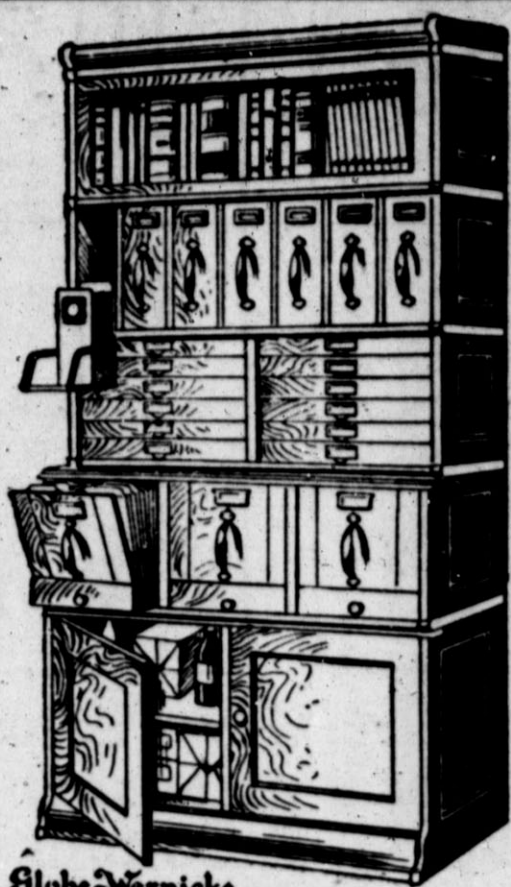


Now is the time to take advantage of the extremely low prices we are offering on all the above lines. Fit up your home with Quality Furniture.



## Furniture With a Name Identifies Its Quality

Besides the Globe-Wernicke, we carry in stock the following well known lines: Ostermoor and Sealey Mattresses, Leggett and Platt noiseless Cone Springs, Karpens line of Upholstered Parlor and Library Furniture, Streets Morris Chairs and Rockers, Bridwin Pianos, New Home and White Sewing Machines.



## Globe-Wernicke Filing Cabinets

This name means much to every business man. It means Filing Cabinets to meet every need—Uniform prices that are very reasonable—Good dependable quality that gives a lifetime of satisfaction—the knowledge that there is nothing better at any price.

The Filing Equipment consists of Filing Cabinets, Drawer Files, Index Cabinets, Card Files and supplies needed to conduct any detail of business.

# E. B. BLACK COMPANY

## Local and Personal

For bargains in Acreage property in Hereford, see C. O. Lee. 36-tf

A snap in some close in lots. 31-tf A. H. Elliston.

Keep your right eye on Baskin Heights. 1-tf

Stop worrying about your groceries being delivered too late for dinner. Phone 81, Jarrott & Wilkinson. 41-2

Old hats made to look new. The Suititorium. Phone 350. 39tf

We have shorts. Hicks & Harrison. 40tf

For bargains in Acreage property in Hereford, see C. O. Lee. 36-tf

If you want to buy nice lots at \$50.00 and up, see R. E. Cook. tf

Sell your turkeys to Walter Nelson at the second hand store. He wants them all. 39tf

Bill Argo of the Mounts Ranch was in town Tuesday visiting his many friends.

Mrs. Jennie Thompson left Sunday afternoon for Altus, Oklahoma, to visit her sister.

We screen coal in nice weather. Hicks and Harrison. 40tf

Eagle Henderson of the Brand force spent Sunday with homefolks at Portales, New Mexico.

Niggerhead Coal is best. Hicks & Harrison. 40tf

You'll like our work. There's a reason. The Suititorium. Phone 350. 39tf

Mr. and Mrs. B. H. Smith have gone to Quanah to spend a few weeks visiting with friends and relatives.

For bargains in Acreage property in Hereford see C. O. Lee. 26-tf

Mr. L. Johnson of Summerfield was in the city Tuesday, and by calling at the Brand office made the management smile.

Coal advances 50 cents per ton Dec. 1st. Hicks & Harrison. 40-tf

Do you want prompt attention given to your Grocery orders? "Well I guess yes." Phone 81, Jarrott & Wilkinson. 41-2t

Miss Grace Hopkins of Arkansas has come to Texas to make her home. She is at the home of Mr. and Mrs. C. B. Williams.

Willie Smith, son of Postmaster Smith is up after a serious illness of several weeks. His friends are glad to see him out.

A car shortage is on and coal will likely be scarce. Hicks and Harrison. 40tf

A little side walk talk for 60 days will give Hitching Post of a nice Pattern with each order for walk or curb. See Loughmiller. 37-tf

\$5.00 for \$4.75. Phone 246. 41-2t

We are the "Grocery Kids" give us your orders for high grade reception edibles. Jarrott & Wilkinson, phone 81. 41-2t

Mrs. Mary Lipscomb of Quitman, mother of A. J. Lipscomb is visiting in his home. She will remain several weeks.

I repair your flues cheaper than moving furniture in case of fire. See Loughmiller. 37-tf

W. B. Park and Guy Nesbitt left Monday for a trip to Amarillo, Dalhart and other cities in the interest of their life insurance business.

Reliable man and wife wanted at Lone Star Dairy. \$35.00 and board per month. Address L. Weaver, Box 546, Hereford, Tex. 41-tf

Photographer, Flanders (formerly of Iowa) has rented rooms in the new concrete block and is fitting up an up-to-date studio for all kinds of photograph work.

