

# The Hereford Brand

Vol. 4

HEREFORD, TEXAS, FEBRUARY 10, 1905

No. 52

HEREFORD'S WATER SUPPLY TO BE THOROUGHLY TESTED TODAY

## TWO OF THE ESSENTIALS

### SHOES

Lend us your ears and travel with us through what we have to say and you can't fail to become interested. Our White House Queen Shoes, for both men and women, which we sell at \$4 and \$4.50 respectively, took the highest grand prize at the St. Louis World's Fair, this being the highest prize awarded. These shoes are made on lasts both comfortable and stylish, of the best materials the market affords and by expert workmen. Those who try the White House Brand always wear them. Guarantee.

### MACHINES

We are sole agents for the New Royal, full cabinet, ball bearing sewing machines, which are guaranteed for 20 years and, than which, there are none better. This machine is a beauty and is built for durability and speed. We do not hesitate to say that it is equal in every particular to other machines which are being sold for \$70 and \$80. Our reduced price \$30 and \$40. When you need anything in our line, come in. We can and will save you money.

## D. R. GASS & SONS, Hereford Texas

### BOVINA—TEXICO—HEREFORD.

Editor Brandon of The Canyon City News Visits the Above Named Towns and Writes as Follows:

Saturday, chaperoned by J. Ray of THE HEREFORD BRAND, the editor of The News for the first time in his life visited the towns of Bovina, Texico and Hereford.

At Bovina, where the stay was limited to twenty minutes, the time of The News representative was taken up chiefly in looking around. The place is not large but it's growing from every point of the compass, and this without waiting for spring-time—it's doing it now. One thing that struck us with particular force was the looks and language of the business men, when questioned about "the times." "Good," "doing a nice business," "selling goods right along," and similar replies was the invariable rule and the looks that accompanied the words vouched for their truth.

Texico is not so large as Bovina and labors under the disadvantage of being out of Texas, but to hear her people talk without seeing the town

itself you'd think that its business was greater now than almost any Panhandle town and that its possibilities for future greatness far exceeded them all. People are thicker around Texico, so they say, than any of our Plains towns—the quarter section business accounts for this. Quite a number of homeseekers from the old states were there Saturday. "They are coming in every day and we are fixing them" so spoke the men of Texico. The country's all right and water excellent and easy of access, but though "all same" land we'd rather give two dollars per acre more and live in Texas. But while wedded to grand old Texas, our people can yet learn something from New Mexico and Oklahoma in the land matters—the quarter sections have made the last named territory and will do much toward the settling of our western neighbor.

Our arrival at Hereford was too far advanced in the evening hours to get a clear insight into the business progress of the town. Enough, however, was seen and heard which taken in connection with the pages of the town's index—"THE BRAND"—indicate that Hereford is all right in a commercial sense. There is not a single business interest in Hereford worth mentioning, that came to our notice, but what is represented by a standing advertisement in the columns of this excellent country newspaper. Just think of it! Over fifty standing ads and not a single "trade cat" among them. There is not a newspaper in the whole Panhandle that can beat this record, and by the way, neither is there a better paper in the Panhandle than THE HEREFORD BRAND.

Hereford is nicely situated on the northern watershed of the Tierra Blanco River with just enough slope to give it excellent drainage at a very small cost when compared with the amount necessary to accomplish the same results in most Panhandle towns. Its brick business houses speak its commercial importance and its many beautiful residences say that brains linked with capital have sought an abiding place there. The present population of the town is about 2000.

Not the least among the enterprises of Hereford is the Panhandle Christian College, now the property of the Christian churches of Texas. It is a magnificent structure of stone and brick, well arranged, and will

accommodate some thousand or twelve hundred students. The attendance now is light, but on a paying basis, and in the coming fall a full faculty, and a much better patronage is already assured.

No town on the Plains has a greater abiding faith in the agricultural possibilities of our vast prairies than has Hereford, and she proves her faith by her works. The Farmers' Institute there has a large membership and the hearty co-operation of the entire business interests of the town. The attention is not confined to stock lines and field crops but extends to the truck patches, and the organization is going at it in a way that must and will bring success—it cannot fail.

There are many other good things about Hereford and her people that attracted our attention and won our heart, and about which we would like to talk more. We could tell of the hearty, friendly greetings we received there, of the whole-souled hospitality of our friend Ray and his accomplished wife; of our good fortune to hear Bro. Barcus preach; of the thrifty looking trees and shrubbery all over the town, and many other things of note, but we won't at least not now.

### A Snap in Small Ranch.

540 acres patented land, 12 miles from Hereford. Well improved. Good house, well and windmill, small orchard, 100 acres in field, \$300 worth of baled millet and feed, 2 wagons, disk plow, new mower and rake and other farming implements. Owner has to sell and it all goes for \$3000—\$800 on long time, or \$5 per acre if land is sold separately. B. W. MILLER, Land Agent.

Other ranches for sale, large or small. 476

### Statehood Bill Passed.

The United States Senate this week passed bills providing for the admission of Indian Territory and Oklahoma as one state to be known as the state of Oklahoma and New Mexico as the state of New Mexico. Arizona will remain a territory.

### For Sale.

2 sections land. One 7 miles from Hereford, improved, \$7 paid out. One 8 miles from town, fenced, windmill, \$5 paid out. 12 head stock cattle for \$1,600, \$1.00 cash balance on time.

J. W. ENGLISH, 52-41p

### PROGRAM

Panhandle Teachers' Association at Claude, Texas, February 17th and 18th, 1905.

FRIDAY, FEBRUARY 17.

10:00 Invocation—Rev. Hawkins.

Address of Welcome—Judge O. Moore.

Response—Dr. G. J. Nunn.

10:00 Nature Work—Misses Maggie Stout, Florenda Weiderspahn and Flora McGee.

1:30 p. m. Art as an educational factor—Misses Millie Griffith and Ethel Farwell.

2:30 Advantage of Practical Education—H. H. Webb.

4:30 Query box.

8:00 Address—Aims in Education—Dr. S. E. Burkhead.

SATURDAY, FEBRUARY 18.

9:30 a. m. Fraction—Miss Alice Jones and B. F. Hodges.

10:30 Meeting of Teachers of Various Grades.

2:00 p. m. Physics in Public Schools—W. B. Ongle, W. R. Silvey.

3:00 The importance of the Three R's—A. Ernsberger, E. R. Haynes.

The question as to the location of the Summer Normal will be discussed at this meeting.

The railroads have agreed to give us reduced rates as before.

Miss GABRIEL BEHR, Secretary.

Dr. W. J. WILSON, President.

Concert at Bovina.

The pupils of the Bovina school, assisted by Miss Patten and others, will give a concert at the school house Friday, February 17, beginning at 7:30 p. m. A small admission will be charged, the proceeds to be used in painting the building.

After the concert a box supper will be given by the ladies at Mrs. W. C. Townsend's.

### Wanted.

150 to 200 head of cattle to pasture. Plenty of grass and water.

28 miles northwest of Hereford. Write or call on

50-31 E. L. MANGUM,

Vega, Texas.

### Cattle Lost.

Three two year old Steers past.

Branded—on left shoulder. Old brand on left hip, T L or Y bar, or boot bar. Both bars underneath.

Address:

CHAS. ROBERSON,

Boom, Texas.

### This Week's Snow.

The snow which visited this part of the country the first of the week could not have come in better style. The temperature was not low at any time and the gentle fall, unaccompanied by wind, prevented drifting and hence practically no damage was done to stock. The total fall amounted to about eight inches, which, with the snows which had previously fallen, will put an excellent season in the ground and benefit all classes alike. The farmer, because he will be enabled to prepare all his land for early planting, and the stockman, because the present moisture will ensure early spring grass. As for the business man, he is rejoicing over the flattering prospects which the future holds in store for the country.

