

The Hereford Brand

Vol. 5

HEREFORD, TEXAS, MARCH 31, 1905

No. 7

JOIN THE BOARD OF TRADE AND WORK FOR HEREFORD

GALBREATH & FOX TRADING CO.'S NEW SPRING GOODS

Store Bulletin for the week beginning MONDAY, APRIL 3rd and closing SATURDAY NIGHT, APRIL 8th. Read our argument, consult our price list below and compare our goods. Don't do your buying till you inspect our stock. We ask you to investigate what we offer. We will know by this that you are interested in saving money on your purchase and every investigation places us more firmly in the confidence of the people. We have been quoting high-grade goods and low prices every since we began business and hundreds have found us to be correct. We have no "cheap junks" which are usually selected for a slaughter sale. We carry nothing but bright, new merchandise of recent manufacture. So when you buy your spring bill of us, you will be sure to get absolutely nothing but new goods.

White Goods

36-inch India Linen, per yd	5c
36-inch India Linen, better quality, per yard	7½c
36-inch Sheer Lawns, sold elsewhere at 20 and 25 cents, in this sale, per yd	10c
Fine Persian Lawns, per yd	20 to 40c
Fine soft quality of English long cloth, per yard	10 to 20c
Butcher's Linen, sold elsewhere at 35 cents, sale price per yard	22c
Cross Barred White Dimities never sold before for less than 20, 30 and 40c at	10 to 20c

STAPLES

Lonsdale Bleached Domestic, 10c grade, per yard	7½c
Good Bleached Domestic at	5c
Good Grade Canvass at 4c per yard, by the bolt	3½c
12 and 15 cents Maddras for shirting, per yard	10c
8-cent Staple and Check Gingham in this sale, per yard	5c
50 pieces, all new spring Gingham, per yard	10c

HOSIERY

In this line, you will find everything new. Nothing carried over. So you will be sure of getting hosiery here that is not worthless from age.

Ladies' fast colored hose for	10c
15-cent hose for	12½
20-cent hose for	15c
25-cent hose for	23c
Children's fast colored black hose, sizes 5's to 8's	8 1-3c

EMBROIDERY

Something you can use the year around. Will be on sale next week at almost 1-2 regular price. See our prices below.

8-cent Embroidery for	5c
10-cent Embroidery for	6½c
50 and 65-cent Fine Swiss Embroidery, wide widths, only	33c

SPECIAL

50-Pieces of 10c Percals at
6 1-2 CTS

SPECIAL 10 Yards of Good Lawn for = = = **35c**
Only 10 yds to each party

Our Millinery Department

For five seasons we have been studying to make our Millinery Department a synonym for correct style in Ladies', Misses' and Children's Hats and we believe that this season we will score a greater success than ever before. Miss Leach having spent the last three months in the markets, has returned with one-hundred chick, up-to-date ideas which will go far towards maintaining our reputation for beauty combined with utility and correct prices in Millinery. Our stock of Ready-to-Wears and Tailored Hats is now large and we will be glad to show you through now and every day as new things are being added. It is not necessary to wait till the opening for your Ready-to-Wear. In fact it is better not to, since Easter is so late and your Ready-to-Wear will help brighten your costume until APRIL 10th, on and after which date we invite the ladies of Hereford and surrounding country to our opening of what we do not hesitate to call the most elaborate and least expensive stock of Millinery yet seen in Hereford.

SPECIAL GOOD CRASH TOW-ELING, PER YARD **3½c**

GALBREATH & FOX TRADING CO.
HEREFORD, TEXAS

Dress Goods

Mohair Lusters in all colors, very popular priced goods, per yd	25c
Mohair Cecillians, per yard	33 1-3
Ponge Silks, per yard	47½c
Mergerized Voils in all colors per yard	33 1-3c
Marissa Voils, never sold for less than 20 to 25 cents per yard before, our price per yard	12½c
India Foulards, 25-cent grade, going at	15c per yd
Bastise in all colors, including black, white and pink ground, with white and red polka dots, just the thing for children's wear at	6, 7½ and 10c per yd

Ladies' and Children's OXFORDS

We want to call attention to our Ladies' and Children's Oxfords, which we are showing in all the new lasts and styles. In order to get the ladies and children to call at our store and inspect these goods, we will give a 15 per cent reduction on all new Oxfords and Ties, beginning Monday next and closing Saturday night.

NOTIONS

2 papers needles	5c
5 papers pins	5c
2 thimbles	5c
6 yd bunch of braid	5c
2 spools silkatine	5c
Good Towel	5c
65 Hair Pins	5c

Ladies' NECK WEAR

Collar and Cuff Sets of Linen Eye-lets embroidered.
Collar and Cuff Sets, new pleated lawn lace edges, any style of new collars you want. Choice for 25c
Lace Chemisettes, latest fads. We have a large assortment 25c up
A variety of Linen Turn-over Collars, ranging in price from 10 to 25c
A big line of sample handkerchiefs at half the price you pay elsewhere

SPECIAL

25 yards of Good Cotton Checks
\$1.00

DR. P. M. RIGDOM OPTICIAN

WILL BE AT OUR STORE TWO DAYS

Friday, March 31st
Saturday, April 1st

EYES TESTED FREE

Dr. Rigdom is treasurer of the State Optical Association, which would indicate he is a man well informed in his profession, with 25 years experience. If your glasses do not fit your eyes come in and let Dr. Rigdom fit you from our stock. Dr. Rigdom is not a peddler but is a wholesaler of optical goods. We buy goods from him and he fits our customers free of charge in order to sell us goods. You still have a further advantage if the Doctor should not adjust your glasses the first time correctly, he will make regular trips every 90 days and be at our store, of which you will have due notice, and you can have your glasses re-adjusted absolutely free to you. Do not neglect this and don't forget the date.

T. M. COULSON & CO.

...DRUGGISTS...

Mr. Morrison Coming.

Jacob B. Morrison, the famous scientific lecturer of Greenville, Ohio, will be in Hereford on Tuesday night, April 14th, and will deliver his famous lecture on "Air, Sunshine and Showers," and the Wireless Telegraphy. Mr. Morrison is a brother-in-law of B. T. Johnson of Randall county and comes well recommended. The following, from the Manchester, Ohio, Tribune, shows that he is well received wherever he goes:

"In a very plain and simple manner, by means of the receiving and transmitting instruments, which he had stationed at either side of the platform, he illustrated how messages are sent and received without the use of any wires whatever. This lecture was the best that has ever been given in West Manchester."

Tickets on sale at O. F. Smith's drug store. Lecture at the court house. 7-2t

Panhandle Land Sells.

Messrs. Austin and Miller of St. Johns, Indiana, who arrived on the excursion last Thursday were taken out to the Nazareth Colony and shown over the country. Both gentlemen were well pleased and the latter closed a deal for one-half section. Mr. Austin also conditionally closed for a section in the Colony.

Both trades were made by W. H. Rayzor.

A Safe Cough Medicine for Children.

In buying a cough medicine for children never be afraid to buy Chamberlain's Cough Remedy. There is no danger from it and relief is always sure to follow. It is especially valuable for colds, croup and whooping cough. For sale by T. M. Coulson & Co.

Methodist Pray Meeting for April.

Wednesday, April 5. The prayer meeting in the development of the spiritual life of the church.—Discussed by E. B. Black and Miss Margaret Syms.

Wednesday, April 12. How to secure attendance upon the prayer meeting.—W. G. Ross and Miss Pearl Turrentine.

Wednesday, April 19. Greater interest in the service by those who attend; how secured?—Miss Griffith and C. E. Edwards.

Wednesday, April 26. How the prayer meeting helps me.—Response from all present.

Let every Methodist co-operate with us by attending the prayer service each week this month.

THOS. S. BARCUS, Pastor.

Methodist Church.

Business session of quarterly conference Saturday at 4:30 p. m. Preaching Saturday evening at 8 p. m. by Dr. Sherman. Sunday school and League at usual hours. Preaching at 11 a. m. and 8 p. m. Sunday by Dr. Sherman.

Strangers and those in the city without a church home are especially invited to worship with us.

THOS. S. BARCUS, Pastor.

Bulls For Sale.

I have for sale at my place in South Hereford two registered Durham bulls, three and four years old. They go at a bargain.

L. W. RICKETTS.

Lost.

About March 17th, a lady's gold watch with name, Lena Daniel, engraved on inside of case. Finder please return to A. G. Bell and receive reward. 7-2t

Bring your chickens to C. E. Edwards and get the highest prices.

Educational Column.

"All are architects of fate,
Building in these walls of time;
Some with massive deeds and great,
Some with ornaments of rhyme."

In our grand republic where such a high estimation is placed on individual worth, inspiration and enthusiasm are daily lent to the student in our schools as he climbs higher and higher, knowing that he may stand at last at the top, and that his life work may count for so much in the history of the world. Though each of us is but one, still our life may count. It takes all the sunbeams to make the sun. Each insect must do its work to build the coral island. Every stone must fill its place to make a wall. One blade of grass is small, but enough of them can feed the cattle upon a thousand hills. A pebble from a boy's sling felled the mighty giant. It was a little flame that made the great Chicago fire. The prick of a pin suggested the phonograph. The falling of one apple gave Newton the secret of gravitation. The swinging of a chandelier revealed to Galileo the law of the pendulum. One little lad helped Jesus feed the multitude. Andrew led Peter to Jesus. Peter preached one sermon, and three thousand souls were converted. A hundred gas jets are lighted by igniting one. The shepherd went after one lost sheep, while the ninety and nine were safe in the fold.

Every boy and girl who find the 9's hard to learn should read the following:
"It takes no time or thinking fine,
When 9 times 1 are only 9.
Neither of us is now between,
9 times 2 are only 18.

Nice light bread is made with leaven,
9 times three are 27.

Are you fond of candy sticks?
9 times four are 36.

Bees make honey in the hive,
9 times 5 are 45.

Please come in and close the door,
9 times 6 are 54.

Wash your hands and come to tea,
9 times 7 are 63.

As sure as apples are good to stew,
9 times 8 are 72.

The nines this way are real good fun,
9 times 9 are 81.

9 times 10 are 90
9 times 11 are 99.

The nines are done let's go and skate,
9 times 12 are 108."

The real student in school is the one that meditates. It would be better to meditate the lesson through once, than to read it through many times. As someone has said: "Shake every tree in the garden of Knowledge, and gather fruit therefrom." The idea of meditation is "to get into the middle of a thing." Meditation is to the mind what digestion is to the body. Unless the food be digested, the body receives no benefit from it. If we would derive the fullest from what we read or hear, there must be that mental digestion known as meditation. If we would "buy the truth," we must pay the price of meditation.

Miss Bates who has been out of school a number of days on account of illness, is now convalescent, and back at her post of duty. During Miss Bates' absence, Mr. Sam Branton supplied her place as teacher.

Mrs. Vannoy, the sixth grade teacher, will go to Miami this evening (Friday) where she will spend Saturday and Sunday with relatives.

We are sorry to lose Katie Reilly and her sisters, Lorena and Loretta, from school. They have moved with their parents on a ranch.

Don't forget to attend the Public School entertainment tonight (Friday) at the Cumberland Presbyterian church.

