

# The Hereford Brand

Vol. 4

HEREFORD, TEXAS, DECEMBER 9, 1904

No. 43

ATTEND THE DEBATE AT THE COLLEGE TOMORROW NIGHT

12TH TO 25TH

## STAMBAUGH & LIPSCOMB'S

### Clean Sweep Sale For Cash

Beginning Monday, December 12th and continuing until Sunday, December 25th, we will make clean sweep prices on our entire stock of goods. The New Year will soon be here and we wish to reduce our large stock to save handling so much during inventory. Remember these prices are during this sale only

#### A SWELL SHOE

made in all leathers and styles.

THIS IS ONE



PRICE: \$3.75

#### SHOES! SHOES!!

You are never well dressed unless you have a good pair of shoes. We carry the finest goods that are made. We are going to show you the celebrated Hamilton-Brown line, all the very highest product of the skilled manufacturers, made upon best shaped lasts, made by the best labor, made with exactness, made for service, made for comfort, made for style, they positively possess every best quality. We have them in most all styles of toes, widths and sizes. We urge you to make your selection during this sale. We have about 250 pairs of Men's, Ladies' and Children's Boots and Shoes that we wish to close out regardless of cost. They are odd lots and sizes and different brands—but good value.



#### A SWELL BOOT

that individualises its wearer as being exclusive.

PRICE: \$3.25

## The great gift sale--The biggest smash yet

By way of explanation of the big cut we are making on Clothing we have the following to say: Our stock is much larger than we need at this time of the year and we do not wish to invoice such a large stock on the first of January. This mammoth stock must move. It is by far the handsomest line of perfect-fitting, ready-to-wear men's garments ever put on a counter in Hereford. Now you can hardly put off buying your winter suit any longer, and as an inducement to you we make the following offer:

With every \$20, \$18, \$17.50 or \$16.50 Suit of Clothes we will give FREE any \$3 or \$3.25 Shoe or \$3.50 Hat in the house.

With every \$15, \$14, \$13.50 or \$12.50 Suit of Clothes we will give FREE any \$2 or \$2.50 Shoe or \$3 Hat in the house.

With every \$11, \$10, \$8.50 or \$7.50 Suit of Clothes we will give FREE any \$1.50 or \$1.75 shoe or \$1.75 Hat in the house.

With every \$6.50, \$5.50, or \$5 Suit of Clothes we will give FREE any \$1.25 Shoe in the house.

The same gifts will be made with overcoats. This sale will be for cash. Nothing will be charged.

#### Men! Your attention. Don't miss THESE BARGAINS

##### Men's and Boys' Negligee Shirts

Regular price 65 and 75c, during this sale at 55c  
Regular price 85c and \$1, during this sale at 60c  
Regular price \$1.25 and \$1.50, during this sale at 1.10  
Boys' regular price 50 and 65c, during this sale at 40c

##### MEN'S HATS

We have about 5 dozen Men's Hats in one lot, mostly in large sizes 7 1-8 to 7 1-2  
Regular \$3 Hat for \$2.25  
Regular \$2.50 Hat for 1.75  
Regular \$2 Hat for 1.35

#### The opportunity of a lifetime TO BUY HOSIERY Ladies' and Children's

We have a nice lot of Hosiery, but short on some few numbers in same grades, but have all numbers in other grades. To close this lot out we make the following prices: Medium weight, sells at 10c, 3 pr. for 25c, special 7 1-2c  
A better grade, regular 15c, 2 pr. for 25c, special 10c  
A regular 20c grade, special 15c  
Our regular 25c grade, special 20c  
We have some Ladies' and Misses' Wool 25c hose at 20c

##### STAPLES

Toil De Nord Gingham, regular 12 1-2c, special 10c  
Amoskeg Gingham, regular 10c goods, special 8 1-3c  
Good Gingham, regular 8 1-3c goods, special 7 1-2c  
Flannelette, regular 25c goods, special 20c  
Flannelette, regular 20c goods, special 15c  
Flannelette, regular 15c goods, special 12 1-2c  
Flannelette, regular 12 1-2c goods, special 10c  
Flannelette, regular 10c goods, special 8c  
Best 10c Percal in short lengths, special 7c  
A good 20 inch Bleach Domestic, regular 7 1-2c, at 5 1-2c

#### FASHIONABLE, STYLISH at COST and BELOW MILLINERY

Our stock of Ladies' fall and winter hats is most complete. Our business in this line has been very good; now we wish to give our customers the benefit of a Cost Sale on almost everything in the hat line. We are offering values that are unsurpassed. Remember these prices don't last long.

#### IT WILL PAY YOU TO COME FOR THIS LINE ALONE DRESS GOODS

An important subject to the ladies. Everyone ought to be interested. Every lady will be interested when she sees the great bargains we are showing. You who have seen our stock know how large it is. It covers most every line and quality and price.

