

The Hereford Brand

Vol. 4

HEREFORD, TEXAS, DECEMBER 30, 1904

No. 46

ATTEND THE FARMERS' MEETING SATURDAY, JANUARY SEVENTH

NO GAS NOR BIG WINDIES
BARGAINS! BARGAINS!! ALL BARGAINS!!!

Not at actual cost but what it will cost you to let your judgment be your guide. Our goods must go and we will from this date until January first meet all "windies" or present schemes to sell by others

D. R. GASS & SONS, Hereford Texas

ARNEY DOTS CLEO COMMUNITY

C. B. Dixon is up at Canyon for a few days.

C. J. Gardner and Chas. Wicker came in the 18th from their trip to Mangum, Oklahoma.

Mr. Chris Renfro has returned from a visit to Missouri.

Mrs. Ollie Burch is visiting at her father's, Frank Chestnut.

Walter Donald and wife were visiting at Umbarger Christmas eve.

Mrs. J. B. Storm gave a Christmas dinner to the little folks and they had quite a nice time.

Mrs. W. B. Robinson has gone to Tishomingo, Miss., the old home of her childhood days, to visit relatives and friends. Mrs. W. E. Lain of Canyon accompanied her.

Martha Harrison returned to Justin with his step-father, B. F. Donald. We miss him very much from our community as he was an exceptionally good boy.

B. F. Donald of Denton county who has been visiting his son, Walter, for a few days has just returned home. He is highly pleased with the plains and the way Walter is getting along at his new location. Mr. Donald thinks it likely that others from his part of the state may invest in lands here soon. Speaking of the cotton crop in Castro county, he said, taking everything into consideration, it beat what was done this year on their \$40.00 land.

There was a surprise party at E. Renfro's the night of the 20th, he getting home from Hereford about 9 o'clock found some of the neighbor women seated at the supper table and his wife not present. He was somewhat surprised at the scene so he passed on to another room and stepped to the bedside of his wife and found a wee little head resting on her arm and she told him it was a girl, so he was more greatly surprised. He says he was not at the baby show at Hereford but if one comes off soon at Arney you may count him in.

Doings in Castro County as Reported by Our Correspondent.

We expect our school to begin again the 1st Monday in January, with Miss Lena Greer as teacher.

J. H. Henderson and family and Miss Etta Dixon took Christmas with Mr. and Mrs. James Bagley of Swisher county.

Mr. and Mrs. Geo. Abbott took Christmas dinner with their mother, Mrs. R. L. Shive. Edwin Shive also spent Xmas at home.

Miss Mamie Todd of this community took the train for her old home in Brazos county on the 28, inst. perhaps to be gone for sometime.

Christmas passed off pleasantly and quietly. A number of the young people of Cleo went to the Christmas tree at Dimmitt Xmas eve night and got some very nice presents.

Mr. and Mrs. Jesse Warren and children of Hart and Mr. and Mrs. Luther Williams of Olton, Lamb county, visited their parents Mr. and Mrs. W. P. Boyd, who had a regular family reunion, all of his children being present except Mrs. Barnard of Taylor. Several friends also dined with them Christmas day, namely, T. J. Sawyer and wife, S. I. Lee and family, Miss Mamie Todd and Tom Strickle and his father of Dimmitt.

Mrs. Palmer Entertains.

On Wednesday evening of this week, Mrs. T. M. Palmer entertained a vast majority of Hereford's young people in honor of her visiting guests, Mr. and Mrs. Ambrose L. Gibson and Mrs. J. Milton Erwin, all of Wichita Falls.

The hostess, believing in the precepts of old-time hospitality, threw wide open the doors of her spacious home and bade everybody welcome to the pleasures of the evening. At a late hour the guests assembled in the dining room where a sumptuous repast was partaken of and enjoyed by all.

As the guests retired to their respective homes, Mrs. Palmer received many compliments and expressions of gratitude for her kindness.

Public Butchering

We give special attention to public butchering. Call on us when anything in this line is needed.

441f

C. P. ARTHUR.

Home Christmas Tree.

At the home of Mrs. M. B. Daniel Christmas eve night, the writer had the privilege and pleasure of witnessing a family Christmas tree which is seldom equaled in the point of decoration, arrangement and contents. It being impossible to provide a cedar tree for the occasion, another variety was secured and decorated so that it served the purpose quite as well. Many handsome and valuable presents were arranged with splendid taste and everything was made ready for the coming of Santa Claus which was expected to be about 9 o'clock; but unfortunately for the children present, word was received that Santa was sick and could not be on hand. He requested that Judge W. H. Russell be substituted for him which was done to the entire satisfaction of all.

Besides the immediate family, there were present Mr. and Mrs. Wyatt and family, W. H. Russell, Clyde Brown, Dr. A. D. Miller and cousins, Robert and James Miller, Mrs. Lou Higgins and daughter, Ona, Mr. and Mrs. Aiden Bell, Mrs. J. G. Callens, Miss Blackwell and Little May Carson, each of whom received one or more nice presents.

A most enjoyable evening was passed and the older ones were made to rejoice in the happiness experienced by the children as they participated in the festival prepared for them.

A Nice Land Deal.

Henry Farmer of Mangum, Oklahoma, purchased the three-section ranch of J. E. Rhodes, situated about 12 miles north of Hereford, last week, the consideration being \$6,250. This is a splendid tract of land and Mr. Farmer is to be congratulated upon becoming the possessor of it. The deal was closed by C. L. Davis.

Mr. Farmer was a pleasant caller at this office Saturday and told us of how land values in Greer county and other sections of Oklahoma advanced from \$2 to \$25 per acre. Mr. Farmer has watched the growth and development of the west for years and he has no hesitancy in expressing his confidence in the Panhandle's future.

His coming, we understand, will be the means of several other substantial farmers' moving here.

Hereford Fuel Oil Co.

For best coal and Ice, Troy Womble, manager—phone 76, 91f.

Ladies' Aid Entertain.

The Ladies Aid of the Baptist Church entertained the Baptist young people, together with a few of their close friends, at the residence of Mr. and Mrs. W. B. Beach Tuesday evening. The ladies furnished several contest games for which prizes were awarded. Miss Lizzie LeGrand and Miss Linnie Herron received first prizes and Miss Bessy Orr and O. F. Smith had a corner on the booby prizes. Refreshments were served about 11 o'clock and the closing game was "joining the Masons", after which the guests repaired to their respective homes with many thanks to the ladies for the pleasant evening.

The following were present: Misses Ethel Graves, Maule Higgins, Stella Renfro, Lizzie LeGrand, Orpha Myers, Carrie Myers, Linnie Herron, Georgie Herron, Vieta Orr, Deliah Cassels, Sina Hodges, Bruce Gass; Messrs. Matt Gilliland, Frank LeGrand, Nester Gass, Edmonds, O. F. Smith, Bro. Barcus, Roy Myers, John Miller, Bill Burnham, Kye Higgins, B. L. Orr, Grand Womble, John Perry; Mr. and Mrs. Hough, Mr. and Mrs. Brenda, Mr. and Mrs. Hodges, Mr. and Mrs. J. L. Beach, Mrs. Richards, Mr. and Mrs. Edgar Ireland.

Six O'clock Dinner.

On Wednesday afternoon, a party composed of Albert Johnson and Miss Balah Head, Tom Witherspoon and Miss Anna Blackwell and Dow Mercer and Miss Sydna Rogers, drove out to the ranch home of Mr. and Mrs. Robert Ball, arriving there just in time for the six o'clock dining to which they had been cordially invited.

The menu, prepared and served with Mrs. Ball's unsurpassed ability, was such that caused the participants to realize that Christmas is indeed here—the fatted gobbler with all his appetizing accompaniments being placed before them, along with delicacies so varied and so delicious that had he been present, old Epicurus would have reiterated in forceful terms "Eat, drink and be merry for tomorrow ye may die."

Christian Church.

Regular services bright and early next Sunday at the Christian church. Morning subject of sermon, "The New Religion," at night, "The Old Time Religion." I want to see you all. JESSE B. HASTON, Pastor.

DR. W. J. ROGERS

PHYSICIAN AND SURGEON

Special attention given to diseases of children.

Office hours: 8 to 9 a. m. and 8 to 10 p. m. Calls answered day or night. Residence phone No. 77.

Office at

T. M. COULSON & CO., drug store.

Culberson Turned Down.

An unusual occurrence was witnessed last week in Dallas county, when the county tax collector returned Senator Charles Culberson's check which the latter had sent from Washington in payment of his property taxes for 1904. This action, on the part of the collector, was taken pursuant to a ruling from the attorney general to the effect that one cannot pay his ad valorem taxes without also paying his poll tax. Mr. Culberson failed to send enough to cover both, hence his check was returned.