### Strayed.

One brown horse, about fifteen hands high, branded B with bar underneath on left shoulder, gray spot on inside right hock joint, harness marked. Horse raised by Sam Bassett. Reward for return to me at Hereford.

F. G. EDMOND.

### 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.

### "DANGER"

in having your flues in bad shape when it doesn't cost anything to have them examined and if you want them fixed we will do it cheaper than you can get it done anywhere else. We also repair windmills or bursted pipes or anything in the tin line. We are now selling drinking tubs, tanks and everything in our line at a very low cost. All we want is for you to come around and let us figure on your work.

Yours for business Hereford Sheet Metal Works T. R. REAGAN, Manager



THE HEREFORD BRAND

Renewal List.

Following is a list of the renewals to the BRAND during the month of January:

R. N. Thompson	\$1.00
W. L. Townsen	1.00
T. B. Lindsey	1.00
J. B. Farley	2.50
F. J. Axe	1.00
C. V. Walker	.25
B. F. Stanley	.50
J. P. Terry	1.00
B. Barnard	1.00
B. W. Miller	.75
D. C. Cashion	1.00
D. E. Turrentine	1.50
J. S. Whitsett	1.00
A. S. Gracey	1.00
Oscar Witherspoon	1.00
H. B. McGee	1.00
A. P. Sims	1.00
M. V. Robertson	1.00
F. E. Comer	1.00
H. D. Wilcox	1.00
W. H. Nichols	1.00
C. W. Dunn	1.00
W. A. Shrout	.25
W. F. Manning	1.00
W. A. Odell	1.00
J. B. Abbott	.50
W. J. Anderson	.25
L. W. Ricketts	1.00
L. P. Landrum	2.00
Clyde Beach	.50
W. A. Tate	1.00
Otto McGahey	1.00
S. B. Harbison	1.00
Chas. Hodges	1.00
Joseph Reisdorff	2.00
Edgar Hodges	.50
Mrs. B. B. Coston	1.00
Rev. E. A. Wesson	.50
W. F. McLaren	1.00
H. C. Myrick	1.00
W. A. Ricketts	1.00
J. M. Spert	.25
C. H. Moore	1.00
J. T. Rutherford	1.00
W. B. Boyd	1.00
Mrs. L. A. Boyd	1.00
R. C. Bridges	.50
J. T. Tygret	1.40
G. L. Davidson	1.25
A. P. Murchison	1.00
Miss Myrtle Witt	1.00
H. C. Prowsher	.50
J. E. Brown	1.00
Batson Bros	1.00
J. W. Robinson	1.00
A. D. Miller	1.00
W. C. Cathey	1.00
Bob Higgins	.50
Robt. Brazil	2.00
Harvey Cash	1.00
W. P. Armstrong	.50
J. D. Curtsinger	1.00
McIntosh Bros	1.00
G. R. Hay	1.00
W. R. Hamilton	.50
G. L. Fitzhugh	1.00
H. M. Johnson	1.00
E. R. Rice	1.00
C. H. Carl	1.00
Mrs. J. C. Cox	.40
C. R. Smith	2.00
J. R. Dent	.25
A. H. Elliston	1.00
J. M. Rockwell	1.00
T. J. Sandifer	.25

Christian Church Services.

From this date there will be preaching by the undersigned at the Hereford Christian church the first, second and fourth Sundays in each month. The Presbyterians use the house on the third Sunday. Sunday school at 10 a. m. each Lord's day. Judge Gough, Supt. Christian Endeavor at 4 p. m., Junior Endeavor at 3 p. m. Prayer meeting Wednesday evening. Singing practice Friday evening. You are cordially invited to worship with our congregation. JESSE B. HASTON, Pastor.

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, Grocerymen.

T. M. Coulson & Co.

The New Corner Drug Store  
HEREFORD, TEXAS

PHONE 105

A store where you get the "glad hand" and a square deal. A store that keeps honest goods and sells them for what they are worth, no more no less. A store where you are welcome whether you need anything or not. We are state agents for school books. We sell or rent all of the latest copyright books also sell periodicals and magazines. We are always at home and never too busy to treat you right. Come and see us.

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...

BIG HEREFORD SALE

To Occur at Time the Panhandle Cattleman's Association Meet.

There will be a sale of thoroughbred Hereford cattle held at Amarillo, Texas, on April 19th and 20th, during the annual meeting of the Panhandle Stockmen's Association. At this sale there will be offered 100 head of bulls of suitable age for service, and 50 head of young cows, either with calf at foot or about to calve. These cattle will be contributed by some of the best breeders in Indiana, Illinois, Iowa, Missouri and Kansas.

The sale will be held under the management of the Western Stock Yards Co., in their new union stock yards, which they will have completed at that time.

A complete list of contributors will be given as soon as catalogue is made.

We have now on hand and for sale 100 head of very choice Hereford bulls in our stock yards at Fort Madison, Iowa.

For particulars or information write O. H. NELSON, Pres., 511t Ft. Madison, Iowa.

Trespass Notice.

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

Wanted

700 to 1000 sheep.

J. T. RUTHERFORD, Hereford, Texas.

Successful Beet Grower.

We have reported many wonderful successes at growing beets during the past year, but an instance was reported to us this week which completely over-shadows all past efforts. The producer this time was our fellow townsman and tonsororial artist, Geo. W. Dale. It is a well-known fact that Mr. Dale fully understands how to apply the art in his trade but no one had ever suspected that he had also learned the art of scientific agriculture, but the writer no longer has any doubts as to his ability along this line.

Some three years ago he planted a beet of the ever-green variety, since which time he has cultivated and watered it according to the latest and most approved methods, in fact, its care has constantly been in his thoughts and no possible pains have been spared to make its growth and development perfect. This week, believing that the burden of his thoughts for these three long years had about grown to its limit, Mr. Dale dug up what he conceived to be the king of vegetables and on weighing it found the beet to tip the balances at 160 pounds but upon closer examination, behold a dead beat!

Meeting Postponed.

The young people's meeting at the Baptist church will be called in next Sunday evening on account of the meeting at the Methodist church of the young people in town.

O. F. SMITH, President.

NEW JEWELRY

This week I have on display my new line of Jewelry, which I assure you is well assorted. Below I mention a few articles: Gold filled fob chains Odd-Fellow, Masonic and Woodmen Charms, and Pins, Neck Chains, Locketts, Gold Pens, Fountain Pens, Stick Pins, Broach Pins, Chatelaine Pins and other things too numerous to mention. Just come and see for yourself.

Jno. B. Vannoy  
Optician and Jeweler  
HEREFORD, TEXAS

JUST RECEIVED

COMPLETE LINE OF  
Spring Mattings, Carpetings,  
Rugs, Druggets, Etc.  
Better Goods and Cheaper Than Ever

Sewing Machines for RENT. Some good second-hand machines cheap. A pretty, new machine—a life-time guarantee for \$20.00

THE WHITE MACHINE IS KING

A new line of baby tinders, house carts, jumpers, etc. just received

Yours for fair treatment

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

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

THE NEW MEAT MAREKT

GEORGE CLOYD, PROPRIETOR

We will make a reputation by killing only fat beeves 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. 24

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.



## WHY KIDNEY DISEASE IS DANGEROUS.

Neglect of the First Warning Symptoms is the Prime Cause of so Many Deaths from the Dreaded Bright's Disease.

It is Easily Curable in the Early Stages.