Elaines and Zibaines, regular \$2 goods, special	\$1.45
Silk and Wool Creps, regular \$1.50 goods, special	1.14
54-inch Black Sacking and Chevots, regular \$1 goods, special	.79
Figured Mohair for Shirt Waist Suits, regular 60c goods, special	.48
All Wool Henriettas, regular 65c goods, special	.45
Half Wool Henriettas, regular 35c goods, special	.28
Half Wool Popular Cloth, regular 40c goods, special	.33
All-Wool Flannels, regular 85c goods, special	.75
Mixed Brocades, all colors, regular 25c goods, special	.19
Mixed Brocades, all colors, regular 15c goods, special	.12
1 All-Wool Dress Pattern, regular price \$8.50, special	6.25
1 All-Wool Dress Pattern, regular price \$8.00, special	5.85
1 All-Wool Dress Pattern, regular price \$7.50, special	5.75
2 All-Wool Dress Patterns, regular price \$5.00, special	3.25
2 Silk Shirt Waists (Suits 15 yards), regular price \$18.50, special	13.00
One lot of Wool Waisting, fancy and solids, regular price 75c, special	.53
One lot of Wool Waisting, fancy and solids, regular price 50c, special	.39
1 Piece Peau De Soi Black Silk, regular price \$1.25, special	1.00
1 Piece Peau De Soi Black Silk, regular price \$1.00, special	.83
18 Pieces, Short Lengths, Fancy Silk Waisting at 33 1-3 off	

#### Keep Warm When It Costs So Little BLANKETS

There is not a family in this community but what will need one or more pairs of Blankets this winter. You just come in, let us show you the goods, tell you what the price is and you will require no urging to buy. We have Blankets ranging in price from 50c per pair to \$7.00.

#### Look At The Savings In CALICOES

At our Calicoes, that is the very best grades, you pay 6 and 7c per yard regular price, we have in blues, reds, greys, in fact all colors, everything at 5c yd.

##### LADIES' JACKETS

We have a special lot of about 3 dozen jackets. We will cut the price on this lot just half—\$5.00 jackets at \$2.50 and so on through the entire lot. We also have another lot of about 3 dozen jackets we offer at a reduced price—this lot is new and the latest styles.

##### LACES and EMBROIDERIES

Ladies give these items special attention; ask for our prices on this line. Grades, widths and prices vary so much and for want of space we can't mention prices but they run from 25 to 50 per cent off.

##### LADIES' SHIRT WAISTS. We have about 3 dozen in white and colors

Regular \$4 Waist, special sale price	\$2.75
Regular \$3 Waist, special sale price	1.75
Regular \$2 Waist, special sale price	1.25
Regular \$1.50 Waist, special sale price	1.00

##### SKIRTS

In one lot we have about 3 dozen Skirts in most all colors, styles and prices. We offer them at actual Cost and some below.

##### THREAD

Well now is the time to buy thread. During this clean sweep sale we will sell 7 spools of thread for 25 cents. Only 7 spools to each customer.



# NEW BOOKS

We are receiving daily our new line of Holiday Goods, Christmas Cards, Etc. We will also have a new line of the very latest books to arrive next week

## 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...

**Call for Scab Convention:**  
Denver, Nov. 25.—To all Cattlemen in Territory West of Mississippi River Known as "Mange Infected" Territory.

At the request of a large number of cattlemen, the undersigned committee hereby announces a convention of cattle growers to be held in the city of Denver on Tuesday, January 10, at 3 p. m. While this meeting will be open to all cattlemen who wish to attend, it is particularly intended for those who live in the so-called "mange infected" territory west of the Mississippi river and the principal object of the meeting is to consider the present government mange regulations and to seek by united efforts to have the said regulations so amended by the bureau of animal industry as to more reasonably fit the conditions that exist.

Cattle mange, scabies or itch, has been known on the western ranges for many years. It is not a fatal disease, though contagious to a certain extent. While no one will deny the right of the department of agriculture to compel the cattle owners to take such steps as will ultimately lead to the stamping out of this infection, those who have had the experience of the past two years of federal and state regulations, believe that the time has come when the cattle owners themselves should take a hand and strive to induce the authorities to so amend the regulations as to stamp out the disease without bringing complete ruin to the industry. We maintain that the nature of the disease is not serious enough to make it necessary to be treated as a fatal contagion, such as Texas fever or foot and mouth disease and that the commercial necessities in relation to the movement of our cattle should be given some consideration.

It is believed that it is possible to very greatly improve the conditions in relation to this matter and the attendance of cattlemen from the Panhandle of Texas, New Mexico, Eastern Colorado, Western Kansas, Western Nebraska, the Dakotas, Wyoming and Montana, is earnestly urged. As other conventions will be in session here at that time, low rates of railroad fare will prevail. This is strictly a business matter and the larger the attendance, the more certain will be beneficial results.