This ruling of the attorney general, when carefully enforced throughout the state, will do much toward equalizing the financial burdens of the state and it is the duty of collectors to see that the law is rigidly observed.

HOW ABOUT YOUR STOVES

Winter is now upon us and it will be necessary for you to have a fire. Let us repair that old stove so that it will be almost as good as new. We will put it up for you and get it in good shape for the winter service.

Give Us a Trial

Hereford Sheet Metal Works

T. R. REOAN, Manager

HEREFORD TRANSFER

W. T. SMITH, Prop'r.

Baggage Delivered to Any Part of the City

Your light dray work is solicited. Prompt service and quick delivery assured.

NEW BOOKS

We have just received a new lot of the latest books and would be glad to have you call and make your selections while the stock is complete

Latest Magazines and Periodicals

We are now in possession of J. P. Harding's prescription file dating from the present time back five or six years and we can refill any prescription from this file.

T. M. COULSON & CO.
...Druggists...

Panhandle News

It is reported that Amarillo is to have new and more commodious stock pens in order to accommodate the shipments from that place.

The Panhandle Medical Association will hold its mid-winter session at Childress on January 2nd and 3rd, with Dr. Fly of Amarillo in the chair.

Quanah has received the good news that the Denver road has decided to replace her present small depot with one of modern size and architecture.

Quanah was the victim of a disastrous fire on Tuesday night of last week, in which that city lost her \$7,500 ice plant, with only \$5,000 insurance.

The editor is in receipt of an invitation to the wedding of Prof. Ed. Hall and Miss Iva Tyson, at Portales, N. M., December 27. Our best wishes are extended.—Banner-Stockman.

The Baptist State Educational Board sent a committee of investigation to Canadian last week, of the favorable report of which committee resulted in correlating the Canadian school with the Baptist University at Waco.

The Commissioners' Court met this week and canvassed the vote of the special election, and swore in Jude Journeay. They fixed the salaries, judge, \$50, the clerk and sheriff \$20 each, per month.—Silverton Enterprise.

White and Swearingen of Quanah Monday sold to Fred Fleming of Corsicana 32,000 acres of the OX ranch in Cottle and Foard counties, at \$3.50 per acre. This gives Mr. Fleming 75,000 acres of this ranch property, he having recently purchased 43,000 acres.

Rev. C. L. Cartwright, pastor of

REGISTERED BERKSHIRES

Best strain of breeding. Either sex. Old or young. Also good young pork hogs in thrifty condition. Just the thing to make your winter meat. Will exchange for cattle, young horse or mule colts.

Yours for a deal
R. H. NORTON
HEREFORD, TEXAS

the M. E. Church South, at Dalhart was in the city Tuesday in answer to a summons to perform the wedding ceremony uniting N. S. Lawler of Deport, Texas, to Miss Rosa Gladdish of this place in marriage.—Channing Courier.

The cattlemen of Ford, Cottle, Dickens and Hardeman counties met at Quanah recently to devise means to check the ravages of the lobo. Bounties of \$30 for grown lobos, \$10 for puppies and 50 cents for coyotes will be raised.—Amarillo Advocate.

Tuesday was a record breaker, at the cotton gin. The wagons loaded with cotton came from every direction and more than forty bales came in there in five hours. Nearly 2000 bales have been ginned and it is figured that not less than 200 more will come in yet before the close of the season.—Hall County Herald.

The remains of Gus Silker, a bootmaker of Paducah, Texas, who mysteriously disappeared from that place on the night of February 15, 1902, were found this week in a canyon in the pasture of H. C. Cook, four miles west of town. A knife blade broken off in his skull points to foul play. The bones were identified by the clothing and shoes, and a gold watch. At the time of his disappearance he was supposed to have on his person about \$500 in money.

A young man answering to the name of Alvin Davis and giving his home at Jerico in the North Panhandle, made a bold attempt to rob the depot at Amarillo last week. As he entered, disguised with a mask and carrying his gun in readiness, he was encountered by the night station agent, Kennedy, who anticipated the holdup and who was prepared to meet his antagonist. The would-be robber was turned over to the sheriff and, on being brought before the mayor and fined \$50, was remanded to jail on not being able to pay his fine.

For Sale.

One-half or entire interest in a dry goods and grocery business. Best location and business in Hereford. Stock and real estate about \$20,000 or \$22,000. Ill health is cause of wanting to sell.

44-4t STAMBAUGH & LIPSCOMB,
Hereford, Texas.

Salt.

I am headquarters for Stock Salt in No. 1 evaporated, lump rock and No. 4 crushed rock. Also packers' fine salt for curing meats. Special prices on large quantities.

441f J. M. GARNER,
Groceryman.

Christmas Melon Feast.

Mr. and Mrs. A. H. Elliston and family and a few invited guests were the happy participants in a melon feast at their home in College Addition on the afternoon of Christmas day. The melon furnished for the occasion was grown in Deaf Smith county, weighed 50 pounds and was procured by Mr. Elliston late last summer and stored away in the real estate office of Graves & Elliston, where it kept fresh and nice during the intervening months. We had made several propositions to Mr. Elliston, in the meantime, to cut the melon, but he would always evade such action by saying that we must wait till Christmas; so on Sunday afternoon notice was given that the long expected would come off.

Watermelon on Christmas day is something rather unusual but the 50 pounder seemed to be an appetizer and all partook freely of the luscious fruit and enjoyed a real melon feast.

The following were present, besides the immediate family: Mr. and Mrs. T. J. Graves and children, Mr. and Mrs. T. B. Kellow and children, Mr. and Mrs. Byrle Elliston and the writer.

Turkey Dinner.

Mr. and Mrs. C. H. Carl entertained a number of their neighbors and friends at a turkey dinner on Wednesday of this week. The day was very cold, but those who were sufficiently courageous to brave the blizzard will never have cause for regret, as all thought of cold was lost in the pleasures of the day. Mrs. Carl proved herself an adept in the preparation of a sumptuous dinner to that extent that the guests were made to realize that there is indeed an art in cooking.

Those present were Mr. and Mrs. R. C. Bridges, Mr. and Mrs. L. E. Cobb, Mr. and Mrs. O. M. Daniel and J. F. Perry. Others were invited but owing to the severity of the weather could not attend.

Pool Table Removed.

F. A. Millard requests us to state to the public that he has disposed of the pool hall fixtures and will never again set up in a community where there is so much and strong opposition. The hall has not been in operation for sometime and Mr. Millard wishes it distinctly understood that he was in no way responsible for the games which have recently been indulged in by some of the boys of the town. It was this fact which prompted him to dispose of the table, as he desires the good will of our people rather than their ill will.

Mr. Millard is to be commended for his action in the matter as it enables our community to take one step forward in the great moral world.

New Year Greeting.

With compliments of the season, we wish to thank our customers and the public in general for the liberal patronage we have received during the past year. Our business has been such that we have no complaint to make.

Hoping to merit a continuation of increasing business, we wish for you a prosperous New Year.

Yours for Full Weight and Fair Dealing.

HEREFORD FUEL OIL CO.

It Troy Womble, Mgr.

Notice.

If your account with the Hereford Fuel Oil Co. is past due, please come forward and settle it on or before January 2nd.

It TROY WOMBLE, Manager.

Trespass Notice.

All persons are hereby warned against hunting or fishing on our premises. CALDWELL & HICKS.

Subscribe for THE BRAND—\$1.00

THANKS!

Allow me to use this means of expressing my appreciation to the public in general for their liberal patronage during the past year. I can assure you I do sincerely appreciate same, and ask that you may give me your business for 1905. I shall endeavor to give you better values than ever for the money

E. B. BLACK, Furniture Dealer and Undertaker

W. B. Mersfelder

HEADQUARTERS FOR

Dry Goods, Groceries and General Merchandise

We are prepared to take care of the ranch trade in every particular. Our stock of dry goods, groceries, feed and ranch supplies is complete and we will make them to you at prices commensurate with the times. We appreciate the liberal patronage extended us and it shall ever be our purpose to give our customers value received for their money. We have in connection with our business a livery and feed stable. Make our place your headquarters when in town.

W. B. Mersfelder, BOVINA, TEXAS

JOE CARTER

TOM 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

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 MEAT MARKET

C. P. ARTHUR, PROPRIETOR

We deal in fresh meats of all kinds. The patronage of the public is solicited. Free delivery to any part of the city except on Sunday. Open till 9 o'clock Sunday morning and again at 4 o'clock in the afternoon.

