

The Hereford Brand

Vol. 9

HEREFORD, TEXAS, DECEMBER 17, 1909

No. 45

BIG SNOW FALLING IN THE PANHANDLE TODAY

BUSINESS MEN AT LUNCHEON

Northern Hotel Place of Get-Together Meeting—Good Time Is Reported.

Yesterday at 1 o'clock about fifty business men and others met at the Northern Hotel where a regular Get-Together meeting was held. More would have been present had the small dining room held more, but as it was several stood up and waited while the others ate and talked. The scene reminds one of the time when small boys had to wait till second table.

This meeting was the result of a little talk on the part of a few members of the Commercial Club and was not called at the club's instance—it was a kind of volunteer affair and a free for all dinner (each man paying for his own dinner).

But the affair, talk-fest, or noon-day banquet—call it what you please—was a brilliant success. Short talks were made by a number present, no set program being adhered to.

W. M. Knight, president of the Commercial Club, acted as spokesman and introduced the speaker. He stated the object and lead off in the discussion. Hereford folks have a way of their own in doing things so the talking went on at the same time that the victuals were being tucked safely away in the belt. But it was no interruption as each diner seemed to be an adept in handling the dinner part of the subject.

D. H. Wilkinson of the firm of Jarrot & Wilkinson was the first to make a talk. He said that honest goods, honest prices, honest weights and fair treatment was the best drawing card a merchant could put out for trade. He thought that each merchant should try to show to each one who entered his store that his trade was appreciated.

J. E. Garrison of the firm of Garrison Bros. spoke on the subject, "What can the merchants do to assist the farmers in their institute work?" The main point in his talk was that the merchants should see to it that a market is furnished for every product of the farm.

G. A. F. Parker, president of the Western National Bank was called upon and he spoke briefly and to the point. He deplored the fact that all were given over too much to the exclusion of their own business, that we kept our noses right over our books and never exchanged ideas with our neighbors and business friends. Glad he was present and that many more such meetings would be held.

Judge L. Gough, half-farmer and half-business man as he was called by a friend at the meeting, spoke for the Farmers' Institute. He appealed to those present to see that more interest be taken in the joint meeting of the Club and Institute to be held at the courthouse tomorrow, Saturday at 2 o'clock.

The chair, noting the presence of Judge Kerr of Dimmitt, asked the visitor to tell the Hereford business men what Castro county had to say. Mr. Kerr responded that he had always considered Hereford his trading point and when he could not get what he wanted at his home town, he then tried Hereford. He added that Tulla and Plainview were after some of Hereford's trade and were getting some of it. "You'll have to go after it and offer the proper inducements," he said. "Our people like Hereford but prices and courteous treatment go a long way in getting and holding trade."

After Mr. Kerr, W. H. Ray, Jeweler and all-round gentleman, addressed himself to the question of

"Development." He prefaced his remarks by saying that such meetings were conducive to the social development of the business men, and that this side of life should not be neglected. He favored an early general meeting at which a large gathering of the kind could be held. He deplored the fact that while Hereford surpassed many places in its social advantages, its moral standing, its religious atmosphere, it seemed to be fall behind in an industrial way. "We need several entertrises here which increase the monthly pay roll," he said.

L. Baskin arose and offered a suggestion by calling attention to some trade features which other towns were introducing. He also wanted to know if any one would be willing to give the crop-off a quarter

ing a visit from his brother, W. J. Johnson, of Little Rock, Arkansas, whom he has not seen in 23 years. He is an ex-sheriff of Pope County and is making his first visit to Texas. He likes the newness of everything in the Panhandle and the Doctor is endeavoring to get him to remain longer and enjoy some of the winter climate of the Plains.

KING OF BELGIUM PASSES AWAY

Aged Monarch Unable to Withstand Operation and Succumbs.

News by Wire.
Brussels, Dec. 16.—Leopold, King

miles. He thinks he was cold, when the party arrived in Hereford.

Mr. Holman reports a profitable session at San Antonio. One hundred and sixty seven towns were represented. Hereford being the only Panhandle town. Wichita Falls down on the Denver was the next between Amarillo and Fort Worth. Out of this number nine towns were selected to constitute an executive committee. Hereford has the honor of being one of the towns.

J. A. Arnold of Fort Worth was re-elected president; Wm. Woodall of Temple was chosen as Secy-Treas.

While there Mr. Holman secured the promise of both B. B. Paddock and Homer D. Wade to pay Hereford a visit at the Commercial Club's annual banquet. These men are leaders as town builders and their

SCHOOL BOND ISSUES SAFE

Texas Supreme Court Decides Famous Itasca Independent District Case.

Special to The Brand.
Austin, Tex.—The famous Itasca independent school bonds case, fought from Hill county courts to the Texas supreme court by E. S. McElroy, defendant, was settled to-day when the supreme court sustained legality of the bond issue.

This affirms the judgment of the lower courts. Had not the legality of the Itasca bonds been sustained, bond issues aggregating a million dollars would have been annulled, affecting many independent school districts over the state.

THE CLUB MEETING

Regular Monthly Meeting to be Held in Conjunction with Farmers Association Tomorrow.

The regular monthly meeting of the Commercial Club will be held tomorrow (Saturday) at 3 o'clock at the courthouse. At the same hour, the Farmer's Institute will also hold a session, the two being made a joint session. A number of important matters will come up for discussion. Every business firm should have a representative at the meeting; every farmer should also be there. This meeting will be a sort of "get together" affair and a free for all discussion will be held. While a few have been selected to lead off in short talks, the program will not be confined to those whose names appear thereon.

BURGLAR GETS \$3,000 CASH

Safe Blowers Take Money and Escape with Booty.

Special to The Brand.
Houston, Dec. 17.—Safe blowers this morning robbed a general store at Town Ball, a town 18 miles north and secured three thousand dollars cash. The heavy muffled report of the charge of nitro-glycerine was heard by a few citizens who thought it the explosion of a cannon cracker. Sheriff Anderson and posse are making a diligent search for the robbers. The store was owned by a man named Hoffman.

THE SUBSCRIPTION CONTEST

No further information as to the standing of candidates will be given until after the final count. All votes must be in by Thursday, December 23, at 6 o'clock p. m.

BRYAN PRAISES CULBERSON

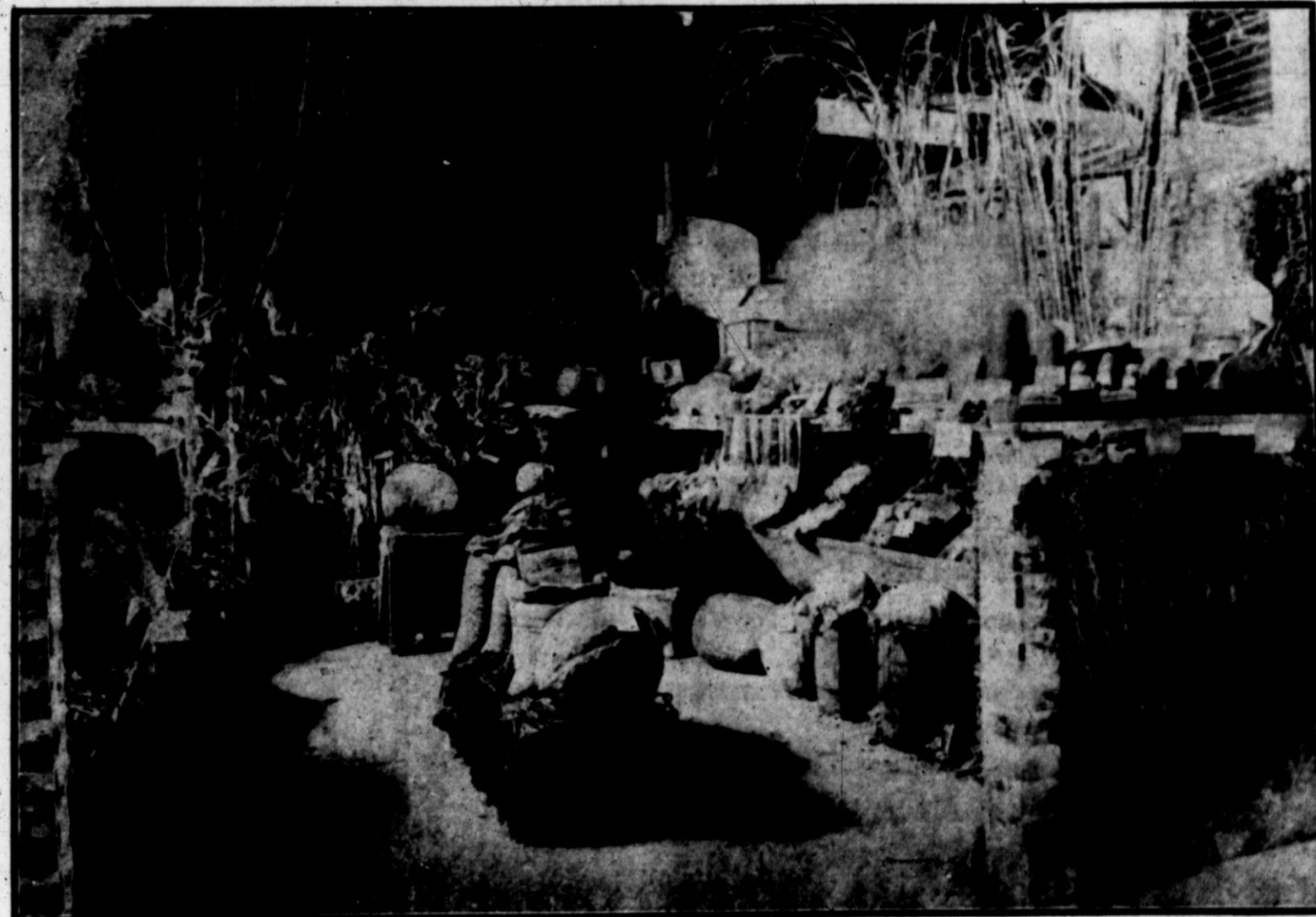
Stand on Platform Pledges Endorsed by Editor of Commoner

News by Wire.
Lincoln, Neb., Dec. 17.—William J. Bryan in the Commoner today praises Senator Culberson for his stand against chosen representatives breaking platform pledges and declares that Senator Culberson's position on the tariff to be correct, though he endorses Texas platform of ninety-six.

House Numbers.

See ordinances about house numbers in this weeks issue. Those wishing me to number their houses please phone A. M. Jones, City Sec. P. V. Winstead, contractor. 442f

The Display of Deaf Smith County Products that won fourteen Ribbons at the Great Texas State Fair held at Dallas, 1909.



In this exhibit there are more than one hundred different varieties of farm, orchard and garden products all raised in Deaf Smith County. The famous wheat that won the sweepstakes prize over all competitors may be seen in the first sack on the bale of alfalfa in the center of the picture.

section of land if some good farmer would break the land and cultivate the crop properly. This was to induce farmers to locate near Hereford.

By motion and second it was decided to give a general banquet sometime in the near future, the time being left to the Directors of the Club. It was suggested that the banquet be given about the close of the year.

ZELAYA RESIGNS

Nicaraguan President Yields to the Inevitable and Resigns.

News by Wire.
Mangua, Dec. 17.—Zelaya last night sent his resignation as president of Nicaragua to congress and is now preparing to flee from the country. He evidently yielded the office rather than be deposed by Uncle Sam or to be seized and killed by the angry Revolutionists. The palace in which he has taken refuge is being closely guarded to prevent him escaping with riches and treasure belonging to the state. Commander Escada will probably be proclaimed president and assume the reins of the tottering government.

Meets Brother After 23 Years.
Dr R. M. Johnson is now enjoy-

ing a visit from his brother, W. J. Johnson, of Little Rock, Arkansas, whom he has not seen in 23 years. He is an ex-sheriff of Pope County and is making his first visit to Texas. He likes the newness of everything in the Panhandle and the Doctor is endeavoring to get him to remain longer and enjoy some of the winter climate of the Plains.

SECRETARY HOLMAN RE-TURNS FROM SANTONE

Makes Eighty-five Mile Auto Trip to Get In Home Last Night.

S. B. Holman, Secretary of the Hereford Commercial Club, returned from the State Secretaries Meet at San Antonio last night. In order to get from Amarillo to Hereford, he took an auto out of that place and made the run, first to Adrian and then to Hereford, a distance of 85

Weather Forecast

Special to The Brand.
New Orleans, Dec. 17, 10 a. m.
Tonight and Saturday unsettled weather; snow flurries; colder tonight; warmer Saturday.
CLINE.

presence at Hereford will be of great benefit. Secretary Holman will make a short report at the executive meeting of the Directors of the Club this afternoon at 4 o'clock.

BANKER KILLED AT SAN ANTONIO

Found in Ante Room of Southern Pacific Station—Robbery Motive.

News by Wire.
San Antonio, Dec. 17.—Mike Meager of Texarkana, millionaire banker, was found murdered late yesterday afternoon in an ante-room of the Southern Pacific railroad station of this city. The murderer ransacked his victim's clothing and took a large sum of money which Meager had with him. The foul deed is a complete mystery and the officers have been unable to get a clue, but are at work on the case.

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. 30-1f
DR. F. E. BOWE, D. V. S.

DEVELOPMENT OF SOUTHWEST

Santa Fe's California Limit by Way of Amarillo Another Step in the Progress.

The announcement of the installation of the new transcontinental train over the Santa Fe brings reminiscence to the minds of the old timers of this country who have watched the development of the panhandle and the great Southwest. It is barely twenty years since the Santa Fe ran its first train into California. During that period the Southwest has become an integral part of the United States; the Panhandle an empire within itself and the Santa Fe one of the greatest roads in the country. It has been a little more than a year since the Amarillo-Albuquerque service was established, which in itself was a great factor in developing this country. What has occurred in the transformation of this country in the past two decades is marvelous.

The first through train on the Santa Fe to reach California was in 1886 and it used the Southern Pacific tracks between Colton and Los Angeles. In May the following year the main line was completed by way of Pasadena, and the trains were sent over this route. In 1885 the California Limited started from Los Angeles to the east during the winter months. This train the pride of California during the summer months run on a semi-monthly schedule. About five years ago, it began a daily service and has remained such both winter and summer. Beginning January 1st it will be routed by way of Amarillo and Hereford.—Amarillo News.

W. O. W. Attend Opera.

The members of the W. O. W. who were present at the last meeting after attending to all business of the session adjourned to meet Dec. 18 at 7:30 p. m. The entire membership present attended the opera at the expense of the camp, and all ex-

pressed themselves as being highly pleased with the performance, and want to express their thanks to those members who do not attend lodge for their kindness in donating to the entertainment of those who do attend.

Dies at Hotel.

Mrs. Geo. Byers, of Columbus, Ohio, who came here some weeks ago thinking a change of climate and altitude might benefit her health, died in her room at the Northern Hotel last Saturday night. Only her 10-year-old daughter was with her at the time of her death, Mr. Byers being unable to get to Hereford in time. He did not arrive until Monday, when the remains were shipped back to her home. Friends in the city administered to her needs in her last hours.

Stamford Gets West Texas Congress

San Angelo.—The West Texas Development Congress adjourned to meet next year at Stamford. These officers were elected: President, John F. Maddox, Ballinger; first vice president, L. M. Buie, Stamford; second vice president, George Webb, San Angelo; third vice president, Charles E. Davidson, Sweetwater. Lawson Dailey of San Angelo is temporary secretary.

Junior B. Y. P. U. Program.

Leader, Goochie Sisk
Songs
Prayer
Subject, Temptation
Scripture Lesson, II Peter, 2:9
Song
Matt. 6:13—Olive Buster
Luke 22:46—Neva Clements
Piano Solo, Elzina Mounts
I Cor. 10:13—Grace Wilson
I Tim. 6:9—Lota Fuqua
Recitation, Anna V. Rogers
Piano solo, Jewel Barnes
II Peter 2:9—Nettie Wilson
Recitation, Cecil Cooke
Paper on temptation, Glenna Rutherford
Song
Lord's Prayer, in concert

Congratulations From Paper Company.

Friday, Dec., 3rd, 1908.

Mr. A. C. Elliott, Mgr.,
Brand Publishing Co.,
Hereford, Texas.

Dear Sir:-

We sincerely congratulate you on the very attractive appearance of your promotion letter advertising National Bank Bond. We appreciate, Mr. Elliott, your efforts on this particular brand. We are very proud of it ourselves and know that you will be successful in establishing a very large and profitable business if the advertisement that is before us is a sample of the way you are going about introducing it.

With our very best wishes for your continued success, we remain,

Very truly yours,
SOUTHWESTERN PAPER CO.

If you are a Woodman it won't take you long to come out to our meeting next Saturday night at 7:30 p. m. We have several items of importance to take up and wouldn't you like to attend the convention at Amarillo on Dec. 21? Let's all go and give Hereford a good representation. Reduced railroad rates on all roads leading out of Hereford. If you miss this convention you will miss the best opportunity for a long time. We are sure of seeing the secret work of the order exemplified in perfect style.

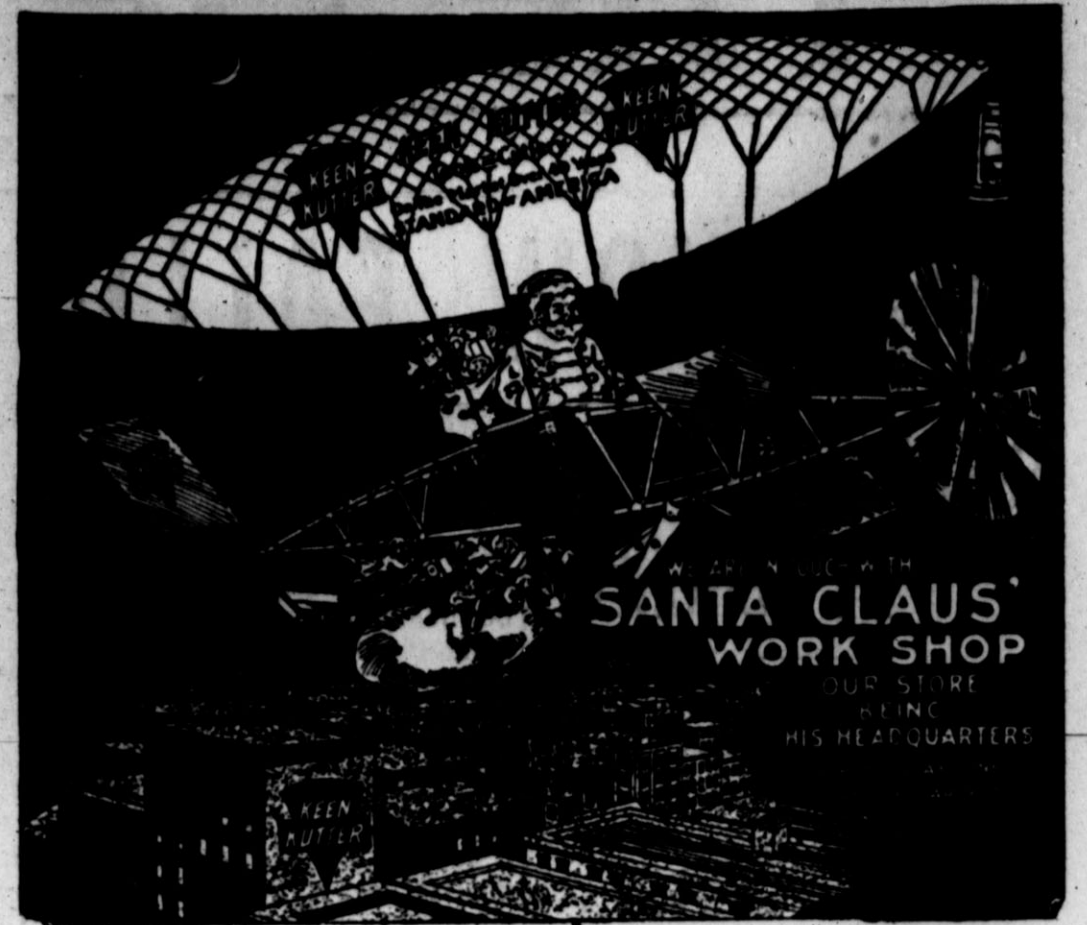
C. L. SULLIVAN,
Sec'y W. O. W.

A Good Show.

Mahara's All-White Minstrels held the boards at the Hereford Opera House Tuesday night and gave a good show to an appreciative crowd. Manager Lovelace has been giving the play-going public some splendid programs this winter and this minstrel was fully up to the requirements.

Christmas Trees!

We have a few Christmas trees, 2 to 5 feet high. Phone us if you want one, before they are all gone. 4512 Hereford Nursery.

THE "CHRISTMAS" STORE

Our General Stock of Hardware is also Larger and More Complete than ever before and a visit to our store will convince you

GARRISON BROS.
Make Our Store Your Headquarters

A Full House!

We have a heavy stock of corn, corn chops, shorts, bran, cotton seed cake and meal; alfalfa, prairie hay, millet, rock salt, and a little coal. Our prices are right and we can deliver the goods. : : :

TELEPHONE 76

Hicks & Harrison

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.

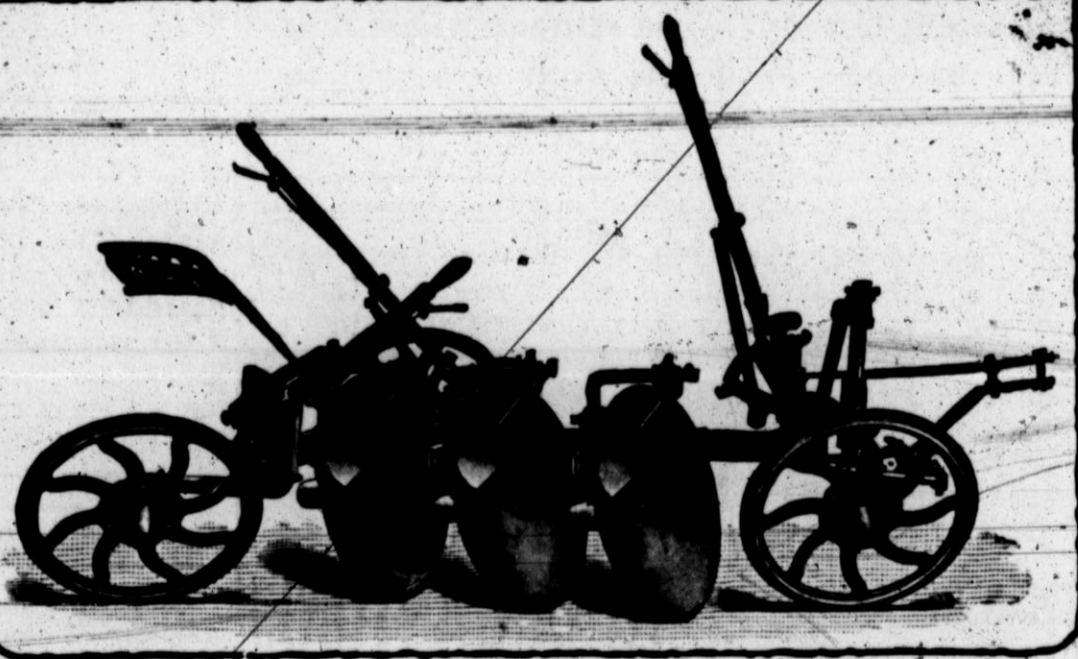
WE ASK FOR A SHARE OF YOUR BUSINESS

The Home Bakery

For

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

W. E. TOMPKINS Proprietor

The Means of Successful Plowing

Depends entirely upon the QUALITY of the Plow and for this reason the

Parlin, Orendorff & Emerson

Lines have no Equal. The DOUBLE and TRIPPLE EMERSON DISC, the Emerson EXPRESS SULKY and GANG, the SUCCESS SULKY and GANG are the standard of all Plowing Machinery and we will take pleasure in showing you the many good features of these plows if you will call at our store. We also have a nice line of

Windmills, Pipe, Casing and Builders' Hardware

WARREN HARDWARE CO.