As the federal regulations will stand on December 1, no cattle can be moved by rail from any exposed territory unless the same shall have first been dipped at least once. Railroad companies threaten to refuse to receive any cattle from in-

fectured districts, and as these districts cover areas, it means a practical quarantine of western range cattle.

Announcement of the place of meeting will be made at the time of the convention. For fuller particulars address H. F. Kennedy, secretary local committee, 211 Quincy building, Denver, Colorado.

CHAS. G. LAMB,  
H. H. ROBINSON,  
FRANK BENTON,  
Committee.

### PROSPECTS AT CARLSBAD.

#### Company Formed to Investigate Possibilities of New Mexico Fields.

The possibilities of the Carlsbad oil fields, in New Mexico, are to be investigated by a company of Los Angeles operators. Those who are on the inside of the deal believe from the favorable reports that have been received from B. W. Watlington, one of the best known oil and mining experts of the Southwest, that they have the nucleus of a second Beaumont.

Watlington, who has been in Carlsbad two or three months, sent a letter to J. J. Lonergan, a close personal friend, telling him that the possibilities of the new field were limitless and it was time to move. Lonergan immediately raised sufficient money among those who know Watlington to tie up ten sections of land in the heart of the field. Among those interested in the deal are James Baxter of Pittsburg, Warren Gillelen and others. Lonergan goes east today to make a personal investigation.—Los Angeles Examiner.

### Christmas is About Here.

Come at once and buy a present for some loved one. It is something suited for everybody.

Watches, clocks and jewelry of all kinds, Conklins fountain pens (the best), knives, forks, spoons, butter bowls and other silverware, gold-filled and sterling silver thimbles, rings that will fit the baby and gold band rings that will fit anybody.

Come early so I will have time to engrave it for you. I engrave free until after Christmas.

JOHN B. VANNOY,  
Optician and Jeweler.

### Laundry Notice.

I am now operating the Hereford Laundry and ask the public to give me a trial when you wish work done in my line. I guarantee all work turned out to be first class. Phone 91 and I will call for your bundle.  
A. E. STANLEY.

### Honor Roll.

Following is a complete list of those who paid their subscription to the BRAND during November:

Oscar Witherspoon	\$1.00
J. W. Hough	1.00
Eli Dunlap	1.00
W. M. Locker	1.00
H. Anderson	.50
B. P. Abbott	1.00
J. R. Armstrong	2.00
Henry Weems	1.00
B. G. Ramey	.50
Ira Aten	1.00
A. C. Aten	1.00
Will Womble	1.00
Press Burnam	2.00
H. H. Hawkins	1.00
W. W. Parker	1.00
Jessie Wright	.25
W. M. Hines	.50
W. J. McMinn	1.00
C. W. Arthur	.25
Ed Cooper	.25
H. Trow	1.00
J. M. Purcell	1.00
Miss Abbie Hubbard	.50
J. E. Turner	2.00
J. P. Carr	1.00
A. J. Hughes	1.00
J. E. Tucker	1.00
A. A. Conrad	1.00
S. L. Gaston	1.00
W. D. Appling	.25
T. A. Holley	1.00
W. J. Driggers	1.00
E. Megert	1.00
J. L. Beach	.50
T. H. Beach	1.00
Geo. Findley	1.00
E. L. Mangum	1.00
J. H. Holland	1.00
Walter Donald	1.00
A. R. Biggs	1.00
J. T. Terry	1.00
S. M. Woods	.50
C. H. Hickman	1.00
G. A. Richards	.50
A. J. Brown	.50
Mrs. R. A. Marshall	1.00
Thos. Bassett	1.00
O. M. Daniel	1.00
G. W. Eagle	1.00
J. W. English	1.00
W. B. Green	2.00
Q. A. Cooper	1.00
L. D. Shephard	.50
H. B. McKinley	1.00
C. L. Stocks	1.00
W. L. Williams	1.00
J. O. Faires	.35
Louis Arnold	1.00
J. J. Ferguson	1.00
Mrs. Mattie Harrison	1.00
J. P. Slaton	1.00
C. L. Gass	1.00
Geo. A. Sachse	1.00
C. L. Easley	.45
W. O. Purcell	1.00
T. C. Leedy	.25
E. B. Black	1.00
A. B. Bradley	1.00
J. E. Garrison	1.00
Guy Gamble	.50
J. L. Crum	.50

### Hereford Teacher Honored.

At the Panhandle Teachers' meeting recently held in Amarillo, Prof. D. W. Hawkins was elected president of the association for the ensuing year. This is quite a compliment paid Prof. Hawkins when it is taken into consideration that he had just become a member of that organization.

This would have been reported in last week's BRAND had the professor not purposely omitted that feature of the program in giving us an account of the proceedings of the meeting.