Mr. D. W. Hawkins returned Tuesday from Stamford where he had been attending the Conference. Mr. Hawkins reports a very enjoyable and profitable trip.

D. L. McDonald of Van Wert, Ohio, and C. C. Eastham were in Portales Saturday to Monday making an investigation of their irrigation project. They pronounce it OK.

D. A. Shirley of the College went to Amarillo Sunday evening where he will be joined by Miles Bevins on a short trip to central Texas. It is reported on the quiet that he will return with his bride next week.

## Ladies Skirts and Suits Cleaned and Pressed. The Suititorium. 36 tf

New 7-room house just completed strictly modern; good terms to purchaser. C. W. DODSON. 41-tf

Mr. Jesse Foose and family of Conway, Missouri, are late arrivals to Hereford the "Gem City of the Plains." The Brand welcomes these people to our city and the Panhandle.

Dr. L. L. Taylor of Brownwood, who has been sojourning in the Southwest is visiting his brothers and many friends in Hereford. The Dr. says if you want to discontent a man let him live in the Panhandle a while and then move to some other section. "There's no place like the Plains" he says.

# Park & Nesbitt

Make Loans on Ranches, Buy and Sell Vendor's Lien Notes, make Abstracts, write Deeds, Mortgages, Wills and do all kinds of conveyancing.

We write a liberal Life and Accident Insurance Policy.

WE ASK FOR A SHARE OF YOUR BUSINESS



—that is the hosiery with the guarantee about which you have read so much. EVERWEAR does away with darning for twenty-six whole weeks—if holes, rips or tears come in a pair of EVERWEAR HOSIERY within six months, all you have to do is to send them back and get a new pair absolutely free.

EVERWEAR HOSIERY has a rich, soft, silky finish and the colors are fast. Men's socks are made in light and medium weight in black, black with white feet, blue, steel gray, light and dark tan.

Women's hose are made in black, black with white feet, light tan.

Sold in boxes of six pair, one size to a box, at \$2.00.

For Sale by

H. C. MYRICK





**Society**

**MISSSES GREGG & ARTHUR ENTERTAIN**

Misses Ina Greg and Wenona Arthur entertained the N. H. B. D. girls and a few friends at the latter's home last Friday night. It was a very unique affair in the form of a "Crazy Party." Each guest was instructed to wear a "crazy" costume and bring a "crazy" hat and trimmings. After the entrance by the pantry window where each one was greeted by a dash of cold water all were seated in the parlor on the floor, all the chairs being gone. In a few minutes the room had the appearance of a milliner shop, the girls directed while the boys sewed. When the hats were finished no one could have doubted that they had been trimmed by a "crazy" boy. The styles ranged from 1909 back to 1900, nevertheless they were very becoming (?) to the wearers. Then came a search for hidden articles, which ended in each one finding directions for the cure of his insanity. At a late hour "crazy" refreshments consisting of corn bread and bacon sandwiches, buttermilk, pickles and small cakes in the shape of animals were served.

Several need special mention for their singular appearance, they were: the farmer, the young lady artist, the little boy in knickerbockers with his stick horse, and the "jew lry" girl. The club girls in their long aprons resembled the kitchen brigade.

Those present were: Misses Angel, Ricketts, Nanse, Elliot, Moyers, Coulson, Hunt, Potter, Woodburn, Wilson, Arthur and Gregg. Messrs. Long, Rickets, Doak, Harp, Nesbit, Frizzell, Thompson, Leftwich and Guinn.

**A SURPRISE PARTY.**

Last Saturday night Miss Ruth Ricketts was given a pleasant surprise party in honor of her birthday. The party was planned by Miss Vera Angel and was kept a secret so well that no hint of it had reached the young lady.

The crowd gathered at Miss Willia Elliott's home and proceeded to the Ricketts home, on a hay wagon. As they neared the house the jubilant voices were reduced to whispers. No noise was made until the door was opened, in answer to the knock and then seventeen people with masked faces rushed in. Soon the masks were removed and the jolly crowd proceeded to keep up its reputation for having a good time. Miss Ricketts was given a hand-painted chocolate set as a token of remembrance. Delightful refreshments were served by Miss Angel and Inez Ricketts.

Those present were Misses Nance, Elliott, Moyers, Coulson, Hunt, Potter, Arthur, Gregg, Angel and Ricketts. Messrs. Doak, Harp, Leftwich, Guinn, Parks, Frizzell and Ricketts.

**AN ANNIVERSARY.**

Mr. and Mrs. Geo. W. Barcus entertained a number of their friends Wednesday evening, November, 17. The invitations were given for an evening of music, "42", conversation

etc., and it was not until the score cards were passed that the guests knew there was another reason for their having been bidden to the Barcus home. On one corner was the date 1902, and on the opposite corner 1909. Mr. and Mrs. Barcus were the recipients of sincere congratulations and many wishes that that the next seven years be also "years of plenty." "42" was the game of the evening. Mrs. Bullock gave several piano selections, and Mrs. Whitaker a vocal number, all of which were greatly enjoyed. Daily refreshments of salad, sandwiches and coffee were served.

The seasons flower, the chrysanthemum, both yellow and white, furnished the decorations.