212 Main street

Hereford, Texas

We Wish You a Merry Christmas

And invite you most cordially to visit our big new store and see what an excellent line of Hardware and Implements we have brought together for our customers and friends. It is a matter of great pride to us and one of much convenience to you.

We have
Many Nice Things
for Christmas

We are going to offer for the coming season to our farmer friends the Celebrated line of
Moline Implements

We offer you
Xmas Presents
that will please

We earnestly thank our patrons and friends for the liberal amount of patronage they have given us during the past year, and the encouragement will stir us to greater efforts to please and merit your trade during the coming twelve months.

HEREFORD HARDWARE COMPANY

Britain-Dunlap Building

Local and Personal

New Goods at Smith's. 45-2t
Boys coaster wagons. Warren Hardware Co. 44tf
Order coal in nice weather. Hicks & Harrison. 44-tf
We can save you money on your jewelry. Gass & Son. 41-tf
Heating Stoves at Warren Hardware Co. 44tf
Just received a car rock salt. Hicks & Harrison. 44tf
See the Game Boards at Smith's. 45-2t
Carving Sets. Warren Hardware Co. 44tf
J. N. Russell was in Amarillo Monday on important business.
Geo. W. Irwin, Jr. was in Amarillo Monday on business.
New signet rings at Smith's. 45-2t
Rogers 1847. Warren Hardware Co. 44tf
We are not advertising coal. Haven't enough to bother about. Hicks and Harrison. 44-tf
1/2 to 3/4 off on our Holiday Goods. See Smith the Jeweler. 45-2t
Christmas presents. Warren Hardware Co. 44tf
Family Laundry 6c per pound. Phone 246. We will call. 43tp5
We can save you money on your jewelry and other Christmas goods. D. R. Gass & Son. 41-tf
Dont risk cotton seed cake advancing in price. Investigate. Hicks & Harrison. 44-tf
G. F. Jones, manager of the Trew ranch, was in town Tuesday and reports everything in fine shape in his section.

25 cents to you if you read our ad and comply with its terms. Smith's. 45-2t
Don H. Biggers, the indefatigable secretary of the Lubbock Commercial Club spent Monday in Hereford.
Geo. S. Brubaker of Illinois is here this week looking after his farm near Scherer where has about 500 acres in wheat.
Look up our prices. We are 5 per cent cheaper than elsewhere on same quality of goods. Smith's. 2t
Family Laundry 6c per pound. Phone 246. We will call. 43tp5
We have a nice assortment of Japanese china ware. Warren Hardware Co. 44tf
"The need to economize and how to do it" is interesting. Read it on page 8. 44tf
Take a walk, and see how little coal there is in Hereford. Hicks & Harrison. 44-tf
Mrs. Jesse Foose, who has recently moved here from Missouri, was a caller at the Brand office Wednesday morning.

See Smith's great Slaughter Sale ad in this issue of the Brand. 45-2t
Mesdames J. W. Batty and M. Whiteford of Frio were shopping in Hereford Monday and made a pleasant call at the Brand office.
A fine line of Dolls, toilet sets, post card albums and fine candies Christmas. Come in and see them. Coulson's Drug Store. 44t2
Mrs. W. F. Deible has returned from Fort Worth where she has been on a visit to her daughter, Mrs. C. C. Bowman.
Five, ten, twenty and forty acre improved places edge of town for sale at reasonable prices. Address L. Baskin, Hereford, Tex. 31-tf
You will find Haviland and Versailles China ware at Warren Hardware Co. 44tf
R. E. Cook, Notary Public and Conveyancer, will go any place in town to take acknowledgements. 21-tf.
Get your carpets and art squares cleaned on floor with Vacuum Cleaner, it gets all the dirt. See David Alban, agent. 1t
We have moved to room 6, Miller building. Call and see us for Deeds, Abstracts, etc. 42tf. C. G. Witherspoon & Son.
Our holiday assortments are the best goods for the least money in town. Come and see. Coulson's Drug Store. 44t2



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

It is interesting because it is timely and to the point. Read it, "the need to economize and how to do it" on page 8. 44tf
Have you seen our selection of Goods. If not come and see them. We are leaders. Smith the Jeweler. 45-2t
The City Plumbing Company guarantees all their work to pass a sanitary inspection. We employ only first class Mechanics. See us at Hereford Hardware Co. 45-tf
Hon. Jno. P. Slaton after a ten days' trip to central and south Texas has returned. He was at Austin the day Henry Clay Pierce walked out a free man.
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

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 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
We have one of the nicest lines of jewelry in the town and some of it would be fine presents for the Holidays. We guarantee it to be as good as money can buy and as cheap as anywhere. Coulson's Drug Store. 44t2
C. T. Herring of Amarillo spent Monday night in Hereford on his return from the Flag Ranch in Castro county. He says he found a light fall of snow in the southern part of the county.
Thos. and H. Baskett, of Kentucky, friends of Wm. Linville, were in the city this week to buy a few white face cattle for their state. They bought four cars from F. H. Oberthier.
J. T. Montague of near Scherer was in town Tuesday shopping with his daughter and two of her neighbor girl friends. While here they attended the Mahara All-White Minstrel Show.
We have the best assortment of real valuable presents and holiday goods in the city. Call and get our prices. Coulson's Drug Store. 44t2

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.

EVERYBODY BUYS AT SANTA CLAUS' HEADQUARTERS

E. T. WOODBURN & SON'S DRUG STORE

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.

THE BRAND'S XMAS NUMBER.

NOT INTENDING to make any special effort to publish a Christmas Number of The Brand, the management found upon the mere announcement that the children would be entertained in the usual way by publishing their Santa Claus letters that the proportions of the paper grew as the time approached. Consequently a twenty-eight page paper had to be issued to care for the advertising patronage.

And then the magazine section of 24 pages, itself a fine Xmas number, increases the number of pages to 52, an accomplishment of which any country newspaper might be proud.

The management is full of gratitude to the friends of The Brand for their liberal and steadfast support during the year. He is also indebted to the strenuous enemies, for their efforts have not fallen short in helping to make The Brand a better newspaper. It will be seen that this issue does not follow the usual colored poster cover style of Christmas number, but has departed by giving two or three original stories.

While these are not Christmas stories all of them are extremely interesting.

MAMMOTH NEWSPAPER.

The Fort Worth Star-Telegram in its Christmas edition broke all state records in size and quality. This edition of one hundred and fifty-six pages and which required nearly 23 tons of white paper (more than a big carload), is a magnificent feat and a wonderful accomplishment in the newspaper world. The arrangement of the newsy and instructive reading matter, the display of attractive business advertisements all go to the credit of the well-organized metropolitan newspaper.

ANOTHER FORWARD STEP.

Beginning with this issue The Brand introduces an innovation into the weekly newspaper field telegraphic news hot from the wires and right up to the minute. The Brand will appear on the streets from now on at noon giving the readers a dinner paper with the latest press dispatches. This move is considered a forward step in weekly newspaperdom. But few papers throughout the state will get such advance news service.

THE STAR-Telegram of last Sunday contained a splendid story of an auto wolf chase as pulled off by three Hereford young men. The story is

in the form of a letter from Mr. W. T. Stanberry to his friend, Earle Driskell in Ft. Worth. Mr. Stanberry is foreman at The Brand office and his interesting letter indicates his rare ability as a letter-writer.

THE BRAND calls attention to the recent ordinance requiring every one to place numbers on their residences add places of business. The numbers are inexpensive. All houses will have to be numbered before the department will allow free delivery.

DO THE readers of The Brand like the cartoons which have been ap-

pearing from week to week? The management feels that a cartoon service for a weekly paper is a long advance step in a most progressive way.

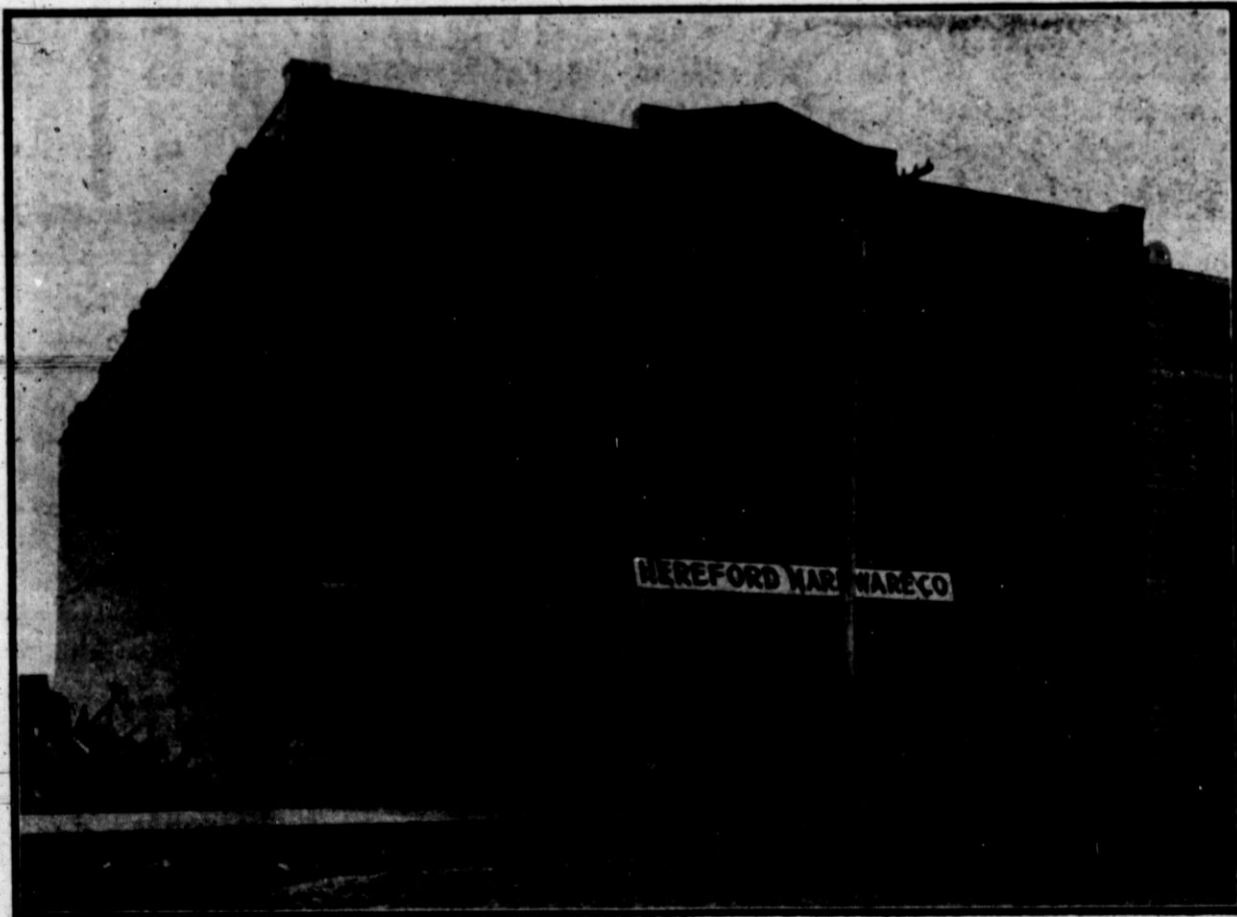
THE BRAND appreciates the readiness with which the Tulia Standard adopted the "envelope day" idea recently started. You are welcome to anything that you see in The Brand even if not original.

Look at the Label.

The yellow label tells all about it. If it reads "10 Dec. 09" this is the last copy you will receive. But if you live at Hereford you will likely get a "notice of expiration" or a bill, either of which may mean a "dun." In all events kick a dollar this way and be happy a whole year. It won't happen again for 365 days.

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 December, A. D. 1909, the same being the 27th day of December 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 26th day of November A. D. 1909. (seal) J. H. Turnbow, J. P. Precinct No. 1, Deaf Smith County, Texas.



New Home of Hereford Hardware Company

LOCALS

Do you want your moneys worth. See Smith the Jeweler. 45-2t

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

Keep your right eye on Baskin Heights. 1-tf

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

Watch our window Xmas week. Home Bakery, 2nd door east of post office. 45t2

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

We have saved others money so let us have your patronage. Smith the Jeweler. 45-2t

Geo. W. Irwin Jr, has gone to Mineral Wells to join his family in a Christmas vacation.

Don't fail to see our assortment and get our prices on Holiday goods Coulson's Drug Store. 44t2

If you ever think of economy you should read the article on page 8, entitled "the need to economize and how to do it." 44tf

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

There isn't anything nicer than an assortment of fancy cakes for Xmas festivals. We have them. Home Bakery, in O. K. Land Office building. 452t

J. A. Burch and Wm. Orr of Bradyville, Iowa, were in Hereford last week on business with Suggs & Jones, abstractors. Mr. Burch owns two sections of land in the north part of the county and likes the looks of the country fine. He will read The Brand from now on to keep himself posted.

**CHRISTMAS GOODS
ELECTRIC**

- Chafing Dishes
- Curling Iron Heaters
- Coffee Percolators
- Cigar Lighters
- Shaving Mugs
- Toasters
- Tea Kettles
- Flat Irons
- Reading Lamps, Etc.

PHONE 388

See the Electric Sewing Machine in E. B. Black Co.'s Window

**Hereford Electric Light
& Power Company**

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

Dr. O. P. Sutherland of Texico was in the city Monday and informed his friends that he would return to Hereford at the first of the year to make his home. He will open dental parlors in the Miller-Walker building.

Mr. and Mrs. J. F. Kemmerer of Clinton, Wis., have been visiting at F. C. Bradley's, Mr. Bradley's people having recently moved here this fall from Wisconsin and are located on a fine farm two miles east of Summerfield. Mr. Kemmerer is a real estate man in Wisconsin, a man of wealth and good judgment and is well pleased with the plains country and thinks there are great prospects ahead here. He tested the moisture and dug down 30 inches, finding 24 inches of fine moisture.

FOR SALE—Two choice lots, southwest corner, three blocks from court house. \$100.00 cash, balance \$20.00 per month. Inquire at The Brand Office. 45-tf

Club Notes

Mrs. A. M. Jones entertained the lady of the Sans Pareil Club Tuesday afternoon at her suburban home in north Hereford.

The Bay View Study Club met last Thursday and decided to adjourn for the holidays.

THE MONDAY AFTERNOON CLUB.
The Monday Afternoon Club met Monday, Dec. 13, with Mrs. J. D. Jarrott as hostess.

The following interesting program was rendered.

Roll Call—Quotations from the play.

Paper—Women of Shakespeare's later tragedy; Mrs. Biscoe.

Sketch—Edgar's place in the plot; Mrs. Garrison.

Lesson—Act 3, scene IV.

Round Table—Consequences of Gloucester's loyalty; Mrs. Russell.

Reading—Mrs. Witherspoon.

Makes Xmas Buying Easy

The Merry Christmas of olden days has become in many American homes a time of indecision and worry. Puzzling over "what present to give" has in a great many cases displaced the Christmas cheer. We have devised a plan which will make Christmas buying easy.

Based on our wide experience, we show you on this page a selected list of Christmas gifts. Some are especially suited to the season, some particularly useful—all valuable. Cut out this list of Christmas gifts. Study it. Do not put off your buying until the day before Christmas.

OUR LEADER—A suit of clothes will make the best and most appropriate Xmas present. While we are not advertising a slaughter sale, our 20 per cent discount off on all suits will convince you that the prices have been terribly slashed for our Xmas trade. Call and be convinced.

**Buster Brown
GUARANTEED
Hosiery**

For men, women and Children;
Black and Colors.

**THE BEST
of all
WALTHAM
WATCHES**

Fill Up the Little Chinks
in your gift list with
Phoenix Mufflers
packed in attractive boxes for
Holiday Giving
All Good Stores Sell Them at
50 cents

Full Line of
**HANDSOME
JEWELRY**
Many New Things

We have an exceptionally big line of Toys, Etc. In fact it is the largest in the town, and the line comprises everything the heart of a child could wish for. Call in and make your selections for the little folk as well as the older. Our Store can supply the wants for both.

Hereford D. R. Gass & Son Texas

SAVE FUEL BILLS
 With an
Electric Flatiron
DAY CURRENT NOW
 Ask Phone No. 388.
HEREFORD ELECTRIC LIGHT AND POWER COMPANY

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

The
Hereford Abstract
Company

Titles to Deaf Smith County Lands.
 Prompt Service. GIVE US A CALL

Office with J. P. Snyder Land Co.,
 BRITAIN-DUNLAP BUILDING

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.**

Palace Barber Shop
 ORR & LONG, Proprietors
 Best Service and equipment in town. Open until 7 p. m. week days except Saturdays, 11 p. m. Bath Sundays until 11 a. m.
 YOUR PATRONAGE APPRECIATED.
Agent Hereford Steam Laundry

TRY A BRAND LINER

Society

AT THE VAUGHN HOME
 Mrs. S. B. Arnold was at home with Miss Vaughn on Tuesday afternoon, December 14, from 4 to 5. This was the first social function of the Yuletide and a delightful introduction to the season's festivities. The receiving rooms were very tastily decorated with cut flowers, ferns, and autumn leaves, a color scheme of pink and white being carried out. At intervals Miss Willie Hammack delighted the guests with a number of piano selections rendered in her own inimitable style. Quite a pretty feature of the entertainment was the passing of small cards with the greeting "Echoes from Bethlehem." To match these cards, there being just two of a kind, was the amusement of the next few minutes. This brought about a free intermingling of the guests. Further suggestive of the season and to the pleasure of all was the humorous reading, "The Ruggles' Christmas Dinner," by Mrs. Jarrott. About fifty invitations were given. Mesdames Douglas Shirley and M. G. Mason were the guests of honor. Dainty refreshments were served.

MR. BARCUS ENTERTAINS S. S. CLASS.
 Mr. and Mrs. G. W. Barcus were at home to the members of Mr. Barcus' Sunday-school class Friday evening, Dec. 3rd. Although the evening was a dreary one, there were about twenty-two young ladies and gentlemen who assembled at this ever hospitable home to spend a few hours pleasantly in playing "42" and other games enjoyed by young people. Miss Warren assisted Mrs. Barcus in serving them a dainty salad course with coffee and nuts; and it was not until the wee small hours of the morning that the guests departed for their homes with many expressions of appreciation to their host and hostess for this little social gathering. Mr. Barcus teaches one of the largest Sunday-school classes in Hereford and, as a wise shepherd, he is ever mindful of the social as well as the spiritual welfare of his flock.

A CHARITY SHOWER.
 The ladies of the Presbyterian church with a few other friends were entertained at a toy shower by Mesdames Gibson and Arnold at the latter's home Wednesday afternoon, Dec. 12. The purpose of the gathering was the bestowing of toys, clothes and useful gifts upon the poor children of Hereford. A large assortment of gifts were brought and a committee was appointed to distribute the same. The social feature of the affair was not disregarded and the hostess served coffee wafers and home-made candy, during which time the ladies engaged in pleasant conversation. The joy of giving was realized to the fullest extent by all present and the thought that their efforts had not been spent in vain to brighten the Christmas for many destitute families brought its rich reward.

MRS. PRICE GIVES DINNER PARTY.
 Mrs. P. W. Price surprised her husband Sunday with a dinner party in honor of his birthday. The hostess was assisted in serving an elegant six course dinner by Mesdames Barnes & Jarrott. The guests who helped Mr. Price in this pleasant celebration were Messrs. G. N. Barcus, Chas. Warren, W. H. Ray, Dr. Price, C. P. Woodburn, J. D. Jarrott, L. A. Simpson, A. J. Lipscomb, and Mr. Harney of Portales, New Mexico.

ENTERTAINS IN HONOR OF SON.
 Mrs. Clarence Smith pleasantly entertained a large number of young people last Friday evening in honor of her son Will. Music and games of different kinds were engaged in until a late hour. The pleasure of the evening was enhanced by the fact that Will, the honored guest, was able, after such a protracted illness to be with his friends in a social way again.

Mr. and Mrs. G. N. Barcus entertained Mr. and Mrs. C. W. Warren and son Charles, Mr. and Mrs. Edward Bullock, Mrs. B. S. Arnold, and Mr. Stanford at turkey dinner Sunday.

Groceries

We are fitted out complete in our new quarters in the Miller-Walker Building now, and we extend our friends a most cordial invitation to call and see us. We have one of the most complete lines of Groceries in town, and we will continue to live up to our reputation of selling good goods at the right prices

TELEPHONE 45

J. D. Curtsinger

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

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.

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.

Concrete AND 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**



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

When Buying Groceries

Bear in Mind

the difference between

Cheap and High Grade GROCERIES,

the difference between

Healthful and Unhealthful GROCERIES,

the difference between

JARROTT & WILKINSON'S Groceries

and Other People's Groceries

Your Meat and Baking Together

We take great pleasure in announcing to our patrons that we have secured a complete Baking outfit, and the services of a first-class baker, and we can deliver both your meats and bread at one time. The cash price on meat is a winner, and we are going to give you the best line you have ever had, and it will include every kind of baking usually carried in a first-class bakery. A trial will be appreciated.

Burnam & Dobbins

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

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

Satisfactory Tailoring, Cleaning and Pressing. The Sultitorium. 36-tf

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

Professional and Business Cards

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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

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ABSTRACTERS
Complete Abstract of Title to Deaf Smith County Lands.
HEREFORD, TEXAS

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MURCHISON & JONES
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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

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
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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



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

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

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—Between town and my home, a laprobe, one side tan, the other mixed brown and green. Apply to W. B. Palmer, for reward. 1t

FOR RENT

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

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

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

ROOMS AND BOARD

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

MISCELLANEOUS

WANTED—Some clean COTTON rags at The Brand office.

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

WANTED—Land to break in tracts of one section or more. Box 871, Amarillo, Texas. 44t6p

STRAYED—Hereford cow and calf. Box—on left shoulder of cow. E. E. Brubaker, Hereford, Tex. 45-2tp

FOR SALE—All of block 90, 91, 92, 99, 100, 101, 102, 103, 104, 106 and 107, in Friona, Tex. Price, \$1450.00. G. S. DeMots, Hull, Iowa. 43t4

SEVEN—room house with 6 lots, barns, well and mill on 25-Mile Avenue for trade. Will take land or vendors lien notes. Write Box 248 or call Brand office. 44tf

WILL TRADE—my interest in 57 lots on 25-Mile Avenue for land, improved city property or vendors lien notes. A. C. Elliott care Brand Office, Hereford, Texas. 44-tf

FOR NOTES—One twenty acre Block,—good house, orchard and windmill. All land in cultivation. Will sell or trade for V. L. Notes. J. H. Bowers, Room 5, Miller Walker Bldg, Hereford, Texas. 44t2

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—A high grade Columbus Phaeton in first class condition. Write or see Mrs. Wm. Linville, 500 East 3rd Street. 45-2t

FOR SALE—General Hardware and Implement business, good clean stock, no competition, stock will invoice about \$6,000. Will also sell buildings and lots, worth \$4,000. It is a bargain for a live party. Want to retire from business, reason for selling. Address Haase Hardware Company, Vega, Texas. 45-tf

REAL ESTATE FOR SALE

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

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

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. 34-tf

FOR SALE OR EXCHANGE—291 acres of good land in Butler Co., Kans., all tillable which I will sell or exchange for land in the Panhandle, in Deaf Smith or Castro counties. Land must be first class. Distance from town no objection. Write Box 248A care of Brand office, Hereford Texas. 43tf

CITY PROPERTY FOR SALE

FOR SALE—I will sell nice residence property, cheaper than you can build. R. E. Cook. 44-tf

FOR SALE—Three room house, well, barn and other improvements two blocks east of college. Price \$1050. P. V. Winstead. 442tp.

FOR SALE OR TRADE—Any size farm from 107 to 662 acres, well located in shallow water belt near Hereford. Also good Residence Evants addition known as the Reece Hough place. J. H. Bowers, Room 5, Miller-Walker Building, Hereford, Texas. 44t2

FOR SALE—Cottage with 2½ 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 EXCHANGE—My home in Hereford and \$5,000 in Vendors Lien Notes. Will take good land, priced low or good business in Hereford or elsewhere, priced at value. J. N. Russell. 45-2t

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 3½ blocks from the postoffice. For price and terms see C. O. Lee. 31-tf

LIVE STOCK FOR SALE

JERSEY COW—Fine young milch cow, fresh, for sale. See E. E. Ramsey. 45t2

FOR SALE—Young horses. Some broke to work, all halter broke. J. C. Womble, Wildorado, Texas. 43t4p

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. A. H. Elliston. 32-tf

HEREFORD VIEW STOCK FARM

The Place to Buy Berkshire Hogs Hereford Cattle and Barred Rock Chickens

A few reasons why you should Buy Berkshires from me.

BECAUSE you can buy for less Money at Home and save the Express Charges. BECAUSE they are Prolific, three young sows during October and November farrowed 39 Pigs. BECAUSE they have Quality and Size and are raised so as to insure their future usefulness.

Nice lot of Pigs now ready to go, get in line. Mr. Breeder buy good Berkshires and make money. Come to my Farm one mile west of town and let me show you.

R. H. NORTON, HEREFORD, TEXAS
Drop me a card if you would like to read a little book "Berkshire Excellence & Progress"

CHRISTMAS GIFTS

When in doubt give some article of furniture. It always pleases.



Nothing makes a more sensible gift than a piece of Furniture and you are always sure of the pleasure of the recipient.

FURNITURE FOR EVERY ROOM

HOLIDAY VALUES

We have priced a large number of staple goods especially for our holiday trade. We cordially invite you to call and carefully inspect these values, because we know that our holiday stock so attractively priced will contain many happy surprises for careful buyers.

Furniture Is Invariably Useful

As well as ornamental, and there is no danger in giving furniture that it cannot be used, as is the case with many other gifts. For Christmas giving in the family circles you can think of nothing better than nice pieces of furniture.

We Have Selected Our Stock with the Greatest Care



and offer you the Kind of Furniture which makes acceptable gifts—dependable Furniture of style and character. Furniture so good that it will give a lifetime of service.

When You Start Out to Do Your Xmas Shopping visit our store and let us demonstrate the gift possibilities of our stock. You will find many articles besides furniture suitable for gifts.

HOLIDAY GOOD CHEER

is at its highest when Christmas shopping is done satisfactorily. We always try to make it an easy task for the shopper by having the right goods and in large quantities to select from. We have a special holiday assortment of strictly first-quality children's wagons, doll buggies, wheel barrows, rocking horses, automobiles, carts, stick horses, velocipedes, etc.

Hand-Painted China

Make acceptable gifts. We have on hand the most extensive line of Hand-Painted and Beautifully Decorated China we have ever had. In this line we have made a special effort to please our patrons and have spared no trouble to obtain the best patterns possible and at the most reasonable prices.

BEAUTIFUL PICTURES

Decorate your home with Beautiful Pictures. Our store is replete with many new and beautiful pictures especially ordered for the holiday trade. Better make your selection early

What to Do With Holiday Books

Just now this is a leading question in many thousand American homes. How can all the new Books, with their attractive bindings be displayed to the best advantage, arranged and classified to the best advantage? THE GLOBE-WERNICKE ELASTIC BOOK CASES will solve the difficulty. See our special window display of these goods.



A Merry Christmas

to our customers and friends from the store that saves you money, from the home of reliable goods.

Handsome Calendar Plates

to every lady from Deaf Smith, Castro and Parmer counties entering our store and registering her name during Christmas week (Monday 20th to Christmas day) we will present a beautiful calendar plate.

Open Nights

for the benefit of those who are unable to do their shopping in the day time we will remain open each night until Christmas day.



Globe-Wernicke Vertical Filing Cabinets For all Standard Sizes of Commercial Papers. Made with Heavy Frames and Drop Fronts. Patent Lock and Open Book.

E. B. BLACK COMPANY

Furniture Dealers and Undertakers



The Hereford Brand

A MERRY CHRISTMAS AND A HAPPY NEW YEAR

CHRISTMAS ON THE POLLY.

By FRANK H. SWEET.

Copyright, 1909, by American Press Association

IT was the good ship Polly, and she sailed the wintry sea, For ships must sail though fierce the gale, and a precious freight had she.

'Twas the captain's little daughter stood beside her father's chair

And illumined the dingy cabin with the sunshine of her hair.

With a yo heave ho and a yo heave ho!

For ships must sail Though fierce the gale And loud the tempests blow.

The captain's fingers rested on the pretty, curly head.

"Tomorrow will be Christmas day," the little maiden said.

"Do you suppose that Santa Claus will find us on the sea And make believe the stovepipe is a chimney just for me?"

Loud laughed the jovial captain and "By my faith," he cried, "If he should come we'll let him know he has a friend inside!"

And many a rugged sailor cast a loving look that night At the stovepipe where a lonely little stocking fluttered white.

With a yo heave ho and a yo heave ho!

For ships must sail Though fierce the gale And loud the tempests blow.



"DO YOU SUPPOSE THAT SANTA CLAUS WILL FIND US ON THE SEA?"

On the good ship Polly the Christmas sun shone down And on a smiling little face beneath a golden crown.

No happier child he saw that day on sea or on the land Than the captain's little daughter with her treasures in her hand.

For never was a stocking so filled with curious things. There were bracelets made of pretty shells and rosy coral strings, An elephant carved deftly from a bit of ivory tusk,

A fan, an alligator tooth and a little bag of musk.

Not a tar aboard the Polly but felt the Christmas cheer, For the captain's little daughter was to every sailor dear.

They heard a Christmas carol in the shrieking wintry gust, For a child had touched them by her simple, loving trust.

With a yo heave ho and a yo heave ho!

For ships must sail Though fierce the gale And loud the tempests blow.

The Growing Prices for Lands.

The Lankershim Ranch of Los Angeles, California, has been sold to a syndicate for \$52 per acre. There were over 48,000 acres. This is to be sub-divided and sold, and prices will average \$100 per acre. A few

years since this was considered of little value.

In Texas, thousands of acres are being sold at several hundred per cent above prices of five years since.

On the Plains, where lands could be had for \$2 to \$5, they bring now several times as much; and in many other localities prices have grown as greatly.

People who want homes had best buy NOW. Tomorrow does not come; and the man who waits pays a

er price: The day of the "boom" for Texas is at hand. It is already here.

Buy homes, and let no fear of falling prices deter. Let no hope of falling prices breed delay. The day of high-priced land is dear. Lands selling for \$15 will bring \$50; and lands bringing \$40 to \$60 will bring far higher prices. Ten years hence a poor man will barely be able to look at lands which he may now easily buy. The past ten years have

two last exhibits from this section. Will the clubs let this opportunity pass?

Hon. Lon D. Marrs, Amarillo, Tex. Dear Sir: From past correspondence and conversations we understood that the Panhandle counties were desirous of obtaining space upon which to erect a permanent exhibit building, and had expressed preference for space on the triangle between the exposition building and the race track, and as this seems to be

BOBBY'S CHRISTMAS PLAIN.

By WILLIS HAWKINS.

Copyright, 1909, by American Press Association

I'M awful tired o' bein' rich. I think it was a pity We come into the money which Enticed us to the city.

I wish that we was poor again An' back in Pawpaw Center A-livin' as we ust to when We was so much contented.

Pa didn't have that worried look An' ma was never nervous Before we had a chef to cook An' a butler man to serve us. I'd ruther be the way we was, All feelin' fine an' happy, With simple cookin' such as ma's That never made us scrappy.

An' then the lugs the girls put on! I think it's awful silly That Mary Jane is "Marie Zhon" An' Nellie is "Nattie." But, gracious, they git mad at me When I say "Nell" or "Mary," Though that was what they ust to be When they was 'tendin' dairy.



"I THINK IT'S AWFUL SILLY."

Them days I knew a lot o' boys That I could play an' fight with An' swap my marbles an' my toys Or go an' stay all night with. But now that I'm a rich man's son There'd be a great sensation If I should play with any one Beneath my lofty station.

An' now that Chris'mus time is near An' Santa Claus is comin' I don't see how he'll git in here Unless it's through the plumbin'. Instead o' chimneys we have wires Where 'lectric currents sizzle, An' I guess where you don't have fires Your Chris'mus is a fizzle.

Brand Force Gets Cake.

Mr. and Mrs. C. H. Baker, proprietors of the Arcadian Cafe, which opened its doors for business the 12th inst, and located in the new Miller-Walker Building, presented The Brand force with a nice cake last Saturday. The Cafe furnishings are new throughout and if the cake furnished The Brand be a fair sample then we speak for them much success.

The Hotel Iowa.

The hotel Iowa will be opened to the public by the owner, R. T. Edwards, December 6, 1909. He will conduct it as a first-class \$1.50 per day hotel and boarding house. He will have a free carriage to meet all trains. Give him a trial. You will be pleased.

The Deacon's Christmas Eve

BY GERALD PRIME

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This very night they're coming home. Their faces will appear Once more around the Yuletide feast, Our sons and daughters dear. Then there'll be all the babies, too, To jolt upon my knee And make our big, old fashioned house A scene of revelry.

The hemlock wreaths hang on the wall. That spray of mistletoe Recalls, old dear, our sparking days, Some fifty years ago, When first I kissed you underneath The bough of fateful pearls. I seem to see you once again, The sweetest of all girls.

The pantry shelves are loaded down With every kind of cake And pies of mince and pumpkin such He only you can make. Beyond the close shut parlor door An angel bright and fair Is looking down upon a tree That stands all ready there.

Put up your knitting, mother, dear. The tinkle of the bells Across the snow clad upper road In welcome warning swells, for here are Dick and Jack and Jess And Molly, Tom and Sue And all the merry, dimpled, cute, Mischievous youngsters too!



higher price. The syndicates have turned attention to the south and southwest, and the world is turning attention to Texas. In places hotels are unable to accommodate the crowds of buyers; and this is the beginning.

Many asked, years ago, why the railroads in the Southwest did not make and effort to people the Southwest. The reason is plain. The roads were parts of the syndicates, which had larger interests in the West; but a day has come, and the roads are making effort to bring people to the Southwest. And they are coming, in thousands, tens of thousands, hundreds of thousands and in millions!

Short crops in localities will make little difference. A few may sell; but the great bulk will hold for high-

brought advances of 30, 40 and 50 and even of several hundred per cent; but these have been inconsiderable, compared to the advances for the next 10 years.

One needs but to study conditions, to see that this must be true. The agencies to bring this result are at work. Buy homes—now!—Farm and Ranch.

PANHANDLE BUILDING AT FAIR

Opportunity May Pass Unless Clubs Get Busy, and That Soon.

A letter from Secretary Smith of the Dallas Fair management explains that other counties are after the Panhandle triangle made famous by the

choice of many other exhibitors from whom we have applications to erect permanent exhibit buildings, we write to ask if the Panhandle people intend to materialize their plan as outlined by you when here at the fair.

We remember having extended you as secretary of the Panhandle association an option to erect such a building on that triangle, and as we have several other applications for space on same, we would like to hear from you at your earliest convenience as to whether or not you intend to build.

Thanking you in advance for your prompt attention to this matter; we beg to remain,

Yours very truly,
SYDNEY SMITH, Sec'y.

WEST TEXAS COMING FAST

JUDGE SLATON OF HEREFORD IN DEAF SMITH COUNTY TELLS WHAT THAT SECTION IS NOW PRODUCING.

THE PASSING OF RANCHES

Large Ranches Are a Thing of the Past—Land Being Cut Into Good-Sized Farms and Sold at Very Good Prices.

From Austin Statesman.

Judge John P. Slaton of Hereford, Deaf Smith county, was here yesterday to confer with the state board of education regarding the sale of an issue of \$125,000 Deaf Smith court house bonds. These bonds bear 4 per cent interest and mature in forty years, with an option of ten years. When these bonds have been sold, Judge Slaton said, the proceeds are to be used for the construction of a new court house. Speaking of his county, Judge Slaton said that it was fast becoming one of the leading counties, not only in the Panhandle, but in the state, relative to the production of grain and other products. He said Deaf Smith county took first prize for wheat at the Dallas Fair and its products generally were in the lead of many of the older and more developed counties in the state. He also claims that the finest beeves to be produced anywhere in the country are raised in his county.

He deplored the passing of the great ranches which up to about two years ago were filled with thousands of head of cattle. The ranch owners have found that land is too valuable for ranges and most of them have either sold their lands to farm-

ers of else have gone into the farming business themselves. The result has been that the ranges have been cut up into farms and now great crops are being raised. He said the people of Texas have no conception of the agricultural possibilities of the western section of Texas, but on the other hand, thrifty farmers from the thickly settled northern states are pouring into Texas and settling in Deaf Smith and surrounding counties.

The Greatest Christmas.
Every Christmas is finer, livelier proof of the eternal freshness of the world's greatest festival. In the nineteen hundred years there have been many Christmas celebrations, some touching the high marks in human delight, but not one of them has equalled the record that the Christmas of 1909 will make, for it

is a splendid fact that each year gathers unto itself for Christmas rejoicing not only its own, but all of good and of happiness that went before. So in order to get the full benefit of this year's Christmas we should keep in mind its tremendous significance.

"Where there is no vision the people perish," says the Old Testament. Christianity has raised the

finest vision that man has known up to this stage of his history, and most of us believe that nothing in the future can possibly take its place. Said Napoleon, "There is between Christianity and all other religions whatsoever the distance of infinity." Strange these words could come from the builder of the nation which in the civilized brotherhood is the only one that is standing still to-day—France, boasting its infidelity. Look at Great Britain, Germany, the United States—all speeding forward with splendid strides, and all aggressively Christian! Analyze the progress of Japan and we find it due to the new Christian influence. Take any corner of the world where men are being made better and where their circumstances of living are being improved and we find Christianity at the bottom of the work. Judged solely by the physical demonstrations, the vision of Christianity is the greatest business and building asset in the world. All this should dwell in our thoughts in the Christmas-tide.—Ladies' World.

Compliments The Brand.

Grand Haven, Mich., Dec. 8, 1909
The Brand Pub. Co.,
Hereford, Texas.

Gentlemen:-
We are in receipt of your favor of the 4th inst., together with a copy of the "Hereford Brand" showing specimens of cuts made from leather. We wish to compliment you upon the excellent results.

The writer does not recall seeing leather used in connection with "cut" making as demonstrated by the hatchet in the copy of the BRAND.

Thanking you for your kindness in describing the process, and assuring you that we will be pleased to receive any other samples of this class of work, we are

Very truly yours,
THE CHALLENGE MACHINERY CO.



FREE! WELL NOT QUITE BUT NEARLY FREE!

We are offering as follows and you want to read every line for we are going to pay you to do so. Get your eye on the bargains below. This Sale Commences Monday, December 20th and Continues to January 1st.

High Grade Watches

Fine 21 Jewel Illinois Watch in 20-year case, was \$35.00, now **\$25.75**



Fine 17 Jewel Illinois, Elgin, Hamilton, Rockford or Waltham in 20 year case regular value \$27.50, this Sale for **\$22.50**

15 Jewel Movement, 20-year Case, made by reliable manufacturers, sold everywhere for \$15 to \$18, Sale price **\$12.50**

Regular 17 Jewel Elgin, Waltham or Illinois, size 18, in Silverine case, regular \$12.50 value, Sale price **\$9.25**

China Department

Fine Hand Painted Chop Plates, regular \$5.00 value, Sale price	\$3.00
Fine Hand Painted Plates, regular price \$2.25, Sale price	1.50
Fine Cut Glass Water Set, Regular price \$10.00, Sale price	8.25
Fine Cut Glass Orange Bowl, regular price \$11.00, Sale price	8.25
Fine Cut Glass Bowl, regular price, \$10.00, Sale price	7.25
Fine Line Berry Sets, regular price \$2.75, Sale price	1.75
A lot of Fine Imported Cakes, Salads and Fancy Pieces, prices were \$1 to \$1.25, now	.70

We will allow you for a copy of this ad cut from The Brand 25 cents on your purchases, if they exceed \$5.00 in value.

Pianos and Sewing Machines

Fine Schulz Piano, regular price \$350.00, this Sale **\$225.00**

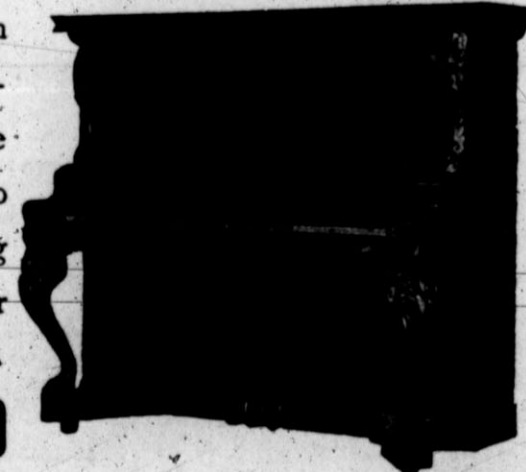
Fine Milton Piano, regular price \$275.00, to go during this Sale for only

\$175.00

Fine Appollo Piano Player, regular price \$200.00, Sale price **\$50.00**

Fine Royal Sewing Machine, regular price \$27.50, Sale price **\$20.00**

Fine Standard Sewing Machine, regular price \$30.00, Sale price **\$22.50**



In addition to above we will give you from 25 to 33 1-3 per cent off on all Silverware, Watch Fobs, Chains, Locket Chains, Gold Filled Umbrellas, Set Rings, Toilet Cases, Game Boards, Musical Goods, Violins, Guitars, Clocks, Books. In addition we will have a lot of new good—Bicycles, Wagons, China, Sterling Silverware just received which are fresh and have not been picked over, which will go at the same low prices.

G. W. SMITH & COMPANY

SUGAR BEET INDUSTRY FOR PANHANDLE COUNTRY

Extracts From a Letter Written by Mr. C. G. Townsend, Pathologist

In many localities in the Panhandle country it has been amply demonstrated that the sugar beet is a crop that may be grown with liberal profit, and throughout all the Plains country, according to those who have given the proposition closest attention, the possibilities are great. The following extract from a letter recently written C. O. Townsend, pathologist, in charge of the sugar plant investigation, will prove of worth to all who contemplate entering this enterprise:

"I am much interested in your efforts to produce sugar beets in the Texas Panhandle and will be glad to co-operate with you as far as possible in making your experiments next year successful. I would suggest that the ground to be used for sugar beets be plowed this fall as deep as possible, 10, 12 or 14 inches if practicable and that the soil be thoroughly worked down in the spring and the seed planted just as soon as the danger from frost is over. It is a common practice, and a very satisfactory one, to roll the beets very shortly after the seed is planted or even after the young plants are up. This seems to have a tendency to hold the moisture and usually results in an even stand and uniform growth.

"It would be advisable for quite a number of farmers to grow small areas. There is danger in a farmer undertaking a larger plot than he is able to handle with his other work and when he once gets behind with the thinning and cultivation he soon becomes discouraged and abandons

Ladies' Furnishing Store

Semi-Annual Clearance Sale

Save money and buy now of the sensational values offered of reasonable up-to-date merchandise for final and quick clearance. Your money could not possibly buy you better values than we will offer during this sale. A little investigation will be indisputable evidence of this. Read this list and see if you can't use some in your Christmas fixings at the price.

Christmas Values in Suits		Christmas Values in Coats for Women and Children	
\$35.00 Suits, special	\$24.50	\$25.00 Coats, special	\$16.50
30.00 Suits, special	19.50	18.00 Coats, special	13.50
25.00 Suits, special	16.50	15.00 Coats, special	11.00
20.00 Suits, special	14.00	12.50 Coats, special	8.00
15.00 Suits, special	11.50	6.00 Coats, special	4.25
9.50 Suits, special	7.00		
Christmas Values in Skirts		Christmas Values in Underwear	
\$12.50 Skirts, special	\$8.00	for Women and Children—Ladies' Underwear in Vests and pants	
10.00 Skirts, special	7.25	Bleached Cotton 75c quality, this sale	49c
8.50 Skirts, special	6.00	Bleached Cotton 65c quality, this sale	39c
7.50 Skirts, special	5.00	Bleached Cotton 25c quality, this sale	20c
6.50 Skirts, special	4.75	Children's 25c grade, union suits, during this sale	20c

You will find the same bargains in Christmas Notions, as Belts, Collars, Combs, Barrettes, Scarfs, Waist Patterns, Dolls, Teddy Bears, and others too numerous to mention. Remember this sale will

Commence Wed., Dec. 15, and close Wed. Dec. 29

Ladies' Furnishing Store

New Building on West Third Street.

the experiment. A half acre is as good for a test as a larger area, but this half acre should be under field conditions. It is sometimes the custom for people who are planting small plots to use a portion of their garden or some especially favored area. This not a good test for a field crop. I would therefore suggest that a part of some field be set aside, fenced if necessary to keep out the stock, and that the beets be grown under as nearly commercial conditions as possible."

Spring Lake Items.

Farmers are busy plowing in this community.

The Ladies' Aid met at Mrs. Jurgens's Wednesday and all enjoyed a pleasant day.

Mr. Frederic and family spent Thursday at J. I. Phipps'.

The play and box social at the Rouse school house was well attended. There were 29 boxes sold and they brought \$28.10.

Mrs. Ott, Orval Axtell, and Dr. Axtell went to Hereford Friday.

Mr. Rudd of Spring Lake traded his farm for a stock of goods in Olton this week.

Dwyte Axtell is yet confined to his room.

Bro. Hannel filled his regular appointment Sunday at Spring Lake.

Mr. Devening started to Plainview with ten wagons Thursday, to get lumber for his new house.

Milton Ott purchased a buggy this week.

J. I. Phipps is improving slowly.

Mr. Rouse delivered hogs in Hereford one day this week. He received 6 1/2 cents per pound on foot.

Mrs. Phipps and son Wallace went to Hereford Friday and while there visited their friends, Mrs. A. Wither- spoon, Mrs. Wildermuth and Mrs. Fox.

Dug Howell went to Hereford one day this week. ANGIE.

EVERYBODY IS INVITED

TO call at our store and see what we have to offer you in the way of Christmas presents. Our store is always headquarters for the Christmas shopper. Why? Because we always have the nicest and most serviceable things to offer. If you have not decided already just what to buy come in and we can soon show you just the thing you need. Our stock of watches, jewelry, diamonds, cut glass, hand painted China and silverware was never so complete.

We Can Offer You Some Good Values in

CARVING Sets, sterling and plated Tea Spoons, Table Spoons, Knives and Forks, Orange Sets, Chocolate and after dinner Coffee Sets, 26-piece Silver Chests, Hollow Handle Knives and Forks, Salad Sets, Punch Ladles, Soup Ladles, Punch Bowls, Salad Bowls in China and Cut Glass, Butter Dishes, Syrup Pitchers, etc.

WE have an elegant display of solid gold and gold filled Watches, gold Jewelry, loose and mounted Diamonds. It will be of interest to you to come and see what we have and make your selections early. We offer only a few suggestions in this ad; come to see us and we can give you a few more.

Our stock contains no rift-raft, junk, damaged or out of date goods, nothing but clean, high-grade, up-to-date merchandise. Our engraving is the best. We do all our work by hand. All orders for this kind of work should not be delayed. Engraved Jewelry is growing this season stronger than ever before. Last year we were unable to keep up with our engraving, especially during Christmas week. This year the indications are that we will be rushed more than ever. Also we invite you to come early for your selections while the stock is complete.

Jeweler W. H. RAY, Optician

The Little Folks Christmas Letters to Dear Old Santa Claus

What They Want in Their Stockings Expressed Down Way and Santa is Sure to Come to Hereford This Year—Says He Will Lay Night December 24th



ANNIE FITZHUGH PARKER
Age 5 Years



KATHLEEN HAWKINS
Age 3 Years



EMMA BELLE AND EDNA ELLIOTT
Ages 7 and 9 Years



WILLIAM ALEXANDER BLACK
Age 3 Years

SANTA CLAUS WRITES LETTER

Answers Children that He Received Their Letters and Will be Here Xmas Eve.

North Pole, U. S. A.,
Dec. 16, 1909

Dear Children at Hereford:

Today just as I was leaving for the Texas Panhandle on my long snow ride to visit all the children, I received all your nice letters. They made me so happy and will help me to decide what presents to put in your stockings. I make it a rule to miss all those children who have not brought in plenty of kindling and coal to keep a warm fire. And those smart boys and girls who want to watch for me are sure to wake up next morning after Xmas and find an empty stocking. I will have so many places to visit, I won't have time to wait for them to go to sleep. And say, children, be sure to hang up two stockings this year, because Mrs. Santa Claus is going to be with me. We will pass through Hereford about 11 o'clock Friday night, if the stars are bright.

Your long time friend,
Santa.

Scared Away from North Pole.

Dear Santa: I hear you have been scared away from the north pole by Mr Cook and Peary. I guess you have gone in an air ship to the beautiful shiny Mars I know you love to live in that shiny place. Dear Santa I want you to bring down to me and my little brother and sister some things I want a foot ball and horn and sister wants a doll buggy and doll, and baby, wants a rocky horse and lots of candy and nuts. Carry all the poor children something too. I am seven years old, dear good old Santa good-bye and a hug from
Forrest Bratton

A Real Steam Engine.

Dear Santa,
I have been a good Boy since last Xmas and I want you to please bring me a little Auto and caps to shoot in my gun. that gun that you brought last Xmas got broken and my Dear sweet Papa, took it to the tin shop and had it fixed. and don't bring no gun this Xmas. please bring me some roller Skates I want a Sleigh to ride in. I want some little firecrackers and a jumping jack like I saw in a journal. and do bring me a toot-horn, a steam Engine that will smoke like a real one. please bring Eugene Grand (Le Grand) some roller skates he lives right over there in the white House and bring Dubs Pitman some roller skates too. Santa did your Reindeers get away and you fall out in the snow Papa got a book down at the mail office and it had your picture like that in it. please Santa member all my little friends. I am five years old going on six. good by Santa I am glad when you come you will bring me some nice things.
Barnard Hicks.

A Little Housekeeper's Wants.

Dear Santyclaws
I will write you a few lines to let you know that I would like to have a few toys for Christmas. I will tell you now what I want for Christmas. I would like to have a large doll, and a little Folding-bed, to lie my doll in she will like it very much I am satisfied. I would like to have a dresser. And a little trunk, cooking stove to cook biscuits on for papa. A little Sewing-machine and Dear old Santy-claws there's only one thing more and that's a Bracelet, for myself I am eleven years old. I will close for this time Dear loving Santy-claws. From
Eula Henley
Parrott, Castro Co., Texas.

For Himself and Others.

Dear old Santa Claus
Please I want a little Red Automobile & a Gun I can shoot Rabbits with & a top & candy Nuts & Fruit. & I will write for my little sisters Louise would like a little Dollie & little dishes & little Stove & candy, Nuts & fruit. And Little Baby Agnes would like a little rubber dollie she can play with & not break. now be sure & bring all these for we want them so bad. I'm a little boy nearly four yrs old so good by. Your little boy
G H Womble, Jr.
Wildorado Tex.
P.S. we have moved since last Xmas so be sure to come to our new home.

Wants Candy and Other Goodies.

Dear Santa Claus.
will you please bring me some if not all the things I want. I will not be mad if you fail to bring all. but might be if you do not bring a part of what I ask for. I want a folding doll bed, and a big doll that can open and shut her eyes, with real hair that I can comb. I thought of asking for a lot of things but I have a good many play things, so will only ask you to bring the doll and bed and some candy and other goodies to eat. I am eight years old and live on corner of main and 8 st.
Your True Friend,
Mary Worley.

Hopes He will Get Here on Time.

Dear Santaclaus:
Did the snow help your toy and candy crop as much as it did the wheat crop in the Pan handle. If it did you will have a big pack and can give all the children something. I want gloves a book candy-fruit-chewing-gum then some more candy, hoping to be remembered with the other children and that you will get here on time and will have a snow for sleigh I am your little friend
Freda Thickett

Conductor's Lantern.

Dear Santa Claus.
Please bring me a drum and a book for a six year old boy to spell in. I want a set of tools and a top. And a book satchel too. I want a conductors lantern.
Your friend,
Davis Simpson Elliott.

Piano and Other Things.

Dear Santa Claus.
Please bring me a doll-bed and a game and a story book and a bicycle and a doll-piano and muff and fur.
210 F St. Elizabeth Obertheir.

Wont Run off Anymore.

Dear "Santa Claus."
If you will bring me a bracelet, diamond ring and neckless and whole lots of things, I want run off down town and buy bread and steak when mama dont want them.
Kathleen Hawkins.

Wants Only Doll, Doll-bed and Dishes.

Dear Santa Claus:-
I want you to bring me a large doll and a large doll bed and a set of dishes. That is all I want this Christmas.
Effie Lee Guinn.

Cow Boy Wants Bridle.

Dear Santa Claus:
I wish you would bring me a gold ring and a good riding bridle, and candy and nuts. Good by.
Your friend,
Clyde Kibbe.

Bracelet and Doll Buggy.

Dear Santa Clause.
I will tell you what I want for Xmas. I want a plain bracelet and a Doll buggy and a muf and carlar. A big sack of nuts and a big sack of candy.
Your little girl,
Lora Kibbe.

Love to Mrs. San'a.

Dear Santa Claus
I wish you would send me a little doll trunk and a set of bigger dishes than I had last Christmas and a few little doll clothes I will close with love to you and Mrs santa
Merrill Granger

Ingersoll Watch Will Do.

Dear Santa,—
I want you to bring me a nice story book and, if you want to you can bring me an Ingersoll watch or something else that you think I will like in its place and some apples, oranges, candy, and, nuts.
Good by,
Thurman Hawkins.



Has Twin Brothers.

Dear Santa Clause.
Be sure and remember me Xmas. Bring me lots of good things to eat also a freight train, big gun, fire crackers. I have twin brothers three years old they are bad but you must bring them something funny for Xmas, and fill their stockings full. I am six and one half years old. We are waiting for you.
Good-by,
Norman Reazor.

Willing to Divide.

My Dear Santa Claus.
I am a Little Girl Six years Old. I wish you to bring me a nice large Doll and bed. Some nuts candy and any other nice presents you can spair. After dividing with the other little Girls and Boys of Hereford.
I am thanking you for the past and will Hang my Stocking near the door. If mamma gets it Darned So it will hold.
Ethel Dunlap.

Wants Humpty-Dumpty.

Mr. Santa Claus,
North Pole.
Dear Santa,
I am writing you this letter to let you know what I want for Christmas. I want an Eskimo doll, an auto that will run. I want Humpty Dumpty and his ladder and chair. I want a muff and fur. I want lots of candy, oranges and apples and nuts. I believe this is all I want.
Your best girl,
Edna Elliott.

Winter Doll Clothes.

Dear Santa Claus—
I would like to have a red coat sweater and a pair of gloves and I would like to have some winter doll clother. And that is all.
From your Friend,
Cora Lee Gough.

With Usual Postscript.

Dear Santa Claus.
Please bring me a doll, a broom pretty little hobby-horse. Bring George Wilson a drum, a wagon, a stick horse with a head on it, and a parade. Bring Little Brother a rattler and a rubber sheep that will rattle.
Your little Friend,
Annie Fitzhugh Parker.
P. S. I forgot to tell you to bring a horn for me and one for George Wilson, also bring me a French harp and a little doll house. Bring lots of candy and fruit for us all and a set of dishes and a ball.
A. F. P.

Lot of Nice Things.

Dear Old Santa Claus.
I will write you a letter and tell you what I want for Christmas I want a doll and doll bed and a doll buggy and a lot of nice things to eat
A merry Christmas, santa,
With love,
Ina Mary Tucker.

Shetling Pony.

Dear Santa Clause.
I am at Granmother's home, and you can please leave my things with my Papa. I want a great big doll, with brown eyes and hair, a set of dishes and a Stove. And Santa Clause Pleas do not forget my Shetling pony.
Yours Affectionally,
Anny Marie Jones.
Killeen, Texas.

Brother Wants Rubber Monkey.

Dear Santa
I wish you would please bring a doll that will go to sleep and wake up and have sure nuf hair also a Girl's bicycle to ride to school. my little brother Donald is a year old today and cant write yet but wants a rubber monkey that can sing a song out of its back and a tin horn. If you have any left bring us some apples and some nuts and oranges.
Good-bye,
Cosette Hawkins

A Doll What's Got Hair.

Dear old S C.
I want you to come to see me and bring me a new doll whats got hair and hands and sits in a little high chair and a little doll bed whats got cover on it and a doll buggy and bring me a little iron whats down town and I spect dats all
My name is Jennie Aird and I live in my new house close to little Bill Russell's.

Has Several Wants.

Mr. Santa Claus.
Dear Santa,
I am writing you this letter to let you know what I want for Xmas I want a big doll that can shut and close his eyes. I want a wash stand and trunk. I want a doll buggy and horn. I want a muff and fur. I want lots of candy, oranges, nuts and apples. This is all I want.
Your girl,
Emma Belle Elliott.

Black Top and Whistle.

Dear Santa Claus;
Please bring me a pair of gloves, candy, nuts, a big black top whistle
Willard Hill Garrison.

Pleased With Anything.

Dear Santa Claus:
I thought I would write and tell you what I wanted this Xmas. I would like to have a little train and a track for it, and some candy, nuts, apples and oranges. I will be pleased with anything you bring me. I am a pupil in the Second Grade, and I live on Bennett Avenue. Now don't forget me.
Lovingly,
Don Bockmao

Screwdriver and a Magic Lantern

Dear Santy Claus—
Please bring me a electric engin And pinchers and a screwdriver and a magice-lantern and a foot-ball.
Geo. V. Stambaugh.



On Christmas eve the children, all gathered around the fire, discuss the probabilities until they must retire. 'Tis then the fateful wishbone, kept over from Thanksgiving is brought to light and broken in the traditional way. The favorite of fortune and whose choice to bring fulfillment fit to make the heart rejoice.

The Need to Economize and How to Do It

Is one of the greatest problems the common people have to solve. Did it ever occur to you, that a few moments hard thinking and figuring on this question might save you more than a fourth of your income in the future? Did you ever take the time to consider that prices are not the same the world over and that you might get the goods for 75c that you are paying a dollar for now? If the dealer you buy from does not economize, who pays for it? If the other fellow asks more for an article than you think it is worth, that's no sign that I will come in and get my price on the same article. I can show you a complete stock of Racket store goods at prices you would expect in Chicago. You will also find a complete line of Second Hand Goods. Safes at \$3.50, Iron Beds from \$1.50 to \$9.00, Bed Springs from 25c to \$1.50, Couches from \$2.50 to \$5.00, Dressers from \$1.50 to \$6.50, Dining Table \$4.50, Washing Machine \$3.50, Stoves of various kinds and prices, and plenty of pipe cheaper than you can buy it from the other fellow. I have also some little wagons, and NEW coil wire bed springs, the \$3.50 kind for \$2.50. It don't cost you anything to come in and get prices, but its worth money to you. I am always glad to quote prices on anything, even if you don't buy them, for I know they will bring you back. My expenses are light. I buy and sell for SPOT CASH only. Come in and let me show you what this means.

Walter Nelson, Proprietor Racket and 2nd Hand Store
CORNER MAIN STREET AND THE RAILROAD—THE SQUARE DEAL MAN

Christmas Meats and Baking

It is with pleasure that we announce to our patrons that we are going to be well prepared to serve their various wants in our line during the holidays. We will have Meats, and their accessories especially for the Xmas week. And its not necessary to mention that we will be able to give you the best Chickens and Turkeys in town.

Then we are going to have Xmas week, a Kansas City, Corn-Fed, Prize Winning Steer. Put in your Orders Early.

Then That Christmas Baking

We will have an especial line, and just as good and delicious as any you could want. We especially urge that you call in and inspect our baking.

Warm Bread Every Evening at 5:30 O'clock

Burnam & Dobbins

BROOM CORN AND ITS CULTURE

Experienced Man from Oklahoma Tells How to Raise Brooms in the Panhandle

A week ago, a farmer from the Chester neighborhood left a note on the dairy editor's desk asking him to tell something about broom corn culture. He gave the note over to the society editor, the society editor turned it over to the sporting page man, who slammed it back to the news editor. Not to be out did or out done, a "still hunt" was instituted for a man who knew something about making new brooms before they are brooms. He was found, or rather he found Hereford.

Mr. McEwin of Oklahoma dropped into the city this week and held a few square table talks in the office of Gough and Russell. There were a number of farmers present, including the Brand news reporter. It's easy and if the editor can get some one to run the newspaper for him, he is going to get rich raising broom corn next summer.

Mr. McEwin talked intelligently about the subject, but admitted in the beginning that he did not know all about it. He said: "You people have a better climate for maturing the brush than we have in Oklahoma. Many of our farmers build sheds, — you may not need sheds here. This is important, don't let the straw get wet or heat."

A summary of the culture of broom corn as told by Mr. McEwin is hereto given.

SEED. Use pure Standard Dwarf broom corn. Sells for about \$2.00 per bushel.

AMOUNT TO SOW. For dry season sow thin, for wet season sow thick—

THREE MORE FRIENDS OF SANTA CLAUS AND A FEW DELAYED CHRISTMAS LETTERS



MARGARET AND JAMES RUSSELL
Age 4 and Two Years

(Too late to get in Children's Page.)
Train and Air Gun.

Dear Santa Claus.

I want you to bring me a train with a little track under it. And an air gun, oranges, nuts and candy. This is all.

Your friend,
Enlyn Alban.

Drum and Horn.

Dear Santa Claus.

I want you to bring me a drum and a horn and some Oranges, Nuts and Candy. I have been a good boy

average about 1 bushel to 12 or 15 acres. Rows 3 ft. 6 inches apart and hills 15 to 24 inches, 2 or 3 stalks to the hill.

SOD LAND. New ground, well prepared, seeded with row planters, will make a good crop without further cultivation.

OLD LAND. The better cultivated, the better crop. Keep weeds down



ELLIOTT MOSES, 2 1-2 Years Old

and hope you will visit me Christmas eve. I am six years old.

Your Dear Friend,
Emmett Alban.

Football and Automobile.

Dear Old Santa Claus.

Will write you what I want you to bring me a little train, a little automobile that winds up and football. I will be up to Grandma's house when you come.

From,
J. W. Johnson.

and use Campbell methods.

WHEN TO HARVEST. When ready to harvest the first joint at the top is ripe and when the brush is held horizontally the straws with the weight of seed will not fall, but pull before brush is dead ripe.

HOW TO HARVEST. Pass thru rows and pull brush off at first joint, laying half a dozen or more between



CARROL BROWN AND JNO. L. FUQUA

Air Ship and Trombone.

You was so good to bring us so many nice things last Xmas and Papa has already brought us an automobile but just want you to bring me an Air-ship, and Trombone, and foot-ball and other little things you want to bring.

From,
John A. Johnson.

'Punkie' Pie and Grape Nuts.

Dear Santa.

Please bring me some grape nuts and 'punkie' pie and a train. Elliott Moses.

stalks, something like old time manner of striking fodder, but

DON'T LAY ON THE GROUND. Leave the brush in field 4 to 6 days. Then haul in and put in ricks beginning with a foot or more of Maize or Kaffir stalks for foundation. Place the heads in, allowing the butts to be exposed. Examine ricks every day and do not permit brush to bear or

mold. After thoroughly dry pile in larger ricks and cover with boards until baled.

The ricking method is used when available shed is not at hand. When a shed is built, drying racks are used. They are easily made and do not differ from the usual. Keeping the straw straight and free from stains caused by molding and sun-burn are the important items in receiving a high price for the corn.

SEEDING AND BALING. A home-made seeder may be made, but better buy one. They are easy to operate. A baler can also be purchased at small cost. All the seed should be removed before baling. The brush is usually put up in bales 2x3x4 feet and weigh about 300 pounds.

YIELD. One ton to 4 acres is a good yield and if \$60 to \$75 per ton is received, the farmer should be happy. The market price is now \$175.

COST. The cost of raising broom corn depends upon the amount of home labor which can be used. It costs about \$5 per ton to seed and bale.

TIME OF PLANTING. In Oklahoma they plant from April to July. In the Panhandle, around Hereford, from May 1 to July 1 would be about right. Don't plant all the field at the same time; 20 acres every two weeks will distribute the harvesting so that the crop may be properly cured.

AS A FEED. Broom corn fodder is as good as milo maize and kaffir. The seed mixed with other seed makes a fine feed for all kinds of stock.

Order feed and coal early, our wagon dont leave the store after 6 p. m. Hicks & Harrison. 44-4f

Arnold & Matthews, Furniture and Undertaking. J. M. Gilliland, Embalmer and Funeral Director. Day Phone 115. Night Phone 251. 38-4f

A Man's Store For a Man's Presents

BUY HIM



An Overcoat for Christmas

Neckwear

Gloves

Mufflers

Fancy
Vests

Suspenders

INDIVIDUAL BOXES

We have the following articles in Individual Boxes especially designed for the Xmas trade. They are very beautiful and handsome in design and calculated to make the gifts more appreciated.

Ties in Cases, Handkerchiefs in Cases,
Collars in Boxes, Sox in Boxes
Suspenders in Boxes



If your shoes don't fit

you lack comfort—
you might as well
wear wooden ones.



combination of "Natural Shape" lasts and perfect leathers are bound to give you comfort and service.

H. C. MYRICK

Hosiery

Shirts

Handkerchiefs

Suit Cases

Underwear



Or a Nice Suit for Christmas

YOUTH'S CLOTHING

at a

DISCOUNT

\$15.00 Suits	at	\$11.00
\$13.50 Suits	at	\$10.00
\$11.00 Suits	at	\$8.50
\$9.00 Suits	at	\$6.50

CHILDREN'S CLOTHING

Age 3 to 7

FIFTY SUITS

Ranging from \$2.50 to \$5.00

Your Choice While

They Last

\$2.25

TREE PLANTING

Written Especially for Publication in The Brand, by L. P. Landrum, Proprietor Hereford Nursery.

I regard December to March the best time to plant trees, but they can safely be transplanted from October till May in this climate. At this time the sap is well down, and the trees will receive less shock to be moved while in the most dormant condition, and if you plant early you will get a better growth and a better per cent to live, as the earth will have more time to firm down and adhere to the roots, which puts the plant in a better condition to stand the dry weather, and even with

time to plant trees, if you do not allow them to freeze while out of the ground.

The planter should endeavor to transplant with the least exposure of the roots, the feeding cells on the root of a plant, will dry and perish if exposed to the dry atmosphere for only a few moments, on some plants. So great care should be exercised not to allow the roots to dry. A medium sized hole is equally as good if not better than an extra sized one, the roots should be pruned some, and all broken or bruised ones removed.

Plant trees one to two inches deeper than they grew in the nursery, but don't plant too deep. Water thoroughly but don't drown them out, you can kill them with too much water, or you can neglect them and



Shipping Fruit Trees From Hereford

plenty of rainfall, it seems to put the soil in a more active condition which is very essential to all plant life. Prepare your ground well by plowing and harrowing thoroughly and firming down well as fast as you plow it. A disc harrow is a fine thing to follow a plow with, early preparation is preferable. If you haven't plowed your soil early, if you will take a little extra pains to double disc and harrow it till you get it well pulverized immediately after plowing it while there is a reasonable amount of moisture in it you will get good results.

The present season makes an excellent time to plant. You can plant safely any time through the winter except when the ground is hard frozen, a medium freeze is an ideal

let them die for want of water, cultivate frequent and it will not require so much water, and you will get better results.

A little advice from a competent tree planter will often prevent a failure. Don't neglect to exercise good common judgement in caring for your trees after they are planted. When you place the tree in the hole fill in with mellow soil till it is two thirds full and pour in water as long as the ground will soak it up freely, it usually requires from three to ten gallons after the water is allowed to soak down. Finish filling in with dry or mellow dirt, and you will be surprised to find how long it will hold the moisture. Cut the top back about one third.

Texas Stock Melons.

I am writing this article for the benefit of my brother farmers of our great southland. I have been growing this valuable melon for three years and it has proved to be the most profitable crop that I have grown, in the way of furnishing green feed in cold weather. This melon grows very large and many melons to the vine some weighing as high as sixty pounds. The great value of this melon is the keeping qualities. They will keep all winter,

and for hogs, cows, sheep, goats, and fowls of all kinds there is nothing that will furnish so much green feed at a time it is scarce and with such little labor. They are about the only substitute I know of for a silo. And for table use they are hard to beat; for preserves, hot or cold sauce they are fine, and for pies they are more like green apples than anything I know of. And I want to say right here if you want plenty of good milk in cold weather feed them to your milch cows.

These melons have no insect enemy and they will grow among corn the same as pumpkins. They are a cross between the Florida white and Kansas black melon and are adapted to all parts of the country.

If any brother farmer would like to get a start of this melon and will write to me I will send him a package by mail, for I know they will pay him many times over for the labor expended. If anyone should happen to write for seed kindly send postage. G. D. PEREGO, Newton, Newton Co., Texas.

You'll Like Hereford:

Motor Sewing Machine.

E. B. Black Company is exhibiting this week in one of their windows an electric power sewing machine. A tiny motor is attached to the machine and the operation is so smooth and rapid that one can hardly see it or hear it. A big crowd may be seen any time at the window.

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

HELLO!

This is just to remind you that the Local Agent for THE LADIES' HOME JOURNAL AND THE SATURDAY EVENING POST is

J. B. Curtis
P. O. Box 201, Hereford

Paper delivered every week at the house or office as desired. If you wish to subscribe just drop a postal to the above address

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 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.

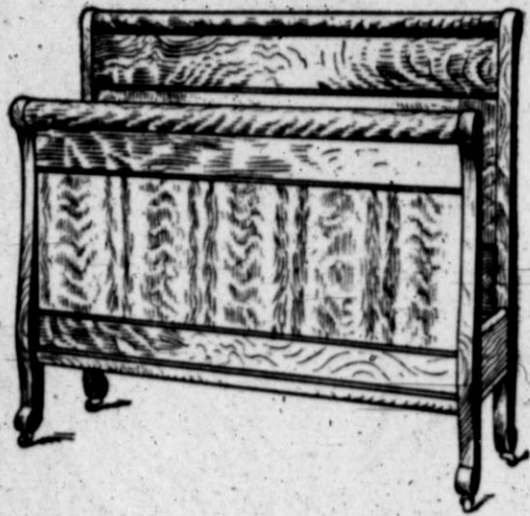
"I SAW IT IN THE BRAND"

WE WILL ACT YOUR SANTA CLAUS!

YOU BUY YOUR GIFTS IN FURNITURE AND WE WILL DO THE REST

Don't forget our statement in last week's issue of The Brand—See us make that statement good. Any piece of goods shown on this page (with the exception of one) will make a most desirable Xmas gift. We will deem it a pleasure on our part, to have you inspect our beautiful line of Furniture and House Furnishings.

See Our new Models in Beds



and Bed Room Furniture. Napoleon Beds in Golden Oak, Birdseye Maple or Circassian Walnut.

OUR STOCK OF SMALL RUGS AND ART SQUARES



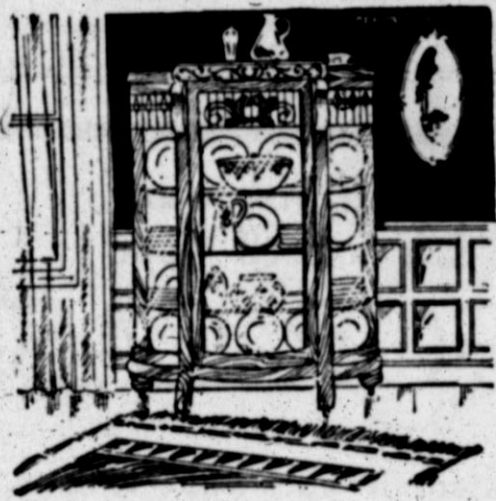
Newest, prettiest. We want you to see the New Creations.

We Have the Best



Assortment in Library Furniture ever shown in Hereford—so we think. Let us show it to U.

A Beautiful Chirta Closet



Should appeal to all. See the new ones we are showing.

Don't buy a Cabinet without a Reputation as you are likely to have trouble



COPYRIGHT 1908 BY G.P. McDougall & Son

As shown here. You should buy A McDOUGALL for comfort all the time.

The McDougall Way is Always the Best



EVERY GENUINE McDougall's Kitchen Cabinet Has a McDougall name plate—look for it. It doesn't cost any more than a cabinet without a Reputation. More manufactured and sold each year than any other cabinet on the market. See our new patterns in this line.

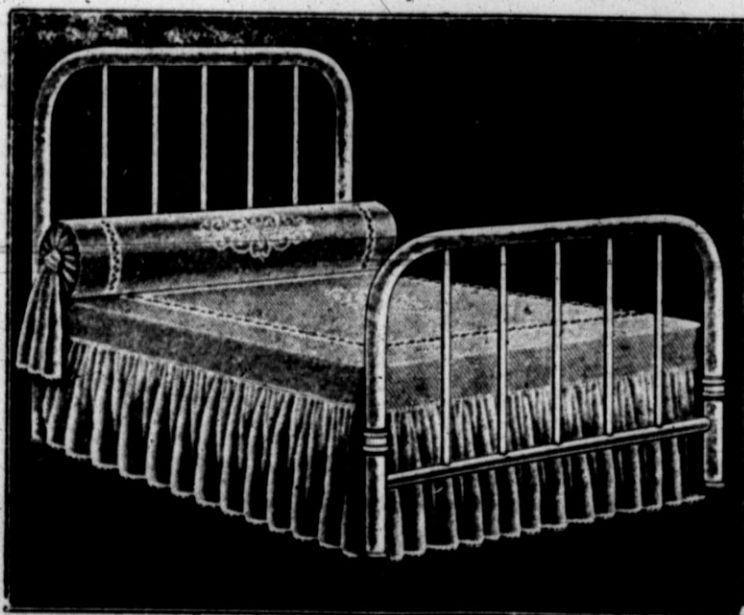
We are Showing About 30 Styles



in Dining Tables, and you will surely buy when you have heard our prices.

Enamel and Brass Beds

This Line was never so complete as it is at this time.



We will be pleased to have you inspect, and compare our prices.

If it is a Go-Cart with all the New Features



You are looking for, we have it. See our showings B-4-U-Buy.

We Will Be Very Glad Indeed

To have you make our store a visit, assuring you of the most courteous treatment and Lowest Prices

The Furniture Store That is Pleasing

ARNOLD & MATTHEWS
FURNITURE AND UNDARTAKING

J. M. Gililand
Embalmer and
Funeral Director

The Hereford Brand

Vol. 9

HEREFORD, TEXAS, DECEMBER 17, 1909

No. 45

A PROSPERITY WAVE FOR HEREFORD IN 1910

A True Watermelon Story

As Told by Robert Elliott to His Friend,
Jasper T. Moses

Written Especially for The Brand—All Rights Reserved

My errand was not a pleasant one. A relative in a distant city was in trouble and needed my presence. The day was wretchedly hot and dusty and when I add that it was in July in central Texas, you will know that these words should be in the superlative degree. The train simply dragged along—thank goodness it was not crowded. There was plenty of room to stretch out and be as much at ease as the day and the stuffy plush seats of the Katy Railway permitted.

Passengers came and went. It seemed that the train stopped at every cross-road and hesitated for each telegraph pole. Finally we passed Denton and our coach was deserted except by two ladies who were on board when I entered at Ft. Worth. Rousing myself from my none too profitable reverie, I decided that as they, like myself might be going through to the Territory, it might be worth while to cultivate their acquaintance, or at least to see if I could be of any service.

The elder of the two, who sat a few seats ahead, had that settled, uncompromising look that is bred only in the far north or in England. Still she appeared to be a woman of culture, and I thought that the young Southern girl of twenty, who sat across the aisle and to the rear, and who was evidently not an experienced traveler, would be safer and feel more secure in her company. She gladly fell in with the suggestion and soon the two were seated together and visiting in a most congenial manner.

At Denison Junction, where the train is remade up and the coaches cleaned, we alighted on the crowded platform to stretch our tired limbs during the thirty minutes we had to wait. After walking about the junction and making some small purchases, I lined up with the rest ready to enter my coach when the train should be made up for its northern run. I found myself near my companions of the day. They began to remark about a particularly luscious looking watermelon that lay on the platform near the crowd.

"I'd give anything for a slice of that," sighed the younger of the two women, looking at the bumper melon wistfully.

"It certainly does look good," rejoined her companion.

"Ladies," I volunteered, "if you will carry my grip into that train, I will steal that melon for us."

"Agreed," they responded.

This put them into blushing confusion; but just at the moment the train backed into position and the usual scramble for seats commenced. I thrust my grip toward them.

"You take it," each said to the other. "No, you take it," was the double response.

I left it in the hands of both of them and boarded the train with the melon, which must have been a forty-pounder at the least.

We had to sit just where we could, not being able to secure seats near

each other. But as soon as the train was under way and the crowd settled, I cut the melon and carried a large slice to each of the ladies. The rest of it I shared with my seat mate and with a woman and her five hungry children who sat across the aisle.

When the melon had disappeared, I sought my former companions. They were profuse in their gratitude each explaining that she had gone

occurred to me that he was feeling for that melon. I make no claim to sainthood, and admit that when a boy the watermelon patch had a peculiar attraction for a boy like me, still I never dreamed that I would fall so low as to rob a blind man. I call you to witness that it was for your sakes I committed this crime against this helpless fellow-being.

They were dumbfounded. The girl broke down utterly, sobbing as though her heart would break. The woman seemed dazed at first, but her grief, slower to be expressed, was even deeper.

"To think," she said, "that I should forget myself and when on such an errand."

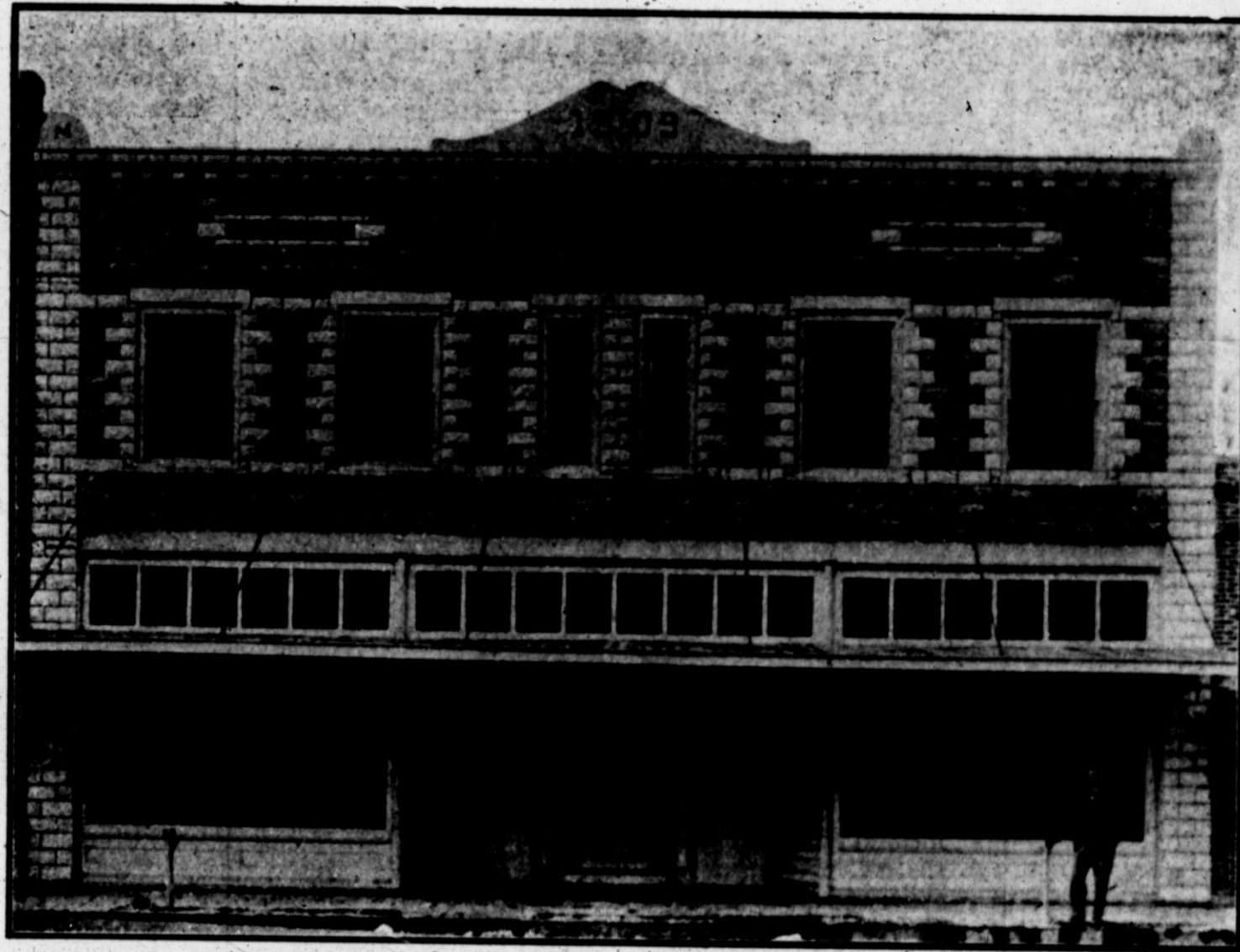
And she told me through her tears

eler's button," I explained.

"And that other pin—it has a familiar look," she added. "Why, that is a Pythian emblem" she said.

"Are you a Pythian?" she demanded excitedly. "My papa is a Pythian. I'd go with you anywhere—now," and she grasped my coat lapel, "tell me the truth about that melon."

"The melon was mine—I bought it when I first got off the train," I had to confess, for her direct, searching glance gave me to understand that she knew clear down in the bottom of her heart, that no Pythian would trespass upon the rights of another, even to gratify a lady's thirst for a watermelon. "Oh, you good bad man!" she exclaimed and



An Up-To-Date Concrete Block Building

I manufacture the Best and Most Handsome Building Block yet made. They are not an Ordinary Cement Block, but they are sharp cut, resembling cut stone and are a Cement Faced Concrete Block. They are far ahead of press brick in appearance and durability. I have just completed this building at Hereford, Texas, and it is 50x100 feet. All trimming is faced with White Marble Dust. This Building Cost \$1800.00 less than if made of brick.

J. L. JOHNSON, Manufacturer and Contractor

Postoffice Box 214

Hereford, Texas

since early morning without a bite to eat. The route was new to them and they had feared to leave the train at the lunch stations.

"Well," I said, "I am glad that you could enjoy the melon. As for me—you noticed that I did not eat much of it."

"Why, yes, put in the elder, but we attribute that to your goodness of heart—you were so busy feeding those children."

"No," I confessed, "that was not it—my conscience troubled me. Did you notice that poor blind man who sat near us on the platform where I took the melon?"

"Oh, yes," they said, "but what has that to do with your conscience?"

"Well, just as the train pulled out I saw him rise and grope about in his blindness with his stick just about where that melon had lain. It

that she was on her way to what proved to be the death bed of her sister in Illinois. She was an English bred woman who had lived for years in San Antonio. The girl was on her first long railway journey. She was from Gay Hill, Texas, a town I often visited and I found that we had many mutual friends there.

The young woman's grief soon spent itself and after she had bathed her face seemed her usual self.

"What's done can't be mended," she announced after a short silence, "and I don't propose to make myself wretched over a matter that I had nothing to do with and can't help." Seating herself comfortably her eyes fell upon an emblem on the lapel of my coat.

"What does that pin mean?" she asked.

"Oh, that is a commercial trav-

almost fell on my neck, but she didn't. Her elder companion was equally rejoiced at this unexpected sequel.

"And I am a Rathbone Sister," she said looking at me through her tears of joy, "and now you are my friend. I would trust you anywhere."

My little joke had gone farther than I meant, but their sudden relief from their seeming perplexity was so refreshing that it was like an oasis in the desert of despair. They showed no resentment and we passed a most pleasant evening together secure in a mutual confidence based on the principles of Pythianism which are as abiding as time itself.

Swisher 40,000 Acres.
The Tulia Standard estimates the wheat acreage for Swisher county at 40,000 acres and predicts a good crop.

REPLIES FROM 500 FARMERS

Article in Brand Brings Quick Replies From Iowa and Indiana Farmers—Sample of the Letters Received.

WILL HELP SETTLE PANHANDLE

One Says Panhandle Looks Better to Him Than Any Other Section of the Country—Will Come Here.

Be it remembered that The Brand in its issue of December 3rd published an original article in which an appeal was made for 500 farmers for the Hereford country. This open letter and free advertisement is bringing results. In one mail a half dozen replies and inquiries were received.

A farmer from Iowa writes: "There are some parties here who would like to go to that country. They want to know upon what terms farms can be rented."

Another from Indiana asks that L. Gough, L. Baskin, Renfro and Price write him a full description of the farms they have for rent,—houses, barns, fences, well, distance from town, etc., whether land is level or broken.

And still another writes:

"Gentlemen: I see the weather is fine in the Panhandle of Texas; also that you would like to have 500 more-good farmers. If you can get 500 good ones, I have two boys who would like to come out there, and that would make 502. I don't count them very great but they would work very well there. I have here a farm of 198 acres, for which I have been offered \$125 an acre. Now if I can sell, I will be with you. When the time of my paper is up or near, and if you will let me know I will send you the money for one more year. Thanking you, I remain yours,

D. L. Pearson.

These are but clippings from letters, but show two things that the Iowa and Indiana farmers are interested in the Panhandle and that they read The Brand.

Now, The Brand wants to hear from 100 land owners who do not live in the country and who will make some improvements on their holdings and lease the farms to good men. The necessary improvements will be a small but well built house, a good barn, well, and fences. The amount expended will depend upon the size and style of the house. If anyone will indicate just what kind of improvements are contemplated an estimate will be made and forwarded.

There is one thing sure. Non-owners will not come to a country where they have no houses. The Brand will keep an accurate record of all who want to rent farms, but they should write at once and give the following information:

1. How many acres can your force cultivate?
2. How many horses or mules do you own?
3. Have you any boys old enough who will help do the farming?
4. Are you willing to farm in a scientific way?
5. What size house will you need for your family?
6. If you come will you bring your cows, horses, chickens and turkeys?

The Story of a Useful Life—Thomas G. Nance

PIONEER CHRISTIAN MINISTER IN THE TEXAS PANHANDLE

Thomas G. Nance, pioneer pastor and evangelist of the Disciples of Christ in the Texas Panhandle, was born at Winchester, Tenn., April 17, 1852. He was the youngest of a large family, which in common with so many others in the South, suffered the devastations of the contending armies during the Civil War. These turbulent times during Brother Nance's boyhood prevented his receiving the education which his parents had been careful to give all their older children. It was not until he was a man grown that he was able to get any systematic schooling.

"There are few homes," says Brother Nance, "in which so broad and tolerant a religious spirit prevailed as in that of my parents. My mother was a Baptist and my father a Presbyterian, and the older children were about evenly divided between these two churches. Never was there a word of criticism from one of my parents about the religious belief of the other, nor the faintest breath of argument between them."

The Nance family remained in Winchester until Thomas was 17, and then moved to Alabama. This same year he united with the Baptist church in the old home congregation of the Burselons of Baylor University. The younger of these brothers, so well known to Texas Baptists, was Brother Nance's Sunday school teacher. Until this time the members of the Nance family had not so much as heard that there existed a people pleading for the simple faith and practice of the New Testament church. Dr. J. M. Pickens, of the Disciples of Christ, held a two week's meeting at Cedar Plains, Alabama, and his preaching impressed Brother Nance as being like the Bible and in accord with his own ideas.

After eight years in Alabama, the family returned to Tennessee, making their home at Pulaski. For some years Brother Nance traveled in the fruit business. In his journeying he often met Disciple preachers and became more and more impressed with their presentation of the primitive gospel. He studied long over the course he should pursue, dreading to break his pleasant associations with his old church home. Returning to Alabama, he told his Baptist friends of his changed views and asked their advice. They heard him kindly and told him to follow his convictions, and that while sorry to lose him, he would go with their best wishes. It is interesting to know that when in 1888, Brother Nance revisited these Alabama friends their Baptist pulpits were open to him and he was treated with every consideration.

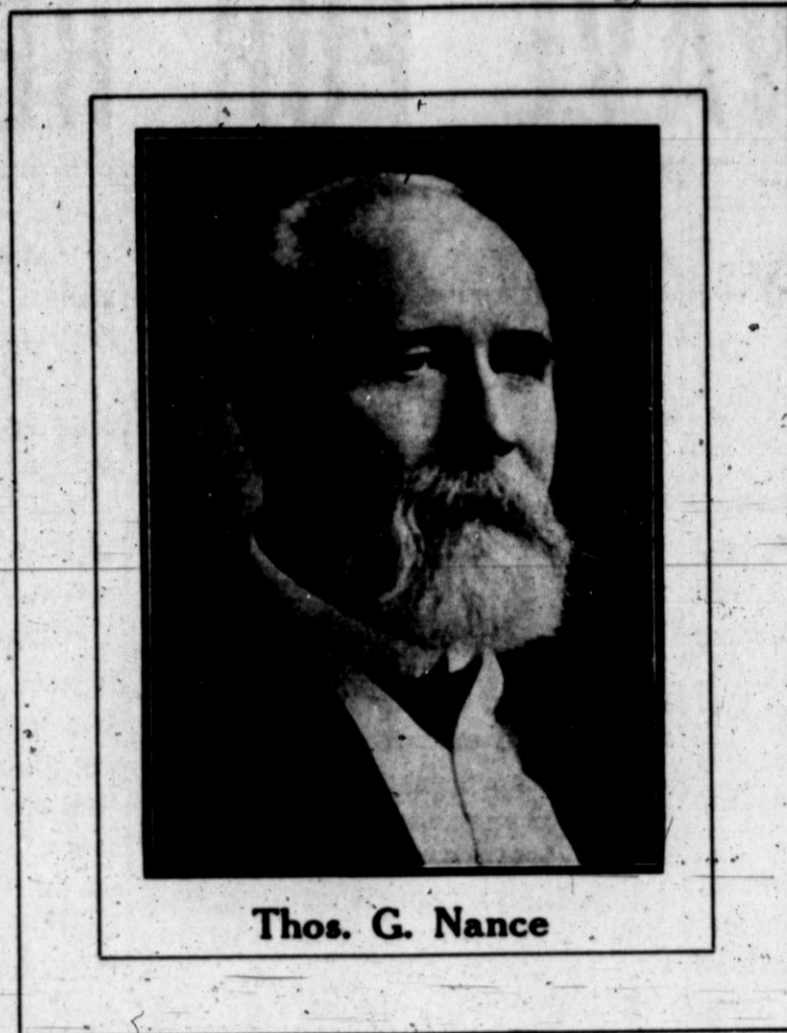
Soon after uniting with the Christian church at Pulaski, Tenn., in 1875, Brother Nance was advised by the elders of the congregation that he ought to give himself to the ministry. He did this finally almost in self defense, as he says, studying his Bible to be able to give a reason for the faith that was in him so that he might answer the questions and arguments of his family and denominational friends. He began to have the desire to devote his life to proclaiming the truth. The minister at Pulaski helped him in his studies and he found a book by Tolbert Fanning, "The Proper Division of the Word," of great service. He began by making talks in Sunday school, at Prayer meeting and at the Lord's Table, and soon found himself a full-fledged preacher.

After preaching two years in Tennessee, Brother Nance made a visit to his brother in Hill County, Texas, in 1881. He was entreated to minister to some of the gospel-hungry communities of the rapidly growing commonwealth, and remained in Texas evangelizing in all parts of the state, much of the time working for the state missionary board, until the spring of 1888. He then visited several months in Arkansas, Mississippi, Alabama, Tennessee and Kentucky holding meetings, during which he baptized 137 people, many of them in his old home communities.

Returning to Texas in November, 1888, Brother Nance came immediately to the Panhandle, preaching his first sermon on the Plains in a dugout used as a school house in Plainview. He was the first Disciple minister to preach here. A few days later he organized a congregation of twelve members. Receiving a letter from G. R. Jowell, he came on to Deaf Smith county, preaching the first Disciple sermon in the Jowell ranch house at what is now Sulphur Park. He was only three days behind the pioneer Methodist preacher to enter the county. This was the last of November, 1888.

Brother Nance went next to Amarillo, preaching in the old court house. Only two members of his church were there to greet him, Mrs. Wetzel and Mrs. Harrell, and for nearly two years they were the only resident Disciples in Amarillo. The faithful preacher was impressed with the strategic position of Amarillo and believed that the town had a great future before it. For two years he made monthly trips there from his home in Plainview, receiving little or nothing for his preaching. Services were held in the old court house and not a single conversion rewarded Brother Nance's efforts during this whole period. He kept on, nothing daunted, having faith not only in the town but in the message he was called to proclaim. During the week he labored at his trade of carpenter and builder, carefully saving the means to make the long overland trip to Amarillo.

At last, in July, 1890, Mr. G. A. F. Parker, who built the first Methodist church in Amarillo, loaned the building to Brother Nance for a revival meeting. This resulted in several conversions and the calling together of others who had formerly belonged to the church. A congregation was then organized with 22 members. Capt. J. M. Kindred and Judge J. M. Russell were the first elders. The first baptism by immersion administered on the Plains took place at



Thos. G. Nance

Amarillo during this meeting.

Brother Nance did pioneer work for the Disciples of Christ in many of the Panhandle and West Texas counties. He was the first minister of any church to preach in Randall County, the sermon being delivered in a dugout near Canyon. While laboring at his trade in order that his message might not fail in needy fields, he built the first Masonic hall on the Plains at Plainview. He was the first minister of his church to preach in Deaf Smith, Donley, Crosby, Castro and Throckmorton counties; and he did important pioneer work in the counties of Armstrong, Lubbock, Hall, Childress, Hardeman, Wilbarger, Wichita, Clay, Archer, Baylor, Knox, Haskell, Shackelford, Eastland, Stephens and Young. During his ministry in Texas which began in 1881, he preached in 200 counties. Much of the time, especially before coming to the Panhandle, laboring as an evangelist under the auspices of The Texas Christian Missionary Society.

At New Albany, Indiana, Sept. 16th, 1891, Brother Nance was married to Miss Clara Scott. Three children have come into their home, Roberta, Bessie and Walter. All the hardships and sacrifices incident to pioneer preaching in a new country have been shared by this devoted family. To the wife and children remaining at home, denied the presence and help of husband and father and also without the inspiration of changing scenes and conditions and the ever present impulse and uplift of a great message, comes the hardest lot of all. They are the ones who really know what self denial means, and it is their grace and faithfulness that has made possible the work of the pioneer missionary-evangelist.

Several times in the early days the opportunity came to Brother Nance, as it did to all West Texas pioneers, to take up a claim of four sections. Had

Window in Honor of T. G. Nance



To be Placed in the New Christian Church at Hereford, Texas

This beautiful window, illustrating the Parable of the Sower, is to be placed in the east front of the new Christian Church building at Hereford. It will be one of the largest church windows in the South and is to cost \$1,000. The window will be in size, twelve feet wide by eighteen feet high, and will occupy the most prominent position in the beautiful new church.

The subject, that of the Sower, is most appropriate in recognition of Brother Nance's labors in spreading the Gospel in the Panhandle and throughout Texas. The church honors itself in thus honoring the useful and unselfish life of this man of God.

he given up his itinerant preaching and settled down on this land, he might now be worth fifty or one hundred thousand dollars. But so devoted was he to his message that he did not even hold on to a section that he had almost paid out on near Plainview. He owed only a few hundred dollars on this land now easily worth \$15,000. To have settled this small debt would have meant that he must give up preaching and devote himself to farming or to working steadily at his trade for a time. Just then an insistent call came for preaching and this opportunity for a competency was given up in order that the gospel might be made known. It is only in the last two years that advancing age and the necessity of providing for his family have led Brother Nance to give up preaching for secular work.

Brother Nance is not given to relating hair-breadth escapes nor to embellishing his recollections with stories of cowboy shooting frays and bad man escapades of the Ralph Conner type that so many who know the west only from novels would naturally expect to be part of the experience of a pioneer "sky pilot." One night as he was riding from Amarillo back to his home in Plainview he came across a large camp of cowboys a few miles from the ranch where he expected to pass the night. They entreated him to stop with them, and he did so. After supper, one of the boys came to Brother Nance and said they were ready for a sermon. The boys had been singing hymns as they lay stretched out at ease on a gently sloping bank that led down to a small stream. It was quite dark, Brother Nance took his stand at the water's edge and preached to his invisible audience receiving the most respectful attention. He gave them "first principles," too, and without any Billy Sunday slang. "Nearly all these boys," said Brother Nance, "came from good Christian homes, and were interested in the church, being active partisans of the particular denomination in which they were reared. All of them knew and would sing the more familiar gospel hymns."

In making a cross-country drive from Silverton to Clarendon, Mr. and Mrs. Nance lost their way in a canon. All afternoon they hunted for a point of escape, but the steep walls revealed no opening. There was nothing else to do but pass the night in the buggy. While they had food, the lack of water was a hardship for both man and horse. A little before noon the following day they reached their destination.

At one time the Nance family started from Throckmorton to Plainview in a wagon. They came in the evening to the Double Mountain fork of the Brazos River which was running very high. Mr. Nance allowed across the river to a boy to go to the ranch of a friend for help. In the morning the friend came to guide them across. In the middle of the torrent, which was a quarter of a mile wide, the team balked. As the water seemed to be rising, there was nothing else to do but to rescue Mrs. Nance and the children while the friend went for extra horses to save the wagon also, if possible. Mr. Nance rode out with the children one at a time, and at last returned for his wife. He says that as he approached her, sitting alone in the midst of the swirling flood, she looked as if she had lost her last earthly friend. The water was roaring so about the wagon that the horse refused to come nearer than three or four feet from the vehicle. After he had circled the wagon three times, Mrs. Nance summoned courage to make the necessary jump. Her husband caught her safely, though the horse was nearly swept from his feet by the suddenly added burden. They reached shore in safety and the wagon was rescued later.

In Ellinger, Fayette County, Brother Nance was holding a revival meeting in a Casino that belonged to the Germans of the community. When Sunday came, he was told to vacate as the usual dance and theatrical performance had the right of way. The railway station agent came to his rescue, throwing together the two waiting rooms of the depot which were separated by a sliding partition, and furnishing chairs for the audience. The agent's wife had her organ brought in and played for the service. Brother Nance has preached in everything from a dance hall to a dugout, but this was the only time he ever held church in a railway station.

Some of the most influential men on the Plains have been brought to Christianity through Brother Nance's efforts, some of these who were outspoken infidels before their conversion are now leading church workers and officers. While pastor of the Christian Church at Wichita Falls; Brother Nance was called into a local hardware store to be introduced to a former Missourian who was ranching in Throckmorton county. The new comer urged him to come and hold a meeting at Throckmorton offering to pay his expenses if he would do so. The elders of the local church urged Brother Nance to accept the call, offering to pay for his time while on the trip. The ranchman came to town, seventeen miles from his home, and fitted up a house so that he might be on the ground for the meeting and entertain the evangelist. At the first invitation on Sunday morning seventeen people came forward, among them O. J. Wood, the ranchman of this story. A church was organized with 30 members. Mr. Wood characterizes his life before this time as that of "a devil incarnate," but since then he has become one of the most generous and useful Christian men of the state. Mr. Wood is president of the North West Texas Camp Meeting which Mr. Nance was instrumental in founding several years ago. These are only typical of scores of similar incidents that might be related of Brother Nance's long career of service to the church and to humanity. JASPER T. MOSES.

WHY A 13 IS LUCKY

E. PLURIBUS UNUM has 13 letters in it; 13 STARS; EAGLE HOLDS 13 POINTS; OUR PHONE NUMBER IS 13; 13 DOORS NORTH; 13 DOORS SOUTH

THIRTEEN CHRISTMAS PRESENTS

- | | | |
|--|---|-----------------------|
| 1. Dolls, Doll Buggies, Cradles, Chairs and Piano. | 5. Children's Sets. | 9. Military Sets. |
| 2. Tool Chest. | 6. Dishes. | 10. Pipes. |
| 3. Drums. | 7. Traveling Cases. | 11. Picture Books. |
| 4. Trunks. | 8. Manicure Sets, Stag, Sterling and Alligator. | 12. A. B. C. Blocks. |
| | | 13. Post Card Albums. |

13 BOXES OF LONEY'S CHOCOLATES. 13 DIFFERENT VIEWS OF HEREFORD. 13 LETTERS SPELLS OUR NAME

207 East Main	BETTS & MILLARD	Hereford, Texas
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SOMETHING WRONG

Crowell Farmer Claims to Have Taken First Prize on Turkey Red Wheat—But Did He?

J. W. Bell of Crowell, Texas, writes a letter to Farm and Ranch and sends his picture along for illustrative purposes and makes the claim to the champion wheat raiser of Texas. He also claims that he won first prize on on Turkey Red

Wheat at the 1909 Dallas Fair. There is evidently something wrong about this. S. B. Holman the secretary of the Hereford Commercial Club has in his office the blue ribbon which was attached to the A. W. Gregg wheat sample at the Fair, and he has received also the cash prize from the secretary and treasurer of the Dallas Fair. Now will someone explain how this happened when the Crowell man claims all the honors.

Bees for Alfalfa.
Alfalfa raisers find it to their ad-

vantage to have a few stands of bees. As the original cost is slight and the bees provide their own food, go after the raw material for the manufacture of honey, demand but slight attention and made such bountiful returns, bee culture has become to be a valuable "side line" for the farm. As blooms are to be found in alfalfa districts every day from early May to late October, the bees have a constant opportunity for service.

Alfalfa honey is white and clear, in an extremely delicate comb, has a delicious flavor, and an aroma that

is delightful. One authentic report from a western Kansas county is of a single hive that contained nearly two-hundred pounds, and another having ninety-six pounds. The owner of teese had twenty-five acres of alfalfa which in one year yielded him over one hundred tons of choice hay, besides the honey. The next year he increased his apiary to fifty stands.

While the average yield per hive elsewhere varies from fifteen to thirty pounds, the average in the alfalfa-growing territory is far higher.

Thus the financial returns of alfalfa may be greatly increased and in some instances doubled by having, say, two colonies of bees for each acre. Or, if only a part of the alfalfa-raisers in a neighborhood kept bees, this ratio could be doubled or trebled by those who do. Unlike other trespassers on neighbors' fields the bees do the neighbors a distinct favor, by fertilizing their alfalfa. —From Coburn's "The Book of Alfalfa."

For bargains in Acreage property in Hereford, see C. O. Lee. 36-11

A BIG CUT IN PRICES

Till January 1st we will cut the prices on the different lines below from 25 per cent to 33 1-3 per cent discount in order to reduce our large stock before beginning with our January inventory. Don't miss this last opportunity of the year to buy cheap goods. A new suit or coat or men's overcoat would make a nice Christmas present.

Ladies' Tailored Suits

Last Chance of 1909 to Buy a Good Suit Cheap

\$32.50 Suit on sale till Jan 1st at	\$21.75	\$20.00 Suit on sale till Jan. 1st, at	\$12.75
30.00 Suit on sale till Jan. 1st, at	\$19.85	18.50 Suits on sale till Jan. 1st, at	\$11.85
27.50 Suits on sale till Jan. 1st, at	\$18.50	15.00 Suit on sale till Jan. 1st, at	\$10.00
25.00 Suit on sale till Jan. 1st, at	\$17.50	14.00 Suit on sale till Jan. 1st, at	\$ 9.75
22.50 Suit on sale till Jan. 1st, at	\$15.00	12.50 Suit on sale till Jan. 1st, at	\$ 8.25

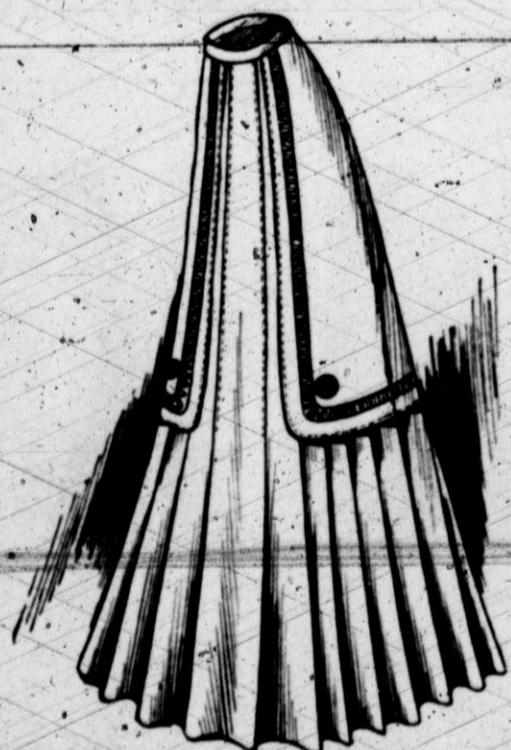
Men's and Boys' Overcoats

\$25.00 Overcoat cut to	\$17.85	\$15.00 Overcoats cut to	\$10.00
20.00 Overcoat cut to	\$14.00	12.50 Overcoats cut to	\$ 8.00
18.00 Overcoat cut to	\$12.50	10.00 Overcoats cut to	\$ 6.50

Other Priced Coats 33 1-3 Per Cent Off

Ladies, Men and Children's Sweater Coats
25 per cent discount

Ladies and Misses Skirts



Cut 1-3

Ladies' Coats

\$27.50 Auto Coats, for only	\$18.75	\$17.50 Coats, for only	\$12.00
25.00 Auto Coats, for only	\$18.00	15.00 Coats, for only	\$10.00
22.50 Auto Coats, for only	\$15.00	12.50 Coats, for only	\$ 8.50
20.00 Auto Coats, for only	\$13.75	10.00 Coats, for only	\$ 6.75

All Other Ladies' and Children's Coats 1-3 Off

Men's and Ladies' Wool Underwear, 1-4 Off

Wool Scarfs, Fascinators and Shawls, 25 per cent discount

Men's and Boys, Suits go till January 1st, at 1-4 Off

Remnant Counter—Don't miss the Bargains on it. It will pay you to look it over.

We offer these exceedingly low prices in order to reduce our stock before inventory. Remember these prices are CASH.

Geo. A. STAMBAUGH



BIG CLEAN-UP SALE

AT THE J. A. FOX & CO.'S STORE BEGINS SATURDAY, DECEMBER 18TH, 1909

We have just closed a successful Sale during the past two weeks and during the past Sale we have reduced several lots of our goods to odds and ends. Also made quite a few remnants. Now, in order to close out all odd lots and to reduce our entire stock by January 1st, which is the time to take stock, we propose to inaugurate this CLEAN-UP SALE which means dollars and cents to all customers. Our Store will be closed Friday Afternoon in order to get ready for this Big Sale. If you will read carefully the prices quoted below, we think you will not hesitate to visit our store during this Sale, which opens Saturday morning at 9 o'clock.

Dress Goods

It is needless for me to enumerate the styles and kinds of all our Dress Goods. Will just say that the stock is complete with all the new patterns and styles. We must sell them, and in order to do so this late in the season we realize that we will have to sacrifice the price. Therefore we have decided to sell all Dress Goods at ONE-THIRD OFF, so you can readily see that you can save 1-3 the price on all purchases of anything in Dress Goods.

Ladies and Children's Cloaks

No excuse for late buyers being without a Cloak the remainder of the winter. We are going to move them.

\$25.00 Cloaks, Clean-Up at	\$12.50
20.00 " " " "	10.00
18.00 " " " "	9.00
15.00 " " " "	7.50
12.00 " " " "	6.00
10.00 " " " "	5.00
8.00 " " " "	4.00
6.00 " " " "	3.00
5.00 " " " "	2.50
3.50 " " " "	1.75
2.00 " " " "	1.00
1.50 " " " "	.75

Notions

Ladies' Handkerchiefs, worth 15c, in this Sale at	4c
Ladies' Hemstitched and Embroidered Handkerchiefs, worth 25c, during this Clean-Up Sale for	11c
24 dozen Sample Handkerchiefs, worth up to 20c, in this Sale for	9c
A box of good Toilet Soap, 3 cakes in box, sold elsewhere at 24c, Clean-Up Sale Price	10c
Hooks and Eyes, worth 5c, in this Sale for	1c
One paper of full count good Pins, worth 5c, this Sale	1c
Featherstitch Braids, worth up to 10c, go in this Sale at	4c
Good Lisle Thread Elastic, worth 10c, during this Sale	5c
24 Bone Collar Buttons for	5c
72 Rice Buttons for	5c
Elite Shoe Polish	18c
Gilt Edge Polish	18c

Grips, Suit Cases and Trunks

Just before you leave for that trip, see what we can do for you on your purchase. You will be shocked at the low prices we will make you on a Grip, Suit Case or Trunk. They must go.

Embroideries and Laces

Cambric, Hamburg and Swiss Embroideries, Edges and Insertions, absolutely every pattern bought this season, values up to 9c, all placed on one table at per yard

Insertions, Edgings and Beadings in Cambric and Swiss, dainty pattern, on sale at per yard only	8c
Extra wide Cambric and Hamburg Edges and Insertions, special patterns, 20c values, sale price	11c
Silk Flouncing in Cambric and Hamburg, extra wide worth 25c per yard, sale price	17c
5,000 yards of good Torchon Laces and Insertions to match, at Sale price	6c
Thousands of yards of Val Laces and Edges worth 25c per yard, sale price	15c

Table Linen and Napkins

\$1.50 values, 72 inches wide, sale price

Handsome \$1.00 values, sale price	64c
75c Damask at sale price	49c
50c Damask at sale price	29c

Napkins

A fairly good Napkin at, per dozen	27c
A better grade Napkin at, per dozen	39c
An extra good Napkin at, per dozen	88c
A good Linen Napkin at, per dozen	88c
A fine imported all linen Napkin at, per dozen	\$1.29

Towels

Linen, White and Colored Borders, 40c values, sale price, per pair	24c
A good single Towel, worth 10c, sale price	3 1-2c
40 inch Turkish Bath Towels, 35c values, in Clean-up Sale for	23c

Some of Extra Sps

Carpet Warp Worth \$1.50 per bale, in Clean-Up Sale for	\$
Thread Now is the time to buy your thread. Clarks O. N. T. Thread, 6 spools for	COST
Oil Cloth All Standard Brands of colored Cloth, worth 25c per yard, Clean-Up at 2 1/2 yards for. Only 2 1/2 yards to each customer	
Canvass Gloves Good Canvass Gloves at, per pair	19c
Knee Pants Boys' Knee Pants to Clean-Up at, per pair	39c
Silks! Silks! Patterns, all the very latest, during Clean-Up	COST
Men's Dress Shirts Men's Sample Dress Shirts up to \$2.25, all on one table, your choice for	69c
Jersey Gloves Lined Jersey Gloves, 40c and 50c, Clean-up per pair	19c

Do Not Ask Large Goods to you during these Prices

Shoes! Shoes! Shoes!

Too many Children's Shoes—they must go, so bring your children to our store during this sale and see what we can save you on your shoe purchase for your children.

Our Guarantee on all Shoes we sell: We positively guarantee to each and every customer buying a pair of shoes, that they contain nothing but solid leather, with solid leather insoles; in fact, we allow any customer to take any shoe out of our stock, cut it to pieces, and we will forfeit \$100.00 if there be found that the shoe is not as represented.

To the Men: We will sell you during this sale, a Calf or Vici Shoe under the above guarantee for only **\$2.50**. Come and be convinced.

Dress Patterns

Think of it—a whole dress for 29c

500 Dress Patterns, containing 10 yards each—all placed on one table. Former price of these goods was 8c to 15c per yard. They consist of Lawns, Batiste, Dimities and Calico. One pattern each of your own selection when you have purchased \$5.00 worth of goods at 10 yards for **29c**

White Quilts

HERE'S YOUR CHANCE

White Quilts worth \$1.25, Clean-Up	85c
" " " 1.50, " "	98c
" " " 2.00, " "	\$1.48
A few Morsales Quilts, worth \$3.50 to \$5.00, Clean-Up	2.19

Ladies and Children's Underwear

We are overloaded on these goods. They must sell.

Ladies Two Piece Garments with a good fleece, worth 40c, Clean-Up at	23c
Ladies Two Piece Garments, Perfect Fitting, the best cotton garment made, worth 75c, Clean-Up	48c
Ladies Unions, the Set Snug Garment, everyone knows what they are worth, Clean-Up at	89c

Children's Underwear

A Good Heavy Fleece Lined Unions, worth 40c, Clean-Up at	23c
The very heaviest Union Suits made, worth 75c, Clean-Up Price	48c
Boys' Two Piece Garments, heavy fleeced, worth 40c, go during this Clean-Up Sale for	23c

Men's Underwear

The very best fleece lined shirt and drawers, worth 65c, Clean-Up at	43c
A very fine Bal Brigan Garment, with fine fleece, worth 75c, Clean-Up at	48c

We are overstocked in Men's Wool Underwear, and we propose to move all wool goods so we have just marked them to sell at HALF PRICE.

Men's Ladies' and Childrens Hose

Ladies' fast black Hose, regular price 15c, sale price only	9c
A fine Meca fast black Hose, worth 25c per pair, sale price	15c
Children's fast black Ribbed Hose, worth 20c, sale price	12c
Children's finest French Ribbed Hose, worth 35c, sale price	22c
Just received 25 dozen Men's Fancy Hosiery; these hose were bought to sell at 20c, sale price	10c
Men's Hose worth 35c per pair, in this Gigantic Sale at	22c

Staples

Here is where we smash 'em

All Standard Brands Calico clean up at	4c
15c Cambrics at	9c
Green Ticket Linsdale, Clean-Up at	9c
Staple Check Gingham worth 8c, clean-up at	5c
Best Grade Percales, worth 15c, clean-up at	10c
Good quality Cotton Checks at	5c
Old fashioned A. C. A. Feather Tick, worth 25c, clean-up at	16c
The Best Quality of Blue Demons, worth 25c, clean-up at	16c

J. A. FOX & COMPANY

HEREFORD, TEXAS

Owing to the reputation Established by J. A. Fox & Company's Store as a merchant of high-grade dependable merchandise, these prices are presented, and not in any way exaggerated in this advertisement, and the buyer can have money refunded at any time for any reason whatsoever if not satisfactory to the purchaser. OUR GUARANTEE: We assure each and every purchaser absolute satisfaction in every garment, every price and every statement here made, and will exchange any purchase unsatisfactory for any reason whatsoever. Every article, every garment in the house marked in plain figures. One price to all. REMEMBER THE DATE, SATURDAY, DECEMBER 18.

Story of Captain Emil Olsen, Sailor and Bridge Builder

Remarkable Tale of the Galveston Flood—How a Dog
Saved the Life of Baby Amelia Olsen

On a broad, level upland field a man is plodding along behind four horses hitched abreast to a disk harrow and packer. His manner is brisk and energetic despite the iron gray of his hair, the only mark about the man to indicate that that he has passed the half century goal. Yet this farmer apparently so absorbed in getting his wheat ready for the next rain can tell stories of each of the seven seas and of adventures in flood and fight enough to furnish the spice of romance for the lives of a score of his peaceful neighbors. What can Captain Emil Olsen, navigator, smuggler, Indian fighter, bridge builder and all round adventurer, be doing in a Texas Panhandle Wheat field? Let us drive up and ask him.

The Captain, noting our approach, stops his team at the end of the row and comes to the fence. Rather under medium size, his face and hands are so tanned as to give little clue to their original color. But his features and his strong Norwegian accent prepare us for the statement that he was not born in Sweden but of Norwegian parents, in 1857. His life on the sea began in his ninth year. The bark Majestic, Captain Harsfield, was his first ship, and he served under this officer for nine years, cruising in various seas and touching many interesting oriental ports. Later, while flag captain of a steamer running from Honolulu to Puget Sound, Mr. Olson had a lively time getting clear of the revenue cutters on account of some speculations of his in opium,—a drug on which there was some thousand per cent profit when introduced into the United States without the bothersome and expensive process of going through the Custom House.

Forsaking the sea, Capt. Olsen and some companions started overland from Sacramento for Galveston. In an encounter with a band of 13 Indians, they succeeded in killing all but three of the Redskins, though one of their party was fatally wounded by a poisoned arrow. For the next 18 years, Mr. Olsen was the in bridge and structural steel work, most of the time commanding \$10.00 a day as erecting superintendent. He worked on the Brooklyn bridge and the Mississippi river bridge between Rock Island, Ill. and Davenport, Ia. He then put up a viaduct in Cleveland, O., for the King Bridge Co. He was superintendent of construction on four of the buildings at the Chicago World's Fair and put up the 22 story hotel building at 63rd street and Stony Island Ave.

But it was in Galveston that Capt. Olsen and his family met with the adventure that stands out pre-eminent in their lives, and which, strangely enough, is the chief cause for their being today on a Panhandle wheat farm.

At the time of the Galveston flood, Mr. Olson was putting in a new segment in the Southern Pacific bridge between the main land and Galveston Island. His wife and family were at LeMark, five miles away.

Saturday, September 8th, 1900 was the fatal day. About one o'clock in the afternoon the water began to rise rapidly. Ten locomotives were stalled near the bridge and could not pull out. A section crew started to run through on their hand car and urged Capt. Olsen to go with them. It is well that he refused, for they were all drowned.

About six o'clock Captain Olsen saw that they would soon be swept from the freight cars on which they

had taken refuge, and suggested to his his brother-in-law that they swim across to the Galveston and Houston tracks which were a little higher and where there were some heavily loaded cars that seemed to promise a more secure place of refuge.

His companion could not swim, so Capt. Olsen tied him on his back with a piece of clothes line and struck out in the swirling flood. They reached the cars safely and lay down on top, holding to the running board. During the night the storm increased and the cars began to break up and to drift. There was nothing to do but to swim, hoping in some way to keep afloat till daylight.

With his helpless companion on his back. Capt. Olsen made a gallant fight for life. Sometimes they were able to cling to floating wreckage, but much of the night the hazy ex-sailor swam with his human freight.

About dawn they landed in the top of a pear orchard 27 miles from Galveston. They remained in a tree for nine hours until the water which was 16 feet deep had subsided sufficiently for them to walk, or rather wade, toward their former home.

The struggles of the night had torn from both men every stitch of clothing, and they started out mother naked to walk the 19 miles to Le Mark. When they got there next morning, they had been 48 hours from home and all this time without food or rest. In sight of their former home, they saw that it and all the buildings about had been swept away. It is no wonder that the Captain sank to the ground weak and hopeless.

An hour later, a man named Wright came by and told Mr. Olsen that his family was safe and directed him to them. He borrowed a pair of drawers and started out, overwhelmed with joy. He found them barefooted and half-naked. They had no clothing nor food until the Captains brother came in on the relief train and found them the next day.

Naturally, Captain Olsen's first question to his wife was, "How are the children? Are they all here?" "Yes," she answered, "but we

nearly lost the baby", and here comes the strangest part of the story.

There were eight families in the big boarding house of the railway construction camp. When the storm came up, the women and children huddled together in the sitting room. There was one man in the party and he had them make a



Amelia and Her Faithful Friend,
Snowball

circle of the larger and heavier furniture, in the midst of which they crouched. When the house fell, this kept them from being crushed by the timbers.

Before the destruction of the house the water had already risen above the floor level and the in-

mates had to wade, sometimes swimming, to higher higher ground. The Olsen's year old baby, Amelia, had been lying on the floor near their dog, Snowball, a shepard dog with considerable better blood. Both were lost in the darkness and confusion, and were given up for dead.

The next day in the afternoon a man who knew the family and the dog, saw him on a knoll 7 or 8 miles from LeMark, standing guard over a baby. He would not let the man approach near enough to examine the child. Word was brought immediately to Mrs. Olsen. She started after her baby, wading up to her neck in water in crossing some of the low ground that separated her from little Amelia.

Snowball, who only two years old and had not been especially trained for any such feat must have swum the whole distance with the baby. How he did it through the storm of that awful night will never be made clear. But his position in the Olsen family from that time has been one of honor and privilege. Snowball is still with the family, though advancing age has robbed him of that glistening whiteness of coat that as a puppy led to his christening.

Captain Olsen was ill for many weeks following the strain and exposure of the flood. Before it, he weighed 221 pounds; but he emerged from the hospital tipping the scale at 107 pounds. One of his children

who was the only person injured by the falling house, died a few days after the flood. Altogether it was a terrible experience. Mr. Olsen vowed never again to leave his family, no matter how profitable the work offered. "This," said he, "is how I come to be on the farm and here I expect to stay."

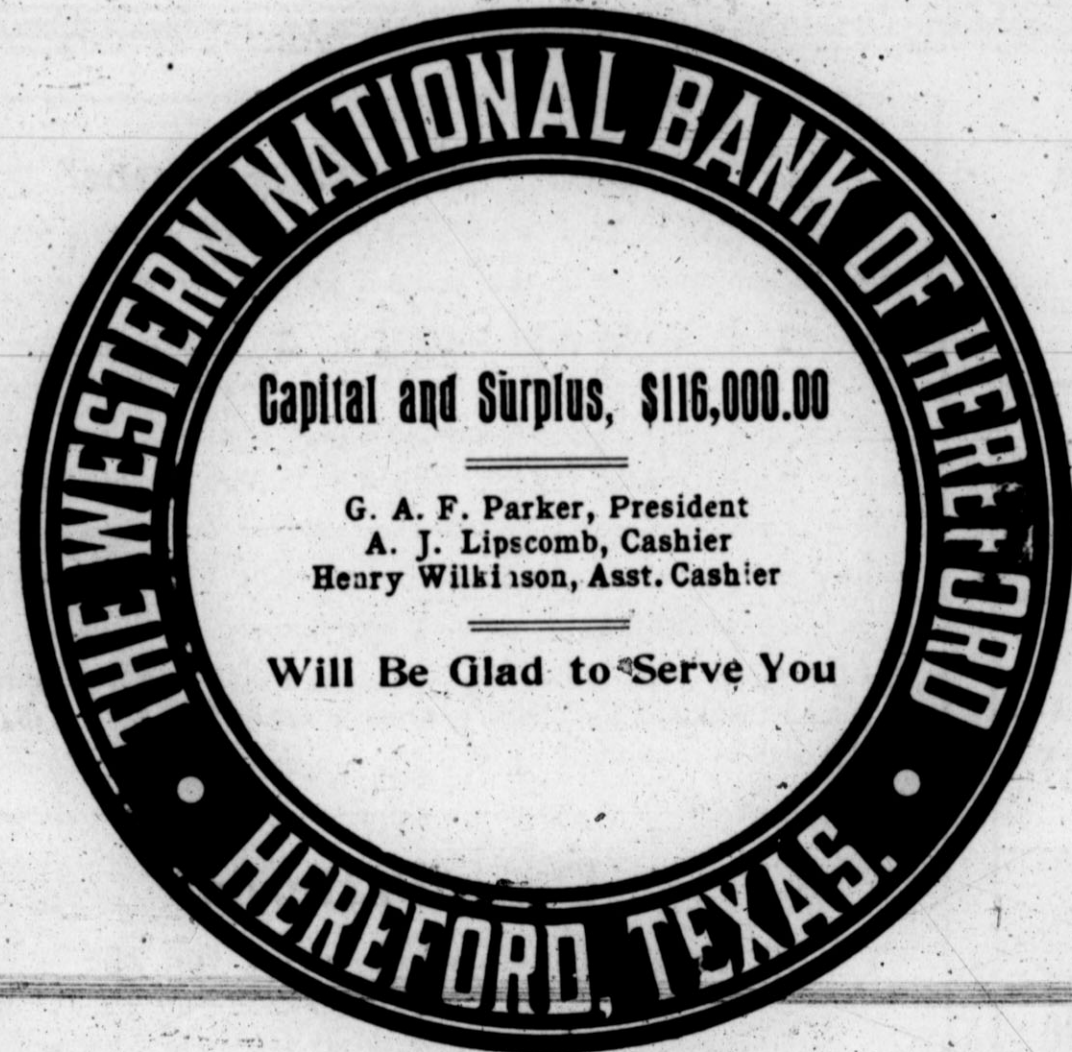
For some time after the flood, Mr. Olsen worked for the Standard Oil Company, superintending the loading of their ships at Galveston. But his experience in the Gulf City made him feel restless there; so after prospecting in Iowa and other Central States, he came to the Panhandle.

Mr. Olsen rents a section of land about six miles south-east of Hereford. He has put it mostly in wheat. He likes this country and feels that he will be satisfied to spend here the rest of his days.

City Ordinance

Ordinance No. 46 Dec. 7, 1909
Be it ordained by the City Council of the City of Hereford:

That each and every person owning or controlling any house, houses, building or buildings within the corporate limits of the City of Hereford, shall place on the front of said house or houses, building or buildings, in a conspicuous place, a number or numbers such as shall be furnished on application to the secretary of the said City of Hereford, and any person who shall violate this ordinance or who shall fail to or refuse to comply herewith shall be guilty of a misdemeanor and on conviction shall be fined any sum not exceeding \$10.
[Seal] S. B. EDWARDS, Mayor
4412 A. M. JONES, Sec'y



Form 5

THE WESTERN UNION TELEGRAPH COMPANY

INCORPORATED

24,000 OFFICES IN AMERICA. CABLE SERVICE TO ALL THE WORLD

ROBERT C. CLOWRY, President and General Manager.

Receiver's No.

Time Filed

Check

SEND

The following message subject to the terms on back hereof, which are hereby agreed to.

Realm of Space, December 14th, 1909.

Via Aurora Borealis, Wireless Telegraph Co.,

To Park & Nesbitt, General Agents,

The Reserve Loan Life Insurance Co., of
Indianapolis, Ind.,

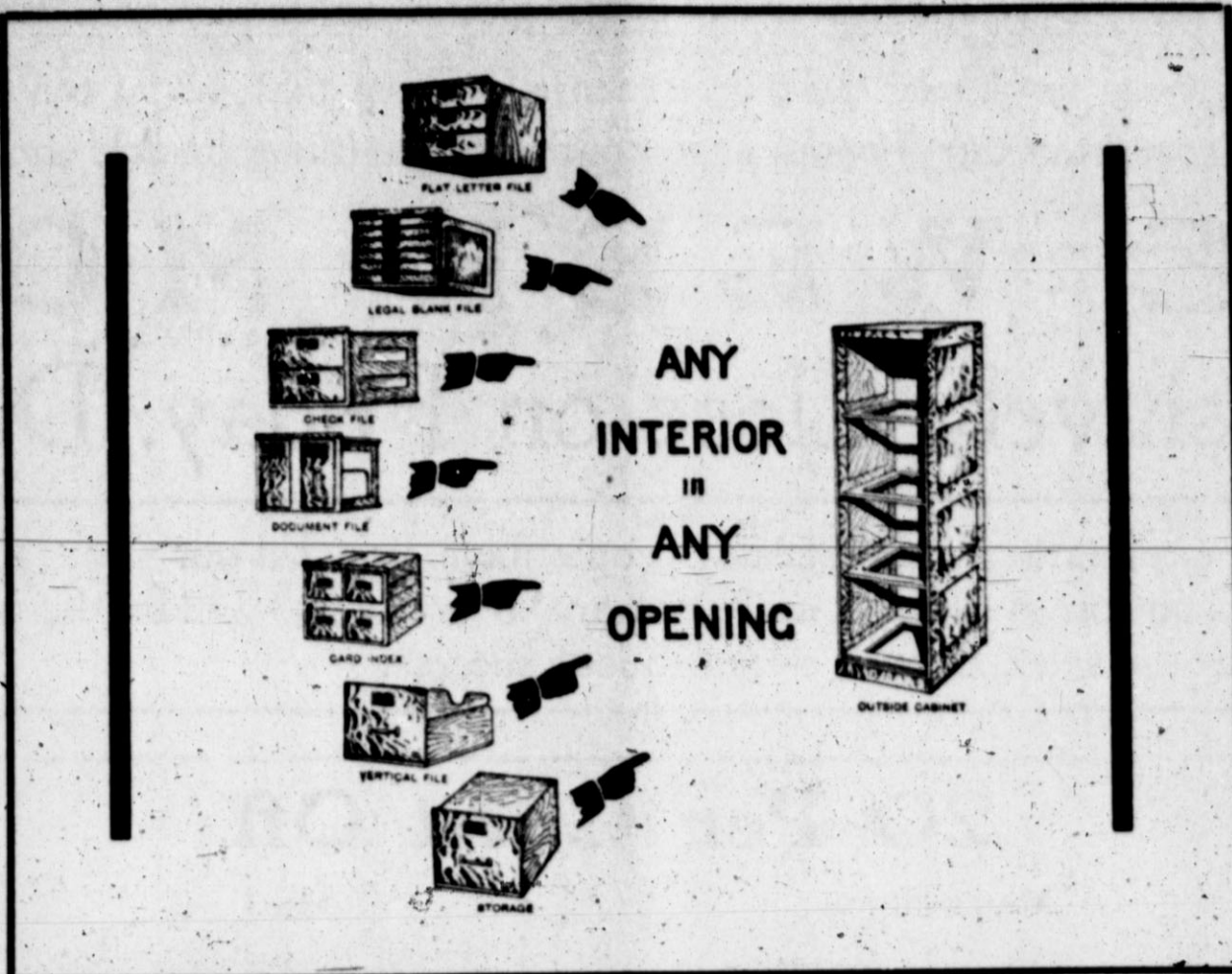
Hereford, Texas.

Please notify all your friends that I cannot grant their request to stay "the wheels of time." The year 1909 will end promptly at midnight, December 31st.

Admonish them to protect themselves against physical derangement; provide an income for the widows and orphans. Tell the young men to lay up a treasure for the future by insuring in Life Insurance NOW.

FATHER TIME

Insist that it is a



J. M. Gilliland
Embalmer and Funeral
Director

Arnold & Matthews

The
Furniture Store
That is Pleasing

**WILL ORGANIZE
FIRE DEPARTMENT**

City to Encourage Local Fire Company—Equipment will be Modern.

Upon the completion of the water system, which is now only awaiting the arrival of some additional material, the city of Hereford will undertake the equipment of a modern fire-fighting department. Completed, the water system will have a stand-pipe 100 feet in height which will afford ample pressure for all domestic purposes, and in addition the direct pressure pump will be used to increase that pressure when needed or in the event of a serious fire.

But a water system without suitable fire fighting apparatus would be useless. Hence the city is to equip a volunteer fire company with modern machinery. A hose wagon with a thousand or more feet of good hose, a hook and ladder wagon with its full equipment of fire fighting apparatus, will be on the list for immediate purchase. The organization of a volunteer fire department is now in order. In towns the size of

Hereford the city marshal usually takes the lead in such matters and no doubt he will do so for Hereford. The matter is purely one of local pride and young men entering such

an organization do it more for the general welfare than for private gain.

Gass & Son have what you want in holiday goods. 41-4f

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. 36-4f

**100 ACRES IN
BROOM CORN**

Nebraskan Writes for Information About Planting and Gathering.

Nebraska, December 9th, 1909. The Hereford Brand,

Hereford, Texas.
Dear Sir:- I see by the Brand that some of your farmers are going to plant Broom Corn next year and being interested in southern Castro County, I wish to plant at least 100 acres on sod this coming spring. Will you give me your idea of this, what variety and the best time of planting. Of course, we will have to look to Hereford for the market, as we are about 30 miles away.

Thanking you in advance I am,
Yours truly,
DR. WOLFORD.

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. 36-4f

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

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

OUR CLEARANCE SALE

Has proved to be such an unprecedented success that we, at the urgent request of our friends, have decided to continue the sale for

ONE WEEK MORE

But will positively Close on Friday, December 24

This sale has gone beyond our expectations, hundreds of people have crowded our store and waited their turn to make their purchases. This sale was put on in order to move out an "over-stock," and by the way the goods have been taken out, our big store will show that the sale has been a tremendous success.

Petticoats

The most complete line to be found in the Panhandle. Twenty-five per cent off in this department. We have them in Taffeta, Heauther-bloom and Sateen.

Men's Pants

25 Per Cent discount on all Men's Pants

\$6.50 Pants, sale Price	\$4.90
\$6.00 Pants, sale Price	\$4.50
\$5.00 Pants, sale Price	\$3.75
\$4.00 Pants, sale Price	\$3.00
\$3.50 Pants, sale Price	\$2.65
\$3.50 Pants, sale Price	\$2.25
\$2.00 Pants, sale Price	\$1.50

Boys' Suits

Remember our stock is complete, sizes unbroken. We handle the famous Hercules and Kantwearout brands, recognized today as the best brands on the market. We are closing out this line at a DISCOUNT OF 25 PER CENT.

Shoes

We carry in this stock a line not to be excelled anywhere. The line is bran new, and of the latest styles. In men's shoes we carry the Hannan & Son's brand, considered the best on the market, and the Bert Packard brand equally as famous. Ladies' celebrated Dorothy Dodd shoes and Webster School Shoes for children. Everything in this line go at a 15 PER CENT DISCOUNT.

Grips, Suit Cases, Trunks

In order to move this line we are offering the entire stock at a discount of 25 per cent. We are well stocked in this department, carrying the most complete line to be found in the Panhandle.

20 Per Cent Off

Men's Shirts

20 per cent Discount in this Department.

Special Bargains in Men's Shirts. The stock is complete with new and un-to-date patterns. We carry the famous line of E. & W. Shirts—none better.

\$2.00 Shirts	\$1.10
Sale price	-----
\$1.50 Shirts	\$1.20
Sale price	-----
\$1.25 Shirts	\$1.00
Sale price	-----
\$1.00 Shirts	80c
Sale price	-----

All 75c Shirts go in this sale at 60c. Work Shirts not included at these prices.

Hats

20 per cent Discount on this line.

We carry the celebrated Stetson and Star Hats,

\$6.50 Stetson Hat	\$5.20
Sale price	-----
\$6.00 Stetson Hat	\$4.80
Sale price	-----
\$5.00 Stetson Hat	\$4.00
Sale price	-----
\$4.00 Stetson Hat	\$3.20
Sale price	-----
\$3.00 Star Hat	\$2.40
Sale price	-----
\$2.50 Star Hat	\$2.00
Sale price	-----
\$2.00 Star Hat	\$1.60
Sale price	-----

All cheaper hats at the same reduction.

Ladies' Dress Goods

Everything in this department go at a sacrifice. This includes all the latest patterns, such as Broadcloth, Mohair, Panamas, Serges, Wool Suitings. In fact everything found in Ladies' Dress Goods you will find here.

Cloaks

Ladies' and Children's Cloaks—we are heavily stocked in this department and to relieve the situation we have put them in this sale at a sweeping DISCOUNT OF 33 and 1-3 PER CENT.

Wool and Cotton Blankets

In this department we have the best assortment, found in this country. We are throwing this line on the market at .20 per cent discount. The winter is just now on and here is where you will miss a rare bargain if you fail to make a purchase.

Ladies' Suits.

All new and the latest styles, nothing carried over from last season. Everything in this department goes at a discount of 33 and 1-3 per cent.

\$40.00 Suits	\$26.70
Sale Price	-----
\$35.00 Suits	\$23.35
Sale Price	-----
\$30.00 Suits	\$20.00
Sale Price	-----
\$27.50 Suits	\$18.75
Sale Price	-----
\$25.00 Suits	\$16.70
Sale Price	-----
\$22.50 Suits	\$15.00
Sale Price	-----
\$20.00 Suits	\$13.35
Sale Price	-----

Bear in mind that this is all this fall's goods. It is our first season to handle Ladies' Suits, thus we have no old goods to show you. Don't miss the rare bargains offered in this department.

Hart, Schaffner & Marx Clothing

We are turning this famous brand of clothing at 25 per cent Discount.



Copyright 1908 by Hart Schaffner & Marx

\$30.00 Suits	\$22.50
Sale price	-----
\$27.50 Suit	\$21.00
Sale price	-----
\$25.00 Suit	\$18.75
Sale price	-----
\$22.50 Suit	\$17.00
Sale price	-----
\$20.00 Suit	\$15.00
Sale price	-----

We also handle the famous line of Daube, Cohn & Co.'s young men's clothing, prices ranging from \$10 to \$25, with a discount off of 25 per cent.

Overcoats

The celebrated Hart, Schaffner & Marx Overcoats are put in this sale at a discount of 25 per cent.

\$30.00 Overcoats	\$22.50
Sale price	-----
\$27.50 Overcoats	\$21.00
Sale price	-----
\$25.00 Overcoats	\$18.75
Sale price	-----
\$22.50 Overcoats	\$17.00
Sale price	-----
\$20.00 Overcoats	\$15.00
Sale price	-----

We have other brands ranging from \$10 to \$20 at the same discount, where 75c does the work of a dollar.

We will not undertake to quote you prices on everything in our store as it would take from now until "Doomsday" to do it. We have quoted you enough prices to show how ridiculously low we are selling these goods. These prices go absolutely as advertised. They are not placed on paper to hoodwink you into buying these goods but are there for the absolute purpose of placing at your disposal a stock at prices for you to make money. This sacrifice sale is not made purposely to get you in our store to skin you, but to move out a surplus of stock of which we bought too heavily. The 10, 15, 20, 25, 33 1-3 and 50 per cent discounts as advertised, are the facts, and the goods will go at these discounts.

Hubbard Dry Goods Company

Hereford, Texas

The Hereford Brand

Vol. 9

HEREFORD, TEXAS, DECEMBER 17, 1909

No. 45

THE WHEAT IS GROWING DOLLARS WHILE WE SLEEP

HUNT FOR WOLVES IN LITTLE AUTO

First Wolf Goes Into a Hole and to be Secured Has to Be Dug Out.

Fort Worth Star-Telegram.

The auto has never been heralded as a mount in a wolf chase, but the experience of Terrence Stanberry and two friends of Hereford hunting wolves in a No. 10 Buick was eminently impressive and successful. Mr. Stanberry's experience is detailed in a letter to a friend in Fort Worth and is as follows:

"My dear D—:

"Early on a Saturday morning we made the start toward the New Mexico line in a three-passenger No. 10 Buick. A small car, but heavily built, and power and speed hitched to it in a quantity to satisfy the most discriminating. Ralph Joss, driving, and Dr. F. E. Bowe and myself just riding. The early morning was cold and we had rugs and coats enough to make the machine comfortably full.

"The first twenty-five miles was passed without a stop, with the exception of opening a few gates. Then we entered the million-acre ranch belonging to the capitol syndicate—the last big tract of land left of three million acres that went to purchase our State capitol building, and this big tract is fast being opened up to settlers. We had entered the pasture some two miles when we spied our first wolf. Joss opened up speed and headed him away from the fence to the left, and when we got him turned into the big open pasture we gave chase. They can certainly go some when they are fresh, and it did not seem to Joss that we were making any time, in the excitement forgetting that the animal was doing something like forty miles an hour, and that we were gaining each jump even if the car was leaving the ground every time it hit a prairie dog hole. When we got in shooting distance I took a crack, hit him and made him change his course, but did not seem to curtail his running powers in the least. It was almost impossible to bring him with one shot, as the gun was a repeating shotgun and only light shot. Joss took the next shot and hit, but the wolf kept going. Then the doctor tried his skill, and when the smoke blew away the wolf was not to be seen. He had disappeared into the ground. We turned in our tracks, found the hole and began trying to get him out. We were determined to have our first quarry.

"While we were negotiating the hole two more wolves appeared far to the left. Bowe agreed to work on the one we had run to ground while Joss and I tried our luck with another. This second gave the hardest chase of all, and owing only to the expertness and cool-headedness of Joss's driving and the beauty with which the car answered every move we were able to get him at all. He was fast and never followed a straight line over three yards, it seemed. It was turn and double, and it seemed more than once that the car was doomed to turn right on over. I

BENEATH THE MISTLETOE



By ERSKINE DEFOE.
(Copyright, 1909, by American Press Association.)

BLITHESOME maid, divinely fair,
Stepped, thoughtless,
'neath the mistletoe.
Hung high above the carpet square,
While out of door fell fleecy snow,
Heighho! Heighho!
Surprised beneath the mistletoe!

HE did not know she was so near
The kiss provoking mistletoe.
The bough upon the chandelier
Was deftly fixed, but not too low.
Oh, no! Oh, no!
In ambush was the mistletoe.

NCE in the mesh and fairly caught,
She showed no sudden haste to go.
Two victims with a single thought
Are brave beneath the mistletoe.
Just so! Just so!
The courage-giving mistletoe!

ITH cheeks suffused a rosy red
That shamed the holly's livid glow
She held aloft her charming head,
The lawful kiss did not forego,
And, lo! And, lo!
That kiss beneath the mistletoe!

must have shot him five times before we brought him to earth. He was small but the gamest creature you ever looked upon. And it seemed more than once that we were the ones that were going to get killed in the chase.

"The third wolf had calmly stood his ground on a neighboring rise and watched the whole proceeding, and he never offered to move until we turned the car in his direction. Then he laid a straight course and kept it. Oh! but it was pretty. He never turned head once, just ran, and put up a daisy job of that. After we got in shooting distance he seemed to get a little worried, but did not let up on the running in the least. I got a bead then and only tried a shot at him because I thought he was ready to make a double. It turned him a complete somersault and then over just enough to face the car. We were going too fast to turn, and he could not get out of the way quick enough and when the car and wolf came together it was an exceptionally sickening sound. The front of the car looked like a butcher shop, and while we were looking to see if any damage was done that blooming wolf had still enough life in him to get up and try to limp on

off across the prairie.

"We placed him alongside the second wolf in the car and then started out to find the doctor, but it took us some time, for the last had led us away from every where. Possibly, though, it was hard to see him because he was working for the first wolf in dead earnest and nothing but his head and shoulders were visible above the top of the hole. We all tried it a round, but I, even as long and slender as I am, could not get far enough in to get a good grip on his hind feet. But he was our first love and we could not give him up, so we went to a neighboring ranch house to get a shovel, and after some good hard work we got him out. But when he did come he came out so alive that it would be hard to tell what was the first thing that entered our minds. We finally got him proper, though, and went on our way rejoicing.

"From there to the cap rock the road lay through the big pasture and was as pretty driving as I ever expect to experience. The road we used in descending the cap rock was beautiful as far as scenery was concerned, but was exceptionally hard to drive. At one of the sharp turns Joss was noticing the scenery more

than the road and failed to make the turn sharp enough, and it landed us in a hole, the rear wheels in very soft mud and the front against a two foot bank. Now, there was not a pry pole to be found anywhere, the hind wheels in mud and our power under the circumstances no good to us. Nothing but big rocks to get us out. Let me tell you, before that hour and a half of work was finished we were thoroughly warm and I could not say just how we did succeed in getting the car out, but we did. And really it is an experience you need not want to try. The wolf chasing in the machine is the most exciting thing imaginable, but getting it out of that hole was just simply hard work.

"The cap rock is many hundred feet in height in places, and there are only the worn paths that have been used for years that you can ascend. It extends around the whole of the Panhandle and after you reach the bottom the wooded country and the brakes begin, but from the top the plains stretch away in every direction as far as the eye can reach and just as smooth and level as a billiard table. From below for miles and miles you can see the sky line

of the cap rock stretching in and out.

"We spent the dinner hour on the doctor's claim in New Mexico. The houses were the regular half house and half dugout, and are just as cozy as can be. And I believe that I can say that one of the most enjoyable dinners that I have ever partaken of was that day in the doctor's dugout.

After the early breakfast and the chase we were ravenously hungry. It was all new to Joss and I and thoroughly enjoyable. The doctor and his family make excellent hosts. I wish that I could tell you just how fully we appreciated the hour spent with them and the impressions that came to me during that time, but you would have to see it to know just how interesting it all was.

"Coming back we captured our fourth and last wolf in the rough country just below the cap rock. It was a short chase, but over ground covered with rocks and short, stubby bushes. The road we used in ascending the cap rock was not so picturesque as the other, but steep enough to satisfy any one who liked to see a car do faithful work, and we had three men and four wolves. We were very anxious to get in behind an antelope, but did not see one during the whole trip. But a very pretty sight was when we drove through several thousand sheep just as the sun was sinking to rest in the distant west.

"We wanted to secure a picture of the car and the wolves that afternoon but did not get into town in time. It would have made a good one. The car was just blood and mud, the former secured when we hit the wolf and the latter when we landed in the mud hole. It was one of the most exciting sports and interesting trips that I ever hope to take part in."

Keep the Faith.

There are influences and tendencies that would do away with the old sentiments of Christmas. Against these it is your duty to protest and labor. We are earnest friends of organized philanthropy, but we beg to draw the line at mechanical charity for the Christmas season. We believe the impulse of giving is not to be discouraged by too much skepticism. Rather is it better to give unwisely in some instances than to stop giving because some of the charity reaches unworthy hands.

There are quite a lot who say Christmas is a nuisance, that the giving is merely a matter of exchange and overdoing, that it is a strain while it lasts and a relief when it is past. Therefore, it would be well to run away and escape all the bother, or better still make a general agreement that no one shall give, and thus all will be exempt from the expense and the embarrassments.

The milk of human kindness is not in these people. They forget the story of the nineteen hundred years. They are ungrateful for the blessings that have come to them down through the ages of dreams and deeds. Christmas is their richest heritage, and all must keep the faith. —Ladies' World.

To prevent our patrons from using bread of an inferior quality we are putting labels on every loaf. Insist on bread with our label attached. Take no other. The Home Bakery, O. K. Land Co., Building. 45t2

LOCALS

Prairie Hay at Hicks & Harrison. 44tf

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

Roy London, of Oklahoma is visiting with his brother, W. O. London.

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

Mr. and Mrs. W. B. Park will leave Tuesday for a months visit at Snyder and Sweetwater.

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

J. T. Wilkinson is spending the holidays at Fort Smith, Arkansas, on pleasure bent and also on business.

Smokers sets, Toilet sets, Indian Baskets and Moccasins for Xmas. Coulson's Drug Store. 4412

Mrs. Henry Harding of Black City, Texas, was in Hereford yesterday making some Xmas purchases.

See our line of fine new jewelry just arrived. Some fine presents, Coulson's Drug Store. 4412

Family Laundry 6c per pound. Phone 246. We will call. 43t5p

Mr. and Mrs. J. W. Johnson after a pleasant visit with friends in the city have returned to their home at Endee, New Mexico.

Our Holiday goods are all new. We sold out last year. Come and see them. Coulson's Drug Store. 4412

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

Mrs. O. E. Thomas and children and Miss Lula Bell, aunt of Mr. Thomas, leave today for Central Texas. Mrs. Thomas will visit home folks at McGregor.

We have moved to room 6, Miller building, where we are better prepared than ever to serve you. Call and see us. 42-tf. C. G. Witherspoon & Son.

R. D. Blade, of Kentucky is assisting the force at the Western National Bank in the absence of N. M. Bartlett. Mr. and Mrs. Bartlett will spend a vacation on the coast with friends.

Ladies Skirts and Suits Cleaned and Pressed. The Sultitorium. 36 tf

From nursery direct to the planter, the world's standard trees (Stark Trees) are now sold at

25% Discount To Mail Order Buyers

for all cash-with-order business.

In addition to giving this liberal discount, we also prepay freight to any point in the United States, on orders amounting to \$10 or more, box and pack shipments without extra charge, most nurserymen make extra charges for boxing and packing, guarantee safe arrival, give generous premiums and assure every customer complete satisfaction.

Why We Make This Offer

Heretofore Stark Trees have been sold through salesmen, to whom we have paid a commission for sending us your orders. We have now discontinued selling through salesmen and are dealing direct with the planter in the irrigated valleys and orchard regions of the west. Thus the commissions formerly paid are saved—and given to you.

Our Catalogue-Price-List

Is Our Only Salesman

in this state and it is a top-notch salesman too—better by far than most men salesmen. Every question you could ask, it will answer, and the answer will be correct—not a guess. Every variety in all classes is fully described, strong and weak points are pointed out—(everything is not listed as "best" as is the case with most nurserymen's literature). Following each variety is a key, indicating the section of the country where experience has proven that variety will succeed.

This book contains accurate and valuable information on methods of planting, fertilization, cover crops, planting and care of trees, suggestions for spraying, pruning, etc., etc. Over 150 illustrations from actual photographs are within its pages.

You could not ask for a better salesman than is our catalogue-price-list. With it in your hands you can order more successfully, conveniently, and with better results than you could by talking to the best informed nursery salesman. Send for it today.

Have You

Planted Stark Delicious?

If not make it the first and biggest item on your next order—you'll never regret it. Delicious is the most wonderful apple known to horticulture for quality, keeping qualities and selling value. This year at the sale of the Wenatchee Valley Fruit Growers' Ass'n (Washington) Delicious brought \$3.00 per box f. o. b. there (the present market value is \$4.00), while Spitzenburg brought only \$2.50, Winesap \$2.25, Jonathan \$1.90, Black Ben \$1.75, (now \$2.00—selling with Jonathan), Baldwin \$1.15, Ben Davis \$1.40, Gano \$1.50, etc.

Luther Burbank, Wizard of Horticulture, says: "Delicious is a gem, the finest apple in all the world. It is the best in quality of any apple I have so far tested"—and Luther Burbank knows.

Delicious Brings \$2,000 Per Acre

100 seven year old Stark Delicious apple trees in the Bailey Orchard, Chelan Co., Washington, earned \$2,000 for their owner last year and when prices were low—or an average of \$20 per tree for one season's crop.

Delicious is today making more profits—big profits, for the long-headed, far-sighted orchardists who have planted it than any other variety. Write

for "The Apple Stark Delicious" a booklet giving its full history and the opinions of the world's greatest horticulturists and successful orchardists. It will convince you. Last year we sold 1,250,000 trees of Delicious alone and could have sold another 2 million had we had them. Planters now-a-days do not buy a variety at that rate unless there's a reason. And there is one—send for the booklet.

Stark King David Apple

You should plant it along with Delicious—plant it largely—you'll never regret it. It's a money maker, and a big one. It has highest quality, is a long keeper, very hardy, and has beautiful color. Sells at highest prices. Many planters think it better than Delicious.

"In my opinion King David will surpass Delicious as a commercial apple. It is fine as silk."—Rev. T. H. Atkinson, Entiat, Washington.

Was in Mr. Olds' orchard last week. His King David 3-yr. old trees will bear quite a lot of fruit this year. I consider them far ahead of Jonathan—the fruit is larger, has better color and flavor and is a better keeper.—D. J. Hayden, Chelan Co., Washington.

King David stood 25 degrees below zero last winter without injury while Ben Davis suffered severely.—R. G. McDougall, Chelan Co., Washington.

King David, a very rich red, makes a most beautiful apple. Hangs on the tree well, equal to Ben Davis and just as productive; quality is equal to Spitzenburg; picked three boxes from one scion grafted on Ben Davis. It is the finest apple you have for this part of the country; the most beautiful apple grown; can't help but sell anywhere, and ahead of all others. Have heard nothing but King David all this season. Have had to date fifty-two parties at my place to see these apples.—F. Dando, Chelan Co., Washington.

Include King David in your next order. You'll never regret it and will want more when you see its magnificent fruit.

Stark Early Elberta Peach

One of the good things you can not afford to overlook. It is winning golden opinions from experienced fruit men the country over. Better quality than Elberta and ripens ten days to two weeks earlier, reaching the markets when all other good peaches are scarce and thus commanding high prices. A great shipping peach, surpassing Elberta.

I believe Early Elberta is one of the best varieties introduced since the first Elberta came. In Early Elberta one has all of the good qualities of Elberta, and the additional feature of early ripening. When this is taken into consideration, and when it is planted along with the original Elberta, much of the strain and congestion which comes with peach harvest will be greatly reduced. The shipping season will be lengthened.—E. H. Favor, Ass't Horticulturist, Davis Co., Utah.

Having tested its shipping and keeping qualities thoroughly, without doubt it is the most valuable addition to the commercial peach list introduced in recent years; an excellent shipper and as a keeper it has no rival.—L. Marsh, Hort. Inspector, Davis Co., Utah.

J. H. Hale (The Peach King) wrote me that he took some Early Elberta home from Georgia and that they kept nearly twice as long as Elberta.—Dr. Sumner Gleason (Originator of Stark Early Elberta) Davis Co., Utah.

Use Our Special Service Department Free

If you contemplate planting an orchard in either a large or small way, let us assist you. Our Special Service Department will advise you as to best varieties for commercial or home orchard, best methods and time of planting in your locality, spraying, care of trees, and other valuable information. This service is given without charge and will in no way obligate you to buy of us. The department is maintained to promote greater interest in the planting of the best and most profitable varieties of fruit known. Address

Stark Bro's Nurseries & Orchards Company

Lock Box Number 1000

Louisiana

Missouri

U. S. A.

Early Elberta is all right. Two trees bore fine, yellow, spicy fruit and although not a full crop, it was more than was produced by 50 Elberta trees in the same orchard. Ripened with Carman.—E. H. Riehl, (Ill. Experiment Station) Pres. Alton Horticultural Society, Madison Co., Ill.

Stark Early Elberta is worthy of your utmost confidence—plant it largely and reap the harvest of profits which will surely follow. The true Stark Early Elberta can be had only of us. We purchased the exclusive propagating right from the originator, Dr. Sumner Gleason.

Other Western Varieties

The success of an orchard is dependent upon the judgment displayed in the selection of varieties—the profit paying kind. And profit in fruit growing means quality. Quality and color are the two things that the great fruit consuming public pay their money for. That's certain—you can't deny it.

Increase your orchard profits—do it by planting the splendid tested special sorts of Stark Trees. Begin now—don't wait until next season. Plant now and be that much nearer a big profit paying crop than you would be by waiting 6 months or a year.

Here is a brief list of varieties highly adapted to western conditions—the kind that will make a model orchard which will yield profitable returns.

Apple	Peach	Grape
Senator	Muir	Mission
Banana	Alton	Worden
Jonathan	Elberta	Niagara
Newtown	Lovell	Campbell
Black Ben	Krummel	Flame Tokay
Spitzenburg	Red Bird	Stark Eclipse
Rome Beauty	Crawford	Moore Early
L. Raspberry	Levy Late	White Muscat
Stark Delicious	Phillips Cling	Stark K. Philip
Stayman Winesap	S. E. Elberta Blk.	Cornichon
Stark King David	June Elberta	Thomp's Seedless
Cherry	Apricot	Pear
Bing	Royal	Anjou
Lambert	Tilton	Bartlett
Royal Ann	Blenheim	Lincoln
Montmorencies	Moorpark	Comice
Royal Duke	Colorado	Winter Nelis
Black Tartarian	Wenatchee	Easter Beurre

Our stock of the above and all other varieties worthy of propagation is complete in every sense of the word—all sizes in one and two year but only one quality—"Stark Sterling Quality."

Fast Daily Freight Service

Because of a vast volume of business we are able to maintain a daily fast through refrigerator freight service to western points, thus insuring the arrival of all shipments in perfect condition.

Remember—we pay the freight on \$10 orders—and guarantee safe arrival.

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

A Few Scenes In and Around Hereford, "The Gem City of the Great Plains"



Plowing Scene Near Hereford



Missouri Avenue, Hereford, Texas



Harvesting One Crop and Preparing the Ground for Another

HON. JNO. P. SLATON FOR STATE SENATOR

Will Not Yet Commit Himself But Has the Matter Under Advisement.

Following the announcement in last week's issue that Hon. Jno. P. Slaton had been mentioned as a proper person to represent this district in the state senate. He was seen by a Brand reporter today and conversed. In answer to a rapid fire of questions, he said: "I haven't thought much of a political career, I've been too busy making a living. While I as well as others realize that our north Texas and central Texas friends do not properly consider the Panhandle when it comes to legislative matters, yet I may not be the proper person to be sent down to Austin to tell them about it. And another thing, I am not able to enter a long political scrap for the place. If the people over the district want me and will say so in a proper way, I would seriously consider the question; but I have neither the time nor the inclination to seek a place that promises so little returns. Of course a man owes certain duties to his fellows, and all that, but I have not fully made up my mind."

On parting, Mr. Slaton threatened the reporter with personal violence if he (the reporter) put this in the paper, but it's done been gone and done and what are you going to do about, Mr. Slaton?

Farming and Dairying.

Avery Turner of Amarillo, vice president of the Santa Fe railway, who has had thirty years' experience in West Kansas, Western Oklahoma Southwest Colorado, Northeast New Mexico, and the Panhandle has the following to say concerning farming and dairying in the Plains country: "Since the Comanche Indian ceased to make the Plains unhealthy, until quite recently cattle was the only commodity produced, and in the re-organization of our Plains farmers we do not believe we should overlook the advantages of the grass tongue in this country so well adapted to furnish all that is needed to insure the success of dairies."

"This subject is not attractive to old-timers who rode the range behind big herds of cattle in days gone by, but the day of smaller things has come now, and if proper methods are used dairying will pay as a specialty, but it should be considered as a side line, and almost every farm and ranch can engage in it profitably with very small outlay and regular profit."

"A complete small concrete dairy can be built as a foundation for the windmill—cement is cheap—or a small wood frame box with suitable troughs for running water can be set in the windmill frame. The mill can be furnished the power to churn with very little expense. The best output is obtained by the best feed-

ing methods, and the silo offers advantages which can be made profitable now. Pastures now are often wasted or mismanaged. Summer and winter pastures should be used to allow grasses to ripen seed instead of weeds.

"It is stated that in one generation Wisconsin increased its output of dairy and poultry products from \$1,000,000 to \$60,000,000. The counties above the cap rock should in time be able to do as well. The dairy, poultry and eggs is properly the crop that belongs to the farmer's wife and children, to earn money first for education, then luxuries. Every farmer who interests his family in these by-products can afford a good runabout automobile. These go a long way to make life pleasant when far away from towns in this country of fine roads, and greatly improve the social life, and go far toward keeping the boy on the farm."

"If dairying on a large scale is not advisable, the raising of fine calves for the baby beef market is very profitable. Use good beef stock. The cow should be kept in good flesh and drop her calf early in the spring, and the calf sold in November and weaned when shipped. Prices for the best in sizes, colors, and good breed run as high at \$20 per head. Off colors and sizes can be fed on the ranch. Old cows should also be fed and sold. The calf trade, as compared to raising matured steers shows 100 per cent advantage. Double the number of cows can be maintained at less expense than the calf, yearling, 2, 3 and 4-year olds, with 30 per cent risk of loss. It is possible to carry four cows and sell four calves at \$80 per year, against one steer at \$40, with less acres of pasture, and earn double as much money."

"The ideal ranch on the Plains now consists of a comfortable home, good well and windmill, pumping into a good sized tank or pond, utilizing enough water to irrigate a garden and small orchard, although it

is often better to cultivate an orchard well rather than irrigate it. The raising of fruits and vegetables, in addition to the economy, makes home life more attractive.

"The high prices of poultry, eggs and hogs makes it comparatively easy to earn \$1,000 from these by-products by a small amount of intelligent work, and the same idea of diversification should be followed in raising field crops. However, the main dependence should be placed on the crops indigenous to this semi-arid country, namely, Kaffir corn, milo maize, millet, speltz, cow peas, peanuts, and all of the vine plants. Indian corn will pay in some localities. Wheat in small acreage should always be sown as a side crop, if not too dry in the fall. Even if a poor stand is had, it will pay for the benefit of pasturing in the spring, and the present high price makes it profitable if a fair crop can be made; but it is not advisable to speculate on wheat on the Plains as a special crop until some specialist, like Burbank, breeds a wheat plant that has the characteristics of the arid grains to withstand a few days of warm winds."

"The planting of trees should receive attention. Cottonwood, willow and black locust and a good many other varieties will grow under cultivation. Black locust can be made to grow on low places to make post in a few years, and with trees the home can be made attractive."

"With proper diversification, reasonable industry and by conforming to the conditions to the climate, there is a better opportunity for a profitable, happy farm life on the Plains of Texas than elsewhere for many people. While it is windy in winter and spring, from June till January there is no climate in the world that is better."

"Niggerhead."

Car fresh coal on track until Wednesday. Hicks & Harrison. 441f



Vineyard on the Home Place of D. W. Hawkins, North Hereford

Chatterings From Parrott.

Will and Chas. Miller, of Plattville, Wisconsin are visiting their brother, Gus Miller. They said they expected to find us all starving and without clothes to wear, from the reports they had received up north about the condition of this country. They were very much surprised to see everyone happy and enjoying good health with plenty to eat and wear. Said they thought it a fine country and the only thing we needed now was a railroad through here to ship the thousands of bushels of wheat we expect to raise next year. Mr. Miller is a farmer and may purchase some land here. Chas. Miller is a cigar maker, and who knows but what we may have a cigar factory here in Parrott, but we would not say anything if he should happen to locate in Hereford.

Miss Irene Holzer returned from Hereford where she had been spending a few days.

Tom Gray of Hereford is taking care of E. E. McCrory's ranch and cattle.

Word has been received from Jno. Boydsten and family. They are getting along fine and Mrs. Boydsten said she was in better health than for several months. They expected to reach Pecos in a few days.

G. B. Hughes and wife spent Sunday at the Helphrey home.

Miss Fannie Neely and brother Robert were guests of B. F. Neely Sunday.

Mrs. L. S. Dukes and Miss Grant were Hereford visitors last week.

Lon. Dukes has just finished his new barn and is now ready to begin on his new house. He dug a well and struck water at a depth of sixty feet.

Since the school house burned we have had no Sunday-school, but expect to meet next Sunday at the Helphrey home at three o'clock; everyone invited to come.

The farmers are again in the field at work. The ground has been frozen too hard since the rain, but everyone seems to be getting busy now. The sod is wet to a depth of two feet or more. POLLY.

Mr. Lowzey's Lecture.

The second number of the Lyceum Course was given at the Opera House Monday night to a fairly good house. The lecture by Mr. Lowrey was extra fine and those who were there tell the rest who did not attend that they missed a treat. Mr. Lowrey is a brilliant and happy speaker. The Club was fortunate in securing him and it is to be regretted that all Hereford did not hear him. All the remaining numbers are good and the good citizenship of Hereford is called upon to give their aid and substantial support to the course.

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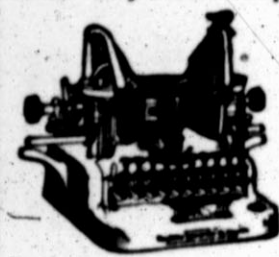
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