Kidney diseases are so destructive to human life because they do not manifest alarming symptoms until the constitution is seriously weakened and the strength exhausted. Then, too often, the remedies employed by many physicians are of indifferent or doubtful value, and the patient rapidly sinks under the disease. The wisest course is to apply a reliable kidney and liver remedy on the first appearance of the symptoms. A little uneasiness in the small of the back, digestive troubles, bowel irregularities and disorder in the urinary organs are matters of small moment in the estimation of strong men and women, yet they have a serious meaning. They show clearly that the kidneys are suffering and need help, which must be forthcoming at once to prevent serious, perhaps fatal, consequences. A few doses of Prickly Ash Bitters at this time would prove of incalculable value in restoring the weakened organs to health. An investment of one dollar in a bottle of Prickly Ash Bitters when the disease is yet in the early stage will save hundreds of dollars in doctor's bills, besides the suffering that would surely follow should the disease be allowed to fasten itself in the body. The excellent curative power of Prickly Ash Bitters is not confined to the first stages of kidney disease. It is equally efficacious in severe or chronic cases. Physicians have used it as a last resort, in cases that defied their best efforts, with the most brilliant results, and it has shown its superiority over the many so-called kidney cures, now being loudly advertised, in instances innumerable.

Accept no substitute. Insist on having the genuine Prickly Ash Bitters with the large figure in red on the front label.  
Sold at Drug Stores, \$1.00 per bottle.  
T. M. Coulson & Co., special agents

### B. Y. P. U. Program.

Following is the B. Y. P. U. program for Sunday, February 19th:  
Subject—Christ, the Shepherd.  
Scripture lesson—Psalms, 23.  
Prayer.  
Song—"He Leadeth Me."  
Conversational Bible study—His Sheep:  
He knows them, Jno. 10:22-27.  
He calls them, Jno. 10:3.  
He gathers them, Isaiah 40:11; Jno. 10:16.  
He guides them, Psa. 23:3; Jno. 10:3-4.  
He feeds them, Psa. 32:1-2; Jno. 10:9.  
He protects and preserves them, Eze. 34:11-13; Zec. 9:16; Jno. 10:28.  
Song—"Don't you know he cares."  
He laid down his life for them—Mat. 26:31; Jno. 10:11-15; Acts 20:28.  
He gives eternal life to them—Jno. 10:28.

## 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.

## SCHOOL NOTES.

Mrs. J. P. Snyder was welcome visitor in our school on Friday evening.

Miss Nellie Robinson graces the president's chair in the San Jacinto society.

Miss Winans favors room number four with a splendid reading on Friday evening.

Friday of each week is "library day," and it is needless to state that the librarian is a busy man on these days.

The penmanship class in room number five is doing excellent work. The Spencerian system is being taught.

A number of the pupils living in the country have been in attendance the past week on account of the severe cold and deep snow.

A number of the teachers of the public school expect to attend the Panhandle Teachers' Meeting at Claude on next Friday and Saturday.

One among the very commendable things in the school building this week is the untiring efforts of our janitor to keep each room comfortable.

Despite the snowy weather, the attendance this week is only slightly decreased, and the usual orderly, earnest work prevails throughout the building.

The boy who lifts his hat to every lady and elderly person he meets, is kind to his mother, thoughtful of his teacher, and pleasant with his school fellows, is on the road to fame and good fame.

When the teacher had finished her explanation of the creative and evolution theories the class thought that they did not care to claim kinship with the monkey and acknowledge him as their great-great-grandfather, so they at once denounced the doctrine of Mr. Darwin.

When Sir Isaac Newton, who discovered the law of gravitation, was asked if it was not his genius that enabled him to make this wonderful discovery, he answered it was not, but said he, "I was consecrated attention." This shows what we can accomplish, if we direct our thought in certain lines and not dissipate our energies.

The debate in the Lone Star Society last Friday afternoon was very interesting. The question, Resolved, "Tobacco is more injurious than whiskey," was hotly contested by the pupils of the sixth grade. Lloy Snyder, the young Demosthenes and Roy Smith, the little Cicero, were the leaders. The negative won.

It is often very encouraging to the pupil who is struggling over some hard problem in his tomorrow's lesson, when the evening has far advanced into the night to remember the immortal Longfellow's words:

"Heights of great men reached and kept,  
Were not attained by sudden flight,  
But they attained their companions' sleep,  
Were upward toiling in the night."

### Riton Cané Syrup.

W. A. Beckburn of Amarillo was in Hereford Wednesday and was a pleasant caller at this office, bringing with him his jug, filled with pure ribbon cané syrup, which he generously shared with the BRAND editor. Mr. Beckburn was recently in East Texas and while there purchased a ton of the Texas grown syrup. His business in Hereford was to dispose of a part of the car, which he succeeded in doing. The genuine article can be found at either Caldwell Bros. or J. M. Garner's.

White cedar peeled posts at Burton-Ling Co's.

## FROM PRESIDENT NELSON.

He Tells of the Big Sale of Herefords to be Held at Amarillo, April 19th and 20th.

At the sale we will hold in Amarillo, Texas, on April 19th and 20th, we will offer not less than 150 head nor more than 200 head of choice Registered Herefords, 50 head of which will be cows and the balance bulls, under the rules herewith enclosed. We are holding this sale during the annual convention of the Panhandle Stockmen's Association which meets on April 18th, 19th and 20th (this association has a membership of about 800 cattlemen) and the officials of the association have kindly agreed to hold only morning sessions, adjourning at noon on days of sale, that the members and visitors may attend this sale. This will mean an attendance of several hundred prospective buyers. We are holding this sale for the benefit more especially of the buyers in the Panhandle who only need a few head each, and therefore cannot afford the expense of traveling over the central West to make their selections, and we will make it an annual event, and we shall be disappointed if the sale is not in every way a success. This may seem to a casual observer a large number to offer at one sale, and there is no other point in the world where I would attempt to sell so many; but the membership of this association covers a large territory, and they need many times this number of cattle, and we are thoroughly convinced they will all be taken.

Col. R. E. Edmonson will be our principal auctioneer and have able assistants. We already have over 100 head contributed, and those first applying will receive first consideration. Don't make the mistake that any kind will sell in Texas; they want the good ones, and none but the good ones, in good condition, should be consigned. Small consignments that can be delivered locally at Fort Madison or Kansas City, will be forwarded near lots as far as possible, and the freight expense from these points will be profited. Notification of such deliveries at Fort Madison or Kansas City, should be given in application for entry. All shipments should be made so as to reach Amarillo not later than April 16th or 17th.

Yours truly,  
O. H. NELSON, President.

### Union Service Program.

Following is the program for the union service, to be held at the Methodist church Sunday afternoon, February 12th:

Subject—Soul winning.  
Leader—O. F. Smith.  
Scripture lesson—Mark 2:1-12.  
Scripture references—Jno. 4:34-38; Jno. 4:39-42; Mark 2:17.  
Song.  
Prayer.  
The sinner's condition and our obligations to them—C. E. Edwards.  
Preparation for soul winning—Jno. Clark.

Song.  
Difficulties in soul winning and how to overcome them—Miss Lizzie LeGrand.

The joys of soul winning—Miss Griffith.

Voluntary service.

Chamberlain's Cough Remedy Absolutely Harmless.

The fault of giving children medicine containing injurious substances, is sometimes more disastrous than the disease from which they are suffering. Every mother should know that Chamberlain's Cough Remedy is perfectly safe for children to take. It contains nothing harmful and for coughs, colds and croup is unsurpassed. For sale by T. M. Coulson & Co.

# THE CASH STORE

HEREFORD MERCANTILE CO.