**A PRE-THANKSGIVING DINNER**

Mrs. H. H. Hawkins entertained several of her friends with a pre-Thanksgiving dinner Sunday. The turkey had reached an alarming degree of "largness and fatness" and there was no excuse for his lingering longer in the poultry yard when he could be a source of so much pleasure on the dining table, and then besides "one never knows how many invitations they will receive to be out Thanksgiving day," as says Mrs. Hawkins. But the dinner was past the "grand success" stage if the judgment of the guests can be risked. Those present were: Mr. and Mrs. Chas. Sullivan, Mrs. D. W. Hawkins; Misses Moore and Ratten, and Messrs. Cooper, Joss and Stanberry.

**MONDAY AFTERNOON CLUB.**

The next meeting of the Monday Afternoon Club promises to be of unusual interest. The program is as follows:

- Household Economics.
- Roll Call: Food Adulterations.
- Music.
- Comment: Home Decoration, Setting the Table.
- Reading: Etiquette of the Table.
- Sketch: The Fireless Cooker.
- Table Talk: Sanitation in Hereford.
- Song: Home Sweet Home.
- Mrs. J. P. Snyder will be hostess.

**BRIDGE CLUB**

The Bridge Club met on Tuesday November, 16, with Mrs. P. W. Price. No games were played as it was the regular business meeting. Several new members were added to the list.

Engraved calling cards are in perfect taste. See the elegant samples at the Brand tFB

Mrs. Walters of Post, Texas, is visiting her parents Mr. and Mrs. Hammock.

The dance given in town on last Tuesday evening was the most pleasant of the season.

Mrs. G. A. F. Parker was hostess to the Fancy Work Club on Thursday November 18th.

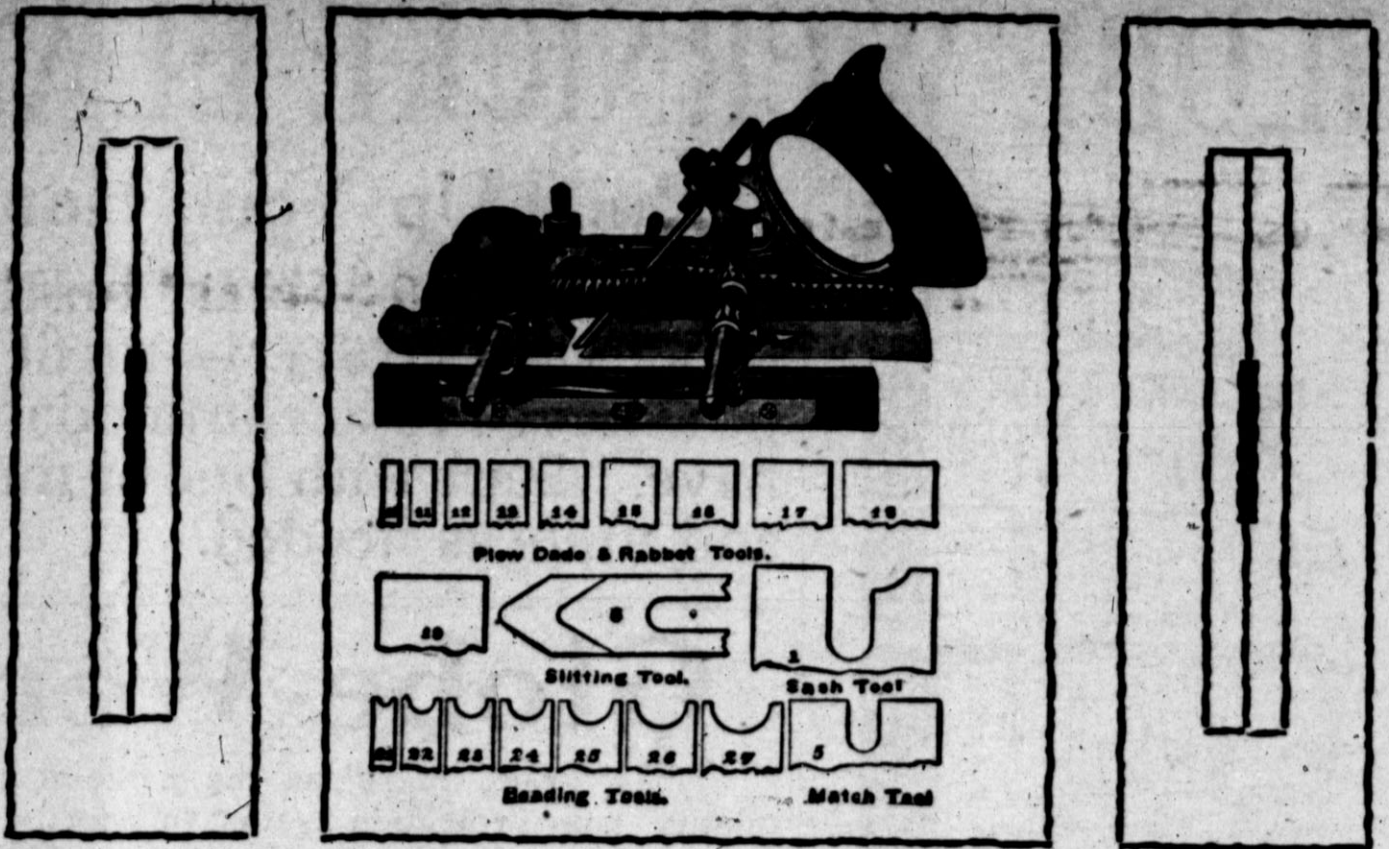
Messrs. Price and Price are enjoying a hunt in the WILDS west of Texico.