Clifton Estes and his sister, Eunice, were new students in the seventh grade on Monday.

Six Strong Points.

In favor of the Tyler Commercial College that should stand out as prominently as the torch of the Goddess of Liberty to those desiring a thorough, practical course of bookkeeping, shorthand, typewriting or telegraphy.

1. It is the largest commercial school in the entire South, having had an enrollment of 959 students during the past year.

2. They have a specialist at the head of each department, which makes their work absolutely unexcelled. No inferior school ever built up and held such a large patronage.

3. The cost and time required is only about one-half that of any other school doing good work.

4. You study the Byrne Practical Bookkeeping and Simplified Shorthand under their author and other experts.

5. They occupy their own new building, the largest, best lighted, ventilated and equipped commercial school building in the South.

6. The training of their graduates is so thorough that they get the very best positions to be had in our larger cities.

Write for their large illustrated catalogue, giving photographs of some of the largest classes ever assembled in a commercial school. Address

TYLER COMMERCIAL COLLEGE,
Tyler, Texas.

Brick House For Sale.

"A well located" brick business house in Mexia, Texas, for sale or trade for land near Hereford. Building 25x50. Size of lot 25x115. 7tf

GRAVES & ELLISTON.

Wall Paper—E. B. Black 44

CARPETS MATTING LINOLEUM, WINDOW SHADES

There was never a time in the history of Hereford that the public was favored with such an opportunity as we now afford them, both from a standpoint of variety and price making. We have spared no pains to complete our stock. It's time to clean up for spring. We boast of showing the best line of window shades on the plains from the cheapest to the best--over 40 kinds. Our matting stock comprises over 35 styles. No shoddy goods--from 40c to 20c. Our ingrain carpets are the best made--from 75c down to 22c. Linoleum from 55c down to 35c. Art squares from \$28.75 down to \$7.50. Call to see us. No trouble to show our goods.

E. B. BLACK, Furniture Dealer and Undertaker

COAL and GRAIN Cotton Seed Cake

We now have a large stock of Coal, Grain and Cotton Seed Cake and shall be glad to furnish the ranch trade in these lines. We can and will save you money on everything in Dry Goods, Groceries and Men's Furnishings. We lead in good goods and low prices. Your business will be appreciated.

W. B. Mersfelder, BOVINA, TEXAS

JOE CARTER

ELISHA CARTER

CARTER BROTHERS Livery, Feed and Sale Stables

GOOD SADDLERS GENTLE DRIVERS

Special Conveniences for Drummers

HEREFORD TEXAS

The patronage of the general public is cordially solicited

HEREFORD MEAT MARKET

WETSEL & CLOYD, PROPRIETORS

We will make a reputation by killing only fat bees and extending to all our customers the same courteous and fair treatment which should characterize all other enterprises. We only want an honest living out of our business. Let your wants be known and we will supply them.

TELEPHONE NO. 15

The CITY CAFE

MRS. MANIE ROBERTS, Prop'r.
First Door North of Hereford House

Meals served at usual hours. Short orders between, but no longer than 10 o'clock at night only on Thursday and Saturday nights. Best of everything in the market

Board \$3.50 per week in Advance
WE CREDIT NO ONE

Jno. B. Vannoy

Optician and Jeweler

HEREFORD, TEXAS

Dealer in Diamonds, Clocks
Watches, Jewelry, Silverware
Optical Goods.

Does all kinds of watch, clock
and jewelry repairing

Fits spectacles and eye glasses
I will be glad to have you
call and see me

John B. Vannoy

Optician and Jeweler

HEREFORD, TEXAS

THE EVILS OF CONSTIPATION.

Everyone Knows When He is Constipated and Everyone Should Know the Risk He is Running When He Fails to Promptly Correct it.

Any Disease Epidemic or Otherwise to Which He or She May be Exposed is Sure to Result Seriously.

There are two ways to remove constipation; the wrong way is to drench the bowels with a powerful, griping, drastic cathartic that injures the coating of the bowel channels and produces an early return of the trouble in a more chronic form. The right way is to use a natural, easy and mild laxative that tones up and strengthens the bowels and leaves a healthful influence behind it. Prickly Ash Bitters will empty the bowels just as thoroughly as the harsher cathartics, and combines all the tonic and strengthening properties necessary to permanently cure the habit.

Accept no substitute. Insist on buying the genuine Prickly Ash Bitters with the large figure 9 in red on the front label.
Sold Everywhere. Price \$1.00.
T. M. Coulson & Co., Special Agents

Bovina Nuptials.

An important news item which reached us too late for publication last week was the marriage of W. B. Mersfelder and Miss Estelle Winn, both of Bovina.

The bride is one of Farmer county's charming and accomplished young ladies, while the groom is properly classed in the front ranks of West Texas' business men, his success in the mercantile business being next to phenomenal.

Both young people have a host of friends at Hereford, as well as at Bovina, who will join the BRAND in wishing them long lives of uninterrupted happiness.

Announcement.

Dr. Arnold Aronson, the well known optician, will arrive in Hereford April 9th, for three days only. Those desiring a first-class work on their defective eyes are requested to call during that time. He will be located at Hotel Ritchey. Fitting of glasses a specialty. Nineteen years experience. 7-2t

Estrayed.

From my ranch about ten miles southeast of Hereford, one red, bald-faced, dehorned cow, branded U on left shoulder, NO on left side. Marked, crop each ear. Any information as to whereabouts of this cow will be appreciated. 7tf W. B. BEACH.

BOARD OF TRADE MEETS.

Constitution and By-Laws Adopted and Plans Laid.

On Tuesday night the Board of Trade had a call meeting, the primary object being to hear the report of the committee which had been appointed at a previous meeting to draft constitution and by-laws.

President A. J. Lipscomb presided, calling the meeting to order at the appointed hour.

The committee on constitution and by-laws was called to make its report which was presented by Judge W. H. Russell. The entire report was first read and then taken up section by section and adopted with but slight changes. The committee was commended for its faithful work and discharged.

Considerable time was given for the enrollment of members who were also instructed to pay their initiation fees. This fee was placed at fifty cents and the membership fee at twenty-five cents per month.

This being done, the board adjourned to meet again the second Tuesday night in April when officers for the ensuing year will be elected.

A Chicago Alderman Owes His Election to Chamberlain's Cough Remedy.

"I can heartily and conscientiously recommend Chamberlain's Cough Remedy for afflictions of the throat and lungs," says Hon. John Shenick, 220 So. Peoria St., Chicago. "Two years ago during a political campaign, I caught cold after being overheated, which irritated my throat and I was finally compelled to stop, as I could not speak aloud. In my extremity a friend advised me to use Chamberlain's Cough Remedy. I took two doses that afternoon and could not believe my senses when I found the next morning the inflammation had largely subsided. I took several doses that day, kept right on taking through the campaign, and I thank this medicine that I won my seat in the council." This remedy is for sale by T. M. Coulson & Co.

Would-Be Burglar.

On Monday morning, just as day was breaking, someone tried to make his entrance into the residence of Byrle Elliston, north of town. The attempt was made at the rear door and would doubtless have proved successful had Byrle not appeared on the scene with his winchester and sent a volley of seven shots whizzing after the retreating figure, neither shot taking effect. Byrle admits having been slightly unnerved but what he did is very good indication of what may be expected of him in the future on such occasions.

Hereford Fuel Oil Co.

For best coal and Ice. Troy Womble, manager—phone 76. 9tf

WHAT WE WANT

The ranchmen from Tucumcari to Portales and from Bovina to Lubbock to know that we handle everything in large quantities and are making a reputation for the service which we give the public. If it's anything in General Merchandise, we have it in all the qualities and styles; if barbed wire, hog wire, coal, farming implements, the feed stuffs, they are here for you; if it's a house you wish to build, our lumber yard is chock full of the best grades of lumber. It is in this department that we are free to challenge all competition when it comes to low prices. Come, let us show you. Remember we do a general banking business.

LAIRD-HERRING MERCANTILE COMPANY

BOVINA, TEXAS

Mr. Dyer Locates.

R. E. Dyer, who came down from Buckner, Missouri, with E. F. Connell last week, purchased an unimproved section adjoining Capt. Trow's ranch north of town. Mr. Dyer is one of Missouri's successful farmers and will make us just such a citizen as is most needed to prove the unexcelled merits of the Panhandle. Mr. Dyer left Saturday afternoon for his home where he will begin at once to close up his affairs preparatory to moving here. Before leaving he ordered the BRAND sent to his address.

The deal referred to above was made by Witherspoon & Gough.

Need Money

We need money to meet our obligations. Save costs and trouble by settling when note or account is due.

Hereford Lumber Co.

By J. C. Newman.

Reception a Success.

The reception given by the ladies of the Woodmen Circle on last Saturday afternoon, was preeminently a success. Those who were fortunate enough to attend were delighted not only with the hearty welcome which awaited them but with the splendid lunch as well.

The proceeds, \$28 even, show that the reception was well attended.

For an Impaired Appetite.

Loss of appetite always results from faulty digestion. All that is needed is a few doses of Chamberlain's Stomach and Liver Tablets. They will invigorate the stomach, strengthen the digestion and give you an appetite like a wolf. These tablets also act as a gentle laxative. For sale by T. M. Coulson & Co.

GARRISON BROS.

Are showing a line of Implements, carefully selected to meet the requirements of the plains farmer. They are the products of three of the most reputable and progressive factories in these lines. We will be glad to show you our Disc Plows, Harrows, Riding and Walking Listers and Cultivators, Grain Drills and Planters. We are headquarters for Windmills, Pipe, Pipe Fittings and Cylinders. We want your business and will make it to your interest to come and see us.

GARRISON BROS.

Ribbon Cane Syrup

We still have some of the pure stuff. We also carry an up-to-date line of cigars, chewing and smoking Tobaccos.

GROCERIES

Here we can't be beat either as to price, quality or variety. One trial with us will convince you. We are after your business

CARDWELL BROS.

THE UP-TO-DATE GROCERYMEN

=GRAVES & ELLISTON=

—The Hereford Real Estate Men—

We buy and sell land on commission and always give satisfaction to our customers. We have everything that a man could desire in farm lands and ranch property in the beautiful country surrounding Hereford. All you have to do is to let your wants be known, we will do the rest. See what others have done:

THREE GOOD MEN'S TESTIMONY

ONE FARMER'S EXPERIENCE

I came here nine years ago, a physical wreck, with less than \$300 capital including pony team and household effects, and began farming by borrowing every implement I used. I have successfully grown corn, wheat, oats, broom corn and everything else which I tried to grow. Milo Maize thrives exceedingly well here, and I will say that I think it the best grain for a horse that I ever fed. I don't except anything and I was raised in Ohio, have farmed in Illinois and have fed pretty nearly all kinds of grain.

Today I have a fairly well equipped farm of 1280 acres. In fact, I am able to do more lending than I ever needed to borrow. My taxes have increased from less than \$1.00 to \$26.00. I have no land for sale but have horses, cattle, hogs and several thousand pounds of pork that I made last year for sale. Have raised potatoes at the rate of over 400 bushels per acre and cabbage that weighed 25 pounds each. Best of all I am in a great deal better health.