# NOTICE PEOPLE!

Owing to the continued cold weather, we realize our friends could not take advantage of our special sale. We desire all of our customers and friends to receive the benefit of our low prices, so we have decided to continue our clearing sale for one week longer—to Feb. 18th.

# THE CASH STORE

HEREFORD MERCANTILE 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.

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

YOUR PATRONAGE IS 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



# 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, FEBRUARY 10, 1905.

## WHEAT AND OATS.

Along with other important questions, we believe that that pertaining to the sowing of wheat and oats this spring should not be overlooked. That we have an excellent small grain country has been sufficiently demonstrated to convince the most skeptical and now, that the season is most favorable, it seems expedient that a large acreage be planted to oats, especially, this spring. No crop, when successful, would bring better returns and those who have previously tried it, claim that all that is necessary to make a fine crop this year under the favorable conditions is to plow the ground and sow the seed—nature will do the rest. Also there is considerable talk about planting a variety of hard wheat this spring, which, in connection with a large oat crop, would give the farmers a money crop at the time when it would be most needed. We believe those who go into the oat business this spring will make another step forward in the agricultural development of the Panhandle.

An evidence of the influence which the farmers of the great South Land can wield has been clearly made manifest within the past few weeks. The farmers of the South have never before been in a position to present such a solid phalanx to the great money powers which have so long been in almost absolute control of all the markets in which they are to dispose of the products of their labor. The cotton factors of the country, who, if permitted, would have driven prices to the very bottom and then knocked the bottom out, have met with a determined resistance on the part of the honest laborers, the result of which is reflected in the advance in prices from \$4 to \$5 per bale. The prospects now are that the fleecy staple will soon again be selling at fancy prices and the farmer will be brought into a full realization of his position in commercialism and will be taught to know that, if he will, he can control the whole world, for civilization is builded upon his occupation as a basis.

## TO CHANGE DIVISIONS.

From the most reliable source comes the intelligence that a sweeping change is to be made on this division of the Atchison, Topeka and Santa Fe railway in the immediate future. This change will make Higgins and Hereford as division points, the towns where they are now located being Woodward and Amarillo. The enterprising people of the Santa Fe are making this the shortest and best route to the Pacific coast and this is but one move toward the betterment of the system. Section foremen have been ordered to put in new and better ties and to improve the condition of the road bed. The buildings at Woodward are only temporary structures and can easily be removed. The round-house is to be built of stone, of which an excellent quality is found in close proximity. One thing that has influenced the managers in putting the division here is the purity and abundance of the water. Higgins is situated exactly right for a division and the railroad is now to take advantage of it. This move on the part of the managers will double the value of all property in and near the city. Business will flourish and our town will grow and prosper. Higgins News.

We do not know how much credence can be placed in the above, but we do know that such a move would be a wise one on the part of the Railroad Company. We understand that the same difficulties are met with at Woodward that exist at Amarillo, the principal one of which is the enormous expense attached to obtaining water. Should this be made the main line of the Santa Fe to California, it would not only require an enormous sum of money to procure water for the maintenance of the shops at Amarillo, but a greater sum would be required continually to pump the water from so great a depth. At Hereford, the company is already aware that an inexhaustible supply of the best water in the whole universe can be had at from 30 to 50 feet.

When the great Santa Fe gets ready to build cut-offs and change the location of its division points, Hereford will be ready with a bonus and other prerequisites, the magnitude of which will show her faith in her ability to take care of such enterprises. Hereford, by nature, is located for a large city, already having a perfect sewerage system, an unlimited supply of water and being surrounded on all sides by her millions of fertile acres.

The great Panhandle is large enough for two important cities within her borders and it would arouse a degree of pleasure in the peaceful bosom of the writer to see Higgins take her place as such on the north and Hereford on the south.

JNO. E. FERGUSON, President

C. W. DODSON, Cashier

# The Hereford National Bank

HEREFORD, TEXAS

CAPITAL \$25,000.00

SURPLUS \$18,000.00

## 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.

## THE BRAND'S BIRTHDAY.

With this issue, the BRAND closes its fourth year's work. During these four years the paper's career has been what might be termed a successful one. The size of the sheet has not only been increased but the circulation has been extended, from a few local subscribers to almost 1000 paid-in-advance subscribers, covering several states and territories, thus giving it an advertising prestige unexcelled, if equaled, by any paper in West Texas.

The BRAND's policy has always been for the moral and material development of the Panhandle in general and Deaf Smith, Castro and Farmer counties in particular. That success has been achieved along this line, is evidenced in many ways, but the best evidence which we have of its good work is the hearty and generous support which has been accorded the paper, by the citizens of these three excellent counties. For the prosperity of the past, we only have to thank the public, who, by their very liberal patronage, have enabled us to serve a more useful purpose in the development of the country. It is a well-known fact among newspaper men of the Panhandle that the BRAND overshadows them all when it comes to an advertising patronage, which fact alone reflects the enterprise and local pride of Hereford's business men.

During this year we have many improvements under contemplation which will continue to give Hereford the best and most up-to-date printery west of Fort Worth in Texas.

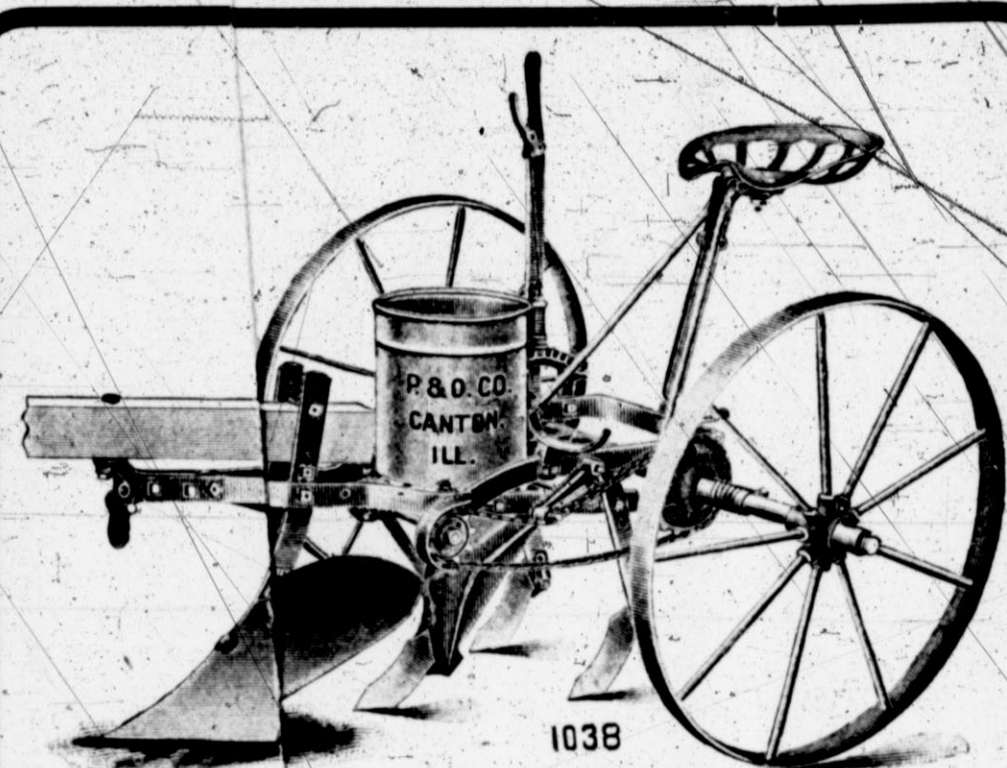
It shall be our purpose in the future as it has been in the past to serve the interest of all readers and customers alike, with equal rights to all and special privileges to none. We shall ever maintain that breadth of thought which will enable us to do for all our customers just what we would do for any one of them. This has been our record in the past, it shall be our unbroken record in the future. We shall endeavor to give our readers a first-class local newspaper, promising to always be charitable in our views and respectful towards the views of others.