### Notice to Cattlemen.

We have ordered the necessary machinery and in a very few days will be prepared to crush your kaffir corn and maize, both in the head and threshed. We will also be prepared to make chops of Indian corn. The patronage of the public is solicited. First come, first served.  
TUCKER & JACOBSEN.

Subscribe for the BRAND.

# SANTA CLAUS

Is to be found at our place in the form of a full line of useful Christmas gifts. What is better than a nice rocking chair, a set of pretty dishes, a side board for instance. It's time for that dining table and set of chairs that you promised, too. A hall tree is nice. A lovely parlor lamp, cake plates, salad dishes, water sets, chocolate sets, and many other useful articles in china. A good folding bed, center table, a nice carpet that you have intended for Xmas. A chamber suite cheap. Toilet set. A good trunk for holiday trips. Pictures very cheap. Big line of rugs, cheaper than ever. Kitchen cabinet—a nice gift. All furniture lines complete. Sewing Machines, etc.

**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

## 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 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 \$1 per year



**Panhandle News**

Prohibition went into effect in Childress the last day of November.

There have been 600 bales of cotton shipped from Canadian up to this time and it is reported that the bulk of the unmarketed cotton tributary to this point will be brought here.—Record.

Higgins needs a broom factory and needs it bad. The profit that is made by the eastern men on brooms could be kept at home and used to promote the town's growth. No great outlay of capital is needed. Get together and talk it over.—News.

As ample proof that the country is progressing and that our people are wide-awake to the enormous possibilities opened to them, we submit the fact that one firm has just shipped in 17,000 trees, bought by people in this county. A few short years will see these trees bearing fruit that will rival that of the famed Pecos Valley.—Higgins News.

The Wellington cotton gin was burned last Saturday afternoon. The gin was running and several men were on hand but the fire gained such rapid headway that it could not be stopped. The entire structure, together with much cotton seed, etc., was totally destroyed. The fire originated from a hot box. They had already ginned about 1700 bales this year. Another gin will perhaps be erected for the coming year. The insurance is said to have expired just a day or two before the fire.—Memphis Herald.

**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.

**Colts for Sale.**

We have 150 head of good stock, yearling colts which we are offering cheap for cash. See them at the stock pens. 38tf REAGAN & CONNELL.

**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

**INSTITUTE MEETING.**

Plans for the Ensuing Year's Work Discussed—Interest Centers on Cotton and Truck Farming.

The regular meeting of the Farmer's Institute was held at the court house on last Saturday afternoon with the president, S. T. Howard, in the chair. While the attendance was not large, those present came prepared to talk interestingly on the plans which they were laying for next year's crop. Col. Howard addressed the Institute on the preparation of the soil, which address was listened to attentively. The farmers were advised to break the land deep this winter that what snow falls, together with the spring rains, might penetrate to the sub-soil and thus enable them to plant their crops earlier. The Colonel's views on this subject were consistent with scientific farming and will doubtless be followed up by many of our farmers.

Considerable attention was given to truck farming, all in attendance manifesting a special interest in what would be done along this line. The consensus of opinion seemed to be that there would be a large acreage planted to onions next year. The question as to whether this crop should be grown from seed or from sets also received attention which was decided in favor of the former, owing to the fact that the seed can be secured much cheaper than the sets.

It was the opinion of all that cotton would be the leading crop in this county next year as universal satisfaction exists with the result of this, the first attempt at growing this crop.

The latter part of the afternoon was given to the consideration of the advisability of planting sugar beets here. Different ones present stated that they experimented with this crop this year and found that our soil and climate are especially adapted to it. It is claimed by authorities on the subject that the sugar beet thrives and matures best in a dry climate and the success which has attended this crop in Oklahoma and Western Kansas is conclusive evidence of its adaptability to the Panhandle country.

The question of election of new officers for the ensuing year was brought up, but it was thought best to postpone this till the next regular meeting which will be held the first Saturday in January, at which time it is earnestly hoped that every member will be present and take part in the selection of suitable men to watch over the welfare of the organization.

The meeting adjourned at 5 o'clock to meet again at the court house on the above named date.

**A Question**

Of vital importance to the people of the plains is to plant lots of trees, how to plant, when to plant, and what to plant. Now is the time to prepare your ground, while there is a season. November and December are the best times to plant. See me about varieties to plant. I have over 100 varieties growing here and have had fourteen years experience in Texas. Over 100,000 trees growing here.

HEREFORD NURSERY,  
L. P. Landrum, Prop.  
34-12t Hereford, Texas.

**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.

**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.

**Farming in Panhandle.**

M. M. Harney of Lubbock, Texas, who brought in a string of cattle Tuesday, is still here, remaining over for the purpose of purchasing a bunch of registered bulls from some of the best breeding herds around Kansas City. Mr. Harney is an Illinoisan, who located in Nebraska several years ago, but three years ago left that state and settled down in Lubbock county, Texas, where he is engaged in stock raising and farming.