Mr. John Hughes of Marietta, Okla. has returned home after a very pleasant visit with Mr. and Mrs. S. S. Evants.

Mrs. Anna Graves of Malissa, Texas, left for on Tuesday for her home after a very pleasant visit with her brother Mr. T. E. Shirley.

Mrs. Frank Gambel and Miss Gambel left for Clovis, New Mexico, yesterday after a ten days visit with their sisrer Mrs. J. H. Cardwell.

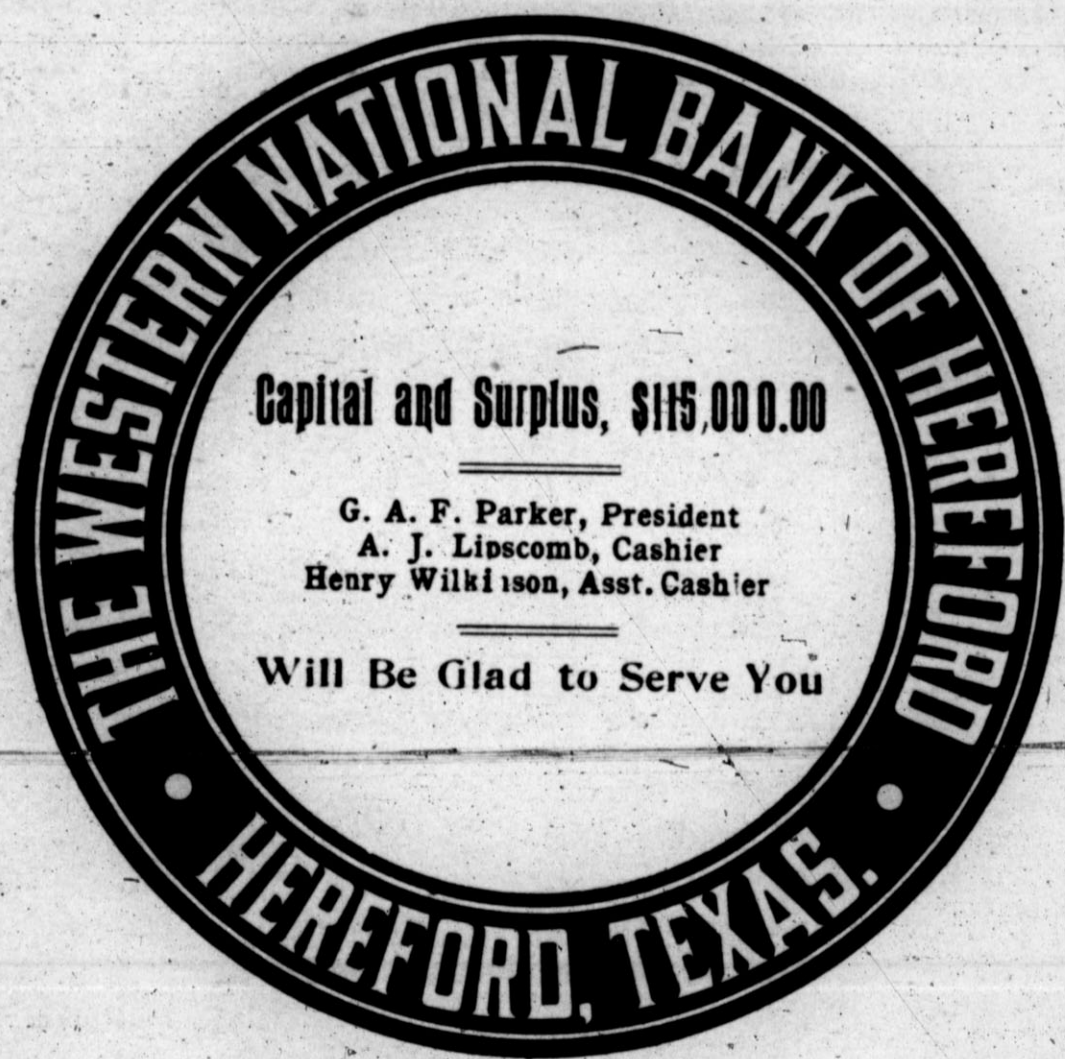
As the holidays draw near and the making of chrsitmas presents is uppermost in our minds, then it is that a friendly exchange of thought is desired. To meet this need numerous little work clubs, without written law or order, meet from house to



**I**f you will inspect our stock of Stanley Planes you will see that we have the best assortment from which to select Planes. The No. 45 Combine Plow and Beading Planes, Jointers, Jacks, Fore Smooth and Block Planes, are all made of the very best material and workmanship and are sold under a good guarantee.

Come in and see our Heating Stoves. We have all grades and prices to satisfy anyone, and will take pleasure in showing you the stoves. In heavy Shelf and Builders Hardware we lead the other fellow.

**WARREN HARDWARE CO.**



**SMITH & ASHBROOK**  
HEREFORD, TEX.

Sell all kinds of Insurance

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

Office first door south of First National Bank

house. On last Thursday, Nov. 11 Mrs. J. D. Jarrott was hostess to one of these delightful little meetings.

Mr. and Mrs. Geo. W. Irwin, Jr. and little daughters, Louise and Georgia, left on Wednesday for Mineral Wells. Mrs. Irwin and daughters will remain for a month.

Mrs. T. R. Blake will leave tomorrow for her home in Goodwall, Oklahoma, after a very pleasant visit with her daughter, Mrs. C. W. Dodson and son, Mr. Tom Blake.