We again extend our heartiest appreciation for the liberal patronage given us in the past.

## Union Services.

Arrangements have been made to hold a union service of the B. Y. P. U., Christian Endeavor and the League at the Methodist church on next Sunday afternoon at 4 o'clock. The special program to be rendered will be found in this issue.

A special invitation is extended to all.



## JUST RECEIVED

A carload of Implements consisting of Single and Double Row Cotton and Corn Planters, Cultivators, Disc Harrows, Disc Mows, 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 with 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

# CLOSING OUT SALE

In Men's and Boys' Ready-Made  
**CLOTHING**

We are offering our entire stock in the above lines at actual cost with a view to discontinuing same. Below we quote a few of the many bargains which we have for our customers:

Men's Suits	
\$15 Suits, cost	\$10.50
\$13 Suits, cost	9.50
\$12 Suits, cost	9.25
\$11 Suits, cost	7.50
\$9 Suits, cost	6.50
\$5 Rubber-lined Duck Overcoat, cost	8.50

Boys' Suits	
\$6 Suits, cost	\$4.50
\$4 Suits, cost	2.75
\$3 Suits, cost	2.25

We make a specialty of taking orders for tailor-made suits. The latest styles and perfect fits guaranteed. Yours truly,

**BEACH & KERR**  
DIMMITT, TEXAS

**HEREFORD LUMBER CO.**  
LUMBER, PAINT  
OIL, BRICK  
LIME, CEMENT

SEE US  
**HEREFORD LUMBER CO.**

The Brand and News  
\$1.75 Per Year



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.

## SHORT LOCALS

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

Witherspoon & Gough. 48tf

Mr. and Mrs. O. M. Daniel were shopping in the city Thursday.

New line ties and hosiery at Hereford Mercantile Co. 1t

S. L. DeSpain, who ranches north of town, came in today after supplies.

Sale continued till February 18th. Come early and get bargains. Hereford Mercantile Co. 1t

B. H. Smith came up Thursday to meet one of his old Missouri friends who came down with the Fallmadge car.

Kelly Gray who owns a two section ranch north of town came in Thursday after a load of coal. While in town he ordered the BRAND sent to his brother at Huntingdon, Tennessee.

Miss Jessie Winans, teacher of music and elocution in the College, went down to Portales Thursday to conduct a trades carnival. The recital at the College has been postponed till a later date, announcement of which will be made next week.

J. C. Coker of Dawn was a pleasant caller at this office Saturday, renewing for the BRAND. Mr. Coker is rejoicing over the prospects since the recent snows and is at work in earnest preparing for his 1905 crop. He is practicing diversification in stock raising with a marked degree of success, and placed several fine porkers on the Hereford market Saturday which sold at satisfactory prices.

D. C. Cashion came in Tuesday after supplies.

J. T. Rutherford was a business visitor in the city Thursday.

Get our clean & prices on shoes and hats. Hereford Mercantile Co.

John Dyer, Teaco's lumberman, had business in the city Thursday.

Lost—In R. J. Kibbe's pasture, a winter lap-robe. Finder please return to Dr. C. P. Estes. 51tf

Jackets, half price; ladies' wrappers 33 1-3 per cent discount. Hereford Mercantile Co. 1t

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

I still have some apples left to close out at \$1 per bushel. You can get them at either Edwards, Cardwell Bros, J. A. Johnson, B. Barnards or the Bucket Store. Call before they are all gone. Geo. W. Eagle. 51-2t

J. C. Hogan who had been visiting W. A. Hancock, left last Saturday for his home at Prior Creek, Indian Territory. Mr. Hancock called around his week and ordered the BRAND sent to Mr. Hogan's address for one year.

R. N. Mous has let the contract for the erection of a handsome seven-room residence on the S. S. Evans lot college addition to Hereford. This is one of the best residence locations in Hereford and when adorned with the improvements which Mr. Mous intends making, will be a home of unsurpassed beauty. Understand Mr. Mous will move town as soon as the house is completed. The contract was given to J. W. Hough.

Rev. R. J. Birdwell.

The meeting begins tonight (Friday). Don't fear the weather. See Eccl. 11:4: "He that observeth the wind shall not sow, and he that regardeth the clouds shall not reap." We desire that every man, woman and child in Hereford shall hear Bro. Birdwell. He was in Clifton last week, where they had a great meeting.

Read the following from the Clifton Record:

The Methodist meeting which has been in progress at the Anderson building, is largely attended by the citizens of both town and country. Rev. Russell J. Birdwell has proven his ability as one of the deepest and most practical evangelists ever in Clifton and is drawing large crowds at both day and night services. All the business houses close their doors at 3 and remain closed till 4 o'clock, as their employees can attend the services during the day.

THOS. S. BARCUS, Pastor.

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

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. 51

Wall Paper—E. B. Black. 44

Headquarters for Roswell cider, celery and apples at Barnard's. 4t

Jno. Droke of Dimmitt was a business visitor in the city Thursday.

W. A. Hubbard came in Thursday from his Castro county ranch on business.

Clothing and overcoats, 25 per cent off, during clearance sale. Hereford Mercantile Co. 1t

Clarence Smith, son of W. M. Smith of Castro county, arrived last week from Modena, Missouri, and has accepted the job of pumping for the tank at this point and Canyon City, he having formerly occupied the same position. His family will arrive the latter part of this week and they will make this their home.

W. B. Brady this week sold to George Cloyd two of his registered cows which attracted considerable attention when driven through the streets. Both animals were registered Herefords and were as fat as feed and attention could make them. They weighed 1426 pounds and 1525 pounds respectively and furnish another instance of successful feeding in the Panhandle.

## 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 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

## 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 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.

## HEREFORD MEAT MARKET

WETSEL & WETSEL, PROPRIETORS

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

## Tierra Blanco Herefords

L. R. BRADLY

BREEDER OF

Registered Hereford Cattle

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

Herd Headed by Climax Assisted by Chorister

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



The Man from Milwaukee talking About Witherspoon & Gogh.



**KLEINWANZEBEN SUGAR BEET.**

Grown by F. H. Morrison, at Fairfield, Washington, From Mother Beets of Exceptionally High Sugar Content and Purity.

The Department of Agriculture wishes to have written reports as to the quality of this seed, as sugar beet seed raising in the United States is a new industry. All requests for either beet or vegetable seed for another year from those sending such reports will be given special consideration.

**CULTURE**

While sugar beets can be successfully grown on a variety of soils, it is usually considered that they thrive best on a rich sandy loam, having uniform surface and subsoil. The soil should be deep, with moderately porous subsoil, and either naturally or artificially drained. A good crop can not be grown on shallow soil having a hard, impenetrable or water-soaked subsoil. A soil that will grow a good crop of corn or potatoes is well adapted for beet culture. Well-rotted manure, phosphates, and potash may be freely used, but Chile saltpeter, if used at all, should be used sparingly. The proper preparation of the soil is a prerequisite to successful growing. The ground should be fall plowed to a depth of 9 or 10 inches, and sub-soiled 5 or 6 inches more. The surface should be thoroughly pulverized by disking and harrowing as soon as the frost is out of the ground. After the weeds have a good start, the ground should be again harrowed to destroy them, and finally harrowed the day before seeding. The seed should be evenly planted in rows 18 inches apart, as early in the spring as the season will permit. If a drill is used, 15 or 20 pounds of seed are required to sow one acre, while 10 to 15 pounds are sufficient if sown by hand. Cover the seed to a depth of one-half to one and one-half inches, according to the condition of the soil and season. To keep weeds from getting a foothold and the surface loose, cultivation should begin as soon as the seeds have sprouted sufficiently to show the rows, and continued as long as it is possible to do so without breaking the lower leaves. Thinning should be done as soon as the plants

have four well-formed leaves. This can be most easily done by bunching with a six-inch hoe, leaving a group of plants every 6 to 10 inches. Thin to one plant to each group, using care always to leave the strongest and healthiest plant, even though the plants are at somewhat irregular distances. Give a thorough hoeing at the time of thinning.