"When I first located in Panhandle country," said Mr. Harney, "I was afraid that I had made a mistake, as I had an idea that country would not amount to very much. But now I am convinced this is the coming great country for stock raising and farming. The price of land has gone up since I located there, and the country is being developed very fast. But it is the northern people who are developing it and converting it into a farming country. We are now raising hogs, as well as all kinds of vegetables. In the early days people thought that Kansas and Nebraska would never amount to much as farming states, as the drouths and other drawbacks were so numerous. But as the country settled up these drawbacks disappeared, and now they are about the best states in all the west. We have splendid water in all that part of Texas, and we have a great advantage over the northern states in the climate, which is exceptionally fine all the year around. Large pastures are now being cut up into small stock farms, and northern people are coming in and settling the country up very fast."

Drivers' Telegram.

**Dollar Roll.**

Following is the "Dollar Roll" program to be held at the Baptist church December 13th, 1904 at 7 p. m.

Scripture reading and prayer by pastor.

Song.

What work must we look forward to—Paper by Mrs. McGee.

Duett—Misses Myers.

What must we do to be ready for the work, paper—Mrs. Richards.

Quartett—Misses Stella Renfro and Essie Beach, Messrs. Oliver and Beach.

Dollars deposited.

Closing exercises—By Pastor.

**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. 37tf

**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**

**DOCKRAY BROTHERS**  
DEALERS IN ALL KINDS OF  
**Fruit, Shrubbery and Ornamental Trees**

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

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



# The Brand

Published Every Friday By  
RAY, GOOGER & CO.

Official Organ for Deaf Smith  
and Castro Counties

Entered April 17, 1901, as second-class  
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Act of Congress of March 3, 1879.

Subscription Price \$1.00 per Year  
STRICTLY IN ADVANCE

FRIDAY, DECEMBER 9, 1904.

## LOOK AFTER THE BOYS.

There are several town boys on the streets during school hours. Why are not these boys in school? School is free and it is a much better place for boys than on the streets and around the depot of any town. — Panhandle Herald.

The above conditions exist in all towns to a greater or less extent, but the parent who thinks so little of his boys is to be pitied, first because of his indifference to their welfare, and secondly because his mental capacity will not permit of his placing a higher estimate upon true manhood. The boys of today who are to be the men of tomorrow are those who, having the opportunities of acquiring an education, will avail themselves of such opportunities and thus equip themselves for the duties and responsibilities of life.

Whenever you see a boy within the school age loitering around the streets or depot when school is in session, you may rest assured that the father has never done many acts which would make the world better. Such indifference on the part of parents is the cause of compulsory education in some of the northern and western states, and it is not at all improbable that, at no distant future, our own state legislature may be forced to use the same drastic measures in order to bring to every boy and girl that which properly belongs to them—an education.

THE last session of the Fifty-eighth Congress convened at the nation's capital this week, with Senator Frye presiding in the upper house and Speaker Cannon in the lower house. The democrats will doubtless become a little lonely this session, owing to their great minority, but then we have such men as Bailey and Culberson and Williams who will force the opposing element to be half way respectful towards the few democratic lawmakers who were so fortunate as to be returned to the seat of government.

## SNOW.

As our plains have remained white with their snow covering since Sunday through almost the entire week, those who have felt admiration for the whitened land scenes have had a feasting sufficient unto soul filling and perchance may enjoy the beautiful metaphor contained in the following extract from Nansen's diary, kept while an explorer in the Arctic regions:

Oh, the beautiful white snow, falling so gently and silently, softening hard outline with its sheltering purity! There is nothing more deliciously restful, soft and white.

This snowless ice-plain is like a life without love—nothing to soften it. The marks of all the battles and pressures of the ice stand forth just as when they were made, rugged and difficult to move along. What is life without love? It is like the ice—a cold, bare and rugged mass, the wind drying it and rending it, then forcing it together again—nothing to cover over the open rifts, nothing to break the violence of collisions, nothing to round away the sharp corners of broken floes, nothing but bare, rugged, drift ice.

Love is life's snow. It falls deepest and softest into the gashes left by the fight—whiter and purer than snow itself.

THE great St. Louis World's Fair has passed into history and the work of tearing away the massive structures has begun. The beautiful Festival Hall, together with all the state and government buildings and exhibition palaces, will be razed to the ground and the spot, where the many nations but recently mingled in their desire to view the world's progress made during the past decade, will soon be transformed into the beautiful park which it formerly was. One who did not have the pleasure of visiting this magnificent show can not begin to realize the vast amount of capital which will be lost in the removal of the buildings. This week Festival Hall and eleven of the exhibition buildings, which were erected at the enormous cost of \$15,000,000, were sold for the small sum of \$386,000. Of course this is only an instance of what will take place in the disposition of the hundreds of other buildings.