Terms Cash

Phone No. 15

LITTLE THINGS.

Paper Read by Mrs. H. B. McGee at the Dollar Roll Social, December 15th, Hereford, Texas:

[Printed by request.]

The inspired word of God says: "Despise not the day of small things." From which it is clear that there is to everything, that which may be called, the embryo state. Nothing, however great and strong it may be, ever came to full maturity at one leap or bound. On this point, (the Bible excepted) the book of nature is our greatest teacher. Mother earth takes the tiny seed or the little acorn, small and insignificant as they are, and by the vitality inherent in herself, she warms it into a string of life. The plant life, at its birth, is a thing small and insignificant, simply a tiny stem and two little leaves, which, if trodden upon by an animal may be crushed and destroyed. But, if unmolested, and left to the nursing motherhood of earth, in time it becomes a great forest tree; now a thing of beauty, strength and utility.

Habitable islands are built in the very midst of the sea, not by some mighty force, as to shake the whole earth and convulse the old ocean at every step of its progress; but by a small insect, the coral, quietly, unpretentiously working at its job. This modest little insect, whose name is legion, begins working at the very bottom of the ocean and continues putting grain upon grain until there rises gradually an island, upon which there soon appears green herbage, land animals, and finally a city, populous and beautiful, like our Galveston. And again; when all the products and beautiful things from all parts of the habitable globe were gathered at one place at the recent World's Fair at St. Louis, the sight was so imposing as to astonish the wisest and most travelled of earth, and yet our own far away Texas plains furnished part and parcel of the makeup of that world-wide exhibit. Doubtless most of these things were grown with no thought that they would attract such world-wide attention. How like life, especially the Christian life, are these instructive figures. The labors of many thousands of God's working hosts are done in the populous cities, like Boston, New York and Chicago, and many thousands more are doing their round of daily duties amid the less exciting scenes of village and country life.

And yet, who shall say which is the greatest, or what one is of more importance than the other? No. Let each individual worker remember that the record kept is not so much of where one worked, but how. Not so much of the nature of his work, but of the faithfulness with which it was done. Possibly there were divisions and subdivisions, generals, colonels, captains and high privates in that vast army of tiny insects, building islands in the ocean, but those distinctions were only made from necessity. No difference in the work that was done; so a grain of sand in that great mass of earth is counted just the same, whether laid by an officer or private.

We are told that the lady of the White House; Mrs. Roosevelt, works with a sewing circle, which, with herself, are members of a little Dutch church in the suburbs of the city of Washington. Also Miss Helen Gould has for years consecrated herself and her wealth to the cause of him who gave His life for poor, sin-stricken and afflicted humanity.

And yet, be it understood, that, while a high estimate is placed on the work of these

distinguished women simply because of its influence over so vast a number, yet the intrinsic value of the work is the same as that done by the most obscure of workers. The true standard of worth or merit of any human act or effort is determined when it is ascertained that it was done with a pure motive, for the good of humanity and for the glory of God.

Now, by way of a brief application: The aid society, it is true, is only an aid to the church, in its great and God-given work, and yet, its work, in its own little sphere, is just as important as any other department of the church work, and just as the Aid Society, as such, is a factor in successful church work, so, also is each member an important factor in our Aid Society work.

So let each of us resolve, as the old year goes out and the new year comes in that we will be more faithful and consecrated in the work. That we will encourage our pastor and our president and other faithful members by a more constant attendance at each meeting—that we will do our part of every good work undertaken by the Society.

Then, when our Lord shall come to reckon with his servants, may He say to each of us, "Well done thou good and faithful servant, thou hast been faithful over a few things, I will make thee ruler over many things." The highest and purest ambition of a true Christian woman should be, not that she fill some exalted place among the workers, but, that at the end, it might be truthfully said of her: "She hath done what she could."

Stockmen's Excursion to Denver.

On account of the Annual Convention of the National Live-Stock Association and National Wool-Growers' Association to be held at Denver, Colorado, beginning January 10th, 1905, the Fort Worth & Denver City Railway Company ("The Denver Road") announces a rate of one fare plus \$2.00 for the round trip, applicable from all points in Texas. Tickets will be sold January 7th, 8th and 9th, will be good for return until January 31st, and holders will be allowed stop-over privileges on the going trip at and North of Pueblo within final limit.

As many matters of vast importance to live-stock interests are to receive attention in these conventions, an unusually large attendance is expected from all sections and it goes without saying that Texas will, in all respects, be well represented.

Those interested who may desire further information regarding transportation arrangements or wish to reserve sleeping car accommodations, etc., in advance, should address Mr. A. A. Glisson, G. P. A., "The Denver Road" at Fort Worth.

Musical Recital.

Miss Beatie's music class gave a recital at the Methodist church on Thursday evening of last week in the presence of a large and appreciative audience. The entertainment was free and all the lovers of music had a veritable treat. In rendering the various numbers, the pupils showed that they had received thorough training, not only in the principles of music, but in feeling perfectly at home before an audience. The entire entertainment was well received and reflected much credit upon Miss Beatie as an instructor.

Christmas Celebrated.

Christmas, with all the sacredness which the word carries with it, was celebrated at the churches Saturday night by appropriate exercises. Owing to a failure to secure trees for the occasion, pyramids were constructed which served the purpose quite well. These were loaded with handsome presents for both the old and the young, the rich and the poor, as old Santa Claus seldom overlooks anyone at a church Christmas tree.

Notice to Tax Payers.

Notice is hereby given to the tax payers of Deaf Smith and Parmer counties that the taxes for the year 1904 are now due.

J. T. INMON, Tax Collector.

BEST TEACHERS

NO SALOONS HERE

The PANHANDLE CHRISTIAN COLLEGE

SUCCESSOR TO THE ADD-RAN COLLEGE AND

Business Normal School

HEREFORD, TEXAS

Opens Its Third Annual Session Sept. 5, 1904.

Having Standard College Courses. Expenses Consistent and Reasonable; Training Comprehensive and Thorough.

BOTH SEXES ADMITTED. HEALTHFUL LOCATION.

FOR PARTICULARS ADDRESS

W. T. NOBLITT, C. E., Ph. B., or L. A. WYATT, M. A.,
President Vice-President

Not a Reformatory, but a Master Builder of Character.

A Good Showing.

We are told that our gin has turned out 217 bales of cotton, and there is more to come. This we think is very good for the first year. Floyd county will beat us bad, but they have been in the cotton growing business about three years, increasing the acreage annually. Our county will do better next year and still better each subsequent year. The fall in the price of cotton dampens the ardor of some, but if the people of the lowlands can raise five cent cotton on \$40 land, our people can successfully compete with them on \$5 and \$6 land and perhaps better afford it, making more clear money than people who work the high priced land.—Hale County Herald.

We consider the showing made by the Hale county farmers this year encouraging in the extreme. 217 bales of cotton produced by a county only as an experiment is conclusive evidence that there will be something doing along this line of agriculture in the future. It means that Hale county, as well as all the neighboring counties, is adapted to the production of cotton and that, of necessity, her fertile lands must go from \$4 and \$5 per acre to \$20 to \$25 per acre. What has been the experience in Hale county this year has been repeated in Swisher, Lubbock, Castro and Deaf Smith. Realizing the necessity for such a move, these counties have erected fine and well equipped gin plants which can not be discounted in old cotton producing localities. As stated above 217 bales is a fine showing for any county's first year's experience and this amount, alone, contributes in no small way to the financial betterment of that county. Only twelve months more time is needed to tell the story so that it will be believed by all the "Doubting Thomases."

Safe Blown Open.

The safe of the Hereford Business College Bank was blown open last night and had it not been for the early arrival of a new student the bank would have been considerably weakened.

The bank opened on time this morning and is doing business as usual.

Special Services.

The various churches in Hereford held special and appropriate Christmas services on last Sunday morning, and since the day came on Sunday this-morn, it was made doubly sacred. At the Methodist church Sunday night, the congregation was treated to a beautiful solo, ably rendered by Miss Ghent.

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 or left at the BRAND office. Phone No. 9.

CHARTER OAK

STOVES

Have outlived half a century of competition and are growing more popular every day. The universal satisfaction, durability and cooking qualities of "The Charter Oak" will not be found in other makes of stoves. We have just received a large shipment of Cook and Heating Stoves. It will be to your interest to see us before buying stoves.

GARRISON BROS.

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.

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 Will handle a full line Wagon Yard in town of Field Seeds

YOUR PATRONAGE IS SOLICITED

Texas Distributing Co.

A. J. OLIVER, Manager

Manufactures and Sell Oil Paintings, Steel Engravings, Pastels, Photogravures, Etc.