Attention is again called to the desirability of a report on this seed. The beets raised from this seed should be hauled to the factory in a separate load from beets grown from any other seed and a separate test for sugar content and purity should be made. If persons receiving this seed will send to the undersigned a postal card stating that they are willing to fill out a report, a blank form will be forwarded to them!

A. J. PIETERS,

Seed and Plant Introduction and Distribution, U. S. Department of Agriculture, Washington, D.C.

**Chamberlain's Cough Remedy the Best Made.**

"In my opinion Chamberlain's Cough Remedy is the best made for colds," says Mrs. Cora Walker of Portersville, California. There is no doubt about its being the best. No other will cure a cold so quickly. No other is so sure a preventive of pneumonia. No other is so pleasant and safe to take. These are good reasons why it should be preferred to any other. The fact is that few people are satisfied with any other after having once used this remedy. For sale by T. M. Coulson & Co.

**Snow Shovel in Use.**

The Pecos Valley road has been running a snow shovel in advance of the passenger trains this week. This became necessary owing to the snow drifts which accumulated in the cuts. Many of our citizens had never seen a similar machine in operation, in whom it was a beautiful spectacle to see the great shovel throwing the snow high above the engine.

**Auction Sale.**

Saturday evening at 7 o'clock, February 11th, I will sell at auction 1 organ, 1 dresser, 1 couch, 1 stove and a number of other articles. Be on hand. 51-2t

A. J. OLIVER.



**American Lady SHOE**



ST. LOUIS, U.S.A.

MAKERS.

WITH THE CHARACTER OF THE WOMAN



A SWELL BOOT

that individualises its wearer as being exclusive.

FOR SALE BY

**Hereford Mercantile Co.**

Hereford, Texas

PRICE

\$3.25

**SATURDAY'S INSTITUTE.**

Steps to be Taken at Once Towards Securing Experimental Station.

The attendance at the farmers' meeting Saturday was not as large as usual on account of the inclemency of the weather, but as is ever the case, there was a quorum present and important measures were considered.

The meeting was called to order by S. T. Howard and the program as previously announced in the BRAND was carried out, the chief topic being the importance of an experimental station to the plains country and the best course to pursue in locating such an enterprise. The question was warmly received and ably discussed, it being the decision of all present that work should be begun at once to place the matter before the legislature. It was shown in the meeting that Hereford was the first town on the plains to mention an experimental station, which, with the fact that our people are already engaged in actual farming, gives us first claims to the enterprise.

A committee, composed of Jno. E. Ferguson, L. Gough and S. T. Howard, was appointed to present the matter and active work will begin at once.

A resolution was also passed requesting the business men of Hereford to co-operate with the Farmers' Institute in securing the station.

Meeting adjourned to meet again Saturday afternoon, February 18th.

**Notice.**

The Hereford Meat Market, formerly run by C. P. Arthur and C. T. Dobbins, is now located in the Geo. W. Dale brick building, recently vacated by J. A. Canterbury's boot and shoe shop. We are now prepared to serve the public at a better advantage than before.

We have come to Hereford to stay and will meet all competition in prices. All choice meats ten cents per pound. We wish also to state that Mr. Dobbins is no longer interested in the business, but we are yours to serve. We have free delivery and solicit your patronage. When we can serve you, phone 154. 51t WETSEL & WETSEL.

**Run Away.**

On Wednesday morning of this week, B. Barnard happened to what might have proved to be a serious accident. He hitched his horse to the delivery wagon and started for town, when the animal became unruly and ran away, the wheel striking a post and throwing Mr. Barnard from the wagon. Fortunately, however, he escaped with a few minor bruises. The wagon was pretty badly wrecked.

**Three Cars of Lumber Just Arrived**

**COAL**

Everything Used on Ranch or Farm

**Laird-Hering Mercantile Company**

SUCCESSORS TO LAIRD-CURTIS MERCANTILE CO. BOVINA, TEXAS

**If You Buy From Us We Both Make Money**

**Hereford Planing Mill & Construction Co.**

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

**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, GIRTS AND KINDRED ARTICLES**

AND AM STILL MAKING **HIGH GRAD. BOOTS AND SHOES** for the elite ranch and professional men of the country, and will appreciate your patronage.

**J. A. CANTEBURY - HEREFORD**

**DOCKRAY BROTHERS**

DEALER IN ALL KINDS OF **Fruit, Shrubber and Ornamental Trees**

BEST NURSERY STOCK AT LOWEST PRICES **SAN ANTONIO, TEXAS**

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

TELEPHONE NO. 76 PROMPT DELIVERY

**Hereford Fuel Oil Company**

**TROY WOMBLE, Manager**

Dealers In

**COAL**

We are headquarters for all the best grades of Coal. Our Maitland and Rugby "Niggerhead" can't be beat. Our prices on coal are always correct. Try us on your next order.

**LIGNITE COAL**

The cheapest fuel on earth, at \$5.00 per ton. It is being used all over the country. Try it if you want to cut down your coal bill.

**OIL**

Crude Beaumont Oil for kindling and fuel purposes is also a fine disinfectant for stock, swine and poultry, it is cheap. Ask us about it.

**ICE**

Don't deny yourself the use of Ice when it costs so little to enjoy it. Phone in your orders or flag the wagon. Our motto is Full Weight and Fair Dealing. All orders given prompt attention.



**Professional & Business Cards**

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

**S. J. DODSON, LL. M.**  
LAW AND COLLECTIONS  
OFFICE AS FORMERLY  
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.

**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 G. R. Hay brick building  
Hereford, Texas

**GRAVES & ELLISTON**  
Dealers in Real Estate. Ranch Property a Specialty.  
No deal too small to receive our attention  
Hereford, Texas.

**C. L. DAVIS**  
DEALER IN  
City, Ranch and Farm Property  
Hereford, Texas.  
Personal attention given to all business entrusted to me.

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

**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**

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

Valentines at Smith & Orr's.  
If it is white cedar peeled posts for ranch improvements, see Burton-Lingo Co.  
C. S. Cardwell came in Tuesday from his Castro county ranch after supplies.

Underwear greatly reduced. Come early and be supplied. Hereford Mercantile Co.

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

F. L. Vanderburgh of Amarillo passed down the road Wednesday on a business trip to Roswell.

If anyone wishes to learn the art of capturing coyotes or other species of the wolf family, he should apply to T. J. Graves.

William W. Sawyer, representing the United States Department of Commerce and Labor, spent Wednesday in Hereford taking the business census of the city.

J. B. Stone was on our streets Tuesday from his North Draw ranch. Mr. Stone rather enjoys this climate after having spent the greater part of his life in North Missouri where it is nothing uncommon for zero weather to prevail for many days during the winter.

Witherspoon & Gough. 48tf  
Lignite coal at \$90 per ton.  
Hereford Fuel Oil Co. 52tf

The regular term of the commissioners' court will be held next week.