WE CALL the attention of our readers to the page ad of Stambaugh & Lipscomb, found on the front page of this issue of the BRAND. This progressive firm has inaugurated a sale which will last until December 25th and will mean a great saving to their customers, as many rare bargains are offered. These gentlemen believe in liberal advertising and are especially anxious that the public investigates what they have to say in this ad. Watch for a change of ad in next issue.

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.

WE wish to call the attention of our readers to an article, found elsewhere in this issue and prepared by Prof. Hawking in the way of explanation of his course in requiring pupils to bring excuses from their parents in case of absence or tardiness. We consider this a commendable move on the part of the management of our public school and the teachers should have the hearty cooperation of each and everyone of the patrons in their enforcement of this regulation. The vast majority of school children will bear watching and any parent, who will aid the teacher in bringing his boy up to a high standard of deportment, will be conferring a great benefit upon that boy. It requires but little time and trouble to comply with these mild requests from the teacher, then you know just where your boy is and what he is doing. The above regulation is enforced in all the city schools in the state and we believe any school, which is worthy the name will enforce it. Hereford can rightly boast of the excellency of her schools, and the way to make them better still is for the parents to see that their children observe every reasonable demand of the faculty.

THE management of the Amarillo Herald has made the announcement that that paper will be issued semi-weekly after January the first. The Herald started in a few months ago under adverse conditions but the pluck and energy of its manager, E. L. Vanderburgh, have brought to the paper that success which it deserves. The Herald is now an up-to-date weekly and we predict that it will be doubly valuable as a semi-weekly. Amarillo has never before had a first class paper and the business men seem to realize this fact to the extent that they are giving the Herald good financial backing.

## SANTA CLAUS

will be at our store in all his glory. Don't buy your nice presents till you see our large and complete stock.

WE WANT YOUR PRESCRIPTION WORK

## Smith & Orr, Druggists

TELEPHONE NO. 13

## 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.

R. H. BOUNDS, H. P.  
W. B. BEACH, Secretary.

Castro Lodge No. 879 A. F. & A. M. meets on Saturday night after the full moon of each month.

J. A. SIEGALL, W. M.

Hereford Lodge No. 476 I. O. O. F. meets every Thursday night of each week.

J. H. TURNBOW,  
Noble Grand.

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

JAS. HUGHES,  
Consul Commander.

THE president's message as given to the present session of the Fifty-eighth Congress is rather extensive but in the main contains the recommendation of many measures whose passage would not only benefit the American people. His policy of internal improvements is especially commendable, in that it is recommended to extend to all parts of the country alike. With regard to our foreign policy, it is recommended that we build up a strong navy and thus be prepared to compel the great powers to respect us. In view of the period of prosperity through which the nation is now passing, Congress is urged not to become extravagant in any of the departments, which of course will meet with the approval of all.

Christmas Tree.

The Sunday school of the Methodist church on last Sunday decided to have a Christmas tree on Christmas eve night, which will be Saturday night, Dec. 24th. A splendid program will be arranged and every possible effort will be put forth to make the children have a good time in their associations with Santa Claus.

COTTON continues to drop and farmers of Texas are sustaining heavy losses. It is now predicted that the price will range as low as 5 cents before the bottom is reached and in some localities of the state the farmers have already begun planning to reduce their acreage next year, believing over production to be the cause of the prevailing low prices. The situation can change materially in the next twelve months and we believe that our Panhandle farmers will be pursuing the proper course if they will go on preparing for a large crop next year and pay no attention to the unfavorable conditions which now exist.

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

## 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. REGAN, Manager

# CHRISTMAS GOODS

We have just received a Very Large Stock of New and Fresh Holiday Goods (no old stuff to show you) and invite the public to call at once and make your selections while the stock is complete.

# THE CALLENS' BARGAIN STORE



THE HERFORD BRAND

**You Don't Have to Pay for Another Man's Goods**



**THE FAMOUS**

**Dry Goods and Groceries**

7-lbs. Rice for \$1.00  
28-lbs. Rice for .75  
3-lbs. of the Best Grade of Rice for .25  
Arabica's Coffee, per package .15  
Crecent Coffee, per package .15

**We Credit No One**

Located South of Court House

**School Items.**

Lewis Hubbert matriculated in the fifth grade this week.

Charlie Hubbert and Pearl Keeler have returned to school.

Mr. Hawkins presided over room No. 5 last Friday, as Miss Griffith was taking examination.

Frank McCracken and Joseph Brendel entered the third grade this week, and Joe Hubbert the fifth.

School was well attended last Monday in spite of the snow. Some children came from the country, showing their interest and faithfulness.

The boys and girls had a fine time playing snow ball on Tuesday, Mr. Hawkins having kindly given them special privileges for the occasion.