Mr. and Mrs. H. A. Asbury, of Amarillo are the guests of Mr. and Mrs. P. W. Price for ten days. Mr. and Mrs. Asbury are well known in Hereford and their many friends are glad to welcome them again.

Mrs. B. S. Arnold entertained very informally at twelve o'clock dinner Thursday, November, 18th. The guests were Mrs. Walters, of Post, Texas, Misses Gregg, Warren and Vaughan.



A HEREFORD STREET SCENE



## To The Public!

Take your Blacksmith work to

**JNO. N. JACOBSON**

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

## Attention Farmers!

We have added a full line of machinery including a Gas Engine, Disc Sharpening machine, Emery Grinder and Trip Hammer. Our stock is also complete and we are now prepared to do first-class work on short notice and solicit a share of your patronage.

**MURPHY & BARNHART,**  
Proprietors THE HEREFORD BLACKSMITH SHOP

## UP-TO-DATE LIVERY and SALE BARN

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

**SHERK & STANEK**

## THREE GOOD PAPERS

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

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

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

### OUR COMBINATION

The Semi-Weekly Record	\$1.00	Our Price \$1.75
The Hereford Brand	- \$1.00	
The Brand Magazine	- .50	

For Three

Subscribe at This Office, 316 Main.

**THE HEREFORD BRAND**

**TRY A BRAND LINER**

## TOO FAR BEHIND

Mild Rebuke to Amarillo Papers  
by Ohio Gentleman.

Nov. 9th, 1909.

The Brand:  
Having tried every way to have them send me the Weekly Herald of Amarillo, Texas, (sending pay for it by registered letter, and receiving it once after writing several times) I thought I would get you to send it or some other weekly paper of Amarillo. You probably receive a copy every week and if you will take the trouble to send that with The Hereford Brand, which you have been sending every week. No matter if I receive it several weeks late, I will pay you in advance \$2.00 for it for 6 months.

The editors of the Herald are probably too far behind the times to send papers out of their town.

Yours truly,

(It is needless to say that the manager of the Brand will endeavor to get an Amarillo paper to this anxious Ohio subscriber. Ed.)

The best materials for good paint, used and approved by good painters, are lead, zinc, linseed-oil, with color and turpentine dryer. There is no other way to make best paint; and we make Devoe Lead-and-Zinc Paint that way. It offers this advantage over hand-mixed paint: the machine grinding and mixing makes it cover better and last longer.

Specify Devoe in all paint-things you require.

P1 ALFALFA LBR. CO.-AGT.

Presbyterian Endeavor Program.

Thanksgiving Service.

Sunday, 3 p. m.—Presbyterian Church Song—Congregation.

Lesson text, Neh. 8:8-12; "The Blessings of a Thankful Heart"—Leader, Lelia Gregg.

Scripture readings and comments—Congregation.

Song—Congregation.  
Lesson Topic Clippings—Meda Woodburn, Clarence Fritz, Norman Rice.

Poem on Thanksgiving—Tot Mercer.

Individual Reasons for Thanksgiving, by everyone present.  
Piano Duet—Lora Guinn, Ruby Wilson.

Reading—Bertha Witherspoon.  
Thanksgiving Talk—Mr. J. E. Garrison.

Vocal Solo—Mrs. Carl Whittaker.  
Remarks on Lesson—Rev. Baker.  
Chairman's Closing words; Clyde Wright.

Thanksgiving Dinner.

Save trouble and expense and eat dinner Thanksgiving Day with the women of the Baptist Aid Society.

MENU.

Turkey, chicken, roast-pork.

Cranberry sauce, pickles, mashed turnips, mashed potatoes.

Corn bread, white bread.

Nut and celery salad.

Mince, apple, pumpkin pie.

Cake, coffee, tea, and cocoa.

Senior Endeavor Program.

Sunday, November, 21, 1909.  
Subject: The Blessings of a Thankful Heart. Neh. 8:8-12.

Song: "We Thank Thee O, God."  
Lesson by leader: Mate G. Hunt.  
Song: "Count Your Blessings."

Prayer:  
Daily Readings.

Vocal Solo { Glennis Coulson.  
                  { Roberta Nance.

Circle prayer of thankfulness.

Paper: What Thanksgiving means to us and what it ought to mean.

:David Harp.

Song: "How Can I but Love Him"

Paper: Thanksgiving 400 years ago. : Claude Ricketts.

Reception of new members.  
Mizpah.

Every one is invited to attend this meeting, Sunday afternoon 4 o'clock in the Chapel of Hereford College.

## Concrete <sup>A</sup>/<sub>D</sub> Plastering

I am prepared to do any kind of Brick, Plastering or Cement work. Let me figure with you on any kind of a job on these lines. Will please you with First-class work.

HEREFORD, TEXAS **W. J. BRAND**

## ANNOUNCEMENT

WE desire to announce to our friends and patrons that we have moved into our new store at 218 Main Street where we are thoroughly equipped to handle any business that belongs to our line. Our stock always represents the best and most up-to-date goods at the lowest prices. Don't forget that our repair work is the most reliable.

**W. H. RAY,** Jeweler and Optician

## The HEREFORD NURSERY

LARGEST and best collection of Choice and Fancy Fruit Trees, etc., grown on the planes. We have ripe fruit every day from May to October, and you can too. Our 18 years' experience has taught us what varieties are hardy and prolific. We want your trade.