Pure Ribbon Cane syrup at C. E. Edwards. Bring your jug and get it filled. 51tf

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

Chas. Roberson of Boom was a welcome visitor at his office while in town Saturday.

Joe H. Frazier, manager of the XIT ranch is spending this week at the Bovina headquarters.

The sportsmen of this city spent several days this week running down wolves, rabbits and shooting ducks.

A car load of corn and cotton planters, disc plows, cultivators, disc harrows, seeders, etc. Stringfellow-Hume. 50-3t

W. H. Fuqua, president of the First National Bank of Amarillo, was a business caller in Hereford Tuesday.

If you want a monument of any description, see S. B. Feeaster. He can supply your wants at reasonable prices. 51tf

James Hughes, teacher of the Frio school in Castro county, dismissed school for several days this week on account of the continued snow and cold weather.

Dr. Albert J. Caldwell of Amarillo spent Wednesday and Thursday of this week in the city in the interest of those suffering from diseases of the eye, ear, nose and throat.

The Hereford Telephone System continues to enlarge and extend and give more and better service for the money. Have your phone placed at once and get the benefit of the improved service. W. G. Ross. 51tf

A. H. Morris, while in town Monday, informed a BRAND representative that cattle are standing the snow and old weather exceedingly well and that there would be no losses at all where ample food and shelter were provided.

Elder Randolph Clark returned to Lancaster Saturday after spending a week with his family in Hereford. Mr. Clark is now pastor of the Christian churches at both Lancaster and Arlington and before leaving ordered the BRAND to follow.

Elder Jesse B. Haston is now engaged in preparing the subject matter for the 1905 catalog for the Panhandle Christian College. The work of advertising the school for next year will be begun early and pushed to the extent that the merits of the institution will be known in every Panhandle home.

Rev. H. B. McGee returned Monday from different points in Missouri, where he was in the interest of immigration. He is very much encouraged at the interest which the Missourians manifest in this country and feels assured he can bring them here in good numbers when the winter breaks. He will return in a few days.

A news item which was overlooked in last week's issue was the change which was made at the depot. C. T. Palmer, who has served the P. V. road at Hereford in the capacity of operator for a number of years, was transferred to Bovina where he, in addition to being operator, will also act as station agent. Many BRAND readers will regret to learn of Mr. and Mrs. Palmer's departure from our city. The vacancy at Hereford was filled by George Perkins of Amarillo.

Witherspoon & Gough. 48tf  
Blankets, cheap during clearance sale. Hereford Mercantile Co. 48tf

Born to Mr. and Mrs. A. H. Morris, on the 15th inst, a fine girl.

Just received at Burton-Lingo's, a large supply of white cedar peeled posts. 52tf

Shirts, men's and boys', to clean out at interesting prices. Hereford Mercantile Co.

Miss Clara Edwards, who teaches the Boom school, spent Sunday with relatives in Hereford.

Ladies! We have some rare bargains in laces and embroidery. Hereford Mercantile Co. 48tf

M. C. Raley, one of Amarillo's hardware and furniture dealers, spent Sunday in Hereford visiting friends.

J. S. McDowell who has been confined to his room for some weeks on account of sickness is reported to be improving.

We have a new feature to show you in the the way of a single row cotton and corn planter. Come and see and do it now. Stringfellow-Hume. 50-3t

Mr. and Mrs. Will Vaughn and children left Tuesday for Old Mexico where they expect to make their home. The former is the son of J. L. Vaughn of Castro county.

We call the attention of our readers to the display ads of the Western National Bank and the Hereford Fuel Oil Company found elsewhere in this issue of the BRAND.

Stringfellow-Hume Hardware Co. have received a car load of single and double row cotton and corn planters. Come in and see the best planter on the market and do it now. 50-3t

J. E. Whittaker who had been the guest of W. A. Hancock for several days left Saturday afternoon for his home at Prior Creek, Indian Territory. Mr. Whittaker's primary purpose in coming was to investigate this country.

W. B. and P. D. Mersfelder, two of Bovina's leading business men, spent Tuesday night in Hereford on business. The latter is just recovering from a severe siege of typhoid fever which has held him in its grasp for several weeks.

Sheriff Burnam of Dimmitt transacted business in Hereford several days this week. He informed a BRAND representative that there was considerable falling off in the poll tax receipts in Castro this year, the number paid being a few over 200.

I. N. Dillard had business in the city from his ranch west of town Tuesday. Mr. Dillard returned last week from a trip to Whitesboro where he went to market a bunch of horses and reports everything in a business way exceedingly quiet down there.

S. H. Mount came in Saturday from the Carlsbad, New Mexico, oil fields and spent this week with his family in Hereford. Mr. Mount had been away, for several months, and his numerous friends were glad to welcome him back. He, in connection with his brother, is engaged in sinking a well on their property, which is now about 300 feet deep. It is their intention to go 1000 feet deep unless their progress in digging is put to an end by striking the fountain or lake of oil which is supposed by experts to exist beneath the surface. Mr. Mount has made a careful survey and study of the situation and is convinced to that extent that he absolutely refuses to place any of his property on the market.

**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**

**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,

**CARDWELL BROS.**

**Burton-Lingo Co. Lumber**

Hereford, Texas

We are now getting in our new stock. Come and see us when you want Lumber, Sash, Doors, etc. It will pay you to see us before you buy. We can and will save you money on anything in our line.

**Burton-Lingo Co. J. W. BURKS Local Manager**

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 International Stock and Poultry Food Connected

**YOUR PATRONAGE SOLICITED**

**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

**HEREFORD TONSORIAL PARLORS**

L. R. BASSHAM, Proprietor

**Our Specialties...**

**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



**BAKING POWDER**

Made from pure cream of tartar derived from grapes.

PRICE BAKING POWDER CO. CHICAGO.

**Panhandle News**

A real estate exchange was organized at Amarillo last week and the following officers were elected: R. B. Newcomb, president; Will A. Miller, vice-president; J. D. Hamlin, Secretary and Treasurer.

The total enrollment of the school has reached the figure of 279, which is the largest in the history of Memphis. We fully expect to see it reach 400 in another year. Nothing beats a good school for building up a community.—Hall County Herald.

Shamrock is the mecca of all northern prospectors in the Panhandle just now. The Rock Island road is putting considerable work into the proposition of settling up that part of their territory and have brought several large parties there.—Hall County Herald.

Walter Farwell, part owner and manager of the XIT, and George Findley, for many years head bookkeeper for the company, came in from Chicago last Monday, and in company with Joseph Frazier, will visit all points throughout the ranch on a tour of investigation.—Channing Courier.

The number of poll taxes paid up to last night in this county was 428, sixty-two less than last year by February 1. Last year there were paid 305 in town, this year 258. Jerico and Lelia were the only precincts to show a gain, the former 9 the latter 2. Of the other precincts, Rowe shows a loss of 6, Giles 3, Oldtown 9, Whitefish 4 and Lee's 4.—Clarendon Chronicle.

A whole flock of Denver engines were brought into the Rock Island round house here Sunday. After being overhauled they were put into the Rock Island service. Whether the Rock Island owns the Denver or is just a good borrower it answers the same purpose here. If they will form the habit of doing Denver repair work here we don't bother about who the owner is.—Dalhart Texan.

A. J. Lundergreen who is at the head of the Amarillo Creamery Co., has placed his plans for buildings in the hands of an architect. He will have the creamery completed in the early spring so that those who are looking for a good market for their cream will not be disappointed. The capacity of the creamery will be sufficient to handle the cream from as many as three thousand cows.—Herald.

Our postmaster Capt. J. M. Kindred is making earnest effort to secure the two deliveries daily, which are very much needed, and if the department will be considerate enough to grant it, additional carriers will be necessary to give the service. The Herald, and readers also, will certainly be glad to see two daily

deliveries, and appreciate all efforts being made to secure them.—Amarillo Herald.

The new Government quarantine regulations establishing the Federal line for the ensuing year have been issued and include some changes from the regulations issued one year ago. The principal change in Texas is that Childress County is placed back in special quarantine, after having been relieved of restrictions last year; and that Garza county is placed entirely above the line, after having been under special quarantine last year.

**Items From Hart.**

W. S. Hastings has a very sick baby this week. A physician was called from Tulia yesterday.

Miss Fannie Keller of Olton, Lamb county, passed through Hart last Monday on the stage to visit Miss Terrel of Dimmitt for a few days.

C. R. DeLong has the material bought to put a woven wire fence around his ranch which he will stock with some fine sheep. You see he is figuring on the dollar.

A. P. Eaton, the business mail carrier from Dimmitt to Olton, has put in his appearance every mail day all during this bad weather, but we fail to get our mail on account of the line from Dimmitt to Hereford not making the trip. Give us our mail every day.

If the winter continues as bad as it has been for the last few weeks we'll hear no more cries of over production, but one thing sure, there'll be plenty of grass for the few that are left. We must look well to the feed question and care for the old cow if we expect her to be profitable to us.

Snow, snow, just fourteen inches deep on the level. This is adding much to the farmer by depositing a good season in the ground for an early spring. It will aid us in a fruit crop by holding it back till danger of frost is over. The poor farmer is the most independent being on earth as he looks only to the season for his part of prosperity.

T. W. H.

**A Splendid Opportunity for Progressive Young Men and Women.**

The Western Union and Postal Telegraph Companies alone own 1,000,000 lines of wire, and sent over them last year 82,000,000 messages at an average charge of 30c each—and increase of millions over preceding years—and requiring an ever increasing army of operators; hundreds of these places are constantly vacated by death, resignation and promotion. The present era of railroad building and commercial expansion is also daily adding to the demand for good operators.

The boys and girls who take a course in telegraphy now will soon be holding excellent positions at good salaries. The Tyler Commercial College of Tyler, Texas, has one of the most thorough and practical departments of telegraphy to be found anywhere. If you enroll with them for a course, you will soon find yourself in demand in the business world at a good salary. If you want a course of bookkeeping or shorthand and typewriting they are also prepared to give you this in the latest and most practical methods ever devised. Write them today for free catalogue giving full description of their different courses. You will likely enter but one school for a course of bookkeeping, shorthand or telegraphy, so it stands you in hand to select the best, for it will be its training that you will use throughout life.

Hereford Fuel Oil Co.

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

**Santa Fe's Restaurant System.**

Fred Harvey? Do you know the name? If not, then your education has been neglected.

Fred Harvey used to run a restaurant. He ran it so well that the Santa Fe Railroad folks got him to establish a line of restaurants along the road from Chicago to California, and also down into Texas. Some say that the Santa Fe made Fred Harvey, but the fact is, Fred Harvey had a little something to do with making the Santa Fe.

Twenty years ago, railroad travel was attended with much discomfort. You might get something to eat at the eating houses, and you might not. You might have time to eat, and you might not—you took your chances on soggy biscuit, muddy coffee and impossible pils. The term "eating-house" was somewhat ironical.

As for the west, Fred Harvey changed all this. When a train stopped at a place where there was a Fred Harvey eating house, you knew there would be ample time for a meal—the train would not leave until ordered to do so by the restaurant manager—you would not be overcharged, and everything provided would be of the best—absolute cleanliness, order, system, courtesy, would prevail.

Fred Harvey set a standard of excellence. It is a terrible thing to acquire a Fred Harvey reputation.

Where the name, Fred Harvey, appears, the traveling public expect much. It may be on the desert of Arizona, a hundred miles from water, but if it is a Fred Harvey place, you get filtered spring water, ice, fresh fruit and every other good thing that you can find at the same season in the best places in New York City or Chicago. How the miracle occurs you do not know—it is a Fred Harvey concern—that is enough.

The manager of a Fred Harvey eating house must be in accord with the Fred Harvey system. He must be intelligent, quiet, alert, courteous. Everything about the place must reflect decency, order, thrift, cleanliness, good-cheer, system.

The girls at a Fred Harvey place never look dowdy, frowsy, tired, slipshod or overworked. They are expecting you—clean collars, clean aprons, hands and faces washed, nails manicured—there they are! bright, fresh, healthy and expectant—extra choice!

And so this man, Fred Harvey, has educated thousands of young men and women, and showed them how to meet people, how to serve them without boring them, how to speed them on their way in gladness.

Fred Harvey is dead, but the standard of excellence he set can never go back. He has been a civilizer and a benefactor. He has added to the physical, mental and spiritual welfare of millions. Talk about "commercialism"; well, there is nothing finer. No sermon can equal a Fred Harvey example—no poet can better a Fred Harvey precept. Fred Harvey simply kept faith with the public. He gave pretty nearly a perfect service. I did not know Fred Harvey, but I know this, he must have been an honest man, a good man—for the kind of a business a man builds up is a reflection of himself—spun out of his heart. Man like Deity, creates in his own image.—The Philistine.

**Stomach Troubles and Constipation**

"Chamberlain's Stomach and Liver Tablets are the best things for stomach troubles and constipation I have ever sold," says J. R. Cullman, a druggist of Potterville, Mich. They are easy to take and always give satisfaction. I tell my customers to try them and if not satisfactory to come back and get their money, but have never had a complaint." For sale by T. M. Cullson & Co.

**\$25 COLONIST TO CALIFORNIA**

March to May 5. Tourist car Privileges. Send for details.

**Homeseekers' Rates**

to Amarillo County and to Beaver County Tuesdays and Saturdays

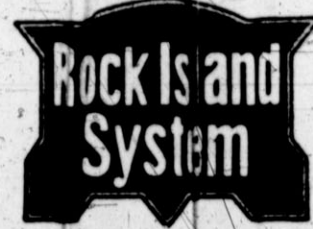
**Kansas City and Return**

Baptist Conventions, May 8 to 12. One fare and \$2

**Washington, D. C. FEB. 28**

Inauguration Ceremonies, One Fare and \$2

Through Sleepers and Chair Cars TO CHICAGO AND KANSAS CITY



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

A. B. SPENCER, D. P. A., Amarillo, Texas.

**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, GENL. PASSGR. AGENT, 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

**Fresh Groceries**

Remember the new Grocery Store where you can get nice, fresh groceries at reasonable prices. We make prompt delivery of all orders. A share of your trade will be appreciated.

Telephone No. 81

B. BARNARD, The Grocer

**DIRECTORY**

Hereford Lodge No. 849 A. F. & A. M., meets Saturday evening on or before the full of each moon. Visiting brethren cordially invited to attend.

L. A. SIMPSON, W. M.

Regular convocation of R. A. Chapter No. 246 of Hereford, 1st Monday night each month.

B. H. BUNDS, H. P. W. B. BEACH, Secretary.

Hereford Camp No. 990 W. O. W. meets first Saturday night in each month.

JAS. HUGHES, Consul Commander.

**For Lease**

One and one-half sections of land near Arney, Texas, 175 acres in fine state of cultivation. Apply to 49-8t E. RENFRO.

**Sweet Potatoes for Sale.**

If you like fine sweet potatoes, call on D. E. Weaver. Leave your orders with Cardwell Bros. or J. A. Johnson, or phone No. 127. 49tf