

The Hereford Brand

Vol. 5

HEREFORD, TEXAS, FEBRUARY 14, 1908

No. 1

Steadily Marching On

Our thought by day, our dream by night
---How we can better serve our people.

Our twenty-five years experience in business has taught us that we have something more to do than merely to hand out goods to a passing customer. In the first place, we must search out the markets of the land for the best things possible to be had. When we have a first-class stock on hand, then we must be equipped in detail for handling and dispensing these goods. We do not suffer ourselves to be contented with meager achievements, but are continually reaching out for better things. We are trying constantly to see what good things we can grow in our line, and for little money. Perfectly satisfied customers is what we always want. We do not handle trashy stuff, but only substantial and honest goods. It is the universal testimony of all that your money goes further at our place than anywhere in Texas, Missouri, Kansas or Oklahoma. When in need of anything in the FURNITURE line, carpets, linoleum, straw matting, window shades, sewing machines, picture frames, wall paper, queensware, etc., you could not hope to do better than visit our place, for we are truly prepared to do you good.

Wholesale and Retail
Furniture Dealer

E. B. BLACK

O. E. THOMAS
Embalmer and Funeral Director

CULTURE OF SUGAR BEETS.

Tests of Panhandle Beets Show Highest Percentage—Extracts From Farmers Bulletin.

So much is being said about the culture of the sugar beet in the Panhandle, The Brand has taken the pains of doing a little investigating and gives this week some facts from various sources. The Department of Agriculture in Farmers Bulletin No. 52, gives an extensive treatise on the subject. The bulletins are sent out free. C. O. Townsend, Pathologist, makes the following report of beets sent to Washington by W. A. Harrell of McLean, Texas, in 1906:

Average weight of beets, ounces, 40
Sugar in beets, per cent15.00
Sugar in the juice, per cent.....16.30
Coefficient of purity.....82.90

What can be done in one part of the Panhandle may be done in other parts.

Among the farmers of the country there is in general an erroneous opinion respecting the manufacture of beet sugar, especially concerning the cost of a factory. It is well that our farmers should cherish no illusions in regard to this matter. The manufacture of beet sugar is an industry entirely distinct from agriculture, and can only be successfully accomplished by the investment of large capital under the direction of skilled artisans.

Experience has shown that the sugar beet reaches its highest development in north temperate latitudes. As a result of many years of careful experimentation, it may be said that

as far as temperature alone is concerned the sugar beet attains its perfection in a zone of varying width through the center of which passes the isothermal line of 70° F. for the months of June, July and August.

The Panhandle is in this great beet culture belt. The average temperature for the three months as shown by the local weather station shows a fraction higher than 71 degrees. A map in possession of the Brand puts all the Plains in the belt.

In those localities where winters come early and are of unusual severity will be found greater difficulties in the production of sugar from the sugar beet than in those localities where the winters are light and mild, although the mean summer temperature of both localities may be represented by 70° F.

Although conditions of temperature must be taken into consideration in selecting sites for beet-sugar factories, those of rainfall must also be studied. The sugar beet requires a certain amount of moisture in order to produce its normal crop. Where there is little subterranean moisture and where irrigation is not practicable, the endeavor should be made to secure localities for the growth of the sugar beet where an average summer precipitation of from 2 to 4 inches per month may be expected. There are many conditions of agriculture, however, under which the beet becomes quite independent of extremes of precipitation. The beet may thrive with very little rainfall or with a great deal, if properly cul-

tivated in a suitable soil.

The average rainfall in the Panhandle for the last ten years for the month of June is 3.18 inches; for July, 3.45 inches; for August, 2.90 inches; thus putting the country in line with the requirements of the plant.

All kinds of sugar beets are botanically identical with the common garden beet (*Beta Vulgaris*). The differences in varieties have arisen by reason of special selection and culture, producing a pure strain of some valuable peculiarity in the beet.

The two varieties which have been most widely grown in this country are the Vilmorin Improved and the Kleinwanzlebener.

It is to be hoped that the names do not indicate the difficulty of raising the beets, and we are assured that this is not the case; but, instead, the name indicates the sweetness and the profit.

The sugar beet does not require a particular kind of a soil for its proper production. In general, soils are describe for practical purposes as clayey, sandy, loamy, or alluvial soils; all of these soils will produce beets. Perhaps the best soil may be described as a sandy loam; a soil containing a happy equilibrium between organic matters, clay and sand.

In general it may be said that any soil which will produce a good crop of Indian corn, wheat or potatoes will, under proper cultivation, produce a good crop of sugar beets. The soil on which sugar beets are grown, however, should be reason-

ably level, and this being the case it should be well drained.

It must have been a provision of Wise Nature that made the soil of the Panhandle. If the department knows anything about the kind of soils that is needed to grow beets, and it is to be supposed that it does, where could one go to find a more suitable location for growing beets?

The beets may be planted either by hand or by drill. In planting by drill it is necessary to use from 15 to 20 pounds of seed per acre; in planting by hand 10 to 15 pounds will be found sufficient.

The beets should be covered to the depth of from 1/2 to 1 1/2 inches, according to the soil. If the soil be moist and in excellent condition, the beet seed should not be covered more than half an inch. If, on the other hand, the soil is very dry and early rains

are not probable, the seed should be covered to the depth of 1 1/2 inches. As soon as the beets are large enough to mark the rows, cultivation with the horse or hand hoe may be commenced.

When the beets show four leaves the process of thinning should take place. If the rows be 18 inches apart a vigorous plant should be left every 8 or 10 inches. Careful selection should be made and all the puny plants destroyed. It is better to save the vigorous plants even if regular intervals are not preserved, but no space should be left greater than from 12 to 15 inches in extent. It is well to give a thorough hand hoeing at the time of thinning, and the subsequent cultivation, in most seasons, may be carried on with horse power.

(Continued on page eleven)

Good Things to Eat

Hughes & Kings Candies

In quantities galore and every kind. They will tickle your palate and your sweetheart too. Come and try them-- always fresh.

Headquarters
for the famous
Rothenberg
Cigars.

ELITE Confection

A Gigantic Quit Business

Sale Begins Saturday,
February 15

SALE

Big Quit Business Sale
Opens Sat. Feb. 15

THE HUB having decided to quit business, has employed A. Anderson Chicago Price Cutters and Sales Managers to close the entire stock regardless of cost or former price. This stock is almost new, having been but recently purchased, consisting of a fine line of Dry Goods, Ladies' and Men's Furnishings, a swell line of Men's Hats, Caps, Gloves, Etc., Tinware and a general line of Notions. This entire stock will be sacrificed without reservation. A grand opportunity for the economical buyer.

A DOLLAR WILL DOUBLE DUTY

THE entire stock has been transformed, you will scarcely recognize it. Big Red Price Tickets thicker than Bees in June time, tell a tale of price destruction, you can scarcely credit for yourself. But go, they must, shall and will. :: :: :: :: ::

WE have not the room to quote prices, but assure you nothing has ever stirred or been attempted in price cutting like the present Cut and Slash Sale. Remember this Sale opens Saturday, the 15 and will continue every day until the entire stock is wiped out of existence. :: ::

Show Cases and all Store Fixtures For Sale

Wool Serges	
All Wool Serges, reduced from 50c to	42c
Cotton " " " 20c to	13c
Dress Gingham " " 15c to	10c
" " " 10c to	7½c
Outing Flannels " " 12½c to	8c
Cotton " " 10c to	8c
U. C. A. Tick " " 20c to	16c
Crash " " 15c to	9c
" " " 20c to	15c
All Prints " " 8c to	6c
Union Suits	
Ladies' Union Suits, reduced from \$1.40 to	98c
" " " " 1.00 to	77c
" " " " .65 to	42c
" " " " .50 to	39c
Infants' Reubens Shirts	
Infants' Reubens Shirts reduced from 45c to	36c
" " " " 25c to	19c
Ladies' Hose	
Ladies' Lisle Hose, reduced from 75c to	62c
" " " " 50c to	39c
Ladies' Fleece and Cotton Hose 25c to	19c
" " " " 15c to	9c

WE WILL QUOTE A FEW PRICES

To Show You We Mean Business:

- A Large Line of Cotton and Wool Blankets at Cut Prices.
- Our new Spring Line of Ladies' Muslin Underwear at less than cost.
- A Large Line of Notions at cut prices.
- In fact everything in this store will be sold at cut prices, the sale continuing until all goods are sold.

Building For Rent

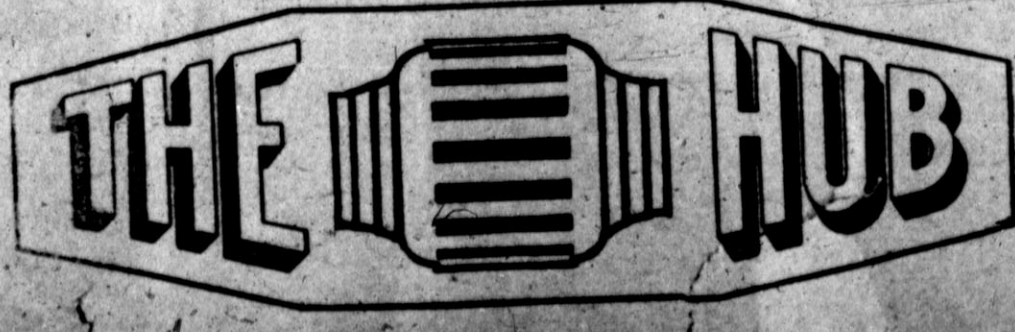
A large line of

Men's Wool Pants	
\$5.00 Pants, cut to	\$3.75
4.50 " " "	3.50
3.50 " " "	2.85
3.00 " " "	2.35
2.25 " " "	1.70
2.00 " " "	1.55
1.75 " " "	1.25
1.50 " " "	1.15
1.25 " " "	.95
1.00 " " "	.85
1.00 Overalls	.77
.25 Boys' Overalls	.19
Men's Hats	
\$4.50 Hat reduced to	\$3.50
3.50 " " "	2.75
3.00 " " "	2.25
2.50 " " "	2.00
2.00 " " "	1.50
1.50 Boys' Hat reduced to	1.15
1.00 " " "	.80
Ladies' Knit Underskirts reduced from 60c to 42c	

Remember the Sale Continues Until all Goods are Sold

WATCH FOR THE BIG SIGN

ANDERSON
SALES COMPANY



Sale Begins Saturday,
February 15th, at 8:30
a. m. Don't miss it.

Birthday Party.

Last Saturday being the eighteenth birthday of Miss Nannie Davidson some of her nearest friends and relatives decided to give her a surprise party and supper. To this end preparations were made for the supper by her friends, tho she was kept in perfect ignorance of the plans, and on returning late Saturday evening from the Central Telephone office where she had been busy during the day, she was very much surprised to find preparation completed for a sumptuous feast. The table was literally loaded with good things and her friends, both young and old, were coming in to partake of the enjoyment of the evening.

Among those present were Mr. and Mrs. W. M. Cogdell and family, Mr. and Mrs. C. H. Carl and family, Mr. and Mrs. W. G. Ross, Rev. W. M. Baker and little folks, Mr. and Mrs. L. E. Cobb and family, Mrs. Tempie Cobb, Mr. and Mrs. C. G. Witherspoon, and young people too numerous to mention.

To say that all enjoyed the evening is putting it too mild. The first tableful at supper looked like they never would get through eating, and the tooth picks were passed to remind them that they had eaten long enough while the last tableful had to be fanned to keep certain ones from becoming overheated or rather over-eated.

Social conversation was indulged in and each one tried to add to the enjoyment of the evening, and each went away feeling that a most enjoyable evening had been spent.

Miss Nannie is one of our most deserving young ladies, and we all wish her many returns of her eighteenth birthday.

teenth birthday. She received many nice and valuable presents from her many friends as tokens of their appreciations. UNUS.

Sugar Beet Seed.

Washington, D. C., Feb. 3, 1908.
Mr. A. C. Elliott, Sec'y. Com. Club, Hereford, Texas,

Dear Sir:—Your letter of January 27th addressed to the Department of Agriculture has been referred to me by the Chief of this Bureau, and I will say in reply that if sugar beet seed is wanted in small quantities for trial, the Department will be glad to send to each one who is sufficiently interested in the matter about four pounds of seed. This amount will be sufficient to plant one-fourth of an acre or a little more, depending upon the method of planting.

We will also mail to each one such literature and other information as we can regarding the growing of this crop.

I shall be glad to hear from you further in regard to this matter.

Very truly yours,

C. O. TOWNSEND,
Pathologist in Charge of
Sugar Beet Investigations.

A Real Show Coming.

The forthcoming engagement of the Whyte Dramatic Company at the opera house starting next Monday will be the real theatrical event of the present season. The opening performance will be "The Pet of the Ranch, or at Pikes Peak." Its story is clean and clear cut; there is no obscurity, no mystery for the audience to unravel, and its appeal is to the best sentiments of both men and women. It reflects life around a mining camp with what seems to be a faithfulness that most dramas of its type lack, and the force of its presentation in the competent hands of the above named company never fails to strike the right chords in the bosoms of its witnesses. It is a drama of hardy Americanism with little of western stage swagger, no coarseness, no horseplay, no silly posing, but much wholesome humor, expression and heartfelt interest in the development of the story and its finale. Mr. Jack W. Pooler as Harry Austin, the young miner is exceptionally well adjusted to his part. Mr. Pooler is the leading man of the company and Mr. Whyte has surrounded him with artists of ability and cleverness. The remainder of the plays that will be presented during the week will be equally as strong and pleasing as the opening play. They consist of the following: "California," "Dora Thorne," "A Runaway Match," "A Womans Revenge," "The Way of the World," "The Hills of Kentucky," "Thelma," and the great Russo-Japanese war drama "A Russian Spy." A matinee will be given Saturday afternoon for the benefit of the country visitors. The curtain for the Saturday afternoon performance will rise promptly at 2:30. The prices for the matinees will be only 15c and 25c. The night prices will be 25c, 35c and 50c. At the Opera House, Monday, Feb. 17.

The Brand in Demand.

The following telegram delivered at The Brand office Monday morning would indicate no unusual occurrence in a big daily newspaper office, but when received by a country sheet published in the "wild and wooly West" or on the "desert Plains of Texas," is enough to cause the editor to throw the paste pot at the office cat and to order another ream of "patent inside." But, read the telegram and decide for yourself whether "The Brand is in demand." Wellington, Kansas, Hereford Brand, 10 paid Please mail at once twenty copies, issue January thirty first. Keizeberg Bros. & Co.

Panhandle Short Line.

Manager A. D. Goodenough, Inspector Geo. W. Irwin, Jr., C. Wilson, President of the American Engineering Co., and P. W. P. made a tour of inspection of the route, going by auto, rail and lumber wagon over a distance 250 miles and return. Mr. Wilson was taking over the line with a view of becoming interested in the construction of the road and expressed himself pleased with the country thru which it passes.



We are now ready to show you the best things in town in the way of Suitings for Spring and Summer.

J. A. FOX & CO.

HEREFORD HARDWARE CO.

Just received a car of Wagons, and our stock is about complete in all lines. What we want now is more of your business. We want you to call on us and we will do our best to please you. ❁ ❁ ❁ ❁

HEREFORD HARDWARE CO.

J. L. FUQUA, President

C. W. DODSON, Cashier

The First National Bank

HEREFORD, TEXAS

CAPITAL	\$ 50,000.00
SURPLUS AND PROFITS	27,087.60
SHAREHOLDERS LIABILITY	50,000.00
TOTAL	\$127,087.60
TOTAL ASSETS	500,000.00

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

Safety Deposit Boxes For Rent

This Bank is well equipped to handle all business entrusted to its care and respectfully solicits your account

INSURE

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

DO IT NOW

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

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

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

J. H. KING, Agent

GARRISON BROTHERS

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

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

Make Our Store Your Headquarters

GARRISON BROTHERS

You Will Be Treated Right

The Mirage.

The Brand is having inquiries for copies of The Mirage from many of the states, from Los Angeles to Chicago. The first edition is about exhausted; a second edition is forthcoming. This edition will be sold at lower rates, the following prices maintaining:

Single copy, postage prepaid.....15c
From 5 to 10 copies, " each.....10c
In lots of 100 copies.....7c
In lots of 500 ".....6c
In lots of 5000 ".....5c

Advertising rates made known on application. If you wish to use a few thousand copies, place your order this week, so that you may get your "name in the pot."

Notice of Election.

Notice is hereby given that in accordance to law governing such; an election will be held in the city of Hereford, Texas, on the 7th day of April, 1908, between the hours of 8 a. m. and 6 p. m. at the court house in said city, for the election of a Mayor, Five Councilmen, a City Marshal, who shall also be assessor and collector of taxes, a Clerk, who shall also be city treasurer, and a City Attorney; and J. M. Boone is hereby appointed as presiding judge of said election.

L. GOUGH, Mayor.

Mrs. T. A. Turnbow and son of Dimmitt were shopping in the city yesterday and visiting relatives.

Noxall Shirts

With soft collar and cuffs, fancy and plain. Have a fine new lot for spring.

GEO. A. STAMBAUGH.

Warren Grain Company have for sale, all kinds of seed for planting. Seed oats at 70c. Also feed stuffs, grain sacks and coal. 52-tf

Veterinary calls answered day or night; phone 142; will be at Warren Grain Co.'s on Saturdays for dental work. F. E. Bove. 1-tf

SCHOOL CORPORATION CARRIES

Light Vote Polled—119 for Corporation and 18 Against; 5 Not Voting.

VOTE STANDS FIVE TO ONE

Seven Trustees Elected to Administer Affairs of the New Corporation.

Though there was not a great deal of interest taken in the school corporation election, but a sufficient number of the voters went to the court house to show that, at least, FIVE to ONE were in favor of the measure. This is sawing off the first plank at the right length for the People's Platform for 1908. This plank is No. 1; No. 2 will be cut off in a few weeks. The citizens are to be congratulated—no, they need no congratulations, they have simply done their duty. The seven trustees chosen are as follows:

R. H. Norton, W. B. Beach, Geo. W. Irwin, Jr., J. E. Garrison, J. L. Fuqua, D. W. Hawkins and R. N. Mounts.

It has been supposed that the incorporation of an independent district for Hereford, thus cutting off the remainder of the county, would abrogate the old district and the special tax therein, but such is not the case. The old district still remains and the tax with it. Those who live in the county district may have their children transferred to the new district upon such terms as the law permits and still enjoy the advantages of a well organized school, the only difference being that they will not have the opportunity to vote for school house bonds, if the question should arise, nor any voice in the local management of the school.

As far as the independent district is concerned, the organization of a new corporation abrogates the special maintenance tax now in force. After the board of trustees are organized this question will likely come up, as the school cannot be supported on the funds received from the state.

Hereford may now move one more step towards the head of the class.

Spring Goods

Are coming in. Call and let us show you the new things.

GEO. A. STAMBAUGH.

Case Reversed.

The case of L. Runnels vs. P. & N. T. Ry. Co., No. 83, from Deaf Smith county, has been reversed and remanded by the Court of Civil Appeals.

L. K. TARVER DEAD.

Was Well Known Throughout the State as a Newspaper Man.

Belton, Texas, Feb. 7.—(Special.)—L. K. Tarver died in this city last night at the age of 58 years. He had suffered for several years with dropsy. Only six days ago his youngest son, aged 24, died. Burial took place today in North Belton cemetery.

He was one of the oldest newspaper workers in the state. He was on the staff of the old Fort Worth Gazette, and was the first vice president of the State Press association when it was first organized. He came to Belton in 1875 and had

That Greatest Question!

Can an Industrious Man Pay for a Quarter Section of Land on the Plains of Texas by the Products of the Soil and at the Same Time Support His Family? ? ?

The asking of this question by The Actual Settlers Association of Hereford has created favorable interest; many farmers have inquired as to the plans of the Association; land owners have signified their willingness to co-operate with the Association and in less than three days more than "Sixty Quarter-Sections" had been listed at the office of the Association upon the most equitable terms. This is most gratifying, when the "slogan of war" adopted by the Association was

ONE HUNDRED FARMERS ON ONE HUNDRED QUARTER-SECTIONS

within twelve months. A few more sections listed and the books will close. The Association has set the mark and will reach it. Now is the time to act.

The Purpose The purpose of the Association, as stated in its first address, has not been changed—To bring actual settlers into the country and to offer them an opportunity to own a home and open a farm on the Plains of Texas. Small tracts of land are to be sold to Actual Settlers only so that they can **PAY FOR THE LAND OUT OF THE CROPS**

EXTENSIVE CONNECTIONS

The Association has extensive connections throughout the North and Northwest Texas, whereby it will be able to reach a class of the men who want a home in this Golden Southwest and are not afraid of Mother Earth. They are anxious and willing to come to the Plains of Texas, build a home and open a farm, if given an opportunity.

If you are interested in the purposes of the Association, call at the local office of the Association, located in the Rector building, or drop a line to

The Actual Settlers Association

HEREFORD, TEXAS

H. H. Hawkins, R. E. Cook, Managers and Organizers.

Ask for booklet "A Hundred and Sixty Acre Farm." It's Free.

WE ARE PREPARED TO SUPPLY FARMERS WITH THE BEST OF IMPLEMENTS

to successfully cultivate their farms. THE SUCCESS GANG and SULKY PLOWS are the best made; the easiest running, lightest draft and less trouble to the operator, than any plow made. The Moline Disc Plows are the undisputed champions of the Panhandle. We have the Force Feed Superior Grain Drills from the five disc one horse to the twenty-two horse sizes with or without the Presser Wheels. We have a full line of

Katydid Sod Plows, Canton Walking Plows, Disc and Drag Harrows

Our stock of Baker Perfect Barbed Wire, galvanized and painted is complete. We can sell you Hog Fence and Farm Fence in any quantity from one rod to thirty miles. WE SELL THE AMERICAN, ELWOOD and PITTSBURGH WOVEN FENCES. They are the best that money can buy.

We know that we can save you money on anything in our line. Come in and look through our stock. It is our pleasure to show you. With sincere thanks for your valued trade in the past. We are, yours truly.

STROUD-GARY HARDWARE CO.

Panhandle Short Line.

Manager A. D. Goodenough, Director Geo. W. Irwin, Jr., C. N. Wilson, President of the American Engineering Co., and P. W. Price made a tour of inspection of the route, going by auto, rail and lumber wagon over a distance 250 miles and return. Mr. Wilson was taken over the line with a view of becoming interested in the construction of the road and expressed himself as pleased with the country thru which

the road has been surveyed. He is a man of business and made no statements for publication at this time.

Now that all the "hot air" has escaped, and the people of Hereford realize that they must put their shoulder to the wheel of the enterprise, something definite is going to be done. The road: "To be or not to be," that is the question.

Additional Locals

J. N. Russell has just returned from a week's outing at Portales.

100 different patterns to choose from. Let me take your order for a spring suit. Paul Barnett. 1t

Mrs. J. M. Boone returned yesterday from a five week's visit at Whitesboro, where she has a large circle of friends.

Mr. Harding of Paducah, Ky., unloaded his effects yesterday and made his way out to his ranch recently purchased.

Superintendent Garwood of the Pecos Valley lines passed thru the city Thursday morning and while at the depot was heard to remark that Hereford was the best town on the line.

Mrs. E. W. Harrison was forced to resign her position as primary teacher here on account of her mother's health. Miss Ollie Easley of Bowie was elected in her stead and took charge of the first grade Monday.

R. H. Barnett of the firm of Hubbard & Barnett has been in St. Louis this week making purchases for their big house. Mr. Barnett is going to make personal selection of a class of goods that he feels will satisfy the particular trade of the city. These goods will be arriving soon and, if there is any new and different on the market, you will find it in their new stock.

Born to Mr. and Mrs. N. H. Denison, a fine girl. Denison says "no blue blood" just a good Panhandle variety.

You can get mantles and globes for your gas lamps at Walter Orr's, in the old telephone office. Will also repair your lamps. See him about it. 52tf

Pipkin-Jones.

At the home of the bride's parents, Mr. and Mrs. J. S. Jones of this city, on Wednesday afternoon, Mr. R. S. Pipkin of Canyon City and Miss Helen Jones were united in marriage, Rev. M. E. Hawkins, pastor of the Methodist church at Canyon City, officiating. Only a few friends and relatives were present and after the usual congratulations, the new couple were followed to the station by the

young people, where "rice" and good wishes were showered on them as they boarded the train for St. Louis. Miss Jones is the accomplished daughter of Mrs. J. S. Jones of this city and had been at the head of the millinery department of the Pipkin Dry Goods establishment of Canyon City. Mr. Pipkin is a popular young business man of that city.

Junior League Program.

The Jr. League program for Sunday, Feb. 16, at 2:45 p. m. Subject, "Friends in Peril." Acts 12, 1-19. Leader, —Essie Johnson. Song, "Jewels." Prayer, —Sup't. Song; "Jesus Wants me for a Sunbeam." Scripture readings, —Juniors. The lesson explained. Song, "He is so Precious to me." 14 Recitation, —Ruth Story. Song, —Ralph Smith.

The Plains were visited last night by a stiff blizzard accompanied by a heavy snow. At least eight inches fell.

Jr. B. Y. P. U. Program.

Following is the program for Feb. 16, 1908: Song, No. 155. Minutes and roll call. Subject, "Some Parables." Scripture lesson, John 7, 1-9, by Cecil Cook; John 10, 1-16, by Nora Thompson. Prayer by Coita Sisk. Memory verse, Luke 8, 18. Each of the following members of the Jr. Union will tell the story of one parable. Grace Wilson, —Luke 10, 25-37. Elzina Mounts, —Luke 12, 13-26. Rose Williams, —Luke 15, 1-10. Goochie Sisk, —Luke 15, 11-32. Elizabeth Richards, —Luke 16, 1-14. Susie Lackey, —Luke 16, 19-31. Dismissed by Maude Dean.



We are now ready to show you the best things in town in the way of Suitings for Spring and Summer.

J. A. FOX & CO.

Bulk Olives

There's a Big Difference Between

GROCERIES

Sweet Pickles

There is a difference in price and another in quality. Judged by either standard it will pay you to buy your groceries here. Our groceries are the best that money can buy. The saving you make is caused by our close buying and our moderate ideas of a legitimate profit. Our stock is fresh and complete in all lines. Give us a trial.



Yours for business,

THE HUBBARD GROCERY CO.

The Brand

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

Address all communications to
THE HEREFORD BRAND

Official Organ for Deaf Smith
and Castro Counties

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Act of Congress of March 3, 1879.

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STRICTLY IN ADVANCE

FRIDAY, FEBRUARY 14, 1908.

SEWERAGE AND TYPHOID.

THE News under date of February 9 calls attention to some important facts in connection with the dissemination of typhoid and malarial fevers. The News claims, and rightfully, that both typhoid and malaria are most prevalent among country people, meaning, of course, people who live in the small towns and in the country where unsanitary conditions exist. The News in a previous article showed that these two diseases are transferred by insects—malaria by certain mosquitoes and typhoid by the common house fly. The fly is one of the most potent agencies in spreading typhoid fever germs says the report. Coming by the thousands from their breeding places of filth, they carry on their feet, in and on their bodies, the deadly germs, and alighting on the food that is prepared for the table, they leave millions of germs, which are then taken into the system at meal time. Impure water and milk are also named as prolific sources. In further discussion of the subject, the News says:—

“Another authority on the subject says that cities well supplied with water from a reservoir, especially a filter reservoir, which possesses a modern sewerage system, and in which water closets are universal, derive typhoid only from the following sources: Contaminated country milk, the return of people in the autumn from an unsanitary country; lack of sanitary care of persons who have contracted typhoid fever from either of the first two sources. Even the city water must be filtered, which can be done by the use of any of the cheap filters now on the market; the milk which is consumed by children must be sterilized, and persons returning to the city after contracting typhoid in the country must be looked after with care to prevent spread of the fever germs. Any physician can tell how this is to be done.

The principal insect agent in the spread of typhoid fever is the common housefly, and this insect is especially abundant in country houses, in the vicinity of stables where horses are kept, in cattle barns or pig pens. Houseflies breed in incredible numbers under such conditions. Ten days completes a generation of houseflies in summer. The number of eggs laid by each female number 120. Thus under favorable conditions the offspring of a single-wintering housefly may in the course of a summer reach a figure almost beyond belief.”

The Brand publishes these extracts at length in order to give the Hereford people something to talk about when the question of a public sewer is mentioned. With the hundreds of open closets, all the breeding grounds of flies, in the small towns, no wonder so many people suffer from attacks of typhoid fever. With a modern sewer, all the danger of infection would be avoided.

The city of Hereford is in no immediate danger, but it is time to take some decided steps toward prevention. According to the report of the city physician, Dr. A. L. Taylor, Hereford is the healthiest town in Northwest Texas, but now is the time to act and provide ourselves with the means of reducing the chances of an epidemic of fever. The sewerage system is the only solution to the problem.

Can the city afford to put in

Announcements

Deaf Smith County.

For District Attorney, 47th Judicial District:
A. A. LUMPKIN.
HENRY S. BISHOP, (re-election.)
For County Judge:
W. H. RUSSELL, (re-election).
JAMES HUGHES.
S. J. DODSON.
For County Attorney:
W. M. MEGERT.
For Sheriff:
E. F. CONNELL, (re-election).
HENRY HUBBERT.
For County Clerk:
W. M. COGDELL, (re-election).
G. M. SUGGS.
J. H. KING.
For County Treasurer:
C. E. SMITH, (re-election).
G. R. JOWELL.
For Tax Assessor:
J. W. FORD, (re-election).
For City Marshal:
BOB BRAZIL.
C. L. SULLIVAN.
For Commissioner Precinct No. 1:
G. W. ROSS.
For Commissioner Precinct No. 2:
H. B. MCKINLEY.

Castro County.

For Sheriff and Tax Collector:
ROY BARBER.
J. H. FLANAGIN.
JOE B. COLLINS.
For County Treasurer:
S. I. LEE.
For Tax Assessor:
ARCH CONNER.

a system at this time? That is a matter of easy calculation. The question should be:—Can the citizens of Hereford afford NOT to put in a modern system? The present method of scavenger work is costing the people from \$1,500 to \$2,000 per year and perhaps more. This means a tax of not less than \$4.20 for each residence per year as each owner must pay 35 cents per month. In the business section, the rates are higher.

The assessed valuation of property within the limits for the year 1907 was a little more than \$600,000.00, the equalization board working on a basis of one-third actual value. During the year 1907 there were nearly 100 residences built and a large number of business houses erected. Placing a reasonable valuation on the cost all the improvements added during the year within the city limits, the figures would “sound something like” \$250,000. Multiply the 1907 rendition by three to raise the figures to “full rendition” values, the figures would then appear as follows:—

Actual rendition for 1907	\$600,000
Increase to full rendition	1,200,000
Improvements during '07	250,000
Total	\$2,050,000

Dropping off to round numbers making the figures two million; cutting this one-half, leaving just \$1,000,000 assessable valuation, the city would have ample means at a low rate of tax to build the sewer and water works as well. Taking the estimate furnished by Mr. Hawley, \$20,000 for a sewer system, the city could issue 40-year 4 per cent bonds. A tax sufficient to provide a sinking fund and the interest would have to be levied. The interest would amount to \$800 per year; a sinking fund of \$500 per year would have to be provided for, but as the city grows and the property valuations increase, it would not be necessary to begin at the highest point; \$300 for the first year would be enough. As the values rose, the same tax would soon be bringing in more than \$500 per year. From this, it will be seen that \$1100 or \$1200 would have to be collected by a tax. This would mean a tax of not more than 12c on the \$100 valuation. Can the city afford to provide its citizens with a modern sewerage system? The answer is easy.

Have You a Bank Account With THE WESTERN NATIONAL BANK

of Hereford, Texas

CAPITAL	-	\$50,000.00
SURPLUS and PROFITS	-	42,000.00

Your business, large or small, is cordially invited by the Bank which has been helping this country to grow and growing with it.

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

The Big Store,
Where most
people trade

HUBBARD & BARNETT

The Big Store,
Where most
people trade

THOSE who neglected taking advantage of our sale last week should by all means come here Friday and Saturday and avail themselves of this extraordinary opportunity to purchase high-grade goods at a fraction of their original prices. We want you to come and take a look at what we offer. After you have seen and compared prices we feel the rest will be easy. Come at once.

Yours for
Business,

Hubbard & Barnett

HARNESS AND SADDLES

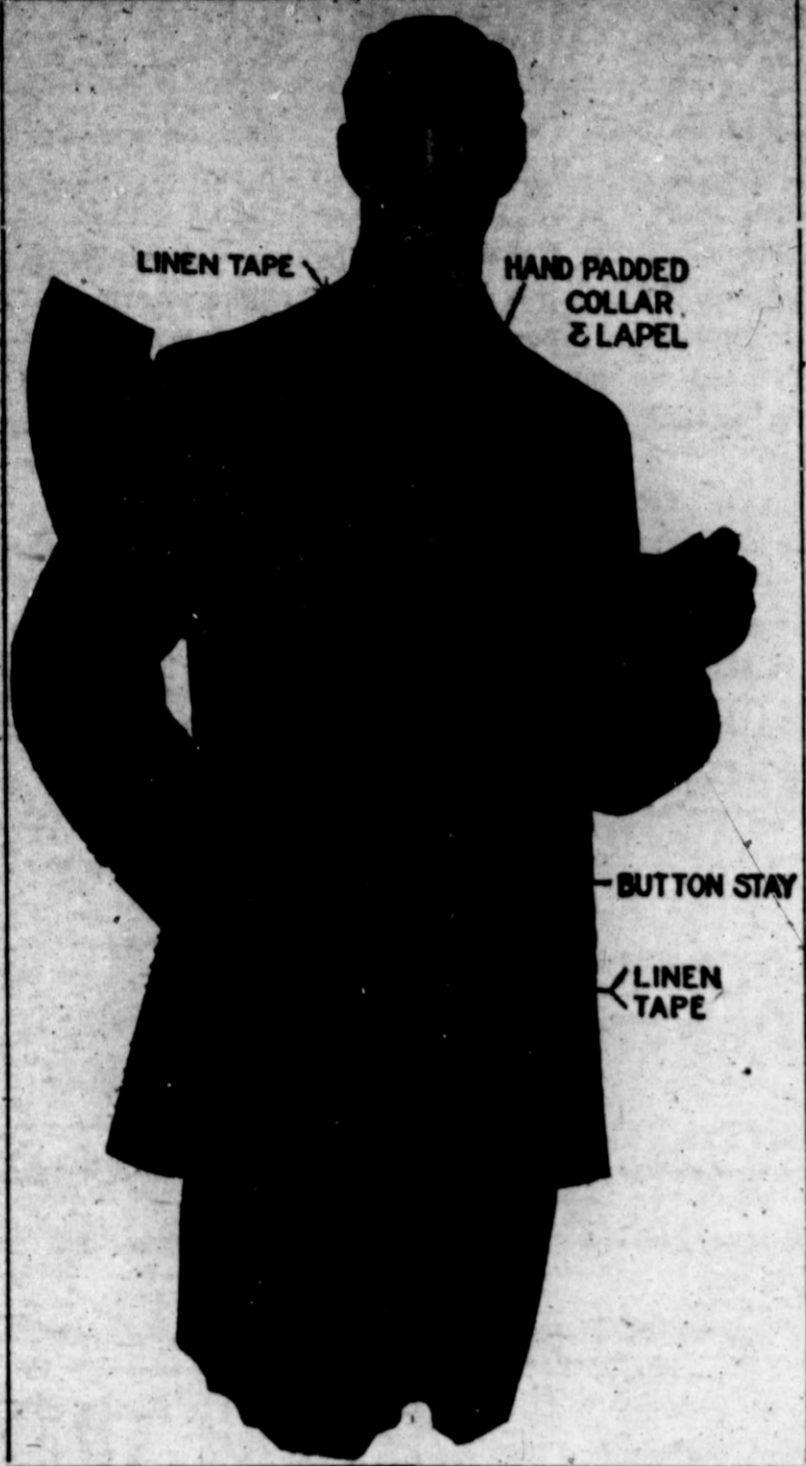
When in need of a first-class-up-to-now set of Single Buggy, Farm or Double Buggy Harness, come in and examine my stock, it will please the eye. I can fit your horse or mule, besides giving you first quality and the right price always to be found at my place. ❀ ❀

My saddles are made to wear, not flashy, but worth looking at, the kind that give satisfaction. ❀ ❀

Your repairing will receive prompt attention here.

Yours very truly,

J. A. CANTERBURY



We guarantee all our fronts. See our display of **SPRING** and **SUMMER SUITING**.

J. A. FOX & CO.

In Lumm & Company and The Royal Tailors

For views phone M. M. Major. 1f

Post Cards! Post Cards! Post Card! The swellest line in town at Woodburn & Son's Drug Store. 1t

Messrs. Fretz, Carter, and others left for prints unknown last Tuesday; they will return with the second excursion this month.

Carl Shirley returned last Sunday from Fort Collins, Colorado, where he has been attending the State Agricultural College.

Warren Grain Company have for sale, all kinds of seed for planting. Seed oats at 70c. Also feed stuffs, grain sacks and coal. 52-1f

For bicycle repairing see Wharton Brothers. We will also buy or trade for any of your household goods. Come and see our bargains. 48-1f

Warren Grain Company have for sale, all kinds of seed for planting. Seed oats at 70c. Also feed stuffs, grain sacks and coal. 52-1f

W. T. Smith never misses a train with your baggage. His wagons will call at your house. Phones 87 and 226. 43-1f

We would like to put in some good flues with our concrete blocks. They make the best and safest flues. 42-1f W. F. WEST & Co.

Warren Grain Company have for sale, all kinds of seed for planting. Seed oats at 70c. Also feed stuffs, grain sacks and coal. 52-1f

J. G. Callens is away on his annual trip buying spring and summer goods. We, of course, will soon look for everything new, nobby and up-to-date to be tumbling over his counters.

Walter Orr is again engaged in the cleaning and pressing business, and will appreciate your work. A trial will convince you that he knows how. Located in the old telephone office. 52-1f

J. E. Leeper of Iowa, the gentleman who figured in a recent communication from the Breeders Gazette of Chicago in which an Oklahoma expert gave the Panhandle not a very good name as an agricultural country, was in the city for several days returning to his home on Tuesday.

Nice Hereford residences, small farms near Hereford headquarters, half and whole sections of land can be exchanged through my agency. My advertisements in the Brand have brought several inquiries and propositions from non-residents. Sam H. Morris, Hereford Real Estate Exchange. 38-1f

L. E. Thompson is back from his old home in Kansas, where he has been reviewing the reminiscences of his youth and dispensing Panhandle logic to his old time friends. He says he had quite a time with some trying to convince them that there was quite a sprinkle of civilization here until he reminded them of the fact that our population was largely northern. Then the point was easily won.

Board of Missions Meet.

The Auxiliary to the Christian Woman's Board of Missions met on last Thursday at the home of Mrs. Harmon Beach. There were thirteen members and five visitors present. The subject discussed was "The Women of the Bible." Many beautiful and helpful lessons were brought out, as each member told in her own way the story of the character selected by her.

Since the beginning of the present missionary year our members seem to have a greater interest and a deeper zeal for the work. The enrollment is twenty-two, a gain of three this quarter.

Our **REPAIRING Department**



is complete in every detail. Any job turned over to us will receive prompt and careful attention

Remember, too, that we always carry a complete line of high-grade

Jewelry, Watches, Clocks, China, Cut Glass, and Silverware

Engraving and Special Manufacturing

W. H. RAY

Fine Watch Work and Jewelry Repairing

T. M. Palmer Lumber Comp'y

DEALERS IN

LUMBER, LIME, BRICK, CEMENT and all Kinds of Building Material

Our Planing Mill is now running to its capacity and we can save you money on Doors, Sash, Frames and all kinds of finishing. If you wish to build you can save money by figuring with us. :-: :-:

T. M. Palmer Lumber Comp'y

HEREFORD, TEXAS

IN

Photographs

and **VEWS** quality is of first importance.

How disappointing to have a picture fade after a few years. Best material and careful workmanship at

C. M. MCGHEE'S

SEE MY BARGAINS IN HEREFORD CATTLE

AND

BERKSHIRE HOGS

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

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

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

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

R. H. NORTON

ONE MILE FROM HEREFORD, TEXAS



BAD DIGESTION

Biliousness and constipation bring on kidney disease which is the great destroyer of life. The safe course is to remove bilious disorders as soon as they appear.

PRICKLY ASH BITTERS

Is a system tonic and corrective which carries its cleansing and stimulating influence to every part of the body, drives out impurities, strengthens digestion and quickly restores energy and cheerful spirits.

Get the Genuine with the Figure "3" in Red on Front Label.

Sold by Druggists.

PRICE \$1.00

T. M. Coulson,

Special Agent

Opera House---Whyte Dramatic Co.---The Show That Pleases All---February 17 to 22

LUMBER BARGAINS

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

HEREFORD LUMBER CO.

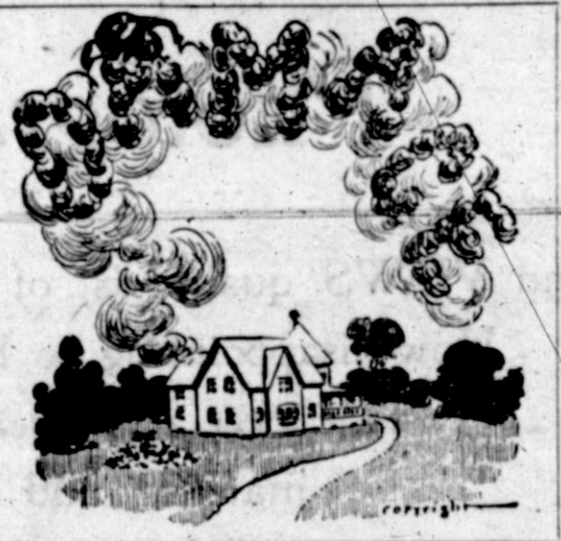
Cardwell Brothers

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

Come in and See Us Whether You Buy or Not

Smoke DAMAGE

and water damage is often as bad as fire damage. Why not be protected against all damage caused by or through fire? Insurance is cheap and the security against loss is absolute. The many companies I represent, settle all claims promptly and are very liberal in their treatment of policyholders. Your place should be covered by insurance.



B. H. SMITH



REGISTERED HEREFORDS

All ages of Fine Bulls for sale at reasonable prices.

CATTLEMEN SHOULD SEE ME

J. D. BURKETT

Business Change

M. M. Major has sold his interest in the photograph gallery to his partner, C. M. McGee. Already Mr. McGee has made some substantial improvement, three large glasses each 30 inches wide and 9 feet long have been put in on the north side. The rest of the sidewall will be canvassed and papered at once. He offers courteous treatment and good work for all customers.

Hill Aldridge and wife of Sulphur Springs, Texas, came to Hereford last week. Mr. Aldridge is a practical tailor and will be with Hubbard & Barnett the coming season.

McKinley for Precinct Two.

The friends of H. B. McKinley have persuaded him to allow them to announce his name for Commissioner for Precinct No. 2. Mr. McKinley is too favorably known in the county to need an introduction on the part of anyone. The simple announcement of his name is a declaration on the part of his friends that he is the man for the place and will fill the office with credit to the county. The affairs of the county will be safe in his hands.

See my samples for tailor-made clothing for both spring and summer suits. Paul Barnett. 1t

New Business Opens.

Paul Barnett is now occupying the Rector building with his samples for tailor-made clothing. A surprise awaits anyone entering the old building to see the gorgeous decorations within. Paul says here is the place to get fitted in that new suit you are planning for spring. Mr. Strange occupies the rear with his cleaning and pressing department where he offers to make that old suit look new.

While in St. Louis J. A. Fox will buy a full supply of spring and summer goods for the firm here. Mr. Fox can be relied upon to get a well selected and up-to-date stock.

CLASSIFIED ADVERTISEMENTS

LOST AND FOUND

LOST—A 14 prong stable fork, new handle with three rivets. Return to Sam Warden or this office. 52-3t

LOST—Ladies' gold monogram locket with chain; gentleman's picture in locket. Finder please call Central. R. H. Hemley. 1-2t

ROOMS FOR RENT

ROOMS—Two, three, or four furnished rooms with kitchen for rent. See B. W. Miller. 1-3t

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

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

FOR RENT—DWELLINGS

FOR RENT.—New five room house near Court House, good well and mill, chicken house, etc. Apply to C. E. Howard, Hotel Iowa. 47tf

MISCELLANEOUS

FOR SALE—One riding and one walking lister. A. H. Morriss. 51-tf

FOR SALE.—Baled alfalfa in ton or 1/2 ton lots, \$17 per ton delivered. Verne Witherspoon. 49tf

EGGS—S. C. B. Leghorn eggs from scored bird for hatching. J. P. Eskildsen. 1-2t

TREES—See G. R. Ward and get his prices on locust trees before placing your order. 1tp

FOR SALE—A pair of double driving harness, or will trade for work harness. See A. A. Ott. 52-3t

FOR SALE—Some baled millet and broadcast bundle sorghum. All nice and bright. Fred Millard. 51tf

FOR SALE—200 bushels of Kaffir corn, at Whitlock place one mile east of town. J. B. Rogers. 52-tf

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

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

FOR SALE—Red Rust Proof Oats, Plains grown; carefully selected for seed. Hereford Grain Co. 52tf

Car load of potatoes and onion sets just received. Send for price list of field seeds. Roswell Seed Co., Roswell, N. M. 52-2t

FOR SALE—A complete set of abstract books of all lands and city property in Deaf Smith county, Tex. Up-to-date, price \$2,500.00 cash, or would exchange for desirable real estate, not to exceed the value of the books, located in Deaf Smith or Castro counties, Texas. John W. DeAtley. 1-tf

REAL ESTATE FOR SALE

FOR SALE—Two fine sections of land for sale on easy terms. See or write J. B. Elliston. 50-tf

SOME BARGAINS in city property also ranch property. J. M. Boone. 51-4t

FOR SALE—One section fine land on long time if sold at once. See or write J. B. Elliston. 50-tf

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

FOR SALE—My residence in Hereford. Will sell at bargain on terms to suit purchaser. But little cash required. J. Ray, Vernon, Texas. 51-tf

FOR SALE.—Section 343 blk. M 6 four miles east of town of Dimmitt. Price \$16.00 per acre 1/2 cash balance 1 to 5 years 8 per cent. See owner. J. T. Jowell. 48-tf

FOR SALE—Paloduro Stock Farm and Ranch, 15 1/2 miles northwest of Hereford, Texas. Two, three or more sections, 400 acres in fine state of cultivation, about 200 acres in wheat. Ready stocked with white-face cattle. Price on land \$15.00 per acre, half cash, balance on time. Address P. O. Box 162. 51tf

FOR SALE—All of section 33, township 4 north, range 2 east, in Deaf Smith county, Texas. An elegant section, good rich soil. Price per acre \$14.00. Terms, 1-3 cash, and balance 10 years time, payable on or before at 6 per cent. If interested, look this up and write to Mathew R. Faber, Remsen, Iowa. 52-8t

LAND FOR SALE—A well improved section 8 miles south of Dimmitt. 5-room house and \$400.00 barn, both practically new; 100 bearing peach trees, apples, plums, cherries and shade trees in proportion; good windmill and irrigation pond; 125 acres in cultivation; all under good fence with plenty of cross fences. 1 mile from good school. One-third cash, balance on easy terms. This section can be bought on reasonable terms from the owner. Address J. R. Hastings, Dimmitt, Texas. 52tf

FOR SALE—Good 6-room house, pantry, bath room, complete system of water works, hot and cold water, two large bay windows, 3 porches, cellar, barn, other necessary out buildings; fish pond, two large water tanks, large garden, feed lots, 6 acres young orchard and 3 acres of fine alfalfa. In all 12 acres in Southwest Hereford, near schools and churches. Would rent for \$30 per month. Price \$4,800.00; terms, half cash, balance to suit purchaser. Might be willing to exchange for other desirable real estate of about equal value in Deaf Smith or Castro county. John W. DeAtley. 1-tf

MISCELLANEOUS WANTS

GIRL WANTED—To wash dishes and do other kitchen work at the Iowa Hotel. 49tf C. E. HOWARD.

LIVE STOCK FOR SALE

FOR SALE—Fresh Jersey Cow. E. Adams. 1tp

MULES—One pair of heavy 5-year old mules for sale. Call for J. E. Cox at Edwards Land Co. 1-2tp

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

FOR SALE—Three good work or driving horses, two of them are good, safe family horses. John W. DeAtley. 1-tf

FOR SALE—1-4 section of land 1 1-2 miles north of Kelso. \$16.00 per acre, part cash, balance in eight years. Address Box 734, El Reno, Okla. 50-tf

FOR SALE—See Fred Millard, the Hereford horse dealer, when in need of anything in the way of work teams. Will sell you a good team or trade for yours. 50tf

TO TRADE

FOR SALE OR EXCHANGE—Two large automobiles, Buic and Haynes, 22 and 36 horse power, almost new, good repair. The Hereford Realty Company. 1-tf

FOR SALE OR EXCHANGE—584 acres 6 miles south of Summerfield and 14 miles from Hereford. No better land in the Panhandle, all smooth, title clear. You should see this land to appreciate it, price \$15 per acre; terms, 1-6 cash, balance in 5 yearly payments at 8 per cent. If this interests you write me. L. J. Slaughter, Grain Valley, Mo. 52-4t

Livery Barn For Sale.

Notice.—Here is a good livery outfit I will sell as I want to go to California right away for the benefit of my health. I will sell you the vehicles, horses, harness and fixtures for cash and lease you the barn or sell you the barn on time if you mean business and see me at once. 51-4t J. F. EASTERWOOD.

Llano Estacado Nursery.

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

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

Steam Plow for Sale.

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

Warren Grain Company have for sale, all kinds of seed for planting. Seed oats at 70¢. Also feed stuffs, grain sacks and coal. 23-tf

I WANT YOUR BUSINESS

and if low prices on saleable merchandise will interest you, I know you are coming. Below is a list I will offer for a week only:

Special No. 1

Men's Shoes

These are not "off bums" but some of our very best numbers and are taken from our regular line:

2840 Patent Colt Blucher
\$5.00 Shoe at \$3.00
2830 Patent Colt Blucher
\$5.00 Shoe at \$3.00
2931 Patent Colt Blucher
\$5.00 Shoe at \$3.00
2624 Patent Colt Button
\$4.00 Shoe at \$2.50
3004 Patent Kid Blucher
\$6.00 Shoe at \$4.00
2613 Vici bal \$6.00 Shoe
at \$3.00
2648 Vici Blucher \$4.00
Shoe at \$2.50

Special No. 2

You will find in this special, a complete run of sizes, varieties and styles in our well known line of

Silver Shirts

that we will sell for a week only at

\$1.00

Special No. 3

Men's

Clothing

\$24.50 Suit at \$16.00
18.50 Suit at 13.50
16.50 Suit at 11.50
14.00 Suit at 10.00
12.00 Suit at 7.00

The quality, fit and workmanship of this line stands unquestioned. You can't "pass" these if you need a suit.

Special No. 4

Boys'

Clothing

\$6.00 Suit for \$4.50
5.00 Suit for 3.50
4.00 Suit for 3.00
2.50 Suit for 2.00

The early buyer gets the best in this line, as sizes are already broken. They can't last long at these figures.

Special No. 5

Only 5 Overcoats left

and you can buy one this week.

\$18.00 Overcoat \$9.00
16.50 Overcoat 8.25
11.00 Overcoat 5.00

Cravenette Coats

33 1/3 off

Some Odds and Ends at 1-2 Price

H. C. MYRICK

Read the list you can surely find what you need

INDIANA FARMER

Afraid to Buy a Panhandle Farm, But Tries Farming One Year Anyhow.

TRADES WITH A BANKER

Gets a 200-Acre Farm Free From Debt and Cash Besides.

The Brand has published some mighty interesting letters from the Hereford farmers, if one can judge from the way they have been read and copied by other papers in and out of Texas, but this week the letters take a new turn and an Indiana man tells how he drove a sharp bargain with a banker and another old-timer on the plains and as a result is now "living upon his own 200-acre farm, which is clear from debt." Mr. Bourell says that these men had lived here for many years and knew what they were doing. He is now thankful that Mr. Parker persuaded him to try farming on the Plains one year. He says himself, as may be seen from his letter, which was dictated by him and signed by his own hand, that he is making a good living for his large family. He was

afraid to risk his "little nest egg" on the Plains, but in less than two years was the proud owner of a farm worth \$4,000 according to land values on the Plains, but worth \$30,000 measured by the soil of Indiana.

Mr. Bourell is demonstrating the claims that a man with industrious habits and economical methods can make a good living on a small farm in the Panhandle, educate his children and add to his small "nest egg." This does not sound like the thunder that rolled down the Texas legislative halls years ago, when the "spellbinders" argued that it would require four sections and hard scratching for a man to make a decent living on the Plains of Texas, and thus persuaded the other members to pass the \$1.00-per-acre-and-four-section-law. Its all passed now and the early "nesters" who "skinned" the "tenderfoot" by selling him his land at \$3.75 per acre are now bemoaning their fate and buying the land back at \$20.00 per acre. Read Mr. Bourell's letter and it will do you good clear down.

Hereford, Tex., Feb. 8, 1908.

Two years ago I came to Hereford from Indiana. I was 42 years old, had a wife and nine children,

and was worth about \$1,200. This represented all the property I had been able to save after twenty years of hard work.

The previous fall, I had been down and looked over the country, and was starting back without buying, as I was afraid to risk my little nest egg, where I feared I might lose it. A friend took me to the Western National Bank to talk to Mr. Parker, the president of the bank. After telling Mr. Parker that I was afraid to bring my family down here for fear we could not make a living, he laughed at me, and told me that poor folks was what the country needed. That folks did not stay poor long in this country, that there were no poor farms in the Panhandle, and that when the churches would take up collections for the poor it was hard to find any one who would take the money. That anyone willing to work could make a living and more too. I was only partly convinced, but when Mr. Parker offered to rent me a good section of land with a good house and other improvements, and give me the option to buy it at the end of the year, by my making a small cash payment, and the balance on long time, I decided to try it and

closed he trade.

I cultivated only 80 acres of land having to do all the work myself. I made the rent and a living, and before my time was up, I had traded my contract to Mr. J. T. Jowell for 200 acres of land and \$600 in money.

The advance in the selling price of land was just what I made by this trade. Both Mr. Parker and Mr. Jowell have lived here many years and knew what they were doing.

I am now living on my 200-acre farm, which I own clear of debt. It is just as good as land that sells in Indiana for \$150 per acre, and this land cost me nothing, except my agreeing to try the Panhandle one year. I merely transferred my option to buy Mr. Parker's section, and got this farm and \$600 in cash. I think I could easily sell my land for \$20 per acre, but don't want to sell. I am making a good living on my farm, and am well pleased with the country. It is a healthier country than Indiana, and a much pleasanter country to live in.

Poor people need not fear to come to this country. It is easy to make a living, if you will work.

J. P. BOURELL.

The Brand is only \$1.00 a year.

CONSERVATIVE—DEPENDABLE.

Missouri Reader Don't Want The Brand Stopped—Expresses His Opinion.

The following letter from one of the many Missouri friends will indicate the esteem with which The Brand is considered in that noble state. The editor has never had the pleasure of meeting Mr. Batts, but hope to one day have the pleasure of grasping his hand and extending to him a welcome into this Golden Southwest.

Missouri, Feb 4, 1908.

The Hereford Brand, Gentlemen:—Find enclosed one dollar with which you will credit me another year of The Brand. I don't want it to stop as it is always welcomed, and on account of its conservative reports can be depended upon for facts.

Yours truly,

LOUIS E. BATTS.

See M. M. Major for the Racycle. Best Bicycle made. 48tf

Concrete Walks.

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

42-tf W. F. West & Co.

W. J. GILLILLAND

The Place to Find Bargains is at

J. M. GILLILLAND

THE GILLILLAND FURNITURE COMPANY

You would be surprised to see what Great Bargains we are now giving in Floor Coverings, Dressers and all kinds of Chairs. It will pay you to see us.

Have your old furniture made new by an expert Cabinet Maker, who does all kinds of furniture repairing. It costs little, and makes a big improvement.

THE UNDERTAKING DEPARTMENT of our store is now the most complete and up-to-date stock ever handled in Hereford. You are invited to visit all departments of our store WHETHER YOU BUY OR NOT. COME IN TODAY.

Day Phone 115

Yours for Furniture Bargains

Night Phone 113

Hereford Real Estate Exchange

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

HEREFORD REAL ESTATE EXCHANGE

SAM H. MORRIS.

Manager

HEREFORD

and other points on

Pecos Valley Lines

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

BE SURE

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

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

Ritchey Hotel

R. W. Kirkpatrick & Sons, Proprietors

Newly Furnished
Centrally Located
Rates \$2.00 Per Day

The best is none too good
for our patrons

Come and Make Yourself
at Home

First State Bank of Hereford

HEREFORD, TEXAS

CAPITAL \$30,000.00

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

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

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

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

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

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

CITY PARK IMPROVEMENT.

Work Begun—Grounds Platted and Plowed—Ready for Tree Planting.

The committee appointed by the Civic League at the recent call meeting on the Hereford City Park has not been idle a single day and as a result of their active work, the Park Improvement has taken definite shape. On Tuesday afternoon, the committee made their report to the League, which met in the Mayor's office, and adopted the plans of the committee. A plat made by the committee showed a number of walks and streets radiating from a central point; trees are to be planted on the margin of the reserved grass plots and it will require nearly one thousand trees to complete the work.

Not satisfied with laying plans and drawing pictures, the League has set aside "Tuesday, February 18 as Tag Day," at which time every one who is interested in the civic improvement of the city and a more beautiful town will be asked to wear for one day, at least, a tag. The tag will bear the legend:

"I AM TAGGED FOR THE HEREFORD CITY PARK."

In order to do this work effectually, twenty ladies will distribute the tags and FIVE HUNDRED tags have been ordered. This means that every one who wears a tag on that day will be counted as member of the Civic League and will be expected to pay \$1.00 for the privilege of becoming a member and wearing a tag. Your contribution, however, is not limited to \$1.00; you may give five, ten or as much as \$100. The League must have \$1,000 in order to do the work as contemplated.

The Park that is proposed to be beautified is the one laid out by the Western Union Land Company in the original town of Hereford and is located on the river just west of the bridge and below the railroad grading of the Panhandle Short Line. The county has opened the street through the dump and will require the road to add two feet more to the grade. The gate to the park will be between the grade and the bridge. Besides the park as such, a dam will be put across the stream, making a lake extending the full length of the park grounds. This will be used for fishing and boating and will add greatly to the beauty of the plans as outlined by the League.

This movement is one that has waited the attention of the Civic League for some months and now is the time to do the work. The members of the League feel that no citizen of Hereford can afford not to have some participation in such a matter. Hereford needs the Park and the Park needs Hereford. Will you help push or will you pull back.

For views phone M. M. Major. tf

Most Remarkable Gas Well.

Keifer, Okla., Feb. 7. — (Special.)

—There have been some rich stories of oil and gas that come out of the Glenn pool, but here is the best yet. Henry Ryan is putting up a rig on the Dutcher Oil company's lease in section 22. Rig builders started to fell a tree for rig timber. When near the heart of the tree an ax went into a hollow and there was an immediate rush of gas that broke out with a big roar. The explanation offered is that the gas worked its way up through the ground to the roots of the tree and passed on up into the hollow. This is the most remarkable gas well ever found in this or any other gas field.

An enterprising gas man at once secured the necessary attachments in the way of connections and piping,

put a cap on the stump and in a few hours had the gas run to the furnace of an engine near by and was using the product to run a well-drilling machine for oil. This story is made out of the "whole cloth."

Dissolution Notice.

The firm known as Argo & Jarrott, composed of A. E. Argo & J. D. Jarrott, partners, is by mutual consent this day, Jan. 9, 1908, dissolved, A. E. Argo retiring and selling his interest to J. D. Jarrott, who assumes all indebtedness of the firm and to whom all notes and accounts due the firm, are payable. J. D. Jarrott will continue the business.

49-5t

A. E. ARGO,
J. D. JARROTT.

WHY NOT NOW

WHY NOT TAKE YOUR SEMI-ANNUAL BATH NOW AT THE

Firstclass Workmen The Boone Barber Shop L. E. Thompson Proprietor

Do Not Fail to See

Alfalfa Lumber Co.

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

Alfalfa Lumber Company
C. M. MILLER - Local Manager

CONTRACTORS and Builders

F. B. COTTEN, - 22 years experience
C. H. HUNTER, - 15 years experience
W. B. ANTHONY, - 18 years experience
WARD BRATTON, 20 years experience

Let us save you money on that house, barn or shed that you are going to build.

Try a Want Ad in The Brand

CULTURE OF SUGAR BEETS.

(Continued From First Page)

When the beets are more advanced a few deeper cultivations may be desirable, and for these any good narrow cultivator may be used.

The cultivation in all cases should be conducted for the double purpose of keeping the beets entirely free of weeds and for preserving the proper tilth of the surface of the soil. It may be said that at least once a week during the period of growing, lasting from 6 to 8 weeks, the beet field should be cultivated. If the season be very dry, more frequent cultivation will be found useful. The final cultivation should leave the soil practically level. During cultivation care should be taken not to injure either the leaves or the root of the beet, and when the foliage of the growing crop begins to well cover the surface of the soil cultivation may be suspended.

The cost of growing an acre of beets depends on so many varying factors as to render it impossible to give an estimate which is reliable for every locality. The actual figures submitted by Mr. J. Thomsen, of Hall county, Nebraska, in a letter published in the Prairie Farmer, on the 3d of January, 1890, are given. The cost is given for a field of five acres, and the items are as follows:

Fall plowing at \$1 per acre	\$ 5.00
Plowing in spring, at \$1.25	6.25
Rolling twice, once before and once after planting	1.50
Planting by hand at 75c per acre	3.75
Cultivating with hoe, at 75c	3.75
Thinning, at \$10	50.00
Hoeing by hand three times and weeding necessary at time of hoeing	90.00
Cultivation by horse twice, at 75c	7.50
Running over with hoe to clear from remaining weeds	3.75
Total	\$171.50

Divide this by 5 gives a total of \$34.30 per acre.

The time for harvesting varies in different localities. In Southern California the beets planted in February are ready for harvesting in August. In general it may be said that beets planted the first week in May will be ready for harvesting about the first of October.

New Goods

For Spring. Fancy waistings, dress goods, laces, embroideries and notions.

GEO. A. STAMBAUGH.

Sullivan for Marshal.

C. L. Sullivan, well known in the business and social circles of the city and familiarly known as Charley Sullivan, has authorized The Brand to announce his name as a candidate for the office of City Marshal and Tax Collector. Mr. Sullivan has been in Texas just thirty-two years, seven of which he has made his home in Hereford. He may, therefore, be counted as among the first settlers and, as such has done his part towards making the city what it is. He is competent in every way to perform the duties of the office, and if elected will give those who may support him no cause to regret casting their vote for him.



\$3.98.

Just Received—our big stock of Ladies' Oxfords, made by the Selby Shoe Co. Have all colors. See our big assortment before you buy your Spring shoes. The Selby Shoes.

J. A. Fox & Company

PROFESSIONAL AND BUSINESS CARDS.

W. J. ROGERS, M. D.

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Office at Coulson's Drug Store
Residence Phone 77 Office Phone 105

W. A. PRICE

PHYSICIAN AND SURGEON

Office at El Merito Pharmacy
Res. Phone 222 Office Phone 300
Hereford, Texas

R. M. JOHNSON,

PHYSICIAN AND SURGEON

Home at Stinson Residence.
Office at Coulson's Drug Store.
Hereford, Texas

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Hereford, Texas
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Diseases of Eyes, Nose & Throat a Specialty
Office over Coulson's Drug Store.
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Office over Coulson's Drug Store.
Phone 234
HEREFORD, TEXAS

DR. F. A. ESTOCK

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Phone No. 196
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Office 4th door east of Post Office
HEREFORD, TEXAS

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SUGGS & JONES

ABSTRACTERS

Complete Abstract of Title to Deaf Smith County Lands.

Hereford Texas

WM. M. KNIGHT JNO. P. SLATON

KNIGHT & SLATON

ATTORNEYS

First National Bank Bldg.
Hereford, Texas.

Geo. W. Barcus Jno. C. North

BARCUS & NORTH

Attorneys at Law

Hereford, Texas
Office in Western National Bank building

BAKER & WITHERSPOON

Attorneys-at-Law

PRACTICE IN ALL THE COURTS
Hereford, Texas

W. L. SIMS

LAWYER

ABSTRACTS OF TITLE
FARMERTON TOWN LOTS
Farmerton, Texas

E. F. Connell W. D. Kelleher

E. F. CONNELL & COMPANY

Real Estate and Live Stock

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

L. GOUGH

GENERAL IMMIGRATION

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Hereford, Texas

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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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HEREFORD CITY PROPERTY

RENTAL AGENT

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Hereford, Texas

A. B. AXTELL, C. E. S. D. MILLER

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CIVIL ENGINEERS

RAKLE BUILDING AMARILLO, TEXAS

JOB PRINTING
The kind we do always Pleases

Tierra Blanco Herefords

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

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

Registered Hereford Cattle

Herd Headed by Strike Six, No. 156847

Ambled by Texas Tom, No. 204446

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

LLANO ESTACADO NURSERY

S. L. BOONE, PROPRIETOR

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

Nurseries at Hereford and Lockney

Subscribe for the Brand --- \$1.00

TO-NIGHT

If you are feeling out-of-casts, take an NR Tablet, and you will feel better in the morning. They will make you feel just right. "NATURE'S REMEDY" strengthens the Stomach, Liver, Kidneys and purifies the Blood, does its work thoroughly and pleasantly, yet it never gripes, weakens or sickens--invariably making the user feel stronger and better.

Better Than Pills For Liver Ills.

Take NR Tablets for Indigestion, Sick Headache, Loss of Appetite, Sallow Complexion, Liver Complaint, Skin Diseases, Pimples and Eruptions, Chills, Malaria, Biliousness, Rheumatism, Torpid Liver or Inactive Kidneys and all troubles arising from the digestive organs.

Get a 35c. **Nature's Remedy** One Tablet
Box. **NR TABLETS** OVERSEAS.

E. T. WOODBURN & SON, - Hereford, Texas

WE WISH TO THANK OUR FRIENDS AND THE GENERAL PUBLIC

for their patronage during 1907 and we ask them to get our prices on

Coal, Salt, Posts and Feedstuffs

before placing their orders for the coming year.

Fallwell & Sons

Hereford Grain Co.

We Pay Highest Prices For

Wheat, Oats, Kaffir and Maize

We Buy Hides

We Sell Coal

Come and See Us

Do You Want to Make Some Money

If you do, when you want anything in the Lumber line come to see us. We have the largest stock that has ever been carried in Hereford. We have just unloaded a car of windows, all sizes, also a car of screen doors. Our prices are down to the "rock bottom" mark. It will pay you.

Kemp Lumber Co.

J. W. Burks, Local Manager

Hereford, Texas

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

LIST YOUR

LAND

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

They have live real estate agents in all the large immigration centers and are going to give Hereford the largest immigration business that she has ever enjoyed. Special cars, coaches and trains will be the feature of their new business

They ask all those who have land to sell to assist them to make Hereford a town of 10,000 people in 1910 or before that time. List your land with them and they will spend their own money to do the rest. Jump n the band wagon and help pull altogether for the shallow water, the best country, and the best land on the plains, at Hereford, Texas.

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

THE SOUTHWEST COLONIZATION COMPANY

FOX & GYLES, Agents

Hereford, Texas

Cleo Community

E. J. Gilbreath and J. R. Hastings made a business trip to Hereford last week.

Misses Stella and Tealey Taylor, visited the Misses Fitzwater's Sunday.

Quite a crowd of the young folks met at Mr. and Mrs. Fitzwater's to have singing last night.

There will be a petition before the commissioners court this week, signed up by the proper number of free holders of this locality, for a public road leading from Dimmitt to the new town of Spring Lake. This road is very much needed and we hope it will be opened up soon.

M. D. Barnard of our community was called to the bedside of his sister who is dangerously ill at Granger, Texas, one day last week.

W. P. Boyd is having a well drilled by Turrentine Bros. on his section No. 56, K 13. The boys have about 60 acres of sod turned on it and aim to get 100 acres turned if possible this spring. This is a fine section and well located for a nice home.

Our farmers are making hay while the sun shines, "we judge," from the amount of land we see broken out in the different fields of the neighborhood. Gilbreath Brothers lead all others in sod breaking though, as they have 170 acres broke out ready for the planter.

O. M. Burch and family spent Sunday with W. S. Dixon and family.

We think, should the P. S. L. R. be put in operation by next fall, we could give them something to do in the way of hauling out fat hogs, cattle and sheep, besides wheat, Kaffir, oats, maize, cotton, broom corn, and other farm products that we raise, and can raise in this part of Castro county. W. S. D.

W. H. M. S.

The following program will be given Tuesday, February 18th at Mrs. Clarence Smith:

Song, No. 217.

Prayer.

Question box, conducted by Mrs. Myrick. Answers by members.

Song,—Miss Beemer.

Reading,—Mrs. Hamilton.

Song, No. 193.

Reading,—Mrs. Burkes.

Song, No. 189.

Closing Prayer.

The annual meeting of the Woman's Board of Home Missions will be held in Louisville, Ky., Apr. 23-30. Bishop Hendrix, Bishop Vincent and Dr. Strong have promised to be present.

The women of the South are beginning to be interested in the Juvenile Court law, and have done much for child labor legislation.

The Week of Prayer collection of the W. H. M. S. amounted to \$10,-589.90. Some societies have not yet held the Week of Prayer, so this amount will be increased.

Not less than 3,500,000 non-English speaking people are at present in industrial centers in the United States. Six thousand foreigners have landed in New Orleans during the past year. What shall we do to Christianize these people?

PRESS SUP'T.

The Best Papers.

The papers you want are the papers that will suit your entire family best. A combination that will answer this requirement is this paper and the Fort Worth Semi-Weekly Record.

The Record is a general newspaper of the best type. Ably edited splendidly illustrated, it carries a news service which is the best that knowledge and experience can suggest. Special features of the Record appeal to the housewife, the farmer, the stockraiser and the artisan.

The colored comic pictures printed the Friday issue are a rare treat for the young folks.

Its market news alone is worth the money.

You will surely be a constant reader of The Record once you try it, and the favorable clubbing offer made below is an opportunity not to be missed:

Semi-Weekly Record 1 year, \$1.00.
The Brand - - - 1 year, 1.00.
Both papers - - - 1 year, 1.75.
Subscribe at this office.

The Weather.

The weather as dealt out by the bureau for the past ten days has been some variety about it. All last week the days were pleasant, the evenings crisp. Sunday was a warm day but towards night the wind changed to the east and the two following days brought a regular East Texas drizzle which continued until Wednesday

morning when the wind turned to the west. In the course of an hour, the Panhandle enjoyed several kinds of meteorological phenomena; a brisk wind, a thunder shower, a fine sleet, a white-winged snow, a threaten sky, and then, presto; the sun came out in all his glory. The night was cold but Thursday morning brought warm sunshine.

FIRE INSURANCE

Plate Glass Insurance
Live Stock Insurance

written in GOOD COMPANIES

D. F. ASHBROOK, Agent

AT STROUD & GARY'S STORE

TO THE PUBLIC

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

Yours for Business

WARREN GRAIN CO.

Successors to J. F. Collup

BLANK BOOKS

We have a complete line of Ledgers, Journals, Cash and Day Books in both single and double entry.

Paints If you have any spring painting or varnishing to do, be sure to see our line before you buy.

T. M. COULSON'S
DRUG STORE



HOME GROWN GRAPES.

Fruit Growing

In addition to our large FRUIT, SHADE and ORNAMENTAL stock, we have purchased the large Harbison Locust Grove from Mr. Bowers. Can furnish trees from 12 inches to 12 feet. Over 50 acres in trees. Our stock is large. Write, phone or come and see us. You can get the benefit of our 18 years experience in Texas and New Mexico, if we sell you. We can select varieties for you suited to the plains.

Hereford Nursery
L. P. Landrum, - - - Proprietor