AGENTS WANTED AT ALL TIMES GOOD WAGES

Nice line of Samples on display at their office in building opposite The Hereford National Bank.

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 having the genuine Prickly Ash Bitters with the large figure & inc. on the front label.

Sold everywhere. Price \$1.00. T. M. Coulson & Co., Special Agents

The Brand

Published Every Friday By
RAY, GOOGER & CO.

Official Organ for Deaf Smith
and Castro Counties

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

Subscription Price \$1.00 per Year
STRICTLY IN ADVANCE

FRIDAY, DECEMBER 30, 1904.

WITH this issue of the BRAND, we close our arduous but pleasant labors of 1904 and forever bid farewell to the old year, with all its cares, disappointments, pleasures, and successes. In doing this we have many regrets at realizing the mistakes made and the opportunities lost. However, with all our failures, we have done the very best we could under the circumstances. It has been the policy of the BRAND to stand as the exponent of the right and combat the wrong of our community as is the duty of every newspaper. We have tried to deal justly and impartially with our fellow man and to maintain a printery such as would be in keeping with the great progress which is being made in almost every department of the business world. However, whatever useful purpose the BRAND may have subserved, much of the credit is due to the very liberal patronage which has been extended by almost the entire citizenship throughout this section of the country. The business men have been liberal with us in that they have given us their work instead of sending away to foreign houses. Our subscribers have, almost to a man, remembered us kindly in their renewals and, all things considered, we have every reason for the deepest gratitude for the financial aid and other encouragement which we have received from our friends during the past year. It has indeed been a pleasure to work among and mingle with the citizens of the best town in the best county of the great Panhandle and we enter upon the new year's work with renewed energy, realizing that "progress" must ever be our watchword if we would keep abreast with the time in which we live. We now wish to express our deepest appreciation for every consideration which has been given us in the past, assuring one and all of our willingness to serve you in whatever way we can in our capacity. Our wish for all our friends is a happy and prosperous new year.

We are authorized to state that everything will be in readiness for the resumption of the work at the College on the second Monday in January. Some minor changes are now under contemplation which will be announced in next week's issue of the BRAND. Already, the local members of the board have received a communication from President Zollars of the Texas Christian University advising that united work be immediately begun to make the last half of this session's work a great success. We believe our people all fully realize just what the College means to our town and the surrounding country and will ever stand ready to do what they can to make it that character of school which is so much needed in the country. The school is already well patronized, locally, but there are yet a number of young men and young ladies who would do well to matriculate for the remainder of this session. A good education is the best annuity with which anyone can provide himself and the opportunity is now knocking at everyone's door. Those who would be prepared to meet the responsibilities of life must heed its knocking.

FOREIGN PEDDLERS.

Hereford was visited by a man last week who was taking orders for groceries for some cheap house away up in Chicago but, so far as we have been able to ascertain, he met with poor encouragement from our citizens. This is as it ought to be. The citizens of Hereford and surrounding country cannot afford to build up Chicago or any other city or town at the expense and neglect of their own community. Those who remained with the home merchant and bade the peddler go on his way empty handed should be heartily commended for their course. It shows that they take a pride in building up the community in which they live and that their purpose in life is not solely to save a few paltry dimes, regardless of consequences. As yet, we have never been able to understand just how anyone can afford to send away from home for anything which can be secured at home. Oftentimes there is not a penny saved and the possession of an inferior article is the result.

The home merchant buys your produce, pays his share of taxes for maintaining local government, helps build gins, churches, schools, contributes liberally, when called upon, in helping to take care of the poor of the community and bears bravely and courageously his part of a thousand other burdens. What does the Chicago merchant do in advancing your interests and the interests of your neighbors? The contrast is too strong to admit of explanation.

Hereford bears a good name in every conceivable way from a moral standpoint of view and this can also be carried further and applied from a commercial standpoint. We say again that the town, whose people possess that degree of local pride that will cause them to turn down the Chicago or foreign peddler's fake proposition in order to sustain their home merchants, is fortunate indeed.

OUR FARMERS' INSTITUTE.

We wish to again remind those of our readers interested in the agricultural development of Deaf Smith and Castro counties that Saturday, January 7th, 1905, is the day on which new officers for the Farmers' Institute for the ensuing year will be elected and the plan for the year's work will be outlined. Among the most important questions which will receive consideration between now and spring are those pertaining to cotton culture and truck growing. It is earnestly desired that all the members of the institute, who can possibly do so, will attend this meeting and take part in the selection of a representative and competent man to direct the work for the year.

Remember the date and bring your neighbor with you.

It is gratifying to observe with what complacency and satisfaction the cattlemen in this section of the range country welcome the onslaughts of winter. They are not especially anxious to experience an unusually severe winter but they feel secure in the fact that they have ample shelter and an abundance of feed, two of the principal elements in successful stock raising. While cattle are somewhat scarce as compared to former times, the owners can rejoice in the fact that there is no great danger of sustaining any great losses this winter. The stock-farming proposition which has been taken up by the majority of our people will eventually prove the key to successful stock raising in the West.

Rags Wanted

The BRAND will pay cash for your cotton rags. Bring them at once.

JNO. E. FERGUSON, President

C. W. DODSON, Cashier

The Hereford National Bank

HEREFORD, TEXAS

CAPITAL \$25,000.00

SURPLUS \$15,000.00

A BETTER RECEIPT.....

Than a check cannot be found. Besides that, it is the most convenient method of handling money. It does away with carrying so much in your pockets where you are liable to lose it, or even worse—to be held up while driving through the country. If you have never carried a bank account come to us and we will explain all the methods.

WHILE Central and North Texas, in the main, are hard to beat when it comes to a fertile and productive soil, yet the poor man in those sections has been driven by circumstances to an extremity which promises to make his yoke hard and his burden heavy. The boll weevil and the low price of cotton places it next to an impossibility for him to depend almost entirely upon cotton as he has been wont to do in the past and should he remain in the country, he must of necessity look to some other crop or crops. This is difficult for the average renter (who tills the greater portion of the soil in those sections) to do. In the first place, he is not in a position financially to go into the wheat growing business and even if he were, the uncertainty of that crop practically bars him, as one failure would mean his financial ruin. We believe the only thing left for the tenant and small land holder to do in order to better their condition is to seek a country where they can find cheaper lands and secure a home for themselves. With these conditions before us, we can reasonably expect a good, strong tide of immigration this coming spring and summer.

ONE noticeable and commendable feature which characterized all the celebrations of Christmas in Hereford was the sobriety which everyone seemed to possess. The writer failed to see a single instance in which a man was under the influence of intoxicants or otherwise disorderly. This is something which cannot be said of many western or even eastern towns and Hereford has cause to be proud of her record.

HOLIDAY RATES

To Illinois, Iowa, Minnesota, Kansas, Missouri, Nebraska, Colorado, Tennessee, Kentucky, North and South Carolina, Georgia, Florida, Mississippi, Alabama.

ONE FARE PLUS \$2.00

Dec. 20, 21, 22 and 26, Limit 30 Days

THROUGH SERVICE.
CONNECTIONS IN UNION DEPOT.

RATES TO OKLAHOMA AND INDIAN TERRITORIES.

December 24, 26, 31, and January 1, Limit January 4.
One Fare and Fifty Cents



Only Line With Through Sleepers
Texas to Chicago

PHIL A. AUER, G. P. A.
Fort Worth, Texas.



"COMING AND GOING"

During the year 1904, The Pecos Valley Lines and Southern Kansas Railway of Texas have been making Railroad History in the Southwest.

COMING!

We have brought to the Panhandle of Texas and Pecos Valley more than our share of the great army of homeseekers now attracted to this part of the world where there still remains opportunity to acquire cheap and productive lands.

GOING!

We have maintained the record of the "Cattle Trail Route" in handling the one great export product of this region. Requests for information should be addressed to

A. L. CONRAD, Traffic Manager
AMARILLO, TEXAS

New Year's Greeting

The old year of 1904 is most gone and business has been very good considering the condition of the country. Our clean sweep sale especially was a success. We take this opportunity of thanking the public for their liberal patronage during the past, and hope during the future we may continue to have a good portion of the patronage of our old customers and have the pleasure of doing business with many new ones. We now wish you a happy and prosperous New Year.