The high school boys recently challenged the college boys to a debate. The question is Resolved, That Santa Anna should have been executed. Affirmative, Sam Bratton and Elmer Damron; negative, Mr. Trimble and Lewis Turfentine. The debate will take place on Saturday evening, December 10, at the College chapel.

**Cattle Shipments.**

The following cattle were shipped from this place to Kansas City Saturday: C. V. Taylor, 1 car mixed cattle and 1 car sheep; R. C. Phastel, 1 car calves and 2 cars of cows; G. R. Jowell, 2 cars cows; L. R. Bradley, 1 car cows; Marchant & Thompson, 1 car mixed; J. H. Boydston, 2 cars cows; Roberson & Higgins, 2 cars steers.

On the above date, F. L. Crews shipped 3 cars cows to St. Jo, Mo.

On Tuesday of this week, Roberson & Higgins sold to Guinn of Kansas 90 3-year-old steers on private terms.

**Debate Saturday Night.**

Tomorrow night at the College Chapel, the young men of the public school will meet those of the college in joint debate. The subject to be discussed is, Resolved, That Santa Anna should have been executed.

This is the first public debate of the season and entertainment will be furnished those who may attend. Everybody invited.

**County Court.**

The County Court of Deaf Smith county met in regular session this week, with Judge Russell on the bench. Nothing was done further than dispose of some probate matters and set the cases for next week. We understand there is considerable work on the docket for this term and the court will likely be pretty busy all next week.

**Christian Church.**

Services at the Christian church next Sunday and at night. You are cordially invited to be present and worship with us.

Jesse B. Hays, Pastor.

**Erepass Notice.**

All persons are hereby warned against hunting or fishing on our premises. Caldwell & Higgins.

B. Snyder returned Tuesday from a business visit to Kansas City.

J. M. Atcheson of Castro county was in town Thursday and paid this office a business visit.

R. C. Phastel returned Wednesday from Kansas City where he went to market cattle.

Don't fail to attend the Methodist Ladies' Bazaar at the Graves building on the 16th and 17th.

The business men of Hereford are preparing to do a large business during the latter half of December.

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

Elsewhere in this issue will be found the case of Dr. R. W. Bounds who has decided to again take up his chosen profession. The doctor practiced medicine in Hereford several years ago and is not unknown to the majority of our people. The BRAND wishes him success.

**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**

**New Crop Evaporated Fruits**

Just Received Fresh From California

We are sole agents for "Belle of Wichita," "Highest Patented," "Moses Best," "Silver Leaf" and "Big J" Fruits. 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

**SHORT LOCALS**

News of Interest Boiled Down for Rapid Reading—Facts Concerning People You Know, Wall Paper—E. B. Black. 44

Mrs. Ino. E. Ferguson is visiting in Amarillo this week.

W. C. Fallwell had business in Canyon City this week.

Frank Chestnut of Arney was a business visitor to the city Wednesday.

Judge L. Gough went up to Higgins Wednesday afternoon on business.

J. O. Lindsey of Castro county was in town Wednesday after supplies.

Ladies' and children's gloves and mittens in great abundance at Callens' Bargain Store. 11

Miss Ola Scott returned Wednesday from Running Water where she had been visiting friends for several weeks.

Miss Lura Jowell arrived Wednesday from Waco where she has been attending the Texas Christian University.

We have just received 300 pairs of those fine 20 cent ladies' hose—have put them on sale at two for 25 cents. Callens' Bargain Store. 11

B. S. Wright has purchased the lot just north of Dr. Rogers' residence and begun the erection of a neat, four-room cottage thereon this week.

J. J. Myers who farms north of town was a pleasant caller at this office Wednesday. Mr. Myers has only been in the Panhandle about a year, but is well pleased with his move and has confidence in the country's future.

Men's gloves of all kinds at Callens' Bargain Store. 11

W. S. Files spent several days in Amarillo this week on business.

G. W. Orr of Boom was transacting business in the city Thursday.

Ino. Droke of Dimmitt had business in the city Wednesday and Thursday.

O. Fallwell returned Wednesday from a several weeks' business trip to Central Texas.

The Tallmadge Immigration cars passed through Thursday on their way to the Valley.

H. C. Snyder of Kentucky is visiting his cousin, Mrs. C. P. Arthur, this week.

Great bargains in children's underwear; also ladies' and men's at Callens' Bargain Store. 11

Boys—Your girl will never forgive you if you fail to eat oysters with her on the 16th and 17th at the Graves building. 11

Mrs. Minnie Loyd, who has been visiting Mrs. G. F. Pierce for several weeks, returned to her home in St. Louis Wednesday.

Troy Womble, who has been confined to his room for two months, is now able to sit up and will soon be at his post of duty again.

W. B. Woodburn, one of Castro county's corresponders, returned Hereford Wednesday and paid the BRAND office a business call.