Hereford, Texas, March 23, 1905.

J. N. ASKREN.

WHAT A GERMAN HAS DONE

I came from Germany to Deaf-Smith County, Texas, fourteen years ago. Had then \$1000. I now have 5440 acres of land, 200 head of cattle, a nice bunch of hogs, 15 head of horses and mules and 100 acres of alfalfa.

I grow corn, oats, wheat, milo maize, millet and other forage crops. Grow all kinds of vegetables and have the best of health. A working man can make a good living on 160 acres of land.

Hereford, Texas, March 23, 1905.

HENRY VON LIENEN.

I came to Deaf Smith County, Texas, in 1901 from Iowa with nothing but wagon and team. In 1897 I received from Iowa about \$2000. I now own 2880 acres of land, 500 head of cattle, a nice bunch of horses and a little bank stock. I raise on my farm almost anything I plant. Grow principally stock feed. I consider this an excellent stock farming country and believe stock can be fattened for market here cheaper than in the North. I came here for my health, which has been fully restored.

Hereford, Texas, March 24, 1905.

R. J. KIBBE.

The Brand

Published Every Friday By
RAY, GOOGER & CO.

Official Organ for Deaf Smith
and Castro Counties

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STRICTLY IN ADVANCE

FRIDAY, MARCH 31, 1905.

IN talking with different Illinois and Missouri farmers who have been prospecting in Hereford recently, a number of whom have made purchases and will locate here, we were brought into a forceful realization of a fact which had not before deeply impressed us. This fact is that one can buy and pay for a farm in the Panhandle with the rent which he pays on his farm at home. This is a feature which can not help but appeal to those who have been burdened with heavy taxes for the greater portion of their lives. Here, in the Panhandle, where the soil is unsurpassed in the fertility of productive powers, where broken health can be restored and where one has but to practice a degree of industry and skill in order to build for himself and family a permanent home and live easily and happily, the opportunity is knocking at the door of the man of moderate means as well as those possessing greater wealth.

THERE is a perceptible reaction in business circles in Hereford within the past few months. In passing around recently, we find that the merchants in all lines are kept pretty busy attending to the wants of their customers. This healthy condition of business is the direct result of the wave of prosperity which is just now holding sway over this portion of the Panhandle. We would have it understood, however, by those abroad that we have no boom (for we do not want booms) but are developing in a substantial way which must prove permanent. There was never a time in the history of the past when such universal confidence in a country's future existed as is reposed in the Panhandle today. Those, who had doubts as to the increase in land values a year ago, have had such doubts removed by a gradual enhancement.

HEREFORD has been working for an experimental station for several years and now she has her efforts partially rewarded in the station which is being established in Palmer county, between this place and Bovina. The plans for the work, which is under the supervision of Prof. H. W. Campbell, are fully explained in the address of that gentleman, found elsewhere in this issue.

For Sale.

About sixty tons of feed, including Kaffir corn, maize and millet. Apply to C. W. DODSON, 5tf at Hereford National Bank.

AMONG the new crops which are finding their way into the Panhandle at present, the Castor Bean is taking a prominent place. Especially is this true in the North Panhandle in the vicinity of Canadian where the farmers have been guaranteed a fancy price for all they will produce. It is claimed that West Texas climate has a special adaptability to the production of this crop and the arguments in favor are as follows: First, they always command a good cash price; secondly, the cost of the seed is insignificant; third, a boy can do a man's work in cultivating and harvesting the crop; fourth, the crop builds up and enriches the soil; fifth, a failure has never been known as the result of drouth. The crop is usually planted in May and harvested in August and September, thus giving the farmer ready money when most needed.

THE session of our public schools which is drawing near to a close is one which, we believe, every parent is proud of. The writer had the good fortune to spend twelve years as teacher in the school room and we must frankly admit that we have never known of any school's going through an entire year's work with more flattering results. Not only has the work been up to the highest standard but the discipline has been mild but firm. One very noticeable feature of the year's work is the seeming good will and friendly feeling which exists among teachers, parents and pupils. We have just cause to be proud of our public school.

Wednesday's Fire.

Soon after noon Wednesday, the alarm was given that the residence of M. W. Shelley in north Hereford was on fire. As usual the boys turned out and did some noble work in saving the barn and out houses but there was a high west wind and nothing could be done to save the house or furniture. This was one of the most expensive homes in the city and was elegantly furnished, all of which perished in the flames.

Mr. Shelley carried \$3,000 insurance which would not begin to cover the loss, as many valuable papers were destroyed.

In conversation with a BRAND representative, Mr. Shelley stated that he would build again on the same lot in the near future.

Our Advertisers.

We call attention to the large display advertisements in the BRAND this week. The Hereford Mercantile Co.'s page ad contains items and prices which can't fail to interest all. Also see the large ads of Davis & Russell and that of Graves & Elliston. These gentlemen are all going after business in the right way.

Please note the rare bargains contained in the page of Galbreath-Fox on the first page.

Dry Goods, Shoes, Hats and Notions
Everybody should remember that we are carrying a general line of dry goods, shoes, hats and notions and are selling them cheaper.
J. G. CALLENS.

JNO. E. FERGUSON, President

C. W. DODSON, Cashier

The Hereford National Bank

HEREFORD, TEXAS

CAPITAL \$25,000.00

SURPLUS \$18,000.00

DIRECTORS: Jno. E. Ferguson, L. Gough, C. W. Dodson, R. J. Kibbe, W. A. Higgins.

We will appreciate your business whether large or small. Prompt attention given to all matters entrusted to us.

MR. ROBERSON'S TRIP.

Panhandle and Oklahoma Compared and Contrasted.

I will write a few lines about our trip to Oklahoma on request of our neighbor correspondent from Cleo. I was never over the country by private conveyance before and I tried to be a very close observer.

The country from Boom to Claude is very much the same, with the exception of deep water at the latter place. There is a beautiful country about Goodnight, but after you leave that place, you go through some sandy country which is not a preferred land by any means. Perhaps there are those who, like myself, when they came here, thought they were traveling over a nice, level country; but let me say that if you came here on the train and ever wish to go back and see your wife's kintfolks, be sure to go the way you came.

It is 210 miles from Hereford to Mangum. From Hereford to Goodnight, a distance of 85 miles, the roads are good; but from Goodnight to Mangum, a distance of 125 miles, about 100 miles is sand and the remainder of the way is up and down hill.

There is some good country all over that sand belt, but the roads are in such a condition as works a hardship to market the produce.

Greer county is a great place. When I was there from 1890 to 1895, stock-raising was followed exclusively. Now there is a family on every 160 acres and a strictly cotton country has been developed. It is not at all strange to see as many as 50 bales of the fleecy staple lying in one yard.

While there, I predicted one thing. I said the people had developed the country by raising high-priced cotton and they could well afford to stay with the sand storm and pull the sandy road; but if cotton continues to stay low, those people, as fast as they can sell, will do so and come up on the plains.

I was over all that country and I do not hesitate to say that it can not be compared with the Panhandle, all things considered. The man who stays with the plains for 18 months will see land in great demand here and selling at a high price.

While everything is very favorable, we should all put our shoulders to the wheel and help make a most wonderful crop. Then it will be that the golden rays of prosperity will, indeed, begin to shine down upon us.
J. B. ROBERSON.

Ice Cream Supper.

The ladies of the Cumberland Presbyterian church royally entertained their friends at their church on Thursday evening, the principal feature of the occasion being the serving of cake and cream. The liberal patronage which was accorded the ladies enabled them to swell their aid fund to very satisfactory proportions.

An Eye Opener

In lace curtains for the week only:
75c per pair lace curtains, now 45c.
\$1.25 lace curtains, now 85c.
\$2.25 lace curtains, now \$1.45.
\$3.00 lace curtains, now \$1.90.
1t
J. G. CALLENS.

After April First.

To all who may desire my services must come in at once as I will be out of my office after April 1st, 1905, for three months and probably longer. Yours to serve.
5-3t A. D. MILLER, Dentist.

Land Deal.

As we go to press, we learn that A. J. Smalley has purchased the well-improved section of land belonging to S. N. Garvin twelve miles west of town. The deal was made by B. W. Miller.

For Trade.

One-half section of land, four miles of Floydada, to trade for Hereford property.
7tf DAVIS & RUSSELL.

For Sale.

At a bargain, a good three-room house, to be moved off the lot. \$350 will get it.
H. B. MCGEE,
Hereford, Tex.

For Trade.

A handsome residence with four acres of land situated in Hereford to trade for two section ranch. Will pay difference in cash.
7tf DAVIS & RUSSELL.

DO YOU WEAR PANTS

If so we want to sell you a pair this week, and as a special inducement will make the following reduced price commencing Monday and lasting till Friday:

\$5.00 Pants for	\$4.35
\$4.50 Pants for	\$4.00
\$4.00 Pants for	\$3.35
\$3.50 Pants for	\$3.00
\$3.00 Pants for	\$2.60
\$2.50 Pants for	\$2.00
\$2.00 Pants for	\$1.65
\$1.50 Pants for	\$1.25

Our stock is up-to-date in style and quality, and complete in sizes. We appreciate your patronage.

Yours for business,

H. C. MYRICK

GENTS' FURNISHINGS



THE Hereford Nursery

L. P. LANDRUM, Proprietor

Over 100,000 Trees Growing Here. Fourteen Years Experience In Texas

YOU CANNOT AFFORD TO DO WITHOUT OUR NATIVE VARIETIES

YOU'RE NEXT

For a Shave, Haircut or a bath at the

City Barber Shop

George W. Dale, Proprietor

THREE CHAIRS TWO BATH ROOMS

In the new brick building on South Dewey Avenue

ATTENTION LADIES

Our new line of spring goods will be opened for inspection about March 25th. Don't fail to come in and examine them. Special bargains in Ladies' Dress Prints, Percals, etc. We think we can please you.

Yours truly

BEACH & KERR
DIMMITT, TEXAS

AN EXCEPTIONAL OPPORTUNITY

You will be surprised to learn that there is such a country as the "PANHANDLE" of Texas where the climate, soil and water are unsurpassed, a rich, rolling prairie where land can be purchased from \$4 to \$10 per acre.

When America was discovered the reports of its resources and climate were not credited; it had to be seen to realize its value. The "PANHANDLE" of Texas means to the farmer and stock raiser what America meant to the oppressed and tax-burdened European. When you see this country, the only regret you will have is that you did not locate here sooner.

Hereford and Deaf Smith County are almost in the center of this remarkable country. The water in this section is on an average of about 60 feet from the surface; a well can be drilled and windmill put up for the nominal cost of about \$125, and when so equipped you have an inexhaustible supply of water for all purposes. Wheat, oats, corn, alfalfa, fruit, truck of all kinds, and in fact all crops compatible with the temperate zone, are successfully grown here. We have railroad and local facilities for marketing all crops. Write for testimonials of what men, who have come from Illinois, Iowa, Indiana, Arkansas, and in fact from all four points of the compass, have done, who came here with little money, many of them for their own or their family's health and we will send you convincing evidence. Now is the time to investigate this, for land is steadily advancing in price. We will send you information that will please and surprise you.