Yours very truly,

Stambaugh & Lipscomb

HEREFORD, TEXAS

THE FAMOUS

Dry Goods and Groceries

We Credit No One

You Don't Have to Pay For Another Man's Goods

1 Package of Faultless Starch	10 cents
2 Packages of Faultless Starch	15 cents
4 Packages of Faultless Starch	25 cents
3-lb Package Best Gloss Starch	25 cents
5-lb Packages of Gloss (Glucose) Starch	35 cents
12 Bars of Nuggets Soap	25 cents
7 Bars Diamond C Soap	25 cents

THE FAMOUS

South of Court House

SHORT LOCALS

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

Wall Paper—E. B. Black, 44

Geo. W. Eagle was a business visitor in Amarillo Thursday.

W. M. Smith of near Dimmitt had business in Hereford Thursday.

Mr. and Mrs. E. C. Millett were shopping in the city Wednesday.

John Higgins returned Wednesday from a business trip to Purcell, Indian Territory.

E. R. Rice, the Castro county ranchman, was a business visitor in the city Thursday.

Miss Fannie Turrentine of Canadian spent the holidays with her parents in Hereford.

T. A. Holley of Castro county was in town this week after lumber and other ranch supplies.

Mr. and Mrs. G. R. Hay returned Tuesday from an extended visit to their old home in East Texas.

J. P. Burch, the wide-awake ranchman living north of town, took Christmas in Amarillo this week.

The firm name of Stambaugh & Lipscomb will be changed January 1st, 1905 to Hereford Mercantile Company.

J. A. Johnson moved his stock of groceries into the T. J. Graves building on North Dewey Avenue this week.

Dr. J. W. Hicks was called to Bovina last Friday and Saturday to attend the bedside of W. B. Mersfelder's brother who was dangerously ill. The doctor reported his patient better Saturday.

Judge Jno. P. Slaton had business in Amarillo Thursday and Friday.

J. J. Portwood of Dawn was a business visitor in the city Tuesday.

A. H. Elliston and daughter, Miss Maggie, are visiting in Claud this week.

J. D. Thompson left Thursday afternoon for Gainesville to visit relatives.

M. B. Hailey and son, J. R. Hailey, left Thursday on a prospecting trip to South Texas.

L. E. Cobb, while in town Thursday, favored the BRAND with a pleasant visit and a renewal of his subscription.

Geo. A. Wicker and Dr. J. W. Hicks went down to Bovina Tuesday, the former on business, the latter on professional duties.

J. N. Jacobsen, of the firm of Tucker & Jacobsen, is taking a lay-off and spending the holidays at his old home in Denton.

J. T. Rutherford was in Wednesday from his ranch north of Hereford and advertised between 400 and 500 head of cattle for sale.

J. T. Hawkins of Hart was in Thursday with a bale of cotton which was ginned by Tucker & Jacobsen and sold to local buyers.

Judge and Mrs. Jno. E. Ferguson spent Christmas day with relatives in Roswell. Judge returned Monday, leaving Mrs. Ferguson to spend the week.

Ezra Norton came in this week from Waco where he has been attending the Texas Christian University. He will not return to Waco but will take up his work in the Panhandle Christian College after the holidays are over.

G. W. Orr of Boom was trading with our merchants Wednesday.

J. L. Beach is visiting his son, T. H. Beach, at Dimmitt this week.

J. B. Stone of the North Draw came in Thursday after supplies.

Mr. and Mrs. J. C. Carrol left last Friday afternoon on a visit to their former home at Pilot Point.

A. J. Dukes and daughter, Miss Roberta, are visiting relatives in Hereford and vicinity this week.

Mr. and Mrs. Geo. W. Dale returned Thursday from a visit with relatives and friends in Amarillo.

The banks and postoffice took holiday Monday, owing to the fact that Christmas day came on Sunday.

Prof. J. F. Eddleman of Boom is spending the week with relatives and friends at Quanah and Claude.

We are now the agent for Downey's fine candies. When you want the best come to Callens' Bargain Store. 44tf

T. S. Hyland of the Nazareth community was in town Thursday after lumber with which to build a residence on his ranch.

W. W. Stutts who is farming on Richard Keesee's place north of town was in on business Wednesday and called at this office.

N. C. Martin of Amarillo spent several days this week visiting his son-in-law and daughter, Mr. and Mrs. Clarence Wheeler.

Miss Lillie Christoph, Miss Hattie Nickolson, and Chas. L. Christoph of Amarillo are visiting the family of Mr. and Mrs. Geo. W. Dale.

Miss Elizabeth Ghent, who has been the guest of Mrs. G. A. F. Parker for several weeks, left Thursday afternoon for her home at Belton.

The balance of the car of bulk apples have been stored at the Racket Store of W. M. Cogdell and will be on sale there until sold. Geo. W. Eagle. 46tf

Mrs. C. L. Munger left Friday for different points in Michigan to visit relatives. She was accompanied by her cousin, Mrs. Mary McDowell, who has been visiting her.

J. A. Oden, manager of the VVN ranch in Lamb county, was among Hereford's business visitors Wednesday and Thursday. Mr. Oden reported everything in good shape on the ranch.

W. H. Tygret, who travels for Block Bros. and Killpatrick, a big clothing concern of New York, arrived Tuesday to spend the holidays with his parents, Mr. and Mrs. J. T. Tygret.

Judge W. H. Russell left Thursday afternoon for Paris, Texas, where he will visit his mother. Before leaving he called around and ordered the BRAND sent regularly to her address.

Mrs. J. Milton Erwin, Mr. and Mrs. Ambrose L. Gibson, and Misses Myrtle Gibson and Avis Palmer, all of Wichita Falls, arrived Saturday to spend the holidays with Hereford friends and relatives.

J. T. Norfleet, a prominent Hale county ranchman, was a business visitor to the city Thursday and while here sold 232 two-year old steers to Murchison & Thompson at private terms. Mr. Norfleet owns fifteen sections of land and while he is making a success of the ranch business, he is not overlooking the fact that the country is well adapted to agriculture which is shown by the fact that he raises good crops of corn and all the forages. Mr. Norfleet will hereafter read the BRAND.

New Crop Evaporated Fruits

Just Received Fresh From California

We are sole agents for "Belle of Wichita," "Highest Silk Patent," "Moses Best," "Silver Leaf" and "Big 7" Flours. All tried and tested and fully guaranteed. A new car of Stock Salt in 100 and 200 pounds bags just received. We appreciate your business and especially invite you to call and see the largest and most complete line of groceries in Hereford.

J. M. GARNER

—THE GROCERYMAN—

The Panhandle Marble Works

G. W. BACKUS, PROPRIETOR
VERNON, TEXAS

Marble and Granite Monuments, a Specialty.

J. H. CALLOWAY, Local Manager

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

SMITH & ORR

Wants your drug business. We handle a full line of drugs, sundries, books, bibles, etc. Books for rent.

Smith & Orr, Druggists

TELEPHONE NO. 13

G. A. F. PARKER President J. P. CONNELL Vice-President F. B. FULLER Cashier

The Western National Bank

Of Hereford, Texas

CAPITAL - - - \$50,000.00

DIRECTORS

G. A. F. Parker, J. P. Connell, F. B. Fuller, G. R. Hay, W. S. Higgins, J. P. Slaton, Ross W. Davis

Top Grade Goods at Bottom Prices

At C. E. Edward's Grocery Store

Fresh Groceries, a specialty. Sole agent for "Boss" and "Globe" brands of highest patents Flour. Phone me at once for your Christmas Turkey.

C. E. EDWARDS, The Cash Grocer

HEREFORD FUEL OIL CO.

DEALERS IN

Coal, Wood, Crude Oil and Ice

Our Specialty is Clean "Niggerhead" Coal. We Split Your Patrons.

TROY WOMBLE, Manager

TELEPHONE 76

PROMPT DELIVERY

The Brand \$1 per year

The Cash Store

DROKE & GOLLEHON, PROPRIETORS
Dimmitt, Texas

We are carrying a well selected stock of Dry Goods and Groceries, also have a limited stock of hardware. We ask the public to call and inspect our goods and get our prices before making your purchases. Our motto is, Fair Dealings and Quick Sales.

SOCIAL FUNCTION.

Hereford's Young People Pass a Most Delighted Evening at the Home of Mrs. Lou Walters.

The reception tendered to their many young friends on last Monday evening by Misses Bruce Gass and Nora Walters at the latter's spacious and hospitable home was one that will long be remembered by those present because of the wonder and curiosity aroused by the style, and the pleasure realized in its final participation.

As it was learned through invitations received that the train on which a tour through the United States was to be made would take its departure at 8:30, many guests were assembled before that hour, and very shortly afterward, the rooms, very tastily decorated with the Christmas color of red largely predominating in festoons of cloth and tinsel draperies from which bits of the rare and romantic mistletoe was appended in various places, were filled to full with many of Hereford's fairest young ladies and most gallant young men.