The new pastor, Rev. Thos. Barnes, preached his first sermon at the Methodist church Sunday, but owing to the inclemency of the weather the attendance was small.

J. S. Wyche returned Wednesday from Terrell where he was called to attend the bedside of his sister who died a few days after his arrival there. The BRAND joins in extending sympathy to Mr. Wyche in his bereavement.

Elsewhere in this issue will be found the case of Dr. R. W. Bounds who has decided to again take up his chosen profession. The doctor practiced medicine in Hereford several years ago and is not unknown to the majority of our people. The BRAND wishes him success.

**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.

**The Panhandle Marble Works**

G. W. BACKUS, PROPRIETOR  
VERNON, TEXAS.

Marble and Granite Monuments, a Specialty.

J. H. CALLOWAY, Local Manager

**Tierra Blanco Herefords**

**L. R. BRADLY**  
BREEDER OF Registered Hereford Cattle

Herd Headed by Climax Assisted by Chlorister

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

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

G. A. F. PARKER President  
J. B. 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. Cannon, F. B. Fuller, G. R. Hay, W. S. Higgins, J. P. Skaton, Ross W. Davis

**Top Grade Goods at Bottom Prices**

At C. E. Edwards' 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 Solicit Your Patronage.

**TROY WOMBLE, Manager**

TELEPHONE 76  
PROMPT DELIVERY



# SEE OUR NEW LINE OF CHRISTMAS HOLIDAY GOODS

We have a complete line of Christmas Holiday Goods, such as Toys, Dolls, Albums, Etc., and would be pleased to have you call and inspect our stock before making your purchases. We have Christmas presents that will please the old as well as the young. See us before buying

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

### COWMEN NOT COMPLAINING.

Review of the Past History of the Panhandle by a Prominent Canyon City Banker and Cowman in Stockman Journal.

"There were but three white settlers there when I located in Hale county," says L. T. Lester of Canyon City, when relating incidents of early life on the plains of West Texas. "And I well remember the time when a man could ride 500 miles without seeing a fence. When I travel over that same country now and see the long lanes and fenced pastures, it does not look natural. There were thousands of wild mustang horses on these plains then and a few buffalo. But all over that country now there are farms and farm improvements, and the country is settling up very fast. In the early day grains and vegetables could not be raised there. This year a land owner near Tulia raised 1,200 bushels of fine sweet potatoes. Cotton is being raised in good paying quantities all over that country. Alfalfa is also being cultivated, and all kinds of vegetables are raised there now. With all these improvements land is advancing, and the land owners are prospering. This is shown from the fact that there are more bank deposits there now than at any time during the past. And while the price of cattle has declined, this does not seem to effect the stock farmers, for the reason that there are no foreclosures of mortgages, and the people are more prosperous now than they have been at any time in the history of that country. This speaks well for the Panhandle country, which is bound to become the best cattle producing and agricultural spot in the entire southwest."

### Our Neighbor Prospers.

The writer spent Monday night in Canyon City with his friend, Geo. R. Brandon, of the News. That little city seems to be enjoying a season of prosperity, judging from the volume of business that is being done. We were reliably informed that there has already been about 1000 bales of cotton shipped from that point this year. Of course this was grown and ginned on the South Plains, but the fact that it was taken to Canyon City for shipment indicates that that town has the greater portion of the trade of that section secured.

Among the improvements recently made there, special mention should be made of their \$10,000 brick, public school building which would be a credit to a town of twice the size of Canyon. In fact it is not saying too much to state that it is the best building of its kind in the Panhandle. As another indication of the town's prosperity, we noticed new residences building.

The interests of Hereford and Canyon are mutual and we are always glad to witness the progress that is made by our neighbor.

### Wanted

Cattle to care for through the winter; four sections of land in pasture and an abundance of water and feed for from three to four hundred head of cattle. Man on the place to do the work. Apply to  
MRS. C. E. NUGENT.  
843 Ross Avenue, Dallas, Texas.

### 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.  
43-41

J. T. INMON,  
Tax Collector.

### Will Plant Thirty Acres.

J. A. McCuiston, who owns a section of land east of town and who has made actual farming a success ever since he came to the plains, was in town Tuesday to market his first bale of cotton. Mr. McCuiston may properly be classed among those who came here, believing that this country is adapted to farming and, believing which, have made their faith manifest by their works. To pay off land notes, support a family and make some money besides by farming in the Panhandle would seem incredulous to some, but this is what the above named Deaf Smith county farmer has done.

In conversation with a BRAND representative, Mr. McCuiston stated that he has gathered a bale weighing 590 pounds off of four and one-half acres this year and that he is convinced to that extent that he will plant thirty acres next year. Mr. McCuiston sold to J. M. Gar at seven cents.

### Gasoline Engines.

The