**L. P. LANDRUM**

## J. F. COLLUP

DEALER IN

COAL, HAY AND GRAIN,  
FIELD SEEDS AND STOCK SALT

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

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

WE HANDLE ALL KINDS OF POSTS.

## 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.









**A BASKET OF LUSCIOUS GRAPES** to tempt the daintiest appetite is among our offering of Seasonable Fruits and Vegetables. Come and get one while they are plentiful and inexpensive. While here don't fail to note the appetizing freshness of our display. The question of what fruit or vegetable to have will not bother you when you see it. For whatever you choose here is bound to be good, for everything is of the best.

Stock is fresh daily and price always close to cost

# Cardwell Brothers

## QUALITY AND PROMPTNESS

IN FILLING  
**GROCERY ORDERS**

Is our Watch-Word. Give us your orders, no matter how small or how late, we will appreciate them.

TELEPHONE 81

# JARROTT & WILKINSON

"Queen of the Pantry Flour is Better"

## Plants never freeze in a home heated by Cole's Hot Blast

You know where plants never freeze it doesn't get cold. Cole's Hot Blast maintains a continuous fire; it will hold fire from Saturday night to Monday morning; it will keep fire ever night with a hot full of coal. With this stove you need only open a draft in the morning and the rooms are quickly heated with fuel put in the evening before. No other stove does this. Cole's Hot Blast stove saves half the soft coal or slack or lignite, because it burns the gas as it arises from coal, and as gas is half the fuel in coal, Cole's Hot Blast makes soft coal, slack or lignite go twice as far as any ordinary stove.

In an ordinary stove the gas (half the heat value) arises from the coal as the coal burns and the gas goes right on up the chimney. In Cole's Hot Blast the hot blast draft on top of the fire burns the coal from the top—burns the gas. Makes the coal last twice as long.

The unequalled fuel saving, the heat radiation, the even temperature, the holding of fire, are all the result of the patented features in the construction of this remarkable stove which cannot be used in making any other stove; and to the Patented Hot Blast draft which burns the wasting gases in the fuel. Soft coal, as you know, is half gas. The make-up of the stove is interesting.

Burns Soft Coal, Hard Coal, Wood or Cobs



\$12 up

# HEREFORD HARDWARE CO.

## Tierra Blanco Herefords

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

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

**Registered Hereford Cattle**  
Herd Headed by Strike Six, No. 156847  
Assisted by Texas Tom, No. 204446  
Will sell a quantity of young stock either singly or in car load Lots

## HE RECEIVES LOVING CUP

H. W. Campbell, of Scientific Farming Fame, Honored at Billings Convention.

That those who met at Billings, Montana, recently in a scientific farming convention considered Mr. Campbell with great honor was evidenced by the presentation to the gentleman, by a committee of friends, a beautiful Loving Cup of solid silver and suggestive of farming designs. Judge L. Gough is in receipt of a letter from Mr. Campbell in which he states that the Congress will, without a doubt, bring much good to the great West and Southwest.

### Rooms Wanted.

Two rooms, furnished for light housekeeping or board with private family. Phone Barnes, the Tailor at the Carl House. 1tp

### Notice.

All Parties knowing themselves to be indebted to the old firm of Hubbard & Barnett are kindly requested to please come forward at once and make settlement and greatly oblige.

Very Respectfully,  
Hubbard Dry Goods Co.  
39-4t BEN. A. HUBBARD, Mgr.

## Professional and Business Cards

WM. M. KNIGHT, JNO. P. SLATON  
**KNIGHT & SLATON**  
ATTORNEYS  
First National Bank Bldg  
Hereford, Texas.

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

### KING REALTY CO.

Lands, Loans and Insurance  
Notary in Office

Abstracting a Specialty Hereford, Texas

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

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

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

SULPHUR PARK FARM HILLCREST FARM  
ALFALFA HAY AND SEED TURKEY RED WHEAT

### L. GOUGH

HEREFORD, TEXAS

E. S. Ireland, R. A. Holland  
**DIMMITT ABSTRACT CO.**  
ABSTRACTS OF CASTRO AND BAILEY COUNTY LANDS  
Dimmitt, Texas

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

C. G. Witherspoon, W. Claude 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

# The BRAND LINERS

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

### LOST AND FOUND

LOST—Two black horse mules, 15 hands high, weight 800 and 900. One light bay driving mare with thin mane and tail, height 15 hands and one inch right hind foot white. All in good flesh. Finder please notify J. T. Jennings, Hereford, Texas. 40t2p

### FOR RENT

FOR RENT—A 3-room house. See Edgar Betts at Betts-Millard's Drug Store. 40-tf

IOWA HOTEL—For rent or sale on easy terms. Well located and well furnished. Write or see R. T. Edwards, Hereford, Texas. 41tf

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

FOR RENT—I have several good residences to rent. R. E. Cook. 37-tf

FOR RENT—4 room house near public school. Windmill, tank and barn. A. P. Murchison. 39tf

FOR RENT—5 room house. Murchison & Jones. 34-tf

FOR RENT—Good 5 room house with 5 acres land, well and barn. Also 5 room house with 10 acres land, well and barn. A. H. Elliston. 32-tf

### ROOMS AND BOARD

WANTED—A few roomers and boarders. Mrs. Geo. Karr. 33-tf

WANTED—Boarders and roomers at the J. T. Jowell house, two blocks west and two blocks north of City Meat Market. Mrs. L. C. Flanders. 31-tf

### MISCELLANEOUS

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

FOR SALE—One new range stove, one new cabinet, one new dresser. 32-tf A. H. Elliston.