On entering, each guest was ushered by Miss Gass through the front hall under an archway in which was suspended letters telling the station, "Hereford, Texas," into the rear hall where a ticket office was located and where a ticket over the "Funtown, Frolictown and Feather-brain Railway" was issued by W. J. Walters. From thence, each would-be passenger was directed to the "Baggage Room" where Miss May Eagle would carefully check all baggage. In making the passage from the baggage room to the one designated by large letters as "Waiting Room", each guest was stopped at a table presided over by Miss Walters where the most delicious cherry punch was graciously served.

After a brief and restful wait, during which the merriest of holiday talk was indulged in, there was heard a call of "All Aboard" and there occurred the hurry and rush that ever characterizes the entrance to the "Chair Car", and soon a whistle was sounded, that indicated a start on the tour of cities that the tickets promised and which were as follows:

1. Where all have been. Ans. Boston.
2. The greatest engineering feat. Ans. Wheeling.
3. An improvement on the ship which grounded on Mount Ararat. Ans. New Ark.
4. A military defence and a Paris dressmaker. Ans. Ft. Worth.
5. A city whose end and aim is "go". Ans. Chicago.
6. Our board of city fathers; also a bluff. Ans. Council Bluff.
7. An accident which results in a ducking. Ans. Fall River.
8. An exclamation, an appeal to maternity, a laugh. Ans. Omaha.
9. An opera encore. Ans. Sing Sing.
10. Named for the king of France who reigned from 1226 to 1270 A. D. Ans. Louisville.
11. A deceased farmer who was twice dictator of Rome. Ans. Cincinnati.
12. Named for an ancient city whose downfall after a long siege avenged the abduction of a woman. Ans. Troy.
13. A place for lingerers. Ans. Tarrytown.
13. Named for the father of a country. Ans. Washington.
14. A high place, and what all children love. Ans. Mt. Desert.
16. A superlative, and rushing waters. Ans. Grand Rapids.
17. A girl's nickname, and relations by blood or marriage. Ans. Nankin.
18. A purely American product, and a continuous structure. Ans. Cornwall.

19. A girl's name, and a Roman garment. Ans. Saratoga.

At the journey's close, it was agreed by all that it had been like a tour of Oriental cities in-as-much as their ready wit and knowledge of Bible love, mythology, history and geography had been put to a test—a test which Misses Tressye Coston and Louella Howard alone stood successfully, each one naming all the cities correctly but one. As 'twas necessary to "dray straws" for first prize, Miss Howard got the lucky short straw and was presented with a necktie box in burnt wood by Judge Russell. The booby was awarded to Miss Lillian Harvey, who, unwrapping a closely tied package that was given her, found a large odorous onion.

As the best is ever appropriately reserved for the last, a delightful two-course luncheon of daintily tied sandwiches with salad and chocolate and cake was enjoyed toward the latter hours of the evening, after which various games to suit the many guests were had; and at the hour of departure, every one was ready to declare himself a believer in the poetical fancy that hostesses, like poets, are born and not made and will ever be prone to insist that Misses Walters and Gass are numbered with the entertainers that are blessed with the faculty of understanding just what guests are desirous of—especially in Christmas receptions.

Those present were: Misses Martin, Leona and Lillian Harvey, Head, Howard, Rogers, Coston, Eagle, Herron, Wright, Orr, Vanderburgh, Treby, Clark, Parmer and Mrs. J. Ray; Messrs. Johnson, Howard, Stringfellow, Garvin, LeGrand, Mercer, Cardwell, Ferguson, Russell, Garrison, Raley, Orr, Carter, Head, Barnett, Googer, Gass, Walters and Ray.

Christmas Dinners.

Genuine old-time hospitality reigned supreme in Hereford this week as was evidenced by the large number of turkey dinners, given, at which friends and neighbors were invited to be present. As Christmas is a time when the best of everything is had and when everyone desires to comfort and make happy as many hearts as possible, it can hardly be supposed that any one in Hereford was not allowed the privilege of participating in a feast; the principal part of the menu of which was turkey and cranberry sauce. At any rate, the editor and wife and other members of the BRAND force were remembered in great abundance and we can speak definitely of the culinary ability of, at least, some of the good housewives of Hereford.

Among those who served dinner at which their friends were invited, were Mr. and Mrs. A. H. Elliston, Mr. and Mrs. J. H. Stinson, Mr. and Mrs. F. Herron, Mr. and Mrs. S. J. Dodson, Mr. and Mrs. E. M. Vanderburgh and Mr. and Mrs. J. C. Mauk.

Abstracts.

We have complete printed abstracts of all "Capitol Syndicate" lands in Deaf Smith, Parmer and Castro counties, and can furnish you an abstract on any part of these lands on short notice. This is the most complete abstract ever gotten up in the Panhandle.

51f WITHERSPOON & GOUGH.

Salt.

I am headquarters for Stock Salt in No. 1 evaporated, lump rock and No. 4 crushed rock. Also packers' fine salt for curing meats. Special prices on large quantities.

44tf J. M. GARNER, Groceryman.

Hereford Fuel Oil Co.

For best coal and Ice. Troy Womble, manager—phone 76. 91f

American Gentleman

A SWELL SHOE
made in all leathers and styles.



THIS IS ONE

PRICE: \$3.75

SHOE



ST. LOUIS, U.S.A.

MAKERS



WITH THE CHARACTER OF THE MAN

FOR SALE BY

Stambaugh & Lipscomb
Hereford, Texas

LOUBET'S FIRST LOVE.

President of France Visits His Mother, a Market Woman.

An affecting incident was the recent visit of President Loubet to his mother at Montelimar. The mother of the French President is an humble market woman in the little village, and despite her son's endeavors, refused to leave the place where she was born and has lived for three-quarters of a century. Her son awaited her in the market place as she drove up in her little cart loaded with vegetables. Assisting his mother to alight, President Loubet gave her his arm and escorted her to her accustomed sea. Then placing over her a large umbrella to shield her from the threatening weather, he sat by her side and mother and son enjoyed a long talk together.

We can learn more of President Loubet's true character from this little incident than from volumes of biography that might be written. No man worthy the name of man ever forgets his mother. She is his first love, and to her he remains true throughout the years. Married or single, old or young, he is still her child. M. Loubet is one of the most popular men who ever occupied the presidential chair. The people feel that he is one of them; that he can enter with sympathy into their life; that he is a man of their own kind. The incident which we have just related will bind M. Loubet more closely than ever to his loyal people.—Housekeeper.

B. Y. P. U. Program.

Following is the B. Y. P. U. program for Sunday January 8th, 1905:

Subject—"The new life in Christ Jesus."

Leader—D. W. ...

Scripture lesson—Jno. 3:1-6.

Prayer

Song.

Reading—"A new creature in Christ Jesus.—Will Womble."

Reading—"What this change is.—Myrtle Harris."

Song.

"The necessity of regeneration.—Paper by Miss Lizzie LeGrand."

"How we are regenerated.—Paper or talk by Raleigh Hough."

"The fruits that should come from a regenerated life.—Paper or talk by W. B. Beach."

We earnestly requests the unsaved to attend our services.

Diaz President.

The citizens of our southern neighbor republic, Mexico, have signified their approval of the rule of President Diaz in re-electing him to the highest office within their gift.

Three Cars of Lumber Just Arrived

COAL

Everything Used on Ranch or Farm

Laird-Herring Mercantile Company

(SUCCESSORS TO LAIRD-CURTIS MERCANTILE CO.)
BOVINA, TEXAS

If You Buy From Us We Both Make Money

Hereford Planing Mill & Construction Co.

<p>Retailers Sash Doors Screens Lumber Lime Cement, Etc.</p>	<p>Plans Free Schools Churches Court Houses Jails Dwellings Etc., Etc.</p>
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HEREFORD, TEXAS

Up-To-Date Confectionery

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.

Yours for Business

Jas. Head, HEREFORD, TEXAS.

I HAVE A NICE LINE OF

HARNESS, SADDLES,

BRIDLES, GIRTHS, QUIRTS AND KINDRED ARTICLES

AND AM STILL MAKING

HIGH GRADE BOOTS AND SHOES

for the elite ranch and professional men of the country, and will appreciate your patronage.

J. A. CANTERBURY - HEREFORD

DOCKRAY BROTHERS

DEALERS IN ALL KINDS OF

Fruit, Shrubby and Ornamental Trees

BEST NURSERY STOCK AT LOWEST PRICES

SAN ANTONIO, TEXAS

REFERENCE
JOHN WOOD & SONS, BANKERS, SAN ANTONIO, TEXAS

PROFESSIONAL CARDS.