ADDRESS ALL COMMUNICATIONS TO **DAVIS & RUSSELL** REAL ESTATE DEALERS
HEREFORD, TEXAS
Offices at the Court House

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ENCOURAGEMENT GIVEN.

**Campbell Addresses a Large
Gathering of Citizens at Court
House on Farming—Bovina
Experimental Farm.**

Following is the address, in part, delivered to our citizens by Prof. H. Campbell of Lincoln, Nebraska, last Saturday:

It always affords me great pleasure to talk to an audience like I before me this evening; men interested in the subject of soil culture.

September 1899, I put in a crop and I made 40 bushels of wheat to the acre because the soil was just right. The first year was a good one, and the second an extremely good one. I got enthusiastic over the question. We thought the soil was so good that we thought we would borrow all the money we could and go to get the best of the soil. The season was an unfavorable one, so we failed entirely.

We began experimenting in 1884, and 21 years ago. I presume it was for five or six years that I did not know anything about soil culture. But at the end of this time, I saw what I had learned or supposed to have learned, was merely an accident. I did not know anything about soil culture at all.

We found sometime that the best crop was a very good one. Later on we found that the fall was a success, also, and so we went on. We thought that packing soil was the very thing. We thought that it made it grow better. We found very different later. The thing is to know how to pack your soil in shape for the crop. To know how to put the crop in the soil a level surface and do it back. It is a fact that if we do these things and observe them, we can raise 40 or 50 bushels of wheat to the acre here.

Now don't fail to ask questions. The chances are that you might find particular points that other people would not think of. The fact that our whole proposition is based on two things: The thoroughness of plowing the ground; the timing of it before the rain falls so to take in all the moisture possible. The depth of plowing should be six or seven inches, turning all the old stalks and trash under. Do not clear them off and burn them, turn them right over and let them rot.

great thing that plays the mischief with farming is harrowing with an inferior harrow. You should not harrow with a harrow that will not reach from 2 1/2 to 3 inches. If you do, you will find little clods underneath that are as hard as brick. You may plow the ground ever so well and harrow it with a harrow that will not reach and you will still find these clods, even if it is smooth on top. This is what plays the mischief. Be sure and go over it with a harrow before it gets too dry.

Now we will go back and start in with our process of farming. We have 200 acres near Bovina. We expect to make a model farm there and demonstrate what can be done by our soil culture methods. We are now having the land broken and disked and will keep up the cultivation till September of this year, when we will sow our wheat. When we get our farm well prepared, we expect to plant and successfully grow wheat, oats, corn, sugar beets, onions and cotton. We can raise anything there that we can raise in Illinois, and in just as large quantities.

Most of you have ground of your own. Take a small tract of land, not too much for you to cultivate successfully. Double disk it, and get your soil in the very best condition to take the rain. This, if you do, will make your ground always moist. You should bear constantly in mind that, unless the soil is kept in a thorough state of cultivation, the moisture is rapidly extracted from it by a process, known as capillary attraction. It is by this process, also, that the moisture is brought from beneath and given to the roots of the plant. In order that the greatest amount of moisture may be retained, the ground should be disked and harrowed as soon after each rain as it will permit. If this is kept up the mulch thus formed will prevent the moisture's escaping and it can be seen that the greater portion of the yearly rainfall will be stored away to be used when most needed.

Last summer when we would come to hard places in the field, we would find moisture below the dry crust. Now this will be the case if you fail to harrow deep enough. Keep the ground well harrowed while it is moist during hot weather so it will not be in hard clods.

When putting your wheat crop in plant it about three or four inches deep with a drill and on the morning of the fourth or fifth day you can see the rows. I have planted and on the fourth day I could see the rows very plainly. I remember to

was the only one that made anything at all. I remember to have made as much as 35 bushels of wheat to the acre on a time like this.

We have a fruit farm of ten acres in Western Nebraska that we set out in 1903. We put out 964 trees, seventeen of which we lost and eleven of which we knew the cause of their dying. The place I selected for this orchard was on a south slope, and the people seem to think it was very foolish in me to undertake such a thing, as they had not raised a crop there in fourteen years; but I went right ahead and did not pay any attention to them at all. I heard one man remark that "Mr. Campbell will find out more about this country when he has been here longer." They said when the south winds set in that it would be dusty and dry in the orchard, but I want to say that never did the dust rise in that orchard. I did just what I have advised you to do, disk the land and store away the rainfall of the year.

In 1894 my father came from Vermont to see me, and I was preparing some ground to plant potatoes. I was fixing it the new way; smooth and level. As soon as he saw what I was doing, he said "Son, are you going to plant potatoes that way?" I said that is my plan. "I want some potatoes to eat if I stay here this winter, and won't you plant some the old way?" I consented to let him have some ground to put in the old way, and I said, "We will just wait and see whose are the best." About that time I was called East and was gone three weeks. When I came back he had planted six acres out of the thirty-eight acres, but I convinced him when we gathered them.

With your potato crop in the ground under favorable conditions, then comes the important work. There is no better tool for the cultivation than the harrow or weeder, if you will use it freely and with judgment. The long toothed weeder may be used from the time the crop is planted until the tops are too large to draw through the teeth, provided you catch the soil in just the proper condition. If you should get a very heavy rain that results in packing the surface to a considerable depth, then it will be necessary to cultivate with some fine tooth cultivator. Watch closely the condition, however, and be sure to keep the soil stirred deep enough, even if it is necessary to use the cultivator; a mulch of fine, loose soil of fully two and a half inches should be kept and the soil should be stirred often enough to keep the top firm soil beneath the mulch

about shallow cultivation. It seems that that is the idea; but there is danger in too shallow cultivation. This is especially true in the higher altitudes where the atmosphere is dryer. Here, a deeper mulch is necessary to prevent loss of moisture by evaporation. You need not argue with the old farmer today that shallow cultivation is the thing. Shallow cultivation is not well understood. There are many points not generally observed. (Illustrated by photograph on wall). Now, the photograph on the right has been grown by shallow cultivation. This ground was plowed eight inches deep, having been previously disked, the plow followed with a sub-surface packer, and the whole portion made fine and firm. The photograph on the other side is an illustration of potatoes grown under the other conditions. The ground was treated practically the same as that on the other side but deep cultivation was applied, and was cultivated three times, cutting fully four inches deep, which resulted in destroying nearly all the main lateral roots, while the other field was cultivated eight times, cutting about two inches. The result was attributed to the treatment of the soil after planting.

In the eastern states a large amount of time is given to the preparation of the soil. Experience has taught them that if they do not put a great deal of time to this that their crops will be light. Fertilizing is used freely and three or four dollars per acre is necessary in order to secure good crops. In Illinois the soil is more fertile and rain enough so that three ordinary cultivations produce a good crop. But even there they are learning the value of storing away the water of the season. With us in the dryer belt, more attention has to be given to the storing of the water, because we can not depend on rain at the proper time. The thing to do is to double disc your land so as to pulverize the surface. There are two points about this as previously mentioned: To prevent evaporation, and open up the surface to receive the later rains.

During one of the dry spells in Franklin county, Nebraska, one farmer kept right ahead with his harrowing, paying no attention to dry weather, but kept his land in good shape. What were the results? The man made thirty-five bushels of corn to the acre, while the other farmers made nothing. He made him a harrow, the teeth of which consisted of sixty penny nails that went down into the soil. The Pomeroy orchard and farm

trees quite simple and easy. The land selected for this farm was a south slope, and it is not so favorable as the north slope as it gets the rays of the sun more directly and catches the force of the south winds during the heated part of the season; but this slope was selected, because we wanted to show visitors what could be done under such conditions. For the most successful growing of trees the north or north-east slope should be selected. The ground for our trees was first double disced in March, 1900, plowed in April about eight inches deep, the plow being followed by the sub-surface packer, and the packer with the Acme harrow. The ground was then laid out by using the check chain of a corn planter, and a small stake six inches long was set for each tree. When the trees were received from the nursery, a deep trench was dug and all trees were put in with tops pointing north. Care was taken to keep the roots from air. A barrel was then cut in two. Both parts were filled about two-thirds full of water and sufficient dirt was added to make a thin solution of mud, then the trees were taken from the trench, when the time came for planting, and we put them in this mud solution before putting them out. We dug the holes just large enough to put the roots in and have plenty of room to straighten them out and no larger. That is all that is necessary.

You have a good country here and I think, when properly cultivated, it will be one of the best farming sections of the state. You want to plow your land deep, say five or six inches, harrow it well and the results will be alarming. You do not put enough of work on your farm. When we find out just what to do here, I certainly do think this will be a successful farming country. Of course we can't raise as much corn here at present as they can in the older farming countries where they make from 75 to 150 bushels to the acre; but I do think it will be so here, when we get on to the storing of the water in the ground, that we can raise from 40 to 50 bushels to the acre.

I think that sugar beets would do well here. Cultivation of this crop is worthy of attention among the farmers. The ground should be put in the same condition for the sugar beet as for the other crops, with the exception of deeper plowing; but the same care should be taken to pulverize the ground thoroughly. I think we can raise anything here that we can raise in Illinois if we only learn the way to put the soil in the proper condition, and plant the crop in the proper manner.

MATCHLESS VALUES

IN

SPRING DRESS GOODS

Never before in the history of this store have we shown such a handsome line of Spring Dress Goods. Now is the time to buy. Make your selections from a complete stock when the opportunities for broad choosing are at their best. Whether you care to make an immediate purchase or not do us the favor to call and inspect the handsomest line of Spring Goods ever brought to the city of Hereford.

A FEW OF THE LATEST IN DRESS GOODS

Silk Plaids, per yard	65c	Fine Grecian Voil, per yard	15 to 20c
Silk Mulls, per yard	60 to 75c	Roxane Bastiste, all colors, per yard	10 to 12c
Big Line of India Silks, per yard	15 2-3c	Poplin Mohair, per yard	20c
The Latest in Fleurette, per yard	30c	Dress Suitings, ranging from	10 to 30c
Chiffon Etamine, per yard	25c	White Dress Goods, ranging from	15 to 50c
Serpolet, per yard	25c	The latest in Ladies' Belts, from	35c to \$1.00
Mercerized Ombrette, per yard	25c	See our line of Table Scarfs and Pillow Tops	

Embroideries and Laces in great variety

We are safe in saying that our present showing of New Spring Goods is without an equal. Everything that is new this season can be found here and at reasonable prices.

D. R. GASS & SONS

HEREFORD, TEXAS

A LETTER TO THE PUBLIC

It is our desire to get our business more thoroughly established before the people of Hereford and surrounding country and we hope by letters of this kind we may be enabled to reach new customers and to get better acquainted with the people generally. We have put prices down to where they belong since we have been in business, for we believe in treating people right. For this saving to the people, we want and expect your patronage in return. We can make you an article now at 20 per cent less than the old prices. Do we not merit something in return? When we price an article we mean to put only first-class work and material into that article. Competition is fighting us bitterly, and why? Simply because we are trying to do the right thing by the people. Consider our claim carefully and you will certainly feel that we merit your assistance. Command us when we can serve you. Yours very truly,
BELL BROS.

A CHANGE

I have bought Mr. Orr's half interest in the drug business. This store has changed hands several times but I expect to sell you drugs twenty years from now. I am very anxious for a liberal portion of your business.

O. F. SMITH
DRUGGIST

DR. A. D. MILLER
will be pleased to do your
DENTAL WORK

GREAT HEREFORD SALE.

To Occur at Time of Panhandle Stockmen's Meeting.

There will be a public sale of thoroughbred Hereford cattle held at Amarillo, Texas, on April 19th and 20th, commencing at 1 o'clock p. m., promptly each day.

The offerings will consist of 135 bulls of suitable age for service, and about 40 young cows, either with calf at foot, or about to calve.

These calves are from the herds of the following well known breeders:

W. S. VanNatta & Son, Fowler, Ind.

Wm. George, Aurora, Ill.

Wallace Libbey, Ottawa, Ill.

W. H. Watts, Ottawa, Ill.

J. J. Horning, Ottawa, Ill.

N. J. Hiltabrand, Lostant, Ill.

Magenheimer Bros., Flora, Ill.

Dette Bros., Brinktown, Mo.

Robert Turnbull, Speer, Ill.

and several others of equal repute.

A better lot of this number were never sold at auction in this or any other country. We do not expect high prices, a better opportunity was never offered the cattlemen of the Panhandle to buy what they want and need at their own price.

Everything will be sold to highest bidder without reservation. Col. R. E. Edmondson with able assistant auctioneer.

Catalogue will be out April 1. For catalogue and further information, write

O. H. NELSON, Pres.,
Amarillo, Texas.

There will be a car load of registered stallions, of the several draft breeds on exhibition and offered for sale during the convention. 7tf

Advertising Pays.

If anyone has a semblance of a doubt as to whether or not an ad in the BRAND will bring results, such can be readily removed if he will consult Robert Humphrey or Ward Bratton.

The former of these gentlemen placed a six-line local in the BRAND week before last, advertising a fine Hereford bull for sale, with the result that he found a buyer or rather the buyer found him within two hours after the paper was issued.

Mr. Bratton had a similar experience the same week, when he placed a three-line local under the caption, "Wanted, a rooster that will fight like blazes." The advertiser got exactly what he wanted and went on his way rejoicing.

The conclusion to the whole matter is a local ad in the BRAND

Local Pride.

The above caption carries with it a significance, the importance of which is not generally understood.

Local pride has perhaps done more in beautifying homes and building cities than any other one agency.

It is this which causes citizens to strive continually to bring the community in which they live well in the van of neighboring communities. This feeling is usually prompted by a friendly rivalry which alone makes progress possible.

Among those of our citizens who may be classed as possessing a marked degree of local pride, is A. J. Lipscomb, who this week, beautified his already beautiful home in east part of town by planting out a row of shade trees in front of his place on the outside. Of course he had to fence the trees to protect them from the incursions of the town cow, but the trouble and expense to which he was put is insignificant when compared to the pleasure and satisfaction which he will derive from his shaded home in later years.

Hereford is beautiful now, but she will stand in transcendent splendor above all others when we all follow the example which Mr. Lipscomb has made for us.

B. B. B. for a spring tonic, at Smith's Drug Store. 5tf

INTERESTING BULLETIN.

Irrigated Onions and Bunch Crops as Grown at the State Experiment Station.

Bulletin No. 77 of the Texas Agricultural Experiment Station, entitled "Onions and Bunch Crops at Beeville," gives the following brief results:

1. In the yield test of irrigated and unirrigated onions it was found that the actual cost of four irrigations, given during the season was \$11.50 per acre, and that the increased yield from the application of water amounting to 18,820 pounds over that of the unirrigated field. The yield of the irrigated plant was at the rate of 30,560 pounds (or 676 bushels) per acre.

2. Of nineteen varieties of onions the Red Bermuda proved the most satisfactory and productive.

3. In the yield test with bunch beets it was found that the cost of production and harvesting amounted to \$132.78 per acre, and the net return from sales were \$675.10. This crop is recommended for more general attention in the South Texas irrigated gardens.

4. Of twelve varieties of beets the Electric and the Crimson Globe proved best.

5. With radishes the cost of production and harvesting was at the rate of \$56.04 per acre, and the net returns from sales amounted to \$392.70. The time from sowing seed until the last of the harvest was forty-five days.

6. The important matter of icing barrels of radishes so that this very perishable vegetable can be shipped safely by express, is fully considered and the most successful method clearly set forth.

7. Of twenty-eight varieties of radishes the Scarlet Tipped proved most valuable for market purposes. When a long variety is desired the Market Gardener's Long Scarlet is the most satisfactory, and for the home table the Rose Colored China and Icicle are recommended.

8. Of twenty-one varieties of lettuce Big Boston, Hanson and California Cream Butter gave good results among the leading sorts. Tennis Ball proved earliest of the varieties tested.

9. In a test of sixteen varieties of turnips the Purple Top White Globe and the White Dutch Strap Leaf proved most valuable for market garden purposes.

This bulletin may be obtained without cost by addressing a request to John A. Craig, Director, College Station, Texas.

For Sale.

I have twenty tons of good feed for sale cheap eight miles south of Hereford. Also have plenty of grass and water on ranch.

Apply to

F. H. BRITAIN,
Hereford, Texas.

4-tf
Church Notice.
Preaching at the Christian church next Sunday morning and night. You are cordially invited.

ALEXANDER W. CRAWFORD.

Eggs for Sale.

Full-blood Brown Leghorn eggs for sale at \$1.00 per sitting. Apply to J. B. ROBERSON, Boom, Texas. 7tf

For Cough and C

There is a remedy ever s years old—Ayer's Ch Pectoral. Of course you heard of it, probably have it. Once in the family, it's the one household remedy for coughs and hard colds of chest. Ask your doctor about it.

"I have had pneumonia three times through each time, I have just recovered from my last attack, aged sixty-seven, wonder I praise it?"—E. V. Higgins, Point, Wis.

Made by Dr. J. C. Ayer & Co., Lowell, Mass.
Also manufacturers of
Ayer's SARSAPARILLA PILLS. HAIR VIGOR

Ayer's Pills increase the flow of the liver, and thus aid

MR. ROOSEVELT IS C

Texas Itinerary as Given in Dallas News Will E. A. Bovina.

In Texas the President will stop at Waco and at Dallas, where will be met by Col. John M. Simpson and his son, Sloan Simpson, are old friends and fellow workers of Mr. Roosevelt in Dakota.

From Dallas the party will

Austin, arriving at noon on The President will speak steps of the capitol, to the city. At Fort Worth a speech of the trip will be

There the political associations have been accumulated during trip will be dropped. He will

with the Simpsons to Bovina, Panhandle of Texas, where have a ranch, and from there may pass over the border into

rado. Mr. Roosevelt will then that region, a genuine vacation deavoring to cut off commun with the outside world.

News.

From the above, it will be that our proud little neighbor West is the only town west of Worth in Texas which will receive the distinction of entertaining

Chief Executive, and our congratulations go forth in advance our readers in that vicinity.

Registered Bulls For Sale

I have ten registered P bulls at my ranch 12 miles of Hereford, which I am at reasonable prices. These are well bred and may be classed as the best.

and get choice. 5tf J. D.

For Sale, Lease or

Three sections of improved 12 or 15 miles southeast from Hereford. What have you? Address BOX 193, Pilot Point, 4-4tp

Pilot Point,

For Trade.

83 1-3 acres of land in County for land in the Panhandle. Address box 102, Hereford, or A. E. MY Lockhart, 7tf

TELEPHONE NO. 76

PROMPT DELIVERY

HEREFORD FUEL OIL CO.

DEALERS IN

COAL

We have in our yards and bins a good supply of both Picton Maitland and Rugby "Niggerhead." Our coal burns freely to a clean ash. It gives satisfaction. Try it and be convinced.

OIL

Makes good kindling and is a fine disinfectant for cattle, swines and poultry. It will pay you to try it.

and ICE

Season is now coming. Let us know your wants. No order too small, none too large to receive our prompt attention.

TROY WOMBLE, Manager

OUR MOTTO: "FULL WEIGHT AND FAIR PRICE"

G. A. F. PARKER,
President
J. P. CONNELL,
Vice-President

F. B. FULLER,
Cashier
ROSS W. DAVIS,
Assistant Cashier

The Western National Bank

HEREFORD, TEXAS

Capital \$50,000.00

Surplus \$7,000.00

This bank is always ready to make small loans.
It has never made a bad loan.
It has never forced a customer to sacrifice his property to pay up.
It confines its business exclusively to banking.
No part of its capital is invested in Real Estate except its banking house.
The President, Cashier and Assistant Cashier NEVER OWE THE BANK ANYTHING.
It solicits the business of all good people, be their accounts large or small.



The Man from Milwaukee Talking About Witherspoon & Gough.

OUR RECORD

We are making a record as leaders in the Harness and Saddle business. Our store is headquarters for both city and ranch people when they want anything in the way of fine Saddles and Substantial Harness or Fancy Boots and Shoes. In fact our stock in all departments is complete and we are prepared to satisfy the wants of the most exacting.

Remember That We Do General Repair Work

J. A. CANTERBURY
Boot and Shoemaker

Sweet Peas

FREE to you for the asking

We have just received our consignment of California Sweet Pea Seeds from

RIEGER
the California Perfumer

Come in and get a package while they last. There is nothing to buy—they are distributed free.

We offer handsome prizes for the first blossom grown from this seed; also for the largest bouquet brought into our store before July 10, 1909; also for the bouquet having the largest variety of colors.

Now is the time to plant the seed. See the prizes in our window.

T. M. COULSON & Co.
DRUGGISTS

This space next week

will contain an announcement of The

Hereford National

Bank :-: :-: :-:

Fishing tackle at Smith's Drug Store.

Witherspoon & Gough. 48tf
Miss Linnie Herron returned Thursday from a visit to Graham.

Miss Bruce Gass left Thursday for Nocona where she will visit for some time.

FOR RENT—25x80 brick building, centrally located. Address Box 255. Hereford, Texas. 6tf

Wanted—One-half dozen hens and one rooster. White Plymouth Rock. Call at BRAND office. 6tf

Mrs. J. C. Newman and children returned Monday from a visit with relatives at Collinsville.

Robert Oden, manager of the Green Valley ranch east of town, spent Monday in the city.

G. W. Shaffer and family arrived Wednesday from Durant, Indian Territory, and will make this their home.

Remember when you buy dry goods that Hereford Mercantile Co. has it for less. Read our ad on page eight.

Callens keeps in stock a complete line of confectionary goods and fruits. He is now making cut prices on all fine candies. 1t

Joe Dobbins informed us this week that he had just finished planting ten acres of onions over in Ricketts' addition.

Thos. Fields and wife of Bovina spent several days in Hereford, the first of the week while the latter was receiving medical treatment.

Thoroughbred Barred Plymouth Rock (Lefe Strain) eggs for sitting—15 for \$1.00. Enquire at J. M. Garner's store. Mrs. C. E. Lester.

J. P. Collier, who has a twenty-five section ranch on the border of Deaf Smith and Oldham counties, was transacting business in Hereford Saturday.

For fire insurance in the best old-line companies, see T. J. Graves & Company. They have had twenty years experience and will appreciate your business. 47tf

J. C. Mauk has our thanks for the renewal of his own subscription and for sending the BRAND to Mrs. J. V. Mauk in the north part of the county, this week.

If you want something you never have received and probably never will again, go to the Hereford Mercantile Co. and get 100 pounds of Colorado Pearl potatoes for seventy-five cents. 1t

J. N. Teferteller and J. P. Crisp, who came down from Missouri with M. A. Lamkin last Thursday, returned Sunday afternoon. Both gentlemen were favorably impressed with the country and before leaving selected two places south of town which it is their intention to purchase as soon as they can make arrangements after reaching home.

The consensus of opinion among the farmers and stockmen is that we will have the earliest grass this year in the entire history of the Panhandle. There is already good grazing in the valleys and draws, and, with the present warm sunshine, it is a question of only a few days when cattle will find sufficient grass on the open prairie to sustain them.

Flower seeds, Smith's Drug Store. Jeff Coffey came in Thursday from Erick for a few days visit.

Kaffir corn, shoe make and amber cane seed at Fallwell & Sons, Hereford, Texas. 7tf

Before you fence your yard, see the white cedar peeled posts at Burton-Lingo Co's. 52tf

J. O. Janes, who has large ranch interests near Bovina, spent Monday in Hereford on business.

S. J. Dodson spent Sunday and Monday in Amarillo on business connected with his profession.

For baryains in hardware, plows, implements, etc., call on C. S. Richards at the D. R. Gass corner. 7tf

If you want a monument of any description, see S. B. Feemster. He can supply your wants at reasonable prices. 1t

Frank Oyler came down last week from Pokagon, Michigan, and will spend a few weeks at his former home in Bovina.

We positively guarantee our hosiery to be better and at cheaper prices than anywhere else in Hereford. J. G. Callens. 1t

Mrs. M. J. Tucker arrived Thursday from Okolona, Mississippi, to attend the bedside of her sister, Mrs. J. S. Wyche.

We have by far the LARGEST stock and SMALLEST prices. When you buy from us you get it for less. Hereford Mercantile Co. 1t

We haven't got the biggest stock in Hereford, but we have got the CHEAPEST prices. Look at our goods before you buy. J. G. Callens. 1t

The regular meeting of the Farmers' Institute and Truck Growers' Association will be held at the court house tomorrow. A good attendance is desired.

An item for men of judgment. VERY BEST \$1.25 shirts, now ninety eight cents. After seeing them if you think they are high we'll cut the price. J. G. Callens. 1t

J. B. Roberson of Boom was in the city Saturday to attend the Campbell lecture. Mr. Roberson says he can now appreciate the Panhandle more fully after having been away in Oklahoma for several months.

A. H. Elliston left Sunday afternoon for North Texas points where he will spend two weeks working in the interest of immigration to Hereford. Mr. Elliston has a large acquaintance in that section of the state and we predict that he will be able to show large numbers of Collins county farmers that it is decidedly to their interest to seek homes in the Panhandle.

Teachers, why spend the best years of your life in teaching small schools at \$50 a month for four or five months in the year when you could go to Roberts Business College and, in two or three months put yourself in shape to receive \$1200 to \$1400 a year with splendid chances for much more in a year or two? Let your common sense answer. 62t

FARM LANDS

ALONG
"THE DENVER ROAD"
IN
NORTHWEST TEXAS
(THE PANHANDLE)

Are advancing in value at the rate of 20 per cent. per annum.

DO YOU KNOW OF ANY EQUAL INVESTMENT?

As our assistance may be of great value toward securing what you need or wish, as regards either agricultural properties or business opportunities, and will cost nothing, why not use us? Drop us a postal.

A. A. GLISSON, GEN'L PASSGR. AGENT, FORT WORTH, TEXAS.

GROCERY HEADQUARTERS

Isn't it a satisfaction to trade at the Leading and Largest grocery store in town. Where the stock is full and complete and you can get what you want and not have to take something "just as good." You are especially invited to call and get acquainted. I will appreciate your business.

J. M. GARNER THE GROCERYMAN

THE Hereford Laundry

HUBBERT & HUBBERT, Proprietors.

We are now ready to make those old clothes of yours look new. Clothes neatly repaired and cleaned. We solicit your patronage.

Tierra Blanco Herefords

L. R. BRADLY

BREEDER OF

Registered Hereford Cattle

Herd Headed by Climax, Assisted by Chorister

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

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

The Three-Light Restaurant

A complete line of confectioneries and cold drinks can always be found at my place. Have first-class restaurant in connection and serve meals at all hours, both day and night.

J. H. TURNBOW, Proprietor

HEREFORD MERCANTILE COMPANY'S SPECIAL SALE

Below we submit for your consideration the greatest aggregation of matchless bargains ever offered to the people of Deaf Smith and adjoining counties. We want your business and propose to sell you cheaper than you can get first-class merchandise elsewhere. Please note that we do not quote just a few prices as LEADERS TO MISLEAD YOU, but will give you prices throughout the entire store, which will be effective from MONDAY, APRIL 3rd to SATURDAY NIGHT, APRIL 8th, 1905.

HATS AND CAPS Men's, Boys' and Babies'

Prices from 25c to \$8.50. But remember we have them for less.

SKIRTS and WAISTS

We sell the Famous Banner Brand Skirts and Shirt Waists. Some beautiful patterns just received. Come early before sizes are broken. This line is not questioned by any one—given up to be the best. Perfect fitting—prices lowest.

MISCELLANEOUS BARGAINS

100 good needles (6 papers)	5c
2 doz. fine pearl buttons	5c
2 papers best brass pins	5c
Good Cotton Toweling, per yard	4c
2 skeins royal society embroidery floss	5c
8 yards No. 2 silk ribbon	10c
6 spools Clark's O. N. T. silkatgen	25c
Children's 20c hose (all sizes) per pr.	12 1/2c
Ladies' 20c white foot hose	12 1/2c
300 hair pins, good	8c
6 dozen rice buttons (all sizes)	5c
50 good 5-inch envelopes	5c

SPECIALS! SPECIALS!!

500 yards of Figured lawns, fast colors,	4 1/2c per yard
10c, yard wide Bleached Muslin	8c per yard
7 1/2c Bleached Muslin	5c per yard
6 1/2c Bleached Muslin	4c per yard

DRESS GOODS DEPARTMENT

Silks, all colors, for shirt waists and shirt waist suits	45c to \$1.50 per yd
Silk Chiffon Voile, most all colors	50c to \$2.00 per yd
Voile Suiting, all colors	10c to \$1.25 per yd
Mohairs	25c to \$1.00 per yd
White and Figured Lawns	5c to 75c per yd
Dottele, large floral designs	10 to 75c per yd
Chiped Spot Muslin, large and small flowers	10 to 75c per yd
Shantung Suiting	50c per yd
Clynta Silks	50c per yd
Nouveauts De Champagne	35c per yd
Embroidered Tissues, pin checks	35c per yd
Egyptian Tissues, Shepherd Plaid	35c per yd
Kioto Cloth, in different patterns	25c per yd
Mercerized Oxfords, White and Cream	25c per yd
Empress Voils, all colors	20c per yd
Fil De Chines	15c per yd
Lanark Suitings	12 1/2 per yd
Pink Rose Batiste	12 1/2 per yd
Arunda Flake Voils	15c per yd
Kyoto Crepe, solid and flake designs	15c per yd

MORE SPECIALS

Men's 4-ply linen collars, sold everywhere at 15c, special	10c
Men's \$1.00 suspenders, special	65c
Men's 15c tan Hose, all sizes, 3 pairs	25c

FOR THE LADIES

We have just received a new and beautiful assortment of Ladies' Belts, Girdles, Girdle Forms, Hand Bags, Sexette Collars, Turn-overs, Sir Walter Raleigh Collars and Cuffs. Neckwear of all descriptions. AS USUAL, PRICES LOWEST.

JEWELRY TO CLOSE AT 1-2 PRICE

\$5.00 Watch Chains, for	\$2.50
4.00 Watch Chains, for	2.00
3.50 Watch Chains, for	1.75
2.00 Watch Chains, for	1.00
2.00 Broaches, for	1.00
1.50 Broaches, for	.75
1.25 Broaches, for	.65
1.00 Broaches, for	.50
Stick Pins from	5c to \$1.50
Ladies', Men's and Children's Rings from	25c to \$5.00

ALL AT HALF PRICE.

IN OUR MILLINERY DEPARTMENT OPENING, APRIL 7TH AND 8TH

In Ready-to-Wear hats we have a beautiful line on display. In fact, nothing has been overlooked. Our line of dress hats are exclusive, effective and beautiful. Attend our grand opening April 7th and 8th—next week.

FOR THE TRAVELER

Special prices on Trunks, Suit Cases, Telescopes, and if you desire can fill in with clothes at prices to surprise you. See our special offer on clothing elsewhere.

Men's and Boys' Shirts

We have an immense line and the newest patterns—arrived this week.

Some worth \$1.50, for	\$1.00
Some worth \$1.25, for	.85
Some worth \$1.00, for	.60
Some worth 85-cent, for	.50
Some worth 65-cent, for	.40
Some worth 50-cent, for	.38

These as well as all items mentioned are bargains to be appreciated.

POTATOES! POTATOES!!

150 Sacks of Greely Colorado Potatoes to close out at 75c per 100 pounds. A Bargain never heard of before.

Sensational Bargains in Clothing Department

THIS CLOTHING IS CLEAN STUFF AND PERFECT FITTING

Lot 3945 Men's \$20.00 Suit, military cut, for	\$14.75
Lot 9961 Men's \$18.00 California Suits, for	12.25
Lot 4856 Men's \$16.00 Suit, all worsted, for	11.00
Lot 3256 Men's \$12.50 Suit, novelty goods, for	7.50
Lot 4914 Men's \$11.50 Suit, mixed goods, for	6.95
Lot 6024 Men's \$11.00 Suit, mixed goods, for	6.65
Lot 3410 Men's \$10.50 Suit, stripes, for	7.85
Lot 6020 Men's \$10.50 Suit, different patterns, for	6.90
Lot 4005 Men's \$7.50 Coat and Vest, good, for	4.35

This Beats All And Is Too Good To Last Long
1 lot Coats and Vests (small sizes) regular price \$5. to \$16, choice for \$1.00

SPECIALS IN MEN'S AND BOYS' PANTS

One lot Men's \$5.50 California Pants, special, only	\$3.50
One lot Men's \$4.50 to \$5.00 California Pants, special, only	3.00
52 prs. Men's all wool cashmere pants (all sizes) regular price \$3, only	1.95
One lot Men's \$4.00 pants, all wool, special, only	2.75
One lot Men's \$3.50 pants, solids and stripes, special only	2.60
One lot Men's \$2.25 pants, good, special, only	1.25
One lot Boys' \$1.25 long pants, half wool, special only	.85
One lot Boys' \$1.00 long pants, cotton, special, only	.65
One lot Boys' 65-cent long pants, heavy cotton, special, only	.40
All Boy's 65-cent Knee Pants; cashmere, special, only	.50
Boy's Good Knee Pants, special, for	.20

ASK TO BE SHOWN

Our beautiful line of stamped lined table covers, floor pillow tops, all to be embroidered with the Famous Royal Society Floss. Also special prices on linen covers and pillow tops.

SHOE DEPARTMENT

Our shoe department is brim-full of all the latest styles. Styles, fits and prices to fit everyone. Special prices on every pair of shoes on our shelves. Hamilton Brown Shoes every one knows are the best sold in Hereford. Come and be supplied while low prices prevail.

POTATOES! POTATOES!!

150 Sacks of Greely Colorado Potatoes to close out at 75c per 100 pounds. A Bargain never heard of before.

YOURS FOR BUSINESS

HEREFORD MERCANTILE COMPANY

HEREFORD, TEXAS

Professional & Business Cards

JNO. P. SLATON
ATTORNEY-AT-LAW
Office in Western National Bank.
Hereford, Texas.

W. E. ROBERTSON
DENTIST
Special attention given to diseases and deformities of the mouth. Prices governed by services rendered. Office at Hereford Dental Parlors in the Dameben brick building
Hereford, Texas

DR. T. E. PRESLEY
SPECIALIST
Eye, Ear, Nose and Throat
Oklahoma Block
Office hours: 9 to 12 a. m. 2 to 4 p. m.
Roswell, New Mexico.

WITHERSPOON & GOUGH
ATTORNEYS-AT-LAW
REAL ESTATE AND INSURANCE
NOTARY IN OFFICE
Hereford, Texas.

R. M. TRIMBLE
PAINTER AND PAPER HANGER
WORK GUARANTEED
Hereford, Texas.

GRAVES & ELLISTON
REAL ESTATE, LOANS, INSURANCE
No deal too small to receive our attention
Hereford, Texas.

DAVIS & RUSSELL
DEALERS IN
City, Ranch and Farm Property
Hereford, Texas.
Personal attention given to all business entrusted to us.

HARVEY CASH
REAL ESTATE DEALER AND
ABSTRACTER
A complete abstract of title to Castro county.
Dimmitt, Texas

S. J. DODSON, LL. M.
LAW AND COLLECTIONS
OFFICE WITH GRAVES & ELLISTON
Hereford, - - Texas

Witherspoon & Gough. 48tf
Eye shields at Smith's Drug Store. 7tf
White cedar peeled posts at Burton-Lingo Co's. 52tf

Chas. B. Googer and J. Ray had business in Amarillo Saturday night.
Col. S. T. Howard returned Monday from a business trip to Kansas City.

Just received at Burton-Lingo's, a large supply of white cedar peeled posts. 52tf
W. A. Tate and Frank Barber of Dimmitt were in Hereford Monday on business.

Hereford Mercantile Co.'s millinery opening—Friday and Saturday, April 7th and 8th.
Dr. G. F. LeGrand was called to Boom Saturday afternoon on professional duties.

Thoroughbred Barred Plymouth Rock eggs, 50 cents per sitting of 16. Clarence Smith, Hereford. 7-8tp
P. M. Balim of Sulphur, Indian Territory, was among our prospective settlers this week.

Eighty-six new pupils have entered the Roberts Business College at Bowie, since January 1 1905. 2t
We are glad to report that Mrs. J. S. Wyche, who has been dangerously ill, is very much improved.

B. Barnard is still agent for silverware—guaranteed for twenty-five years. See samples at his store. 3tf
Mrs. Jno. P. Slaton and little daughter, Zelma Mae, left Friday for Austin where they will visit relatives.

E. E. McCrory, who recently came here from Lewisburg, Tennessee, is having several wells dug on his ranch in the north part of this county.

T. W. Roberson of Boom left Saturday for Johnson county points where he will spend several weeks visiting relatives and old-time friends.

J. E. Gyles, who came down with M. A. Lamkin on last Thursday, was a pleasant caller at this office Tuesday and ordered the BRAND sent to S. H. Wilson of Everton, Missouri. Mr. Giles brought his family with him and expects to locate here permanently.

Witherspoon & Gough. 48tf
Go to B. Barnard's for bargains in groceries. 1tf
J. L. Crum came in from Arney Tuesday after supplies.

Hawkes eye glasses. No fit, no pay. At Smith's Drug Store. 7tf
J. R. T. Bassett of the North Draw was in town on business Monday.

If it is white cedar peeled posts for ranch improvements, see Burton-Lingo Co. 52tf
Sam F. Dunn returned Sunday from a business trip to Ft. Worth and Austin.

Business lot for sale cheap if sold at once. Address—W. A. Smith, Hereford, Texas. 7-5t
Sam Jackson of the north part of the county came in Monday after ranch supplies.

Attend millinery opening—Friday and Saturday, April 7th and 8th. Hereford Mercantile Co. 1t
J. A. Buckner and C. H. Turk spent several days in Amarillo last week on business.

Read our prices on page eight. You'll be convinced that they are lowest. Hereford Mercantile Co.
Editor Hornbeck of the Trumpet at Texico attended the Campbell lecture at the court house Saturday.

Geo. A. Brandon of the Canyon City News spent Friday of last week in the city; the guest of the BRAND force.
M. A. Lamkin left Sunday afternoon for Missouri points to secure prospectors for the Santa Fe excursion next week.

L. R. Bradly was in the city Saturday and informed us that he is gradually recovering from the effects of his recent smash-up with his horse.

Wanted—To trade 160-acre improved homestead claim near Texico for patented land on the plains. Apply at BRAND office for particulars. 6tf

A. D. Smith, who lives in Palmer county, between Frio and Boyina, was included among our business visitors Monday. Mr. Smith will hereafter read the BRAND.

Our goods are all first class merchandise. No baits, no leaders to mislead you. Prices lowest on every piece of goods in our store. Attend our sale. Hereford Mercantile Co. 1t

Misses Fannie B. and Bessie A. Perry of Columbia, Tennessee, sisters of J. F. Perry, arrived Thursday of last week and will spend the summer with their brother. Both young ladies are delighted with the country.

G. W. Irwin, Sr. arrived Monday from Rosebud and will spend several months with his son, G. W. Irwin, Jr., of Castro county. Mr. Irwin informs us that a large number of falls county people contemplate moving here later.

J. A. Fox on last Saturday purchased the beautiful prairie section belonging to Eli Dunlap and situated several miles east of town. This, added to his other realty holdings in the county, shows that Mr. Fox has unlimited confidence in the country and does not hesitate to invest a portion of his surplus in Panhandle lands.

E. P. Black returned Sunday from St. Louis where he went to replenish his furniture stock at this place. Among other useful purchases, which he made, is a fine hearse which will be used in connection with his undertaking business. The need of this service has long been felt in Hereford and Mr. Black is to be commended for finding out the wants of the people and supplying them with such promptitude.

Now that the public schools are closing, many of their pupils and teachers will enter the Roberts Business College, Bowie, Texas, for the purpose of preparing to stand the Civil Service Examination. They do this for the reason that the government is several thousand short of bookkeepers and stenographers, and the pay ranges from \$840 to \$1400 a year. Don't you want to put yourself in shape for one of these positions? If you do, write Roberts Business College, Bowie, Texas; Chickasha, I. T., or Shawnee, Oklahoma.

IT'S A PLEASURE

Say, isn't it a joy and pleasure all your life to know when you buy groceries of J. A. Johnson that you are not buying remnants of some one else's old stock. * * * * *

John A. Johnson

Telephone No. 1

C. C. FERGUSON
Dealer 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 Will handle a full line of Field Seeds

YOUR PATRONAGE IS SOLICITED

If You Buy From Us We Both Make Money

Retailers Sash Doors Screens Lumber Lime Cement, Etc.
Plans Free Schools Churches Court Houses Jails Dwellings Etc. Etc.

Hereford Planing Mill and Construction Co.
HEREFORD, TEXAS

W. L. Fallwell W. C. Fallwell O. Fallwell

W. L. FALLWELL & SONS
Dealers in
Coal, Grain, Hay, Salt AND FIELD SEED
Bois d'Arc Posts Cash for Hides International Stock and Poultry Food Wagon Yard Connected

YOUR PATRONAGE SOLICITED

HEREFORD TONSORIAL PARLORS
L. R. BASSHAM, Proprietor

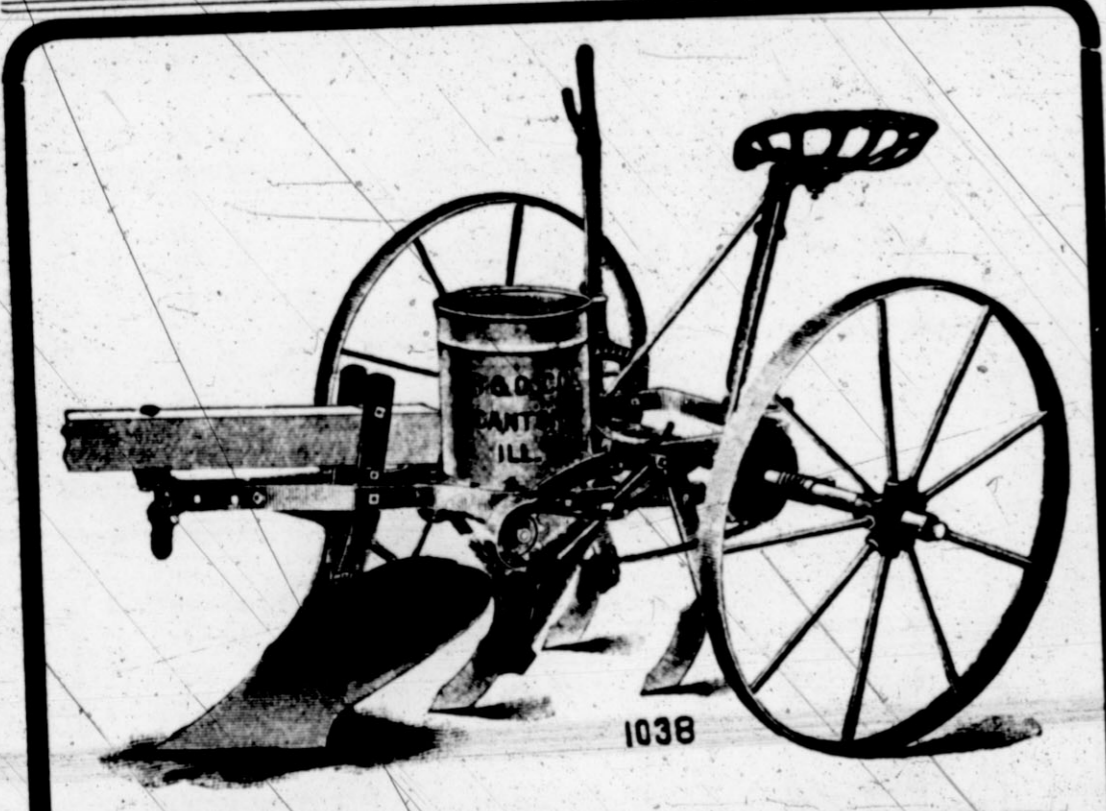
Our Specialties....
AN EASY SHAVE NEAT HAIR CUT CLEAN BATH

Have just purchased an Emery stone and are prepared to put your scissors and shears in first class condition.

A. J. Murchison J. D. Thompson

Murchison & Thompson
LIVESTOCK SALESMEN
HEREFORD, TEXAS

We are receiving inquiries from the north for all classes of cattle. Parties wanting to sell for early delivery should list their cattle at once. We will attend all conventions.



JUST RECEIVED

A car load of Implements consisting of Single and Double Row Cotton and Corn Planters, Cultivators, Disc Harrows, Disc Plows, Etc., Etc. The above cut shows our Single Row Cotton and Corn Planter and Middle Burster. The frame is all steel. The wheels are adjustable to width of rows. The feed is driven by chain from main axle. It has perfect balance whether in or out of the ground. Will work perfectly on the ridge, in the furrow or on the level.

Stringfellow-Hume
HEREFORD, TEXAS

Fifty Years the Standard



**BAKING
POWDER**

Made from pure cream of tartar derived from grapes.

PRICE BAKING POWDER CO.
CHICAGO.

News From Olton.

J. H. Cowart made a trip to Hereford last week.

G. T. Gallaway make a flying trip to Plainview Saturday.

Mr. Light, who purchased the Elkins ranch is doing a lot of fencing.

T. F. Brown returned from Canyon City Thursday with a load of groceries.

D. F. Appling passed through our little burg on his way to Hereford last Tuesday.

John Bell and his daughter, Mrs. Wicker, were visiting in Hale Center last week.

The Baptist organized a Sunday school at the school house Saturday, and all are invited to attend.

The infant child of Mr. and Mrs. Chas. Burrus has been sick for several days but was better the last report.

Rev. Winn preached an excellent sermon to a large crowd at the school house Sunday and administered baptism in the afternoon.

Holland and James Phillips took a bale of cotton to Heresord to have it ginned last week. This makes the third bale for the Phillips boys last season. Those who say that we can't raise cotton on the plains are simply mistaken.

D. A.

Arney Dots

Mrs. J. B. Storm is visiting her sister, Mrs. Chas. Keenan, in Lamb county this week.

W. J. Looney is supplying this community with seed sweet potatoes which he raised and kept at home through the winter.

Water Donald has a kinsman visiting him this week from down in Central Texas, who is also prospecting in this part and expects to buy land and locate on it in short time. This speaks well for the plains as Mr. Donald is a man of good judgment and has an eye to business.

W. D. R.

Kindergarten.

The spring term of Mrs. Haston's Kindergarten will open on Monday, April 3, in connection with Miss Wright's primary school. Terms, the same as formerly, with a reduction for two or more from one family. School conducted at Miss Wright's residence.

Subscribe for THE BRAND.

Colds

It should be borne in mind that every cold weakens the lungs, lowers the vitality and prepares the system for the more serious diseases, among which are the two greatest destroyers of human life, pneumonia and consumption.

Chamberlain's Cough Remedy

has won its great popularity by its prompt cures of this most common ailment. It aids expectoration, relieves the lungs and opens the secretions, effecting a speedy and permanent cure. It counteracts any tendency toward pneumonia.

Price 25c. Large Size 50c.

For Sale by T. M. COULSON & CO.

CLEO COMMUNITY.

Miss Lena Greer visited her parents, Mr. and Mrs. C. Greer, north of Dimmitt last Saturday, and Sunday.

W. J. Slover and Miss Hellen Turner, Misses Lillie Slover and Stella Turner of Dimmitt attended preaching at Shive school house last Sunday.

We were certainly glad to see so many communities written up by correspondents from various parts of the country last week, but noticed they were nearly all from Castro county, which shows she wants to contribute her part in keeping up our local paper—the BRAND.

We are having some delightful weather at last and everyone seems to be making good use of it. A good many oats are being sown and some wheat in this community. Some of our people are talking of planting corn, maize and Kafir corn either this or next week. There will be some cotton planted in this community again this year. Grass is springing up very fast the last few days and some of us have quit feeding and if the weather remains warm we can all quit in a few days longer.

While in Hereford last week I noticed that nearly all the trade came from the best County on the plains—Castro. There were 17 wagons from Castro in Hereford that day and all that I saw leave were heavily loaded and on our way home we met several more wagons and buggies going to Hereford, among whom were R. J. Anderson and T. W. Hart of Hart community. Both had good teams and no doubt brought out big loads of supplies. Hereford is located so as to be very convenient for Castro and as it is our railroad-point we naturally feel an interest in the town and its business men and would like to see it become a second Fort Worth.

Miss Mattie Burch spent a couple of days with her brother, J. M. Burch, on Beach's ranch last week.

Mr. and Mrs. J. D. Burch and Miss Fannie spent the day last Sunday with W. S. Dixon and family.

Your correspondent in traveling over the country northeast of Dimmitt last week found the people busily engaged in preparing their land for another crop. And they are also planting a large acreage in oats. J. L. Crum told me that he was going to plant thirty-five or forty acres in pumpkins and kershaws to feed to his hogs and cattle. Mr. Crum is an up-to-date farmer and stock raiser and judging from the improvements and surroundings in general we would pronounce him an all-round hustler.

W. S. D.

Need Money.

We need money to meet our obligations. Save costs and trouble by settling when note or account is due.

Hereford Lumber Co.

2t By J. C. Newman.

Will Reside in Hereford.

We have just learned that John Estes has sold his ranch to parties in the Territory, and has moved to Hereford to reside. This came as quite a surprise to their many friends, who will certainly miss this estimable family. We wish them success in their new home.—Plainview Herald.

Goes to Fort Worth.

W. P. McMinn of Boom left on Saturday afternoon's train for Ft. Worth where he goes for medical aid. Mr. McMinn has been suffering intensely for several weeks as the result of a wound which he received in the leg during the Civil War and he hopes to obtain relief from the Ft. Worth specialist.

The Clark Dairy Co.

Is prepared to deliver at your door pure Jersey cream, milk, butter and buttermilk in any quantity. Orders can be phoned to No. 9. 51

Strawberry Plants for Sale.

Best variety, home grown, fifty cents per hundred. Leave orders at J. M. Garner's store.

6-2t

S. B. HARBISON.

Shoes and Slippers.

Don't buy till you see our shoes and slippers. We're dividing the profits.

J. G. CALLES.

Subscribe for THE BRAND 2t 100

Items From Hart.

The farmers are putting in their time now—a big crop is expected.

J. W. Bryant sold a fine pair of mules last week for \$200. I don't see why our people don't raise more mules. They are valuable and as easily raised as a good calf.

E. F. Grissom who has been down east nearly all winter collecting and straightening up his affairs returned a few days ago with a car of corn, farm implements, two large sorghum mills, etc.

Prof. J. M. Braselton of Plainview was visiting at A. J. Kerr's last Saturday and Sunday. Suppose he was making arrangements to begin his school the 10th of April at the Lone Star school house.

Send your soil culturist, Mr. Campbell, down this way and let him look over our part of the country where he can find shallow water, fine soil and energetic and broad-minded farmers ready to assist in developing our plains country.

The prairie is looking as green as a wheat field and the old cows are working at it almost day and night. They will soon begin to put on flesh and the rigors of winter are a thing of the past with them. So be it.

T. W. H.

SHORT LOCALS

News of Interest Boiled Down for Rapid Reading—Facts Concerning People You Know.

J. B. Stone, one of the North Draw's wide-awake stock-farmers, came in Monday after supplies.

C. P. Arthnr, who is working on the experimental farm at Bovina, is spending a day or two at home.

Mr. and Mrs. C. G. Aten are entertaining a fine girl at their home, since Tuesday of last week.

L. P. Landrum informs us that his shipment of trees continues heavy and that he is still in a position to supply the trade with many thousand native grown trees.

Will Syms of Dimmitt was among Hereford's business visitors Monday. While in the city, he moved his subscription to the BRAND to the right side of the ledger.

Mr. and Mrs. Heidgeken of Michigan arrived on Thursday afternoon of last week and have joined their sons at Nazareth where they own a four-section ranch.

A. H. Duff called around Monday morning to renew his subscription to the BRAND and informed us that he was making preparations to move his flock of sheep from the range near Boom to his ranch in New Mexico.

Burr Sheldon of Galesburg, Ill. spent Tuesday in the city perfecting arrangements to bring immigration from his country to the Panhandle. He will work in conjunction with Witherspoon & Gough. The BRAND will go regularly to Mr. Sheldon's address and keep him informed on Panhandle happenings.

Erastus Gamble General Transfer and Delivery

The business of the public respectfully solicited.

NOTICE!

Dr. Albert J. Caldwell, whose practice is limited to diseases of the Eye, Ear, Nose and Throat, will be in Hereford, April 5th and 6th at the offices of Drs. Hicks and Rogers.

Amarillo Steam Laundry

AMARILLO, TEXAS

All work promptly and neatly executed. Basket leaves Tuesday and returns Saturday. All laundry shall be cash.

GEO. W. DALE, Local Agent

BALLARD'S SNOW LINIMENT

A SURE CURE FOR RHEUMATISM, CUTS, SPRAINS, WOUNDS, OLD SORES, CORNS, BUNIONS, GALLS, BRUISES, CONTRACTED MUSCLES, LAME BACK, STIFF JOINTS, FROSTED FEET, BURNS, SCALDS, ETC.

AN ANTISEPTIC that stops Irritation, subdues Inflammation and drives out Pain.

PENETRATES the Pores, loosens the Fibrous Tissues, promotes a free circulation of the Blood, giving the Muscles natural elasticity.

CURED OF PARALYSIS

W. S. Bailey, P. O. True, Texas, writes: "My wife had been suffering five years with paralysis in her arm, when I was persuaded to use Ballard's Snow Liniment, which effected a complete cure. I have also used it for old sores, frost bites and skin eruptions. It does the work."

BEST LINIMENT ON EARTH ONCE TRIED, ALWAYS USED REFUSE ALL SUBSTITUTES

THREE SIZES: 25c, 50c and \$1.00
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O. F. SMITH, Druggist

THE NEW STORE

Ribbon Cane Syrup
55 CENTS
Per Gallon

Colorado Harvest Queen Flour
\$3.35
Per Hundred

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THE FAMOUS Pecos Valley OF NEW MEXICO

Comprises within its limits the richest and cheapest farming lands to be found in the United States. All under irrigation and which last year produced the fruits and vegetables which carried off first honors at the Louisiana Purchase Exposition at St. Louis.

This Garden Spot of the Great Southwest Can be Reached Only via The Pecos Valley Lines

Regular homeseekers' excursions are run into this territory every first and third Tuesday in each month and will continue up to and including the third Tuesday in April, 1905, at rate of one fare plus two dollars for the round trip from all points north and east. If you are interested, if you wish to obtain a home upon reasonable terms, where you can live like a prince, in an equable climate, write for further particulars to

A. L. CONRAD, Traffic Manager
AMARILLO, TEXAS

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I am opening a first-class confectionery in the J. P. Harding building and will be glad to have the public call on me when in need of anything in my line. Fine candies and cigars a specialty. Stationery, also fruits and nuts.

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Jas. Head, HEREFORD, TEXAS.