WANTED. Competent woman to take charge of my house for a few weeks beginning December 15th. Mrs. Delphia Cox. 1t

STRAY—One grey horse branded TH connected on left hip; one black horse branded X on left shoulder and 2 on left hip. Owner can locate by inquiring at this office and paying for this ad. 36-tf

ESTRAYS—Found on the premises of A. A. Davis, two miles southwest of Summerfield, two mules and a gelding—can be had upon identification of owner and payment of expenses. Phone connection. 40t

Where in America, with the driest season in 16 years to contend with, can you produce such crops as we have here this year? Land that will do it is worth four times prevailing prices. In spite of this L. Baskin offers the cheapest all smooth half section in Deaf Smith County. Ask him about it. 31-tf

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

### REAL ESTATE FOR SALE

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

SECTION—Good section in Castro county, has 100 acres fine alfalfa land. The price is a bargain. 52-tf Gough & Russell.

FOR TRADE—A good business house bringing good rents for trade for good land well located. R. E. Cook. 37-tf

FOR SALE—15 acres adjoining city limits. Will sell either 5 or 10 acres, or all together. A. Wither-spoon. 23-tf

EXCHANGE—40-acres land adjoining the Townsite of Farwell, Tex., will trade for 4-cylinder Automobile or live stock. Address Box 165, Texico, N. M. 38-4t

FOR SALE or trade—Automobile. My Moline 1908 model, in good repair, every thing in the way of extras, tools, speedometer etc. Will sell for cash, Vendors Lien notes or trade for land. Geo. W. Irwin, Jr. 24-tf

### CITY PROPERTY FOR SALE

FOR SALE or trade—for horses or cattle 3-room house on Jackson Ave. See or write W. J. Rain, Rock Island New Mexico. 39-3tp

EXCHANGE—7-room house three lots close in will trade for 4-cylinder Automobile or live stock. Address Box 165, Texico, N. M. 38-4t

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

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

FOR SALE OR TRADE—665.4 acres of land nine miles South of Hereford, Texas; 160 acres in cultivation, four-room house, fenced and cross fenced. Will trade for unincumbered land in Kansas, Missouri, Illinois or Iowa. 2tf W. B. Park, Hereford, Tex.

FOR SALE—10-room house, on corner lot 125 ft. front 140 ft. deep, cement walk on two sides, nice shade trees, well and wind mill, elevated tank, barn, coal house. All fenced with picket fence, only 3 1/2 blocks from the postoffice. For price and terms see C. O. Lee. 31-tf

FOR SALE OR TRADE—117x208 feet, on Lake street, one block west of 6th and 25-mile avenue, convenient to schools and churches; good house of five large rooms, 12-foot ceilings and electric lights, two halls, two porches, two bay windows, good pantry, cupboard and bathroom, (furnished); shade and fruit trees; good well, windmill and well house; water in house, yard and lot; coal house, good barn, 17x24 feet 14 feet to eaves. House has modern roof; new cement sidewalk, curb stone and hitching posts. For particulars see John W. DeAtley or R. T. Moses. 40-2tp

### LIVE STOCK FOR SALE

REGISTERED Jersey Bull, Captain Howard, No. 79363, two and half years old, for sale. J. H. Bowers. 40t3

SHEEP—2000 head of stock sheep for sale, including 1200 yews, 800 lambs and yearlings. Inquire of M. V. Robinson, Hereford. 40tf

FOR SALE—Two large work horses and harness also one well bred stallion; gentle driver, single or double. Will trade any or all for young stock. 32-tf A. H. Elliston.



# THE BRAND CIRCULATION CAMPAIGN

**BEGAN TUESDAY  
OCTOBER 12,  
12 O'CLOCK NOON**

Opens with a splendid interest. A number of young ladies have become active workers and the Campaign is now on in full blast. A number of additional premiums have been added for the subscribers and patrons. Remember that

**CLOSES THUR.,  
DECEMBER 23,  
2 O'CLOCK P. M.**

## \$425.00 IN PREMIUMS WILL BE GIVEN AWAY

And in addition every local subscriber will receive a year's subscription to a 50-cent magazine, which (if 1000 names are secured) will add \$500.00 more in value to the Premium List and make a grand total of nearly

### One Thousand Dollars in Premiums

Such an offer has no precedent in the history of country newspapers. All you have to do to participate in this free distribution of Premiums is to pay for one year, or to renew your subscription.

#### Rules

1. No one connected with the Brand office will be permitted to participate in the distribution of premiums.
2. All subscriptions must be paid in cash. Receipts will be given for all cash paid in.
3. A duplicate of all tickets issued will be deposited in a sealed box at the Brand office. This box will be opened in the presence of the committee.

#### Consolation Prizes

The Brand reserves the right and privilege of giving a special prize at the close of each week to the young lady who shows the largest gain in the number of votes to her credit. It is not announced what these prizes may be, but each week will be governed alone by the conditions and circumstances. To win a Consolation Prize will in no way prevent anyone from winning any of the other prizes or premiums. Value.....\$20.00

#### Free Distributions of Premiums.

In this friendly contest the cheerful Subscribers and Patrons have not been forgotten. The Brand has arranged with the merchants of Hereford to give away as Premiums a choice lot of merchandise to subscribers and patrons. These premiums will be distributed on the last day of the Circulation Campaign. They will be turned over to a committee and a free and fair distribution will be made. Tickets which will entitle the holder of same to participate in the "Free Distribution of Premiums" will be issued according to the schedule. The premiums may be seen and examined at the places of business indicated.

#### Special Prize to Castro

A special prize has been reserved for the young lady living in Castro or counties other than Deaf Smith, who receives the greatest number of votes during the contest. The conditions are the same as to all other premiums. The prize will be a solid gold bracelet, set with a diamond. This bracelet is of the latest style and the workmanship is perfect. This will make a handsome gift for any young lady. Value.....\$30.00

#### Free Magazine

To encourage the friends to help the young ladies and to give the subscribers within the trade territory of Hereford an additional reward, The Brand has arranged to give each a year's subscription to a splendid magazine, which will be issued in the form of a supplement to the Brand.

### LIST OF PREMIUMS FOR SUBSCRIBERS AND PATRONS

1. Warren Hardware Company  
One Cole's Hot Blast Stove, Value.....\$15.00
2. Hubbard Grocery Co., One Case  
Mixed Canned Goods, Value.....\$7.50
3. Garrison Bros., One Set Tripple Plate  
Silver Knives and Forks, Value.....\$5.00
4. Geo. A. Stambaugh, One Apartment  
Suit Case, Value.....\$15.00
5. J. A. Fox & Co.  
One Stetson Hat, Value.....\$5.00
6. Hereford Hardware Co., One 50 Piece  
Imported Decorated China Dinner Set,.....\$20.00
7. Betts & Millard, Druggists, Three (3-pre-  
miums) Fine Leather Bill Books, Val.....\$6.50
8. E. B. Black Co., One Handsome, Golden  
Oak, Polished Buffet, Value.....\$35.00
9. Ezra Norton, Saddlery,  
One Plush Lap Robe, Value.....\$5.25
10. Hubbard & Barnett, Lady's  
Tailor-made Suit, Value.....\$35.00
11. H. C. Myrick, Gent's Furnishings,  
One Pair Edwin Clapp Shoes, Value.....\$6.00
12. Arnold & Matthews, One McDougall  
Kitchen Cabinet, with bevel plate mirror,  
Value.....\$35.00

#### 100 Free Votes for Paid Up Labels

On every copy of The Brand mailed out there is a "Yellow Label" which contains the date to which the subscription has been paid. Solicitors will be allowed 100 free votes for each 10 "Yellow Labels" turned into the office, provided the label shows the subscription to be paid up to Dec. 31st 1909. Only the labels from papers published from Oct. 8th to Dec. 17th will be counted.

While the Brand has a most satisfactory paid-in-advance subscription list, it is the highest ambition of the publishers to increase that list; thus adding value to the paper as an advertising medium and making it possible to publish each week a better paper. Every advertiser knows that it is the "circulation that counts;" therefore the real end and purpose to be sought by this campaign is a larger circulation, a better paper and a wider field for advertisers.

NOTE THE CHANGE IN DATE OF CLOSING CONTEST

#### Schedule of Votes and Tickets

##### On Subscription

\$1.00 paid on Subscription	1 Ticket and 200 Votes
2.00 " " "	2 Tickets " 800 "
3.00 " " "	3 " " 1800 "
4.00 " " "	4 " " 3200 "
5.00 " " "	5 " " 5000 "

And so on at same ratio; the number of votes being determined by squaring the number of dollars and multiplying by 200.

##### For Ad Space

Ad-Space	Amounting to 8 inches,	1 Ticket and 100 Votes
"	" 16 inches,	2 " " 300 "
"	" 24 inches,	3 " " 500 "
"	" 32 inches,	4 " " 700 "
"	" 40 inches,	5 " " 900 "

And so in in the same ratio and proportion.

##### For Job Work

Job Work Amounting to \$1,	1 Ticket and 100 Votes
" " \$2,	2 " " 300 "
" " \$3,	3 " " 500 "
" " \$4,	4 " " 700 "
" " \$5,	5 " " 900 "

And so on at the same ratio and proportion.

#### Worker's Special Gifts

To the young lady who receives the greatest number of votes will be given choice of the following special gifts: The young lady who stands second in the number of votes will have the second choice.

A beautiful, hunting-case, solid gold watch, set with a magnificent diamond. The watch is a 17-jeweled movement, hand engraved case, made by the South Bend Watch Company and is a marvel of beauty. Value.....\$60.00

A solid gold ring, set with a sparkling diamond in a Tiffany mounting. This ring was carefully selected by W. H. Ray, the jeweler, from a large stock and will make a prize well worth winning. Value.....\$50.00

A solid gold neck chain and locket, set with a genuine cameo, has a place inside for a photograph. The young lady who wins this prize will be more than delighted. Value.....\$15.00

#### Worker's Additional Special Gifts

One Mandolin, G. W. Smith Music Co. This is a fine instrument. Value.....\$7.50

One Traveler's Toilet Set and Cabinet, T. M. Coulson, Druggist, Value.....\$5.50

One Statue Vase, Woodburn & Son, Druggists, Value.....\$6.00

One Ladies' Satin Trimmed Panama Skirt, J. G. Callens, Dry Goods, Value.....\$6.00

**LAST WORD** Some young lady will have the pleasure of wearing the beautiful gold watch, the sparkling diamond ring or one of the other gifts as a Christmas present from The Brand. Young ladies not living in Hereford write for information.

# The Hereford Brand

316 Main Street

Hereford, Texas