C. P. ESTES, M. D.

PHYSICIAN & SURGEON

Office at Burns & Smith's Drug Store

Residence Phone No. 82.

Hereford Texas

J. W. HICKS, M. D.

PHYSICIAN AND SURGEON

Office at T. M. Coulson & Co.'s Drug Store. Telephone No. 39.

HEREFORD, TEXAS.

Witherspoon, Gough & Dodson

ATTORNEYS-AT-LAW

REAL ESTATE AND INSURANCE

NOTARY IN OFFICE

Office next door to Bank

Hereford Texas

JNO. P. SLATON

ATTORNEY-AT-LAW

Office in Western National Bank.

Hereford, Texas.

R. W. BOUNDS, M. D.

PHYSICIAN and SURGEON.

Office at T. M. Coulson & Co.'s Drug Store.

ALL CALLS ANSWERED PROMPTLY
Residence Phone No. 44.

Santa Claus at Smith & Orr's.

J. P. Snyder is in Kansas City this week on business.

Witherspoon & Gough represent nine old-line fire insurance companies.

W. O. Lofidon left Sunday for Long Grove, Indian Territory, to visit relatives.

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

Mr. and Mrs. S. B. Harbison and Mrs. B. H. Frazier are spending the holidays at Bellevue.

J. P. Carr and family left Sunday afternoon for Crowell in Floyd county to visit relatives.

W. L. Williams, who lives just over the line in Palmer county was purchasing supplies in Hereford Saturday.

Turrentine Brothers of Hockley county are visiting their parents. Mr. and Mrs. Daniel Turrentine, this week.

Lee Giles of Vega was in town this week to pay his taxes and transact other business. Mr. Giles favored this office with a pleasant call.

Carl Gilliland is spending the holidays on the ranch in Castro county. Mr. Gilliland said he was going to work but we predict he was only joking.

Homer Inmon left Saturday for Dallas where it is his intention to have some construction work done on an improved typewriter which he has planned. Homer has been at work on the project for sometime and we hope he will meet with success.

Mr. and Mrs. John Droke of Dimmitt ate Christmas dinner with relatives in Hereford Sunday. Mr. Droke was a pleasant caller at the BRAND office Monday and informed us that Dimmitt properly celebrated Christmas by having a Christmas tree in the new church Saturday night, at which everything passed off quietly and in order. Mr. Droke left us copy for an ad to be run in the BRAND, to which we call the attention of our readers.

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

Mrs. W. G. Higgins is visiting her sister at Gainesville this week.

White Pine and Tar is the thing for your cough, at Smith & Orr's.

E. L. Mangum of Vega in Oldham county was a business visitor Saturday.

Mr. Jowell of Randall county is visiting his brother, G. R. Jowell, this week.

Ethel and Clyde Ricketts are visiting friends and relatives at Midlothian this week.

C. J. Gardner of Arney was purchasing ranch supplies in Hereford Friday afternoon.

Miss Alma Bates of the public school is spending vacation with friends at Amarillo.

Mr. and Mrs. F. L. Vanderburgh of Amarillo spent Christmas day with homefolks in Hereford.

J. E. Martin left Friday afternoon of last week for a few days sojourn at his old home at Hillsboro.

H. B. Webb and W. G. Higgins attended a special meeting of the Masons at Vernon this week.

Mrs. A. A. Davidson and daughter, Miss Nannie, are visiting relatives in Amarillo this week.

Rev. Bennett Hatcher, editor of the Panhandle Baptist Bulletin, was in Hereford Friday on business.

C. R. Smith, local manager of the Escarbada division of the XIT ranch, spent several days in Amarillo this week.

A deal was closed this week whereby D. F. Ellis sold to J. Ray one of his sections of land north of town.

T. S. Watts came in Friday afternoon and took the north bound train for Itasca where he is spending the holidays.

Miss Zula Vanderburgh arrived Saturday from her school in Potter county and will visit her parents for two weeks.

Misses Fannie and Bessie Perry arrived this week from Columbia, Tennessee, and will spend the winter with their brother, J. F. Perry east of town.

Miss Bell Martin, who teaches the first grade in the Amarillo public schools, spent this week visiting Mrs. Clarence Wheeler and other friends in Hereford.

W. J. Driggers who has been drilling wells in the North Panhandle is spending the holidays with his family in Hereford. Mr. Driggers called around Saturday and moved his subscription to the BRAND forward one year.

Monday witnessed the most severe blizzard which we have had this season. It was very cold all day and the howling north wind, accompanied by a heavy snowfall, added to the severity of the weather. However, Tuesday dawned bright and clear, and we were reminded again that, taken all in all, the Panhandle climate is hard to beat.

The trustees of the public school met in call session last Saturday afternoon to fill the vacancy caused by the resignation of Miss Kathrine Nunley. All the members of the board were present and Mrs. Jno. B. Vannoy was chosen for the place. Mrs. Vannoy graduated from the Sam Houston Normal Institute, since which she has had several years' of successful experience in the grade of work which she is now called to do. She is well recommended by the trustees at the various places where she has taught and will doubtless prove equally successful in the work here.

THIS IS LOW YEAR
NATIONAL LIVESTOCK COMMISSION COMPANY
GOES ON RECORD

We believe cattle values are dragging on the bottom this season. Another year will witness a decided up-turn, lasting for many years to come. Our Texas friends must be of good cheer. Now is the time to have nerve. Cattle raising is the best business on God's green earth. Let no man become discouraged on account of low markets. The man who sticks and lasts will surely reap a rich reward as the years go by.

THE FUTURE OUTLOOK ON CATTLE WAS NEVER BRIGHTER THAN TO-DAY

We call the attention of our Texas friends to the fact that our old stand-by, **Geo. Long**, of Canyon City, one of the best known and most popular cow men of the Panhandle, is now located in our office at Kansas City, where he will meet his friends and give his personal attention to their shipments.

WRITE US WIRE US SHIP US

OFFICES: Chicago St. Louis Ft. Worth, Kansas City

G. F. LeGRAND, M. D.

PHYSICIAN & ACCOUCHEUR.

Office at Burns & Smith's Drug Store
Residence Phone 138.

Hereford, Texas.

Wanted—A doctor at once, but have no phone. See W. G. Ross.

Mrs. T. D. Hunt left this week for Peru, Kansas to visit relatives.

J. C. Womble of the North Draw visited relatives in Hereford this week.

For Sale—A good Jersey cow and calf. Apply to Stambaugh & Lipscomb. 32tf

J. T. Bassett, the genial North Draw ranchman, came in Monday after Christmas.

F. A. Fuller of Long Mont, Colorado, is spending the holidays with his brother, F. B. Fuller.

Fred Collmer left Friday afternoon for Cleburne where he is spending this week with relatives.

If you wish to keep your premises clean and thus preserve the health of your family, see D. W. Crawford. 34tf

Earnest Comer arrived from Gainesville Tuesday to spend the holidays with his father and brothers.

If you want a monument of any description, see S. B. Feemster. He can supply your wants at reasonable prices. 35tf

J. P. Collier, a substantial North Draw ranchman, was in Hereford Saturday getting his land title straightened out.

This has been a hard week on the turkey family in Hereford as almost everyone has had the privilege of enjoying a turkey feast.

Miss Page LaFlesh of Sedalia, Missouri, spent several days in Hereford and vicinity this week prospecting with a view of purchasing a ranch.

Our friend, J. T. Tygret, this week ordered the BRAND sent to his daughter, Misses Mary and Minnie Tygret, at Bowling Green, Kentucky, which we do with pleasure.

The first story of the brick jail is about completed. It has been necessary to suspend work during the recent cold spells but as soon as the weather will permit, the work will be pushed rapidly to completion.

L. P. Landrum, the nursefyman, called around Saturday and ordered the BRAND sent to two addresses down in Texas for which he has our thanks. Mr. Landrum knows exactly how to advertise his country.

S. J. Williams arrived Saturday from McLoud, Oklahoma, and is spending the holidays with his family in Hereford. Mr. Williams informed a BRAND representative that he is closing out his business in Oklahoma as fast as possible and that he and his brother will soon be here permanently.

GROCERIES

If it's Groceries you want, it will be to your interest to call on

John A. Johnson
The Leading Groceryman

He keeps only the best qualities and his prices are right. Ask for the celebrated

Albatross Flour

Where Do You Buy Your Groceries?

That is a question that should interest all, for good, fresh groceries are indispensable to everyone's health. My stock is new, fresh and complete in every detail. Satisfaction guaranteed.

Prompt Deliveries a Specialty

Yours for Business,

J. H. CARDWELL

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 Wagon Yard Connected
International Stock and Poultry Food

YOUR PATRONAGE SOLICITED

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

HEREFORD TONSORIAL PARLORS

L. R. BASSHAM, Proprietor

Our Specialties...

