

A
Weekly
Paper
Devoted
to the
Interest
of the
Pan-
Handle
of Texas



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Vol. 2

HEREFORD, TEXAS, MARCH 21, 1902

No. 5

With the Cattlemen....



The proprietor of this paper, in company with about twenty-five other citizens of Hereford, attended the meeting of the Texas Cattle Raisers' Association, held at Fort Worth March 11, 12 and 13, and did his utmost to advertise Hereford and the Panhandle country by distributing about 500 copies of THE BRAND among the visitors present, and by personal conversation with different members of that body and other visitors.

The meeting was one of the largest attended in the history of that organization in its twenty-six years' existence.

One of the most important measures brought up for the consideration of the members was the oleomargarine question. John W. Springer, president of the National Livestock Association, gave an impromptu and humorous speech on the subject and said that inasmuch as the National Livestock Association would be expected to fight this measure in congress he would request that the Texas Cattle Raisers' Association raise \$1000 with which to help the former association in its fight for the cattle interests of the country. At the close of his speech he said he would like the chairman to devote fifteen minutes to the raising of this money. In less than ten minutes over \$1400 was raised, much to the satisfaction of Mr. Springer and the members present.

The subject of the place of meeting for the twenty-seventh annual meeting of the association was then brought up. As El Paso seemed to be the favorite point for next meet-

ing among the cowmen that city was selected without a dissenting vote.

At the election of officers for the ensuing year all the old officers were re-elected as follows:

Murdo McKenzie of Trinidad, Colo., president; W. W. Turney of El Paso, first vicepresident; John T. Lytle of Lytle, second vicepresident; J. C. Loving of Fort Worth, secretary; S. B. Burnett of Fort Worth, treasurer; S. H. Cowan and I. H. Burney of Fort Worth, attorneys.

J. C. Loving then stated that he would serve the association this term to the best of his ability, as he had in the past, but that he would not be a candidate for re-election at the next meeting and said that he gave this notice that the members might have ample time in which to select his successor.

The meeting reported a large number of candidates for admission to membership, which were duly elected. Upon the report of cattle caught by association inspectors it will be seen that ex-inspector Sam F. Dunn of Hereford stood second on the list in the number of cattle caught, his record being an even 200 cattle saved to the members of the association. This speaks volumes for our townsman in behalf of his abilities as an inspector, notwithstanding the fact that he was summarily discharged from his position on account of the prejudice of one of the prominent members of the association, who is a member of the executive committee. We believe that if Mr. Dunn, at the time of his discharge, had have laid his case at the hands of the executive committee he would have been

reinstated at once, notwithstanding the prejudices of this particular member, as the cattlemen as a whole are very fair minded and are disposed to give everyone his just dues. But Mr. Dunn had other plans in his chosen profession and is now being engaged in the forming of another association which will give as good if not better service as the one he was formerly identified with at a much less expense to the cattlemen.

On Wednesday the corner stone of the Swift and Armour packing houses was laid with an impressive ceremony in the presence of thousands of people. This establishment of these packing houses means a great deal for the city of Fort Worth, as well as to the stock raising industry of the state and entire southwest. It means that the stock raisers of the southwest will have an excellent southern market for their produce and save them thousands of dollars in freight every year. It means that a Texas city will soon rival the great markets of Kansas City and Chicago in the livestock business, and keep the enormous sums of money now being spent up north at its southern home, where the money is made by the thousands of people engaged in the livestock industry.

Fort Worth citizens did themselves proud in the manner in which they entertained the thousands of visitors, as they had provided ample accommodations in the various hotels and boarding houses. The business houses and residences were gaily decorated in honor of the chief industry of the state and the rain of Tuesday, the first day of the convention, laid the dust so that the city presented a very pretty appearance.

At the stock yards a large number of fine cattle were on exhibition and it is reported that many sales of cattle took place, though we did not

learn the particulars, but it is understood that good prices prevailed.

It might be well to state for the benefit of those who were unable to attend that extensive repairs and improvements are being made at the Fort Worth stock yards, which, when completed, will give as good accommodations to shippers as can be had anywhere in the country, and the market afforded by the new packing houses will give at all times a ready sale for the livestock sent to that point.

After a perusal of this article it undoubtly is not necessary for us to state that this is the first convention of this nature that we ever attended but we hope our readers will overlook any shortcomings in this write-up of the convention, promising to do better as we grow older in the business, as it is our aim, publishing the paper we expect to in THE BRAND, to attend as many of these gatherings as possible, in the hope that it will more fully familiarize us with the one great business of the state.

THE ideal newspaper seems to be an iridescent dream in this country. Several attempts to establish and maintain one have proved miserable failures, notably the efforts have of Mr. Sheldon to run one "as Jesus would run it." Undaunted by past failures, however, we learn that a crank up in Missouri proposes to buy out a certain Republican paper and run it on this plan—as long as his money lasts. He may know what he is doing; but we give it as our opinion that Jesus wouldn't have anything to do with a Republican paper in Missouri.

ALTHOUGH there are no smallpox rumors coming from the Transvaal the Beers still maintain a rigid shotgun quarantine over portions of South Africa.

A Good Man Wanted.

This district is sadly in need of a suitable candidate for representative. The two gentlemen who are avowed candidates have, so far as we know, nothing to recommend them to popular favor. One of them is a third rate lawyer with neither ability, experience or anything else to his credit. One is a man of unusual brilliance, on whom nature and art have lavished every good gift but one, and that, alas, is the one without which all the rest are naught. What a spectacle for gods or men should either one be elected to represent this, the most enlightened people in the state. This is the time when only the very best, purest and most incorruptible man should be sent because the vital interests of our people demand an honest, fearless and unbuyable man. The little rift within the lute that has appeared, with the evident determination of the people below the line to overrun this part of the state by doing away with the quarantine line, will end in a division of this, the greatest state in the Union, a consummation to be feared by every patriotic citizen. If there ever was a time when tricksters, shysters and politicians should be retired and a MAN sent, it is now. We suggest Judge Gough, of Hereford, as the best man for the position, if he will have it. He possesses every qualification and if he will accept the office we believe every good man in the district should rally to his support unless some equally good man does volunteer.

Since the article on the first page was put in type we learn that Mr. W. L. Childress, of Dalhart, is candidate for legislature from this district. Mr. Childress will soon be here and meet our people and state his position. We were favorably impressed with the gentleman's appearance.—Canyon City Stayer.

Notice of Dissolution.

Notice is hereby given that the firm known as Cox & Davis, and composed of T. A. Cox & C. A. Davis, has this day dissolved partnership by mutual consent, the latter retiring and the former assuming all indebtedness of said firm and collecting all bills due the said firm.

T. A. COX
C. A. DAVIS

Dated March 7, 1902. 4tf.

Will Reside Here.

Mr. Lay and family left for Hereford last Tuesday, where they will reside in the future. Mr. Lay has lately bought a ranch near Hereford.—Amarillo Record.

Notice to Hunters.

All parties are hereby warned not to hunt or shoot on my pasture.
51tf R. C. PHANSTEEL.

New Stock HARDWARE New Stock

We have just opened up a full line of
**HARDWARE, STOVES,
QUEENSWARE, GLASSWARE**

We will also handle
WIRE, WAGONS AND FARMING IMPLEMENTS

We solicit a share of the public patronage

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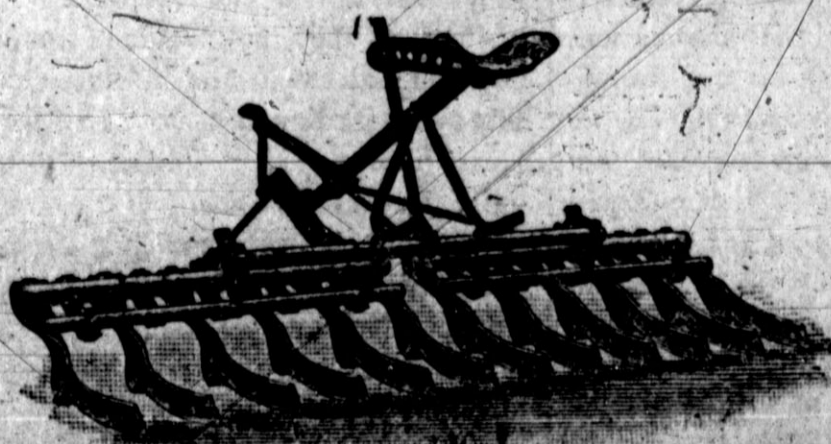
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This Harrow Can Be Seen at Garrison Bros' Hardware Store
Where a Supply Will Be Kept Constantly in Stock

FOR SALE BY C. H. HARLAN

A WISE MOVE

Local Cattlemen Will Hold a Hereford Sale at Canyon April 16, 1902.

There has been a project on foot for some time to hold a fine cattle sale in this locality for the benefit of parties who can ill afford to travel several hundred miles to buy fine cattle and pay the heavy freight rates from the place of sale to their ranches, and take the chances of the unacclimated animals thus bought living and doing good service. The promoters of the scheme are L. R. Bradley and Rat Jowell of Hereford, R. A. Campbell, Alex Edwards, Mr. Monroe and George Black of Canyon, T. C. D. DeGraftenried of Ceta, and others.

The first sale will take place at Canyon City on Wednesday, April 16th, 1902, and should be largely attended by local cattlemen, as fifty fine Hereford bulls will be sold by R. A. Campbell, the auctioneer, picked from the best herds in this section of the country. As these cattle are all plains bred cattle, you may have no fears that they are not acclimated or that they are not as good animals as can be bought anywhere.

It should be understood that these cattle are range bred and have not been pampered or fattened up for show purposes, and that they are strong and healthy and will do fine service. It is said that they will be sold for much less than more inferior animals would bring in a pampered show condition.

THE BRAND office has been given the job of printing the catalogues, and if you are interested in this sale you should write R. A. Campbell of Canyon City for one of them.

W. E. Robertson, Dentist
Hereford Texas.

Agent for Odontunder, the most effective anaesthetic known for the painless extraction of teeth. Office rights, \$10.00 3-4t

Miss Helen Hall, an expert dressmaker of Portales, N. M., has a local adv. in this issue calling attention to the fact that she is prepared to give lessons in the art of dressmaking. She teaches the Climax system and is making her headquarters at the home of Mrs. J. H. Stinson.

Fresh bread at the restaurant. 1tf

Miss Helen Hall of Portales, N. M., will give lessons in the Climax system of dress-making. Call and see her at Mrs. J. H. Stinson's residence—the section house near the depot. 5-2tp

Wanted—Highest cash price paid for chickens and turkeys. Write T. F. Griffy, Amarillo, Texas. 4-12t

For the Stockman

The greatest stock raising country in the world, with a direct transportation route above the southern quarantine line to and from all markets and the great pasture lands of the west and northwest

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For the Healthseeker

A climate already famous for its health promoting qualities. Altitude not too high, air pure and dry, temperature even, with no extremes of heat or cold

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Pecos & Northern Texas R'y Co.
Pecos Valley & Northeastern R'y Co.
Pecos River Rail'd Co.

An Expert Fruit Man.

Joker — "I see that Manager White of the Hereford Telephone Co. has engaged an expert fruit man for the new North Draw and Dimmitt telephone lines."

Credulous — "That so? What does he want with an expert fruit man?"

Joker — "To pick the 'currents' off the telephone wires."

Fresh bread at the restaurant. 11f

J. D. Tucker of the OYO ranch was in town over Sunday, being registered at the Hereford House. Mr. Tucker came in to receive the fine registered Hereford bull and heifers (two) which his father purchased at the fine stock show held at Fort Worth during the convention. They are fine animals and THE BRAND congratulates the OYO owners upon their purchase, as we rejoice every time we see fine cattle coming into the Panhandle and that our ranchmen are fast adopting the motto of "finer cattle and fewer numbers."

Go to the Hereford Grain & Coal Company for the **VERY BEST** Matland coal. 52tf

J. H. Flanagan, county surveyor of Castro county, was registered at the Hereford House Saturday.

B. T. Hinton has just received three kegs of fresh cider—orange, grape and blackberry. Try it. New line of stationery also just received. 4tf

Jack Floyd, who for so many years conducted a restaurant at Amarillo, was registered at the Hereford House on Sunday, greeting his many old friends.

If you need any windmill work done give us a trial. We have had a long experience in that line and guarantee our work. New towers built and old mills babbitted. Finicum & Burnham. 3-4tp

James Head of Castro county was among those who Sundayed at the Hereford House.

Smith's Dentifrice will clean the teeth and sweeten the breath. Gough's Drug Store. 4-tf

Subscribe for this paper and pay for it—\$1.50

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Judge W. B. Boyd
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Surveyor G. R. Jowell
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Precinct No. 2 R. N. Mounts
Precinct No. 3 Ira Aten
Precinct No. 4 A. P. Murchison
District Court convenes on the second Mondays of April and October.
Commissioners' Court convenes on the second Mondays in February, May, August and November.

SOCIETIES.

I. O. O. F.
Meets every Thursday evening at 8 o'clock in their hall over Beach & Orr's furniture store. All visiting brothers are cordially invited to attend.
A. J. Lipscomb, Geo. W. Dale,
Noble Grand. Secretary.

HEREFORD LODGE, NO. 849, F. & A. M.
Regular meetings Saturday night on or before full moon in each month in the Masonic Hall. Visiting brothers invited to attend.
W. B. Boyd, Sam. H. Morris,
Worshipful Master. Secretary.

K. OF P.
Meets every Tuesday evening at 8 o'clock in I. O. O. F. Hall. Visiting Knights are made welcome.
Sam H. Morris, Joe Killough,
Chancellor Commander. K. of R. and S.

W. OF W.
Meets every Wednesday evening at 8 o'clock in the I. O. O. F. Hall. Visiting Sovereigns always welcome.
J. T. Inmon, A. C. Bratton,
Council Commander. Clerk.

C. M. A.
Meets every Tuesday evening in the Court House at 8 o'clock.
W. Curtis Whitney, Fred Meredith,
President. Sec.-Treas.

CHURCHES.

CHRISTIAN.
Rev. H. M. Handy, pastor — Services held on the first Sunday of each month at 11:00 a. m. and 7:30 p. m.

METHODIST.
Rev. Charles Clarke, pastor — Services held on the second Sunday of each month at 11:00 a. m. and 7:30 p. m.

BAPTIST.
Rev. T. E. Moore, pastor.
Services held on the third Sunday of each month at 11:00 a. m. and 7:30 p. m.

CUMBERLAND PRESBYTERIAN.
Rev. Charles Lotton, pastor — Services held on the fourth Sunday of each month at 11:00 a. m. and 7:30 p. m.
Union Sunday School every Sunday at 10:00 a. m.

METHODIST HOME MISSION SOCIETY.
Meets once each week,
Miss Margaret Syms,
President.

BAPTIST LADIES' AID SOCIETY.
Mrs. Geo. W. Irwin,
President.

FOR TEXAS' GOOD.

Step For the Settlement of The Panhandle With New Citizens.

An organization was effected in Fort Worth yesterday that will result in doing much to build up and settle the Panhandle country with progressive people. An association to be known as the Northwest Texas Real Estate Association was formed and is the outcome of a movement agitated by William F. Sterley, assistant general freight and passenger agent of the Fort Worth and Denver City Railway Company. The meeting was held in the Denver road building, and was attended by forty or fifty of the leading dealers in real estate along the line of the Denver at various towns extending from Wise county to Texline.

The meeting was called to order by Mr. Sterley, and a committee named to report the order of business and to recommend suitable by-laws and a constitution. The report as to who was eligible for membership precipitated a warm debate. It was the desire of the committee that none but actual dealers in real estate become members. The idea advanced was to weed out the "curbstone" dealers, and the action taken by the association will effectually carry out that aim.

The object of the association in the main is to promote immigration along the Denver road, and to do

this the membership of the organization will co-operate in locating newcomers, by a system that is to be adopted by the association.

The officers elected are: President, R. S. Houssels of Childress; first vice-president, W. H. Chilton of Henrietta; second vice-president, Will A. Miller, Jr., of Amarillo; secretary, C. W. Bean, Wichita Falls; treasurer, A. D. Anderson, of Wichita Falls.

The board of directors is made up of J. L. Elbert of Quanah, J. E. Lutz of Vernon, D. A. Grundy of Memphis, W. A. Miller, Sr., of Decatur, I. W. Carhart of Clarendon, J. B. Boen of Seymour, H. C. McGlassoa of Wichita Falls, and A. P. Murchison of Hereford.

The board of directors was authorized to confer with the various railway officials relative to immigration to Northwest Texas. The Denver railroad company will have published 200,000 folders to be called "Farmers' Guide to Prosperity." This publication is to be furnished the association members for general distribution.

—Before adjournment a vote of thanks was extended Mr. Sterley for his interest taken in the formation of the association. —Wichita Times.

Having bought the grocery stock of Galbreath, Fox & Co, we are prepared to save you some money on groceries. Cardwell Bros. 4-tf

**Pulse
of the
Press**

Too Many Now.

There will probably be another weekly newspaper started in Amarillo in the next few weeks.—Amarillo Advocate.

The desire to "rush into print" is as old as the art of printing, and this desire, in a measure—and a large one—accounts for the ever crowded condition of journalism in our day. Amarillo has three newspapers already, and the field is crowded. Better have one good paper than a dozen sorry ones, for in the latter case it works a hardship not alone upon the men who are starving at the business but also upon all the business men of a town. To support three or four papers, where only one is needed, means a burden to the business interests of a place; and if the business interests refuse to support them at all they retard the town's progress by giving it a bad eye to the outside world. Thus it works a hardship upon everyone.

Negroes Not Wanted.

We think Clarendon has more than her share of the class and it is about time some of the worse ones were made to move on. Somehow, we cannot explain why, Clarendon has always been infested with a surplus of worthless, trifling negroes "who toll not" and yet they are always "arrayed in purple and fine linen" as it were. Certain elements of our citizenship have ever given harbor to and make it possible for the negroes referred to, to abide here. We think it is time to have a cleaning in the town. We have no prejudice against negroes of character and industry abiding in our town, but the worthless ones are those who ought to be made "move out."—Clarendon News.

Thus the News stumbles up against one of the questions of vital importance to the economic conditions of the Panhandle. Clarendon's infection is made possible by that "certain element." But a like infection of the entire Panhandle country threatens us in the event of the introduction of cotton here. There is much room for serious reflection in this one phase of the cotton question, and it is time thinking men should act. The Panhandle doesn't want negro labor.

A Right Move.

The farmers in Sherman county have made a good move in the right direction. They have decided to go into the truck farming business extensively, and have organized. As they express it, "In unity there is strength," and, suiting their action to the faith within them, have perfected a regular organization for

the more successful carrying on of their business. In the preamble to their constitution, they say:

"In unity there is strength.

"Truck growing for the market in many localities has proved to be a profitable business. We believe that it can be made a success at Stratford in Sherman county, Texas, if properly manipulated. Therefore, we, the undersigned, agree to form ourselves into an association."

This offers a suggestion to the farmers in this immediate locality and every other part of the Panhandle. It is to be hoped that it will put them to thinking. We do not mean by this to advise them to go to truck farming, in particular. The suggestion we would throw out to them is organization. With it, almost anything reasonable can be accomplished; without it, little can be done.

A Certain Crop, Too.

Kaffir corn is \$2 per bushel in this vicinity. The present price should certainly stimulate our granger friends to put out larger crops of this corn. Its feeding qualities equal that of any grain that can be planted.—Higgins News.

The success of kaffir corn and milo maize in this country has long passed the experimental stage, and we are already producing as fine crops of both as can be produced any where. The fact is, there are few things that the wonderful soil of this country will not produce, and many of our farmers are just now engaged in trying to find something it will not produce.

Are We Going to the Prohibs?

As the Star goes to press it is impossible to give official figures on the election, but enough is known to warrant us in announcing that the people of Sherman county voted to oust the saloon.—Stratford Star.

Judging by the reports of our exchanges, it seems evident that the whole country is going anti, and it is not far from probable that another state election would develop some surprising gain of strength on the side of prohibition people. In truth, it would not surprise us to see Texas one day follow the example of Kansas.

Plant Trees.

Now is the time to plant trees. If our citizens will follow the example of the county commissioners and set out a liberal supply of trees about their premises it will add much to the appearance of the town.—Channing Courier.

This will apply to every town in the Panhandle country. Nothing so adds to the attractiveness of a town as a profusion of shade trees. They should also be planted in every yard, and cultivated. Trees here grow fast, and it would

not be but a few years before they would be large enough to afford practical benefits as well as ornament.

Must Be Dead.

The moving of the railroad chops from Clarendon seems to have had indeed a deleterious effect upon that burg. It is only a few days until the city election, and no candidates have announced. This leads Editor Blake of the Industrial West to enquire if even "political aspiration" is dead in Clarendon.

AN INTERESTING MEETING.

The Panhandle Stockmen's Association Meeting at Quanah.

We are in receipt of a letter from Ed. H. Brainard, secretary of the Panhandle Stockmen's Association, in which he expresses the opinion that the coming meeting of the association at Quanah on the 25th and 26th inst., will be a most successful one. Besides other business officers for the ensuing year will be elected and the selection of a place to hold the next annual meeting will be made. The principal speakers and guests of the occasion will be Hon. Chas. F. Martin, secretary of the National Live Stock Association, of Denver, and Ex-Congressman Jerry Simpson, of Medicine Lodge, Kas. Other prominent men will be in attendance and will address the convention on subjects of interest to the cattle industry. Special rates will be made by all railroads and the third annual meeting of this growing body will doubtless be the best attended of any yet. Quanah will entertain the visitors royally and a big ball and banquet is one of the principal features. Clarendon will be strongly represented and the Association will doubtless select this point for their next annual convention.—Banner Stockman.

It is also said that the question of the consolidation of the Panhandle Stockmen's Association and the Oklahoma Cattle Raisers Association will be brought up at this meeting. The consummation of this scheme would give the new association, the proposed name of which will be the Southwestern Cattle Raisers Association, the prominence of being one of the largest associations of its kind in the world.

We are glad to note the prosperity of the popular hostelry known as the Hereford House. Its proprietors are both progressive and energetic young men, who never miss an opportunity to say a good word for Hereford or fail to help out financially any project for the best interests of the town. Such business men deserve the patronage of every citizen who has the welfare of our town at heart and we rejoice to say that Hereford citizens are not slow to find out who are working for the town's interests and patronize them accordingly.

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Watches, Clocks and

Jewelry Repaired.

Formerly with

ELGIN WATCH CO.

LUEBER WATCH CO.

LANCASTER WATCH CO.

Hereford, Texas

For Fine Work in

and House Painting
Decorating...

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THE PAINTER

Denver Hotel

DALHART, TEXAS

European Plan. Beds, 25c and 50c.

Located between the two depots

We meet all trains

C. L. DOCKRAY, Prop.

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Geneva, Nebraska

Growers of all kinds of hardy apples, peaches, plums, pears, apricots and cherry trees, and evergreens, ornamental trees, shrubbery and roses of all kinds, also small fruits, such as strawberries, blackberries, raspberries, dewberries, rhubarb, etc., all of the finest quality. Satisfaction guaranteed. For further information address

H. M. MILLER,

1947 Stout Street, DENVER, COLORADO,

Reference, Denver National Bank.

A SOCIAL DANCE

Will Be Given by the Young People of Hereford on the Evening of March 25th.

About three hundred invitations have been printed at this office for a select social ball and reception to be given at the Hereford House on the evening of March 25, 1902, by the young people of Hereford. The large new store of the Hereford Dry Goods and Clothing Company will be used as a ball room and supper will be served in the spacious dining parlors of the Hereford House. The parlors of the Hereford House will be at the disposal of those not desiring to dance, and it is hoped that all who receive invitations will be present, as special preparations have been made for a pleasant time for those who do not care to dance.

This will be THE social event of the season and the committees having the matter in charge will spare no efforts or expense to give all present a good time. The Hereford Orchestra has been engaged to furnish the music for the occasion.

The following are the committees in charge of the affair:

PRESIDENT

James D. Tucker

VICE-PRESIDENT

William R. Evans

CHAPERONES

- Mr. and Mrs. F. B. Fuller
- Mr. and Mrs. G. W. Dale
- Mr. and Mrs. L. F. Alby
- Mr. and Mrs. G. W. Irwin
- Mr. and Mrs. S. S. Evans

RECEPTION COMMITTEE

- Joe Killough and Miss Johnson
- C. C. Ferguson and Miss Gass
- Conner Jowell and Lady

INVITATION COMMITTEE

- Sam H. Morris
- F. L. Vanderburgh
- A. J. Lipscomb
- Henry V. Davenport
- John Boyd

ARRANGEMENT COMMITTEE

- M. Jacobsgaard
- B. C. D. Bynum
- J. D. Tucker
- H. P. D. Howard

FLOOR COMMITTEE

- J. P. Snyder
- D. C. Laird
- O. W. Bryant
- Dow Mercer

FLOOR MANAGER

William R. Evans

It is expected that a large number of guests from out of town will be present and special arrangements are being made to accommodate these guests at the Hereford House.

The following menu will be served in the dining parlors of the Hereford House from 10:30 to 12 o'clock on that evening:

SOUP

Royal Consomme

Sirloin of Beef, au Jus
Leg Mutton, with Caper Sauce

Boiled Spring Chicken, Cream Gravy
Cold Boiled Ham, Horse Raddish

ENTREES

Squab Pie Orange Supplies

POTATO SALAD

Cream Potatoes French Peas in Cream
Escalloped Tomatoes
Hot Cabbage Slaugh

ROMAN PUNCH

Chocolate Cake Dried Pear Pie
Coconut Cake Egg Custard
Coffee Tea Chocolate

One On a Minister.

It is said that a certain Amarillo minister, whose name we prudently withhold, was recently walking down one of the streets of that town, when he chanced to spy a little street urchin energetically tugging at a door bell in the endeavor to ring it, but being too high for him he couldn't quite accomplish his purpose.

Now, the aforementioned minister is a democrat, in the broadest sense, and a philanthropist as well. He takes great interest in the lower classes, and in every way loves to promote their welfare and happiness. This is why he stopped and benevolently assisted the urchin. Giving the door bell a vigorous pull, he turned to the lad and innocently inquired:

"Now, lad, what next?"

"Run like hell, sir; that's what I'm going to do," the lad answered.

A New Meat Market.

Berne Smith of Hereford and a Mr. Reed of Quanah have rented the old postoffice building and will open up a meat market therein. Mr. Smith informs us that it is their intention to keep constantly on hand all kinds of meats, including the refrigerator meat of the Jacob Dold Packing Company of Wichita, Kansas. Mr. Smith is well known here, having been employed for a long time in the grocery department of Smith, Walker & Co., and doubtless the new firm will receive their share of the public patronage.

A wreck on the main line of the Santa Fe today caused the Pecos Valley train to be several hours late, which in turn caused Manager Fewell of the Overland Freight and Express Traction Engine Company to delay his train, when about half way up the hill south of town, he receiving, it is understood, a telegram to the effect that a large delegation of prospectors were desirous of accompanying him on his maiden trip to the country south of us. Mr. Fewell has five of his cars loaded with lumber for E. W. Dyer & Sons of Plainview.

Mrs. George Yates

Is prepared to serve you with the latest styles of fine

MILLINERY

At reasonable prices. Store in the building formerly occupied by H. S. Syms as a barber shop. A trial of our work is requested.

HEREFORD'S BAKERY.

A \$250 Oven Has Been Placed in the Rear of the Hereford Restaurant.

P. W. Nudd, the proprietor of the Hereford Restaurant, has prevailed upon F. H. Britain, the owner of the restaurant building, to place a mammoth bake oven in the rear of the property, and a building has been erected for the same.

G. H. Price, an experienced cook and baker of Corsicana, has been engaged to do the baking and cooking for the restaurant.

The oven has a capacity of 110 loaves of bread at one baking and Mr. Nudd is prepared to furnish fresh bread in any quantities to any parties in town or to parties residing in the neighboring towns. He will make a specialty of his bread department and will make full sixteen-ounce loaves.

Hereford has long needed an institution of this kind and Mr. Nudd is to be commended for his enterprise in obtaining facilities second to none in the country. He will also be prepared to furnish roasted meats in any quantities desired for picnics or other similar gatherings.

Weaning 6500 Calves.

J. P. White came in last week from his Yellow house ranch in the Panhandle, where he is weaning 6,500 calves—the finest bunch ever seen anywhere he says. His statement is corroborated by several good judges of calves who have seen them.—Roswell Register.

D. C. Williford and Harvey Cash of Castro county were seen on our streets today.

A. J. OLLIVER

AGENT FOR

New York Life Insurance Co.

ALSO FOR THE

FIRE INSURANCE COMPANIES

represented by Witherspoon & Gough See him when wanting insurance

PROFESSIONAL CARDS.

C. P. ESTES, M. D.

PHYSICIAN AND SURGEON
Phone No. 82
Office at Gough's Drug Store
Hereford, Texas

R. W. BOUNDS, M. D.

PHYSICIAN AND SURGEON
Office in Ward & McGlothlin's drug store. Residence phone, 44.
Hereford - - - - Texas

R. M. JOHNSON, M. D.

PHYSICIAN AND SURGEON
Catarrhal Affections a Specialty. All calls attended to day or night. Telephone at residence, No. 33.
Hereford - - - - Texas.

E. W. TINSLEY, M. D.

PHYSICIAN AND SURGEON
Office in Ward & McGlothlin's drug store. Residence phone, 27. Residence at W. A. Higgins'.
Hereford - - - - Texas

W. J. ROGERS, M. D.

PHYSICIAN AND SURGEON
32 years a practitioner in Texas Telephone No. 77. Office in Ward & McGlothlin's drug store
Hereford, Texas

R. H. GOUGH, M. D.

PHYSICIAN AND SURGEON
Office at Drug Store opposite Bank Office phone, 26. Residence, 28.
Hereford - - - - Texas

W. E. ROBERTSON

DENTIST
Prices governed by services rendered
Office at Hotel Ritchey

DRS. DODSON & LEWIS

DENTISTS
Amarillo - - - - Texas
Dr. Lewis will make regular trips to Hereford. Watch for notice.
Will be in Hereford March 27-28-29

C. L. STOCKS

DENTIST
Office apartments and residence at the Fierabend property. Permanently Located. Examination and Consultation Free
Hereford, - - - - Texas

WITHERSPOON & GOUGH

ATTORNEYS-AT-LAW
REAL ESTATE AND INSURANCE
NOTARY IN OFFICE
Office next door to Bank
Hereford - - - - Texas

R. F. HOLLOWAY

ATTORNEY-AT-LAW
Will practice in all Courts in Deaf Smith and adjoining counties
OFFICE IN COURT HOUSE
Hereford - - - - Texas

COMING AND GOING.

Try Smith's Cough Syrup.
Gough's Drug Store. 4-tf

R. C. Phansteel was in from his ranch on Thursday after supplies.

George Syng of Pampa was among the arrivals at the Hereford House yesterday.

R. F. Holloway has just received a new and up-to-date law library to adorn his new office.

G. S. Williams, who has a ranch twenty miles north of town, was in yesterday after supplies.

Ballard Slinger, an expert book-keeper of Rosebud, came in on Thursday's train and is prospecting hereabouts. He is an old friend of R. F. Holloway.

We have a fine line of single and double buggies. Nice weather will soon prevail and you should discard the old buggy and drive in one of our swell turnouts. Stringfellow-Hume Hardware Company. 5tf

W. G. Twyman has rented the building formerly occupied by the Hereford Manufacturing Company and is repapering and otherwise improving the property. When ready for occupancy Mr. Twyman will open a billiard and pool parlor therein.

Fresh bread at the restaurant. 1tf

B. C. D. Byum went to Amarillo Wednesday on business.

Miss Dora Rambo of Quanah is a guest at the home of Mrs. F. M. Avis for a few weeks.

Felix Franklin of Amarillo came in on Thursday's train and registered at the Hereford House.

See Cardwell Bros, the leading cash grocers of Hereford, for honest prices and courteous treatment. Give us a trial. 4-tf

Jowell, Holloway & Loveless, the real estate dealers, have moved into their new office building on Dewey avenue, next door to Witherspoon & Gough.

Remember that we have the largest line of agricultural implements in the Panhandle and we will sell them at reasonable prices. Stringfellow-Hume Hardware Company. 5tf

F. W. Iams came in yesterday from Dalhart, where he purchased a four-section ranch. Mr. Iams informs us he expects to move to his new possessions about May 1st. We regret exceedingly to lose Mr. Iams as a citizen of this vicinity, but rejoice to see that he is not forsaking the Panhandle. Dalhart is to be congratulated upon gaining him as a citizen.

Why do you do it?

Why do some people use such an inferior class of stationery or send off for their work when they can get good work here in the Panhandle?

We have a thoroughly equipped job office, and we employ only first-class workmen, paying them good wages. Thus we CAN and DO duplicate the work done anywhere, in any city, by any artist. Proof: Every customer who has ever tried us. References: Every person who has ever done business with us.

Patronize Panhandle enterprises. It's a wrong idea to send elsewhere.

Don't do it any more!

HOUSE TALK

IS WHAT WE ARE ENGAGED IN. IT'S OUR BUSINESS, YOU KNOW

IF YOU ARE INTERESTED IN THIS KIND OF TALK, COME TO SEE US

GOING TO BUILD?

IF YOU ARE, WE BELIEVE WE CAN MAKE IT INTERESTING FOR YOU

IT WILL PAY YOU TO FIGURE WITH US ON YOUR LUMBER BILL



WE ALSO CARRY A FULL LINE OF PAINTS, VARNISH, OILS AND SUPPLIES

HEREFORD LUMBER COMPANY

Johnson & Ferguson

Successors to Smith, Walker & Co.

Dealers in

Grain and Coal

Sole Agents for the Celebrated "Nigger-head" MAITLAND COAL

Highest Prices Paid for Hides

The most centrally located Wagon Yard in town We will handle a full line of Field Seeds

YOUR PATRONAGE IS SOLICITED



POSTOFFICE HOURS

General delivery open from 6:00 a. m. to 7:00 p. m. Office open Sunday for an hour after morning church services and arrival of train.

L. A. Montgomery, P. M.

P. V. & N. T. TIME TABLE

Pass. Train	Leaves
No. 201, south-bound,	11:12 a. m.
No. 202, north-bound,	4:12 p. m.

STAGE TO DIMMITT.

Lv. Hereford at 7:30 a. m. daily ex. Sunday	
Ar. Dimmitt at 12:00 m.	" "
Lv. Dimmitt at 1:00 p. m.	" "
Ar. Hereford at 6:00 p. m.	" "

STAGE TO ENDEE

Lv. Hereford Mondays-Fridays at 6 a. m.	
Ar. Endee " " at 8 p. m.	
Lv. Endee Tuesdays-Saturdays at 6 a. m.	
Ar. Hereford " " at 8 p. m.	

LOCAL ITEMS OF INTEREST

Happenings in Our Busy County Seat Briefly Told.

Fresh bread at the restaurant. 1tf

Beach & Orr have some new local advs which it will pay you to read.

Hickox & Daniel will pay the highest price for butter and eggs. 5tf

W. F. Barber of Castro county was registered at the Hereford House on Tuesday.

F. M. Baker and wife of Amarillo were guests at the Hereford House on Tuesday of this week.

Hough & Son are building an addition to the residence of Robert Brazil, the well driller.

George Arney is having Contractor Snyder erect a residence on his ranch property twenty miles southeast of town.

J. S. Frans of Davenport, Wash., was among the prospectors in town this week, being registered at the Hereford House.

J. H. Collins of Ellis county came in Sunday and is engaged in erecting a cosy residence for Dr. C. P. Estes, just south of Judge Ferguson's dwelling.

The Hereford Lumber Company has a new adv. in this issue which it will pay you to peruse if you are contemplating the purchase of building material.

Contractor Snyder employes only first-class workmen and guarantees his work. Plans and specifications furnished free where he is given the contract for building. 5tf

The Hereford Barber Shop, Bassham & Syms, proprietors, have a new adv. in this issue. Their shop is next door to Killough & Montgomery's confectionery store and has been newly papered and painted, presenting a very pleasing appearance. They have also added bath rooms, and have hot and cold water constantly on hand.

Hickox & Daniel have a nice line of pencils and tablets. 5tf

Save money, time and trouble by ordering papers and magazines from the postmaster. 5-2tp

E. L. Ellis was a visitor in town Wednesday and renewed his subscription to this paper.

We have a new Netzw piano which we will sell cheap. Call and try it at Beach & Orr's. 5tf

J. H. Brookhouse of Amarillo was among those registered at the Hereford House on Wednesday.

Hickox & Daniel have some new local advs in this issue of THE BRAND which will be of interest to you.

We have just received three cars of wire. Call and get prices. Stringfellow-Hume Hardware Company. 5tf

Contractor Snyder is building a residence for T. R. Blades on his ranch twenty miles southeast of town.

Any one wanting wall paper will save time and money by seeing us. Prices from 4c to 40c per roll. Beach & Orr. 5tf

Burt Allison of Hutchinson, Kan., was a prospector in town this week. He made his headquarters at the Hereford House.

Mrs. Mena Hadley and little daughter of Canyon came in Wednesday and are the guests of Mr. and Mrs. S. S. Evants.

Mr. Williams, who was formerly engaged in the grain and coal business in Hereford, is having a four-room residence built on his ranch six miles southeast of town. Hough & Son are the contractors.

**Gough's
Drug Store**


O. F. SMITH, Mgr.

**Pure Drugs
and Druggists'
Sundries**

MANDOLINS, VIOLINS, GUITARS and FIXTURES

Paint Brushes Varnishes

**Headquarters for
School Supplies**



Your Banking?

No matter how small,
No matter how large,

**THE HEREFORD
NATIONAL BANK**

will give it careful attention.

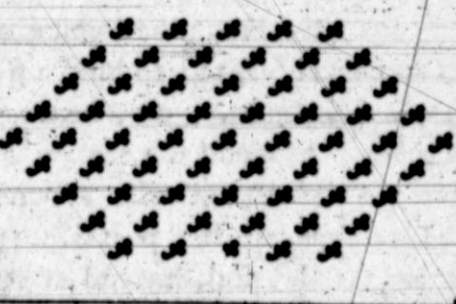
Leave us your valuable papers
for safe keeping in our

FIRE PROOF VAULT

Interest paid on time deposits

OFFICERS

JNO. E. FERGUSON - - - President
F. B. FULLER - - - Cashier
F. M. AVIS - - - Vice-President



Hickox & Daniel take the lead in prices. 5tf

B. T. Bell, Jr., of Dimmitt, was a pleasant visitor in town Wednesday and Thursday.

For Sale—50 head of good stock cattle, all in good shape. T. J. Davis, at depot. 5tf

Mrs. A. E. McKellar left Tuesday for an extended visit at her old home, Arkansas City, Kan.

R. E. Taylor, who resides seven miles northeast of town, has given J. P. Snyder the contract for a residence on his ranch property.

Lee Giles, a prominent stock farmer of the North Draw, was in town Wednesday and Thursday after supplies. He paid this office a pleasant visit and became a subscriber to this paper.

Mrs. George Yates has opened up her millinery business in the building formerly occupied by H. S. Syms as a barber shop, and is prepared to attend to the wants of the ladies of Hereford and vicinity in the millinery line. See her adv. elsewhere in this issue.

Call and see our fine line of dried fruit. Hickox & Daniel. 5tf

B. C. D. Bynum returned Wednesday from a business' trip to Canyon.

Hickox & Daniel have just received a nice lot of seed potatoes. Phone 85. 5tf

Hough & Son, the contractors, are erecting a cosy five-room residence for Dr. R. H. Gough, on his lots in the Moreman block.

Will Stone, who will soon be engaged in the mercantile business in Hereford, has traded residences with Robert Humphrey. The considerations of the trade are not known.

When you want anything in the building line see Contractor J. P. Snyder. He guarantees all his work and would be pleased to figure with you, whether you employ him or not. 5tf

J. E. Nix and wife, who reside about twelve miles southeast of town, were in Wednesday trading with our merchants. While here Mr. Nix had his name enrolled on our subscription list.

The Hereford Broom Company on Tuesday shipped 105 dozen of their excellent make of brooms to Tyler, Texas, this being the third shipment this company has made to that point in the past few weeks. Evidently the Tyler people know a good article when they see it.

A. P. Murchison, the cattle commission and real estate dealer, returned Tuesday from his visit to Fort Worth, where he went to attend the cattle and real estate conventions recently held in that city. While there he was elected a director in the Northwest Texas Real Estate Dealers' Association.

Misses Viola Bryant and Pearl Shelley of Plainview spent a few hours in town Tuesday visiting the former's brother, O. W. Bryant, a compositor in this office. The young ladies were on their way home from Columbia, Mo., where they have been attending the Christian College, a boarding school for young ladies.

R. T. Frazier, the noted Pueblo saddle maker, has a new display adv in this issue of THE BRAND. His saddles have such a world-wide reputation that comment from us is unnecessary, but our readers can be assured that a saddle or harness purchased from him will give entire satisfaction, as he guarantees all his goods. While at Fort Worth attending the cattlemen's convention he informed us that he sold and took orders for over \$3500 worth of his goods.

The Brand

A Weekly Journal Devoted to the Interests of the Panhandle Country of Texas

E. P. STONE, Editor

F. L. VANDERBURGH, Publisher

GUARANTEED

This **1,000** Issue

CIRCULATION

A little Presbyterian girl
In hot discussion took a whirl
Against a lad who argued warm
Episcopalians knew "good form."
"Oh, I don't know," the maiden said,
In rugged Calvin's doctrine bred;
"As style goes, you are in the shade—
You get your prayers all ready-made."

SO FAR as our town and county are concerned we advocate the Republican idea of buying your goods at home.

THINGS of this world are valued in comparison to the standpoint from which they are viewed. Virtue, goodness, wisdom and riches are but relative terms. One man may be accounted rich with an income of a thousand dollars a year, while another may be considered poor with an income of ten thousand. Before we say a man is good, great or bad, let us see by what standard we are judging him.

NEW MEXICO cattlemen have been fighting the order to remove their drift fences for the past two years, but it now looks as if they had played their last card. In a letter dated March 5, 1902, United States Land Commissioner Binger Hermann orders A. J. Hobbs, special land agent at Roswell, N. M., to enforce the order immediately. This will be a hard blow to the affected cattlemen in that territory.

THE prosperity of every town in the Panhandle is a question that concerns all the citizens of each and every town, regardless of his political, social or religious affiliations. When the welfare of a town or community is at stake, there should be no holding back on account of personal differences of opinions on these matters. What we need is to get together and stay together—not stand apart. The sooner we come to a realization of this fact, the better it will be for all our mutual interests. In united effort nothing is impossible, that is right and for the welfare of the community at large.

PRINCE HENRY doubtless returned to his fatherland greatly impressed with our country and our people; but he will never know what he missed by not visiting the Panhandle of Texas.

A GREAT reduction is threatened in the output of diamonds this season, and the editor of this paper has received due notice from a New York house to this effect. This will probably not interest many of our readers outside of the newspaper fraternity; but we take this occasion of suggesting to them the advisability of laying in a supply of the stones at once, giving them the benefit of our "tip."

THERE is a single course for the Democrats to pursue the coming one, two and three years: to bind up the party's wounds; to heal the branches; to mend the fences, and, when the time to act rolls around in 1904, to separate the possible from the impossible, and, instead of striking out blindly and in the dark, to move in solid columns, keeping time to the drum-beats of common sense, whilst flying the flag of the constitution as the only true symbol of national safety and glory.

It is being strongly urged by the opponents of capital punishment that that method of punishments does not deter criminals or other classes from committing crimes that by the law require the death penalty. The divine law—an eye for an eye—a tooth for a tooth—and other like quotations from the Bible, is not the command of the almighty or any other unseen power. The clemency of the law of today is not due to any maudlin sentiment. They are for the better protection of criminals who in moments of misdirected passion commit an act for which they are not wholly responsible—diabolical and brutal. To get at the vital conception of a crime it is necessary to trace the cause, and as a general thing we find it the result of a lower order of intelligence, a weakness of mind, a shallowness of moral responsibility. To put a human being to death is not putting a stop to crime, as one can readily see by referring to crimes which are repeated from time to time.

As a Weekly.

With this issue of THE BRAND it becomes a weekly instead of a monthly journal, and simultaneous with its publication as a weekly the Hereford Reporter ceases to be issued, having been merged into THE BRAND. Thus, though we have dropped the name of The Reporter, that paper will continue to reach all its old subscribers though, and it still lives in THE BRAND. It will hereafter contain sixteen pages every week, and be devoted, as heretofore, to the whole Panhandle of Texas, and at the same time giving our local subscribers the benefit of all the local news of Hereford.

This very important step has been rendered possible by the moral and material support given us by a generous public. It has been rendered expedient by several causes, some of which we will endeavor to enumerate. We say this is an important step, and we use the term advisedly, as we will also endeavor to show.

Not least amongst the many reasons for merging the two papers into one, is the fact that it simplifies the work of our office, from which both papers were issued, and reduces the expenses fully one-third. Thus, we will be able to put all our capital, energy and talent into the making of one GOOD paper, instead of being obliged to divide it into two. The Reporter was an established paper, with a rapidly increasing subscription list and advertising patronage. It loses none of its prestige under the new order of things. THE BRAND is just in its infancy, and necessarily it had many barriers to surmount. The hardest of these was the fact that it was issued only once a month. Some of the leading men of the Panhandle have requested us to make it a weekly; and, indeed, so universal was the demand that we could no longer disregard it. Both papers gain by the new deal. To the Reporter's already large list of patrons is added that of THE BRAND, and to THE BRAND is added the strength of the Reporter. It gives us a much larger circulation and greater prestige.

Nor are these benefits all our own. To our patrons must some of them accrue also. It gives our subscribers the benefit of the reading matter contained in both papers, at the cost of one. It gives our advertisers the benefit of both lists of readers, at half the cost.

Under these conditions we can safely assume that THE BRAND is a fixture. It can no longer be classed in the domain of experimentation; it is here to stay. We have now only to call the attention of the people of our immediate locality to the real significance and importance of this move forward, and then speci-

fically, that we write.

We have a growing, thriving town, which has created surprise everywhere by its push and progress. By a spirit of progress which dominates here, and the united effort of every class of our citizenship, we have landed several important enterprises calculated to make our town one of unusual importance. We feel here that we have only to call your attention to the magnitude and importance of this enterprise to secure your continued most hearty co-operation in promoting it. Let us cooperate.

Yours for the Panhandle,

THE PUBLISHERS.

FARMERS throughout the Panhandle generally seem to be in fine spirits, since the rain, and they are going at their work with renewed energy and determination. The only thing now to be hoped for is a fairly good season, and the people will do the rest. Prospects for this line of industry never looked brighter. The coming year promises to be one of great prosperity to this class. They have learned much by experience and observation, and are profiting by it. Crops will be more diversified than ever before in the history of farming in this country, and year by year they are learning how to utilize for profit much that has heretofore been regarded as worthless, and has been let go to waste. The introduction of cotton in some of the lower counties seems to be the only serious blunder into which they have fallen, and this will be corrected, we believe, when the resources of our country are more fully understood.

THE Rock Island claims to make quicker time into El Paso than the Santa Fe by at least six hours, and it is pretty evident that this will force the latter to improve its service by building west from Amarillo or southwest from Roswell, if it continues to carry the United States fast mail to California. It is predicted by many well informed railroad men that the Santa Fe will make the Panhandle road its main line to California. Whether this be true or not, it will doubtless lose no time in shortening its western line, since the Rock Island is said to be making a strong effort for the western mail.

THE action of John W. Gates, in presenting the wife of a telegraph operator with several thousand dollars' worth of his watered stock ostensibly because she cooked him a lemon pie, is open to some criticism and doubt. The question that naturally arises is, Was it the woman or the pie that he got "stuck" on?

Merely a Suggestion

We are cognizant of the worn-out imputation against the newspaper fraternity generally of a disposition to advise other people in general and farmers in particular along lines of which they themselves are ignorant, and we are loath to offer suggestions to our farmer friends on this account. But it appears to our unsophisticated minds that there is one branch of the stock industry in this country which is not receiving the recognition it really merits. We refer to the raising of hogs.

We have a country, it appears to us, more especially adapted to the raising of hogs than many other sections where they are now being raised to profit; and yet, strange to say, the industry is not receiving much attention among the farmers generally. There seems to be little interest taken in the matter, generally speaking, in this section of the Panhandle, as yet.

Yet, we have innumerable advantages over other sections, where corn is depended upon for feed, and hogs are raised to profit.

We recently read a very able paper on this subject. In it, the writer

cites several cases in East Texas where farmers have fed their hogs on corn as an experiment, and found, to their surprise, that they realized more money from their corn, fed in this way, than when sold by the bushel. In other words, the flesh taken on by the hogs was more than commensurate with the value of the corn fed to them. It will be borne in mind that the corn crop of that country is peculiarly susceptible to drouths.

Here in the Panhandle we can raise as fine sorghum, kaffir corn and milo maize as can be found anywhere, and we are told that it is a sure crop, unaffected here by the dry weather. We have farmers here who have raised these successfully for the past dozen years, and unhesitatingly pronounce them a certain crop. They make splendid feed for the hog; and when we take into further consideration the fact that it costs much less to raise a crop of these feed stuffs here than it does to raise a crop of corn in East Texas, it will at least be admitted that we ought to be able to compete with that section in the production of pork.

every biped in pants and petticoats deserves the appellation of a man or a woman. There are thousands of these little animals, who live, breathe and have their being amongst us, who have no more right to be termed men and women than do their brethren whom we see in every menagerie. Not every parody on humanity who has the physical appendages of a man or a woman, deserves the title; but could more properly be termed a monstrosity, of whom its mother should be heartily ashamed.

It requires the essence of a divinity to make a Man—it requires a soul, and one developed to its broadest capacity. By no process of ratiocination or chemical analysis could this essence be extracted from the carcasses of some of the unnamable things that infest the society of the present generation. Be it said to the eternal disgrace of this century, that we have lost our manhood, in a large measure. In its stead has sprung up a tribe of Simjians, without a solitary characteristic belonging to the God-created Man.

The world is full of them—senseless, jabbering things, devoid of all those fine and delicate instincts which denote the possession of that divinity within us known as an immortal soul. Like their African counterparts, they are imitative to a remarkable degree, but never ori-

ginal; they follow, but never lead. Such are the monkeys of modern society. Occasionally some character amongst them stands out in bas relief as a solitary intellectual luminary in the sky of imbecility,—a character strong enough to make its personality felt and recognized,—for out of the chattering tribe occasionally evolves a Man. His evolution has been slow and painful, and continued through several generations. And he is an exception. The very admiration bestowed upon him, the sychophantic adulation of the multitudes, bespeak the rarity of the Man, and just in proportion to the degree of their adulation is the depth of their own degradation measured.

If all of us were Men there would be no occasion for these unusual demonstrations of our admiration for such characters as Lincoln or Bryan. There would be no heroes amongst us; or, rather, every man would constitute our present ideal of a hero.

In this day, when divinities are unceasing in their supplications for churchmen, would it not be well for us to offer up this one expressive prayer, "God send us Men?"

PRETTY is as pretty does. Though one's features be contrary to all Lavater's laws of physiognomy, he may possess virtues of soul and mind that render him deiform.

HE who builds up on the sympathy of the public will likely take a fall before the accretion of many years' experience. Sympathy is all right when merited; but in far too many instances the sentiment is trifled with.

MAN'S first duty is to himself. This may sound like bad theology in the abstract, but not so. He who is true to himself is true to his God. No man can be true to his God except he be true to himself. Therefore he should be true to himself.

PLAINVIEW, at its recent election for incorporation, carried the proposed project overwhelmingly. This is a decidedly good move and we congratulate the citizens of our sister city upon their progressiveness. Hereford, we hope, will soon be in the line of the incorporated towns of the Panhandle.

THE West Texas Stockmen comes out this week with twelve pages in celebration of the event of its being made the official organ of the Texas Cattle Raisers Association, at its convention held in Fort Worth recently. That is the ONE strictly cattleman's paper published in the state and richly deserves the honor which has been accorded to it.

PANHANDLE ODD FELLOWS.

Will Celebrate Their Eighty-third Anniversary at Amarillo on April 26.

The Odd Fellows of the Panhandle, which are divided into eight lodges, are making great preparations for the celebration of their eighty-third anniversary, this order being founded in 1819.

Arrangements have been made to have the degree team of Dallas present at the celebration and many new candidates will be initiated into the mysteries of the order. This team has a wide reputation and from all accounts the candidates who are so fortunate as to be instructed into the workings of this great order by this team will realize that they have had an initiation. State Grandmaster Gough of McKinney will also be present on this occasion and will give an interesting talk on the great advantages to be derived from Odd Fellowship.

The members of the order have engaged the opera house at Amarillo for the occasion and every effort will be made to give the visitors a grand time. A special train will leave Hereford on the morning of the 26th to convey those desiring to attend the celebration and a large crowd is expected to be present from points along the Pecos Valley lines.

Notice to Exchanges.

We wish to call your attention to the fact that the Hereford Reporter has ceased in name, having been consolidated with THE BRAND and assumed the name of the latter. So please discontinue the Reporter on your exchange list and insert THE BRAND instead.

ROSWELL, N. M., is rejoicing over the prospects of having a Carnegie library established at that point. Mr. Carnegie will donate \$5000 for the enterprise, provided the town will levy a yearly tax of ten per cent of the amount donated, \$500, for the maintenance of the institution.

PARTIES who are in the habit of throwing paper in the alleys of our little city should desist. Such carelessness does not improve the appearance of our town and besides it affords an excellent opportunity for the fire fiend to get in its work. A fire at this time of the year would work a hardship on the parties affected, as the chances are that the combined efforts of our citizens would not prevent its spreading over a large area.

The Stringfellow-Hume Hardware Company has some new local ads in this issue which will be of interest to our readers.

Men vs Monkeys

What the world needs today is manhood. What church, state and society needs is manhood. What every business, occupation and profession in the world of today needs is manhood. The crying demand of the times is for Men—men with convictions and the courage of those convictions; men with truth and honesty emanating from their hearts; men who will not for any consideration sacrifice justice, honesty and fairness for any base or selfish ends; men who read and think and formulate a code of life rules adapted to the governments of home, church and state. We need Men—not monkeys. We need men who, like Clay, had rather be right than to be President.

When God said, "Let us make man," he meant and did create a noble being—a Man. But concreate with man was his Will; and from the time of Adam down to the present day the Will has proved a millstone to the Man, until, in its devolution, he has reassumed the mental characteristics of his ancestors of the jungles, and isn't worth—Adam.

For be it borne in mind, that not

HIGH SCHOOL NOTES.

Interesting Notes Concerning Hereford's Excellent Public School.

Thinking a few words regarding our school would probably interest some of the readers of THE BRAND, I again make an effort to gain your attention for a moment.

The majority of the pupils are doing good work, regardless of blustering old "Mars" or the arrival of "spring fever days."

Prof. Page, having charge of the higher classes, is moving on nicely in his routine of work. He has proved himself an able instructor in all the higher branches of study essential to a finished education.

Miss McDonald, next in charge, might well be commended for the zealous efforts and unceasing energy with which she effects her work.

The pupils under the supervision of Miss Stewart seem to be moving onward with an advancing step. The respect and love with which they regard her proves that she acts firmly yet kindly with them.

The little ones also seem to be progressing well under the care of Miss De Graffenried. Her exper-

ience and constant association with them have taught her in just what manner to deal with the little ones.

Seven months' work has now been completed, and some of our people may think that little progress has been made. But, dear patron, pray do not act hastily in coming to such a conclusion. No doubt you have some reason upon which you base your opinion, either good or bad for us; but a great many times these reasons are founded upon false impressions or erroneous statements.

You send your child to school and if he advances in his studies and makes a great improvement you give the teacher credit for it, as a general rule. But, it is not altogether due to his teacher because of his improvement. It is due to the energy and diligent effort put forth by the pupil. Of course, the teacher instructs the child, and endeavors to get him to act according to his duty. But suppose, regardless of the efforts and exertions of the teacher, the child does no good, and you plainly see that he is doing nothing. In this case, too, the teacher generally receives the blame, and such remarks as these are often heard: "Oh, Johnny is not doing a thing in school. He never studies; never talks about his lessons; seems indifferent about his work, and I don't believe his teacher is any

First-Class Work
Guaranteed

Clean Towels
a Specialty

The City Barber Shop

DALE & SPLAWN, PROPS.

Bath Rooms in connection fitted up
with Porcelain lined Bath Tubs

Your Patronage
will be appreciated

HEREFORD MEAT MARKET

M. O. MEEKS, PROP.

Steaks, Chops, Sausages, Fish and Packing
House Supplies Constantly on Hand

NICE FAT TURKEYS

DELICIOUS NEW MINCE MEAT

Market on Dewey Avenue

Telephone No. 38

HEREFORD GRAIN & COAL CO.

Successors to Stambaugh & Camp

Coal, Grain, Hay, Salt
AND FIELD SEED

Bois d'Arc
Posts

Cash for Hides
and Bones

Wagon Yard
Connected

International Stock and Poultry Food

YOUR PATRONAGE SOLICITED

Stringfellow-Hume Hardware Co.

WHOLESALE AND RETAIL DEALERS IN

Glassware, Crockery, Shelf Hardware.

SADDLERY AND HARNESS GOODS

STAR AND ECLIPSE WINDMILLS

Full Line of Agricultural Implements

'PHONE NO. 48

This is the smallest "ad" in this paper, and you read it. Others would read YOUR ad, too.

"EVERYONE MADE WELCOME"

Sam H. Morris

M. Jacobgaard

The Hereford House

MORRIS & JACOBSSGAARD

THE FIRST-CLASS AND UP-TO-DATE
HOTEL OF HEREFORD

LIVE AND LET LIVE RATES
CONVENIENT TO DEPOT

NEW HOUSE
NEW FURNITURE

good."

Dear friend, suppose we examine the child, and see what the defects might be. You will invariably find that this boy or girl has no energy, no diligence, is always bringing up excuses for neglected work, comes straggling in school some time during the day, or perhaps stays away when his parents think he is in school, and you hardly ever see him carrying a book home to study at night. What can you hope for from this type of a boy or girl, and whose fault is it that he does no better? We, as teachers, should give him as much encouragement and enlightenment as he will take while in our charge; but you should

remember that he is with us only one-third of the time.

I am glad to say that we have but few pupils of this class with us, and that is why I beg of you to be considerate in giving your judgment upon the progress that has been made. We ask you to consider what has been the attending conditions. If conditions are favorable, and both teacher and pupil are possessed with vigorous action, and patrons are interested, we see no reason why there should not be an advancement.

M. D.

Get our prices on flour and meal before buying. Cardwell Bros. 4-11

CANYON DEFEATED.

Hereford Boys Defeat Canyon by a Score of 14 to 8 in a Five Inning Game.

Last Saturday a picked nine from the Canyon High School came to Hereford flushed with their recent victory over the Amarillo nine and with the expectation of putting it all over our boys. The game was called at about 2:30 p. m. with F. L. Vanderburgh as umpire.

At the start our boys were somewhat disheartened as the Canyon boys were men by the side of our boys, and the first two innings Canyon had all the best of it. But after that our boys rallied and commenced to play sure enough base ball, and it was not long before the tallies were in Hereford's favor. The chief features of the game were fine fielding of Canyon's shortstop and third

baseman and the battery work by the Hereford's, the battery being composed of M. M. Nuckols, pitcher, and Edgar Dyer, catcher. In the 4th inning Canyon's were at bat and had three men on bases with no outs. Then Nuckols got a hump on himself and struck out two men and retired the third one on a pop-up fly in the infield, leaving the three men on bases.

The day being very windy the two nines decided to play but five innings and at the end of the first half of the fifth inning the score was 14 to 8 in favor of Hereford and the game ended.

The Canyon boys are a very gentlemanly set and we will welcome them to our city at any time. Come again boys, perhaps you will have better luck next time.

Advertise in THE BRAND.

B. T. HINTON

DEALER IN

**Confectioneries, Tobaccos, Fruits, Stationery
Cigars and Lunch Goods**

We have the Finest Line of
Candies in Town. Try them

Call up
Phone No. 9

W. W. Meeks

WILL BE HOME ABOUT APRIL FIRST. HE WILL BE FULLY
PREPARED TO TURN OUT FIRST-CLASS

Watch & Jewelry Repairing

Save Your Orders for Him. All Work Guaranteed.

J. P. Snyder

Contractor & Builder

Will furnish plans and specifications without cost, providing I am given the contract. Estimates cheerfully given. Only the most skilled of workmen employed. My work speaks for itself. Shop and office in the Hereford Manufacturing Company's building.

A. P. MURCHISON

Live Stock Commission

Parties wishing me to sell their steers this spring will please send me numbers, description and price at once.

I WILL DO MY BEST FOR YOU AS I HAVE DONE IN THE PAST

Office in the Hereford House Annex

CARDWELL BROS.

We have a Complete and New Line of

Staple and Fancy Groceries

Come and see us

Our Line is Fresh and new

TELEPHONE NO. 50

W. L. THOMPSON

Fine Wines, Whiskies, Cigars

MAIL ORDERS WILL RECEIVE PROMPT ATTENTION

Ed Joiner, Manager

EDGEVIEW, TEXAS

Postoffice Address, AMARILLO, TEXAS

J. H. Hickox

R. A. Daniel

Hickox & Daniel

DEALERS IN

**Fancy Groceries
Provisions, Vegetables**

STORE IN THE NEW HAY BUILDING
A SHARE OF YOUR BUSINESS IS SOLICITED

Phone No. 85

A. P. Murchison

W. B. Boyd

Murchison & Boyd

REAL ESTATE AGENTS

HEREFORD, TEXAS

We solicit your business, and all ranch and town property listed with us will receive prompt and careful attention

Office in Hereford House Annex

Phone 57

Hereford Restaurant

P. W. NUDD, PROPRIETOR

Regular Meals at
the Usual Hours

Special Rates to
Regular Boarders

Short Orders
a Specialty

Oysters Retailed to Families at 15c per dozen

HEREFORD

TEXAS

Troy Womble is offering his fine registered Hereford bull for sale at a bargain, will stand him until sold. 2tf

Miss Gean Gullahorn of Wichita Falls is visiting at the home of Mrs. F. M. Avis.

For Sale.

Some good Berkshire hogs at reasonable prices. One registered boar 8 months old. Also Jerusalem artichokes at 50c per bushel, and Spanish peanuts, large and small. See E. H. Fullwood at residence southwest of town. 5tf

M. W. Vaughn, representing Goggan Brothers, musical instrument dealers of Dallas, came in on Wednesday and registered at the Hereford House. He has placed a fine piano in the parlor of that excellent hostelry.

HEREFORD ORCHESTRA.

It is Composed of Eight Pieces—
Their Music is Well
Rendered.

Last Monday evening we were fortunate enough to be invited to the cosy home of Mr. and Mrs. F. B. Fuller to listen to the Hereford orchestra in their practice. The orchestra has been augmented by two recent arrivals from Missouri, Messrs. West and Turk.

The boys have been doing good work in their practice and are now competent to execute the most difficult popular and classical music. The personnel of the orchestra is as follows:

W. E. Rush, instructor and accompanist.

- W. F. West, 1st violin.
- C. H. Turk, clarinet.
- B. H. Bounds, Jr., clarinet.
- Frank Tucker, cornet.
- Homer Inmon, cornet.
- S. C. Wilson, slide trombone.
- John Boyd, bass viol.

Real Estate Transfers.

Witherspoon & Gough to Rev. J. K. Walling of Dallas county, one section 2 1/4 miles southeast of town; consideration \$2400.

S. S. Evans to J. P. Snyder, five acres off the Evans addition; consideration \$500.

G. W. Dale to Robert Dickson, lot 6 in block 38; consideration \$150.

Mrs. F. M. Avis was a pleasant caller at this office yesterday morning and requested us to send this paper to her husband at the Southern Hotel at San Antonio, where he is stopping for the present in the hope that the warmer climate will be beneficial to his health. We gladly comply with the request.

For Sale—My residence property in town and one section of land 9 miles from town. C. L. Davis, at Hereford Mercantile Co.'s store. 1tf

The Hereford Mercantile Co. have received their new spring and summer goods and invite you to call and examine them. See their local adv elsewhere in this issue.

Our new spring and summer goods have arrived and we now have the largest stock of day goods and groceries west of Fort Worth. Call and examine them before making your purchases. Hereford Mercantile Co. 5tf

We have a quantity of old type at this office which makes excellent babbling metal for windmills, etc., for sale at 10c per pound. 48tf

Miss Sallie Beard and niece of Canyon, are visiting at the home of J. M. McGlothlin.

BEACH & ORR
FURNITURE DEALERS

Note the Following Prices:

Sewing Machines from \$15 to \$35	Rockers from \$1.50 to \$5.50
Iron Beds from \$3 to \$10	Bedroom Suits from \$16.50 to \$65
Window Shades, 35c to \$1.25	Bed Couches, \$5.50 to \$18
Carpets, Linoleums, Mattings and Rugs at close prices	

WE ARE NOW PREPARED TO DO ALL KINDS OF FURNITURE REPAIRING, CARPET SEWING AND LAYING, UPHOLSTERY WORK AND PICTURE FRAMING

A Correction.

In another part of this issue we state that J. E. Tucker of Taylor purchased one bull and two heifers. For his OYO ranch in Castro county. We should have said that he purchased two registered Hereford yearling bulls and one four-year-old Hereford cow. This cow is registered in the book of pedigrees as "Pansy, the Second," and took second prize at the recent fat stock show at El Paso. She carries a calf which was sired by Columbus 17th, who recently sold for \$6,000 in Kansas City, Mo., and who is a brother to Dale, the \$10,000 animal recently sold in Chicago to Gilbert Hoxie. J. D. Tucker, one of the managers of the OYO ranch, told a BRAND representative that he expected about forty thoroughbred heifers and two or three more bulls for registered Hereford breeding purposes would be placed on the OYO ranch in the near future.

Jerusalem! Jerusalem!

Jerusalem artichokes at 50c per bushel at the Hereford Grain & Coal Co.'s. 5tf

S. Loveless has sold his three room residence near the school house to J. H. Biggs.

For Sale.

175 head of stock cattle. Would prefer delivery to be made about June 15th. I. N. Dillard. 9tf

J. A. Fox, of the mercantile firm of Galbreath, Fox & Co., has returned from his recent visit to the Kansas City and St. Louis markets where he purchased a fine new line of spring and summer goods. Upon their arrival he will have something to say in this paper of interest to our readers.

A. J. Olliver is now engaged in the fire and life insurance business. He also is the agent for N. J. Franks & Co.'s custom made clothing. See his display and local advs. elsewhere in this issue.

LARGE SHIPMENTS

Of Cattle to Be Made From Hereford This Spring—214 Cars Are Already Ordered.

The outlook for cattle shipments from this point was greatly stimulated this week by the large order for cars recently placed with Station Agent Davis. The order was for 214 cars and is divided among the following shippers:

Chase Brothers, 60 cars for April 15; George Slaughter, 6 cars for May 1; M. S. Smithson, 73 cars for May 25; Gordon & Bishop, 31 cars for May 26; Winfield Scott, 38 cars for May 27; A. B. Robertson, 28 cars for May 27.

It is understood that only young steers will be sent in the above shipments and that they are to be taken to the northern feeding grounds.

The above shipments are only a starter for the large number of cattle which will be shipped out of Hereford during the coming season and everything points that more cattle will be shipped from here this year than ever before. It has been given out among the cattlemen generally that a 100-foot road would be opened up from the range south of here, which will greatly facilitate the driving of large herds to this place for shipment, and that, together with the superior shipping facilities that Hereford possesses in the way of pure water and an abundance of feed for cattle, will cause all the large shippers to come to Hereford with their herds. Local commission men state that most of the northern buyers will make Hereford their headquarters and that many large sales may be expected. The prices will rule about the same as last year, though high grade stuff will bring a little more than formerly.

This state of affairs cannot help but be advantageous to Hereford as many shippers will be here who were here last year and the rapid growth and progress of our town cannot help but be noticed, and if they do

not wish a change of location themselves they meet many in their travels who do, and the chances are that they will not fail to have a good word to say for the best town on the plains.

Since the above article was put into type Station Agent Davis informs us that an additional 150 cars have been ordered, making a total of 364 cars already booked.

A DESERVED PROMOTION.

W.B. Garwood Has Been Transferred From the Baggage Department and Succeeds G. A. Starkweather as Superintendent.

The many friends of W. B. Garwood will be pleased to learn his services have received just recognition at the hands of the Santa Fe officials and has been appointed to the responsible position of superintendent of the Pecos Valley lines.

"Billy," as he is familiarly known among the employes and patrons of the Pecos System, has had charge of the baggage department of this popular system for the past few years, and is known as one of the most conscientious and industrious men in the employ of the company, and THE BRAND joins his many friends in congratulating him upon his deserved promotion.

G. A. Starkweather, the former incumbent, has been transferred to another branch of the Santa Fe System and has his headquarters at Arkansas City, Kan., where he has been given the responsible position of trainmaster. George has a host of friends, including the publisher of this paper, who will wish him unbounded success in his new position.

An Expensive Fire.

Mrs. M. J. Carter, of Terrill, hid \$1400, nearly all greenbacks, in an old stove which was in an outhouse. The building caught on fire and it was impossible to get the money out and all the money was burned except a few silver and gold coins.—Ex.

This shows the folly of not keeping your savings in the bank. Of course now and then a bank fails but these failures are so rare in comparison to the number of banks in existence that everyone who has any surplus cash should deposit the same in the local bank and thus guard against loss by fire, robbery or otherwise. Besides, money kept out of circulation in the above manner draws no interest and acts in the opposite in stimulating business.

Boys.

Don't buy your summer suit until you have seen N. J. Franks & Co.'s samples, shown by A. J. Olliver at the Hereford House Annex. 5tf

As Others See Us

As per our announcement in our salutatory article in the first issue of THE BRAND, we labored under many difficulties and suffered many reverses in getting out the initial number, and as a consequence THE BRAND was not up to the high standard we had set for it. This explains why we opened our exchanges with fear and trembling, lest some of them should ruthlessly criticize us. So far, they have been very kind to us, though, and said nothing but nice things. It would be impossible to publish what all of them say, owing to our limited space, but it might be interesting to our readers for us to break open a few of the hundreds of periodicals before us on our exchange table, and reprint what they have to say about us. So here goes.

Beautifully Printed.

The first one of our exchanges opened happened to be our neighboring contemporary, the Canyon City Stayer, edited by the genial Mrs. Morgan. She says:

We have received the initial number of THE BRAND, a monthly magazine published at Hereford. It is beautifully printed and very nicely arranged, and we hope it will be appreciated to the extent of brilliant financial success for its promoters.

Neat, Attractive and Readable.

Next in order came the Courier, a newsy sheet printed at Channing. It says:

THE BRAND, Vol. 1, No. 1, published monthly, by THE BRAND Publishing Co., at Hereford, is a neat, attractive and readable publication. B. P. Stone is editor.

Should Succeed.

That interesting local paper, the Miami Chief, has this to say:

THE BRAND, a new publication devoted to the interest of the whole Panhandle, has reached our exchange table. It is a neat paper, the mechanical work is good, its field is large and it should meet with success.

Not a Stock Journal.

The Hale County Herald, published at Plainview by our friend, Shaefer, pays us this compliment:

We are in receipt of the initial number of THE BRAND, a new live stock journal just established at Hereford and published by The Brand Publishing Company. It is a neat, newsy journal, with illuminated cover. It is very neatly printed on good paper, while the editorial work seems to be carefully prepared. We wish the owners success in this venture.

We feel grateful to Bro. Shaefer for the compliment, but would respectfully call his attention to the fact that he errs in starting out with the assertion that THE BRAND is a live stock journal. This paper purports to represent the Panhandle and all its interests as a whole, and disclaims being a class publication of the nature he mentions. Of course, the Panhandle is essentially a stock country; and in so far as it is, THE BRAND purports to represent those interests. But we will also be found in array for the promotion of its good in every other way.

Should Be in Hands of All Farmers.

The Silverton Enterprise knows a good thing when it sees it. The editor shows a level head when he says:

We have just received Vol. 1, No. 1, of THE BRAND, published at Hereford, B. P. Stone editor. We think this journal should be in the hands of all Panhandle stockmen and farmers.

How They Look at It in Mexico.

From the Roswell Record:

The first issue of THE BRAND, a new stock paper, published at Hereford, by F. L. Vanderburgh, has been received. It is neatly gotten up and the subject matter is good. The new paper should live and prosper and grow like a green bay tree. There can hardly be too many good stock papers.

Another Mexico Paper.

Portales Progress:

THE BRAND, a monthly, published at Hereford, Texas, is among our exchanges and we wish them the success they deserve. It is a neat, well printed publication.

Anticipates Success.

Bro. Young, the new editor of the Amarillo Record, who has been making so many noticeable improvements on that paper, in speaking of THE BRAND, says:

The latest exchange which comes to our desk is THE BRAND, published at Hereford. It is a neatly printed monthly devoted to the great Panhandle interests. Knowing that it has a broad field. We anticipate THE BRAND a successful future.

Well Edited.

The Banner-Stockman, one of Clarendon's newsy local papers, says:

THE BRAND, published in the office of the Hereford Reporter, is the latest addition to the Panhandle's list of publications. It is neatly

printed and well edited, and we trust it may prove a successful venture.

Creditable in Matter and Style.

The Childress Index looks at it in this way:

The Index has received No. 1, Vol. 1 of THE BRAND published at Hereford, Texas, by The Brand Publishing Co., B. P. Stone, editor. THE BRAND is a monthly journal devoted to the interests of the Panhandle of Texas. The first issue is creditably got up, both in matter and style. Subscription \$1.50 a year.

Neatest Publication in State.

The Hesperian, a well printed sheet at Floydada, whose editor has views of his own about editing a country weekly, says:

Vol. 1, No. 1, of THE BRAND, a monthly publication coming from Hereford, has been received at this office. THE BRAND is one of the neatest publications in the State and is replete with much information pertaining to this section of the State. B. P. Stone is the editor.

Wishes Us Success.

The Dalhart Sun remarks:

THE BRAND is the name of a new monthly magazine just started at Hereford, Texas, by the Brand Publishing Co. B. P. Stone is editor. It is a very neatly printed and ably edited publication, and The Sun wishes its promoters success in the venture.

Even Brooks Likes It.

The Amarillo Champion, whose eccentric editor is known all over several states, says, among other things:

THE BRAND, a small magazine with a good makeup and much brighter reading matter, comes from Hereford:

What They Say "Back Home."

The Salisbury Press-Spectator, one of the oldest and most substantial weeklies in North Missouri, pays us this compliment:

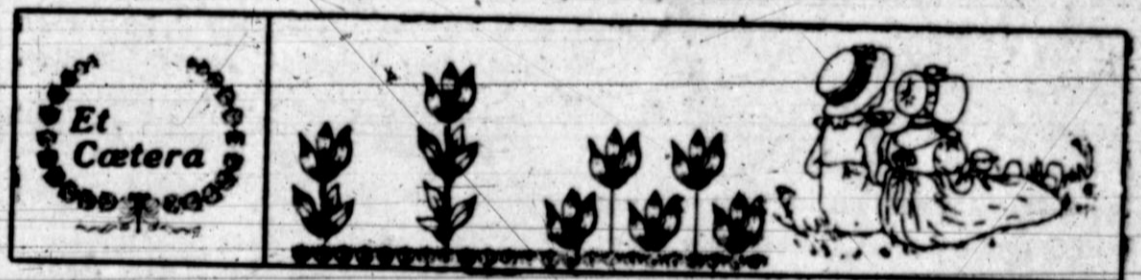
B. P. Stone, a former editor of the Salisbury Democrat, has started a new paper, "THE BRAND," at Hereford, Texas. It is a monthly, 12 pages in magazine form, and devoted largely to the cattle industry, and the initial number makes a splendid showing. Mr. Stone is an able and deserving young journalist, and we wish him an abundance of success.

We are glad to remember Bro. Gallemore, editor of the Press, amongst our personal friends. He is one of the few men in that State who has, through good, sound business judgment and newspaper ability, made a success of the business.

Can't Be Beaten.

The "old reliable" Salisbury (Mo.) Democrat, one of the best and most conservative papers in the state, flatters us in this manner:

No. 1, volume 1, of THE BRAND, a monthly journal, published by the Brand Publishing Company, of Hereford, Texas, and edited by B. P. Stone, has been received at this office. The subject matter is logical and well arranged, while the mechanical part cannot be beaten. It is a twelve-page magazine form journal, printed in the very best of taste and style. The Democrat wishes for it and its promoters smooth and successful sailing on the literary seas.



T. A. COX

.....Livery, Feed and Sale Stables.....

GOOD SADDLERS

GENTLE DRIVERS

Special Conveniences for Drummers' Trade

HEREFORD

TEXAS

L. R. BASSHAM

H. S. SYMS

Hereford Barber Shop

BASSHAM & SYMS

Special Facilities for Children's Hair Cutting

...Bath Rooms in Connection

Hot and Cold Water at All Times

Everything New and Up-to-Date

Shop Next Door to Killough & Montgomery's Confectionery Store

A Southwestern Museum.

Considerable interest attaches to the statement that an extensive ethnological and archeological museum is to be established at Albuquerque, New Mexico, by the Curio Department of the Harvey Company, as an adjunct to the new Hotel Alvarado. This museum will undoubtedly be the largest and most complete of its kind in the world.

The collections already gathered by the Harvey Company are valued at many thousands of dollars, and embrace specimens of everything relating to the life, customs and environment of the Western American Indians.

Many of the exhibits are so rare as to be practically impossible of duplication. In the course of a number of years' collecting, there have been gathered and reserved many of the choicest examples of Indian wares—implements of warfare and agriculture, fantastic adornments and musical instruments, blankets, baskets, stone axes, looms and prayer sticks, idols, silver ornaments, skulls of cliff dwellers, totem poles, jewels, wampum beads, odd carvings, cooking utensils and gaming implements. These represent Navajo, Aztec, Zuni, Moki, Pima, Toltec, Apache and many other peoples, of some of which even the name is lost. That this fine collection is the result of what was primarily a commercial enterprise, does not detract from its scientific value. Indeed, in the gathering and classification of the specimens some of the best known scientists of the country have contributed.

The location of the museum at Albuquerque, on the border of this strange new-old land of the Southwest, is a fortunate one. Local pride in the extent and completeness of the exhibits will undoubtedly bring to them from time to time new treasures from private collections in New Mexico and Arizona, the existence of which is perhaps not now even guessed.

Explorers are constantly traveling in remote districts of this western treasure land among savage and primitive tribes, seeking to perfect this or that link in the historic web the great museum is weaving. Incidentally they will pick up, as opportunity offers, the best examples of present day artificers in the line of work in which the Indian excels.

Expert Indian workers on pottery, silver and blankets will ply their unique trades in the museum building, surrounded by all the odd contrivances of their native villages.

It will be worth one's while then to stop off at Albuquerque, to enjoy the new hotel, the curios and the Indians.

Hickox & Daniel handle the famous Denton flour. Try it. 3-14

L U M B E R

IF YOU CONTEMPLATE BUILDING, PLEASE
BEAR IN MIND THAT OUR STOCK OF
Paints, Oils, Varnishes
AND PAINTERS' SUPPLIES
Is Complete and Up-to-Date in All Particulars

THE HEREFORD LUMBER CO.

Hereford Restaurant

P. W. NUDD, PROPRIETOR

Regular Meals at the Usual Hours Special Rates to Regular Boarders Short Orders a Specialty

Oysters Retailed to Families at 15c per dozen

HEREFORD TEXAS

First-Class Work
Guaranteed

Clean Towels
a Specialty

The City Barber Shop

DALE & SPLAWN, PROPS.

Bath Rooms in connection fitted up
with Porcelain lined Bath Tubs

Your Patronage
will be appreciated

HEREFORD MEAT MARKET

M. O. MEEKS, PROP.

Steaks, Chops, Sausages, Fish and Packing
House Supplies Constantly on Hand

NICE FAT TURKEYS

DELICIOUS NEW MINCE MEAT

Market on Dewey Avenue

Telephone No. 38

R. H. Norton
CATTLE
HORSES
HOGS

STALLIONS
I'm offering a few young stallions, to which I invite your attention. Buy at home and get something that will give satisfaction, and not wait a year for your horse to get acclimated. These are the best horses that 25 years' experience, of close observation and breeding can produce. Sold right and fully guaranteed.

BULLS
Have eight registered Hereford bulls, best strain of breeding, coming two year olds. Seven high grades from 8 to 30 mos. old. Want to close these out this spring. Will sell them right and give time if desired.

HOGS
My Berkshire hogs are the product of the best foundation stock I could buy. Young stock of both sexes for sale. Call and see me personally or write me what you want.

SEE OR WRITE
ME FOR FULL
PARTICULARS

**Visitors
Always
Welcome**

Improving the Santa Fe in Texas.

The expenditures authorized by the Santa Fe for betterments this year are larger than ever before. It is noticeable, however, that these expenditures are all in the way of increasing the earning power of its lines and not for frills.

Among the work to be done is the laying of 135 miles of new 75-pound steel rails on the Texas line. Thirty-one steel bridges on the same line are to be replaced by larger and stronger types, to provide for the heavier locomotives and long trains.

A large section of the Texas lines are to be equipped for burning fuel oil from the Beaumont fields. This involves the erection of a number of immense steel storage tanks, and the installation of minor supply plants from which the locomotives will take the oil. Of the recent purchase of locomotives, fifty-three are to be assigned for service on Texas lines. These are only samples of similar improvements on other portions of the system, which already ranks as one of the first railways in the West.

Stringfellow-Hume Hardware Co. have just opened a nice line of china and glassware. 4314

Buyer Wanted.

For one of the best equipped livery stables in the state. Building is new, is 30x140 in dimensions and contains graineries, hay loft, 25 stalls, and ample room for wagons; 24 head of good horses, plenty of water and yard room. \$6,000 buys it. For particulars write to Cox & Davis, Hereford, Texas. 5114

The Facts in the Case

When you read a thing you like to feel that it's the truth. THE DALLAS SEMI-WEEKLY NEWS gives the facts in the case.

Specially Edited

If you'll read The News while you'll like it. It holds the attention. It is specially edited, that's why. Brains and not hap-hazard go into the make-up of The News.

Two Papers You Need

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