A N EASY SHAVE
A NEAT HAIR CUT
CLEAN BATH

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

Fifty Years the Standard

DR. PRIGES' CREAM BAKING POWDER

Made from pure cream of tartar derived from grapes.

PRICE BAKING POWDER CO. CHICAGO.

Hart Budget.

Jno. Stout was with us last week. We are having some cold weather down this way at present.

The party at A. J. Kerr's last night was a grand success.

I. N. Walden of Greenville is prospecting in this place this week.

B. S. Dunne of Hale Center is visiting his brother-in-law, R. D. McGee at Hart for a few days.

J. M. Braselton of Plainview made a flying trip through Hart a few days ago on his way from Dimmitt.

J. T. Hawkins went through Hart this morning with his last bale of cotton on way to the Hereford gin.

Miss Page LaFlesh of Hustana, Missouri, stopped over night on her way to Hale Center the first of this week.

Anderson Bros. were in Hereford last week looking for some good cows, but can not report results at this date.

T. W. Hart went to Hale Center Sunday and returned Tuesday. Everyone seemed to be enjoying Christmas.

T. W. H.

Hereford Boy Doing Well.

The following letter is self-explanatory and will be of interest to many of our readers:

Tyler, Texas, Dec. 20, 1904.
Mrs. Jennie Carter,
Waco, Texas.

Dear Madam:
Your appreciated favor of the 18th received. Relative to your son's condition physically, we are glad to state that he is at school this morning, and is getting along splendidly. He stated that he was feeling very badly a few days since, but that now he is alright. We feel confident his trouble was a slight attack of malaria and that the final result has already passed.

We are glad to state that he is getting along splendidly with his work. He is one of our most studious boys, and his every effort tends toward his betterment in every way. He is active, wide-awake to all opportunities offered him, and finest of all, his moral qualities are rarely equaled.

Feeling grateful that we can write so favorably of your son's condition, and with best wishes for his future success, we are,

Yours most respectfully,
TYLER COMMERCIAL COLLEGE.

For Sale

440 head good grade stock cattle. One-half cash, balance in twelve months time.

J. T. RUTHERFORD.

C. T. HERRING A. LAIRD L. H. SQUIRES
President Vice-President Cashier

HERRING & LAIRD BANKERS
BOVINA, TEXAS

Opened for Business April 20, 1904
Individual Responsibility \$1,000,000

We solicit your business and promise careful and prompt attention to any matters entrusted to us

Kerr-Nunley.

Hereford was taken through the experience of a complete surprise Wednesday afternoon upon the announcement that one of her fairest young ladies had been wedded to one of Central Texas' noblest sons. At exactly 4 o'clock, Dr. Addison Clark of Thorpe Springs spoke the solemn words which united in the holy bonds of matrimony H. J. Kerr and Miss Kathrine Nunley, the ceremony being performed at the home of the bride's sister, Mrs. Thos. Cox, with only a few of the closest friends and relatives present.

The groom is one of Granbury's most successful young merchants who has demonstrated good judgment along with his other qualities in coming to the Panhandle to seek his future helpmeet.

The bride is one of the city's most popular young ladies, whose many noble and charming traits of character have established her in the hearts of all who had the privilege of making her acquaintance.

The happy couple left on the afternoon train for Granbury, their future home, followed by the best wishes of a host of friends.

Miss LeGrand Entertains.

On Thursday evening of this week the friends of Miss Lizzie LeGrand had the pleasure of spending a few happy hours at the hospitable home of her parents, Dr. and Mrs. G. F. LeGrand, in North Hereford.

Aside from the indulgence in interesting games and social converse, delightful refreshments were served and all present, upon leaving, were replete in their praise of the kind hostess for the most enjoyable evening.

Time-Honored Custom.

We notice that on account of a time-honored custom a large number of our exchanges are taking vacation this week. This is all right, as doubtless we would all be benefitted by a week's rest; but owing to a time-honored custom never to miss an issue, the BRAND prefers to strain a point and endeavor to give its readers all that is due them. However, we have had fifty-three issues this year and might be justifiable in claiming a week off.

An Accident.

Edgar Ireland, brother-in-law of Judge C. F. Kerr of Dimmitt, happened to a painful accident Wednesday morning. He was making preparations to go on a visit to his parents at Laneport, Texas, and the team which he was to drive from Dimmitt to Hereford became frightened and ran away, bruising Edgar up considerably. His left hand was pretty badly broken but he came on to Hereford and had his physician to dress his wound and left on the afternoon train for Laneport.

Young People's Social.

Claude Witherspoon entertained a number of his young men and young lady friends on Thursday evening at the home of his parents in West Hereford. The guests enjoyed the refining influences of interesting games, arranged for the occasion, until a late hour, when refreshments were handsomely served.

Those present, with one voice, proclaim Claude an excellent host.

Land Wanted.

Who wants to trade land for a good paying, well established business and residence in Hereford. This is a good proposition. The business pays the year round, no dull season. Worth, including stock, about \$4,000. If interested address box 83, Hereford, Texas, before January 15th. 46-2t

For Sale or Trade.

Good four-room dwelling house, located two blocks east of court house. For further information call on OSCAR WITHERSPOON, 46tf, Hereford, Texas.

OFFICIAL ORGAN
FOR CASTRO COUNTY

OFFICIAL ORGAN
DEAF SMITH COUNTY

The Hereford Brand

Published Every Friday at Hereford, Texas

A Clean Eight-Page Weekly Newspaper, Devoted to the
Up-Building of Hereford and Surrounding Country

Subscription Price \$1 Per Year

Valued For Its
Class of Readers

Best Equipped
Office in Panhandle

J. C. Mauk went out to his ranch in the north part of the county Thursday to look after his cattle interests.

Mr. and Mrs. Clifford Slaton were visiting in the city Thursday and the former called at this office to move his subscription forward a year.

Prof. John Rogers and his cousin, Fletcher Rogers, both of Canyon City visited the latter's parents, Dr. and Mrs. W. J. Rogers, this week.

J. R. T. Bassett and mother came in from the ranch Thursday afternoon and the latter went up to Amarillo to visit her son, A. S. Bassett.

J. H. Calloway returned Thursday from Oklahoma where he and his two little girls went to visit relatives. He left the latter with their people for the present.

Dr. Addison Clark, president of the Thorpe Springs College, arrived in Hereford Wednesday to perform certain sacred functions, mention of which is found elsewhere in this issue. Dr. Clark informed a BRAND representative that the school at Thorpe Springs was doing as well as could be expected under the circumstances. Dr. Clark has many friends and admirers in the city who were glad to greet him.

Wanted.

150 to 200 head of cattle to pasture. Plenty of grass and water. 28 miles northwest of Hereford. Write or call on
E. L. MANGUM,
Vega, Texas.

SPECIAL

CLUBBING OFFER

Every man should subscribe to his local paper, because from it he secures a class of news and useful information that he can get nowhere else. He should however, also subscribe to a first-class general newspaper. Such a newspaper is

The Semi-Weekly News

Thousands of its readers proclaim it the best general newspaper in the world. Its secret of success is that it gives the farmer and his family just what they want in the way of a general newspaper. It furnishes all the news of the world twice a week. It has a splendid page where the farmers write their practical experiences on the farm. It is like attending an immense farmers' institute. It has pages specially gotten up for the wife, for the boys and for the girls. It gives the latest market reports. In short, it gives a combination of news and instructive reading matter that can be secured in no other way.

For \$1.75 cash in advance, we will send The Semi-Weekly News and THE HEREFORD BRAND each for one year. This means that you will get a total of 156 copies. It's a combination which can't be beat, and you will secure your money's worth many times over. Subscribe at once at the office of this paper.

EUREKA!

For a long time we have been trying to find a good Steel Range, one that we could **GUARANTEE** and yet sell for a moderate price.

AT LAST

we have found one, "The Bakefast" is the name of our new Six Hole Steel Range and the price is only

\$35.00

"The Bakefast" has a warming oven a large fire-box, Duplex grate, extra heavy fire walls, 18x20 square oven and is a stove we will

Guarantee all the time

Come in and let us show you "The Bakefast" and **DO IT NOW**

Stringfellow-Hume H'r'd. Co.

HEREFORD, TEXAS

T. A. COWART, Hereford, Texas
Practical Carpet Weaver

We have lately purchased a celebrated Fly-Shuttle Loom. We do all kinds of carpet and rug weaving.

We will guarantee first-class work at low prices

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 Brand \$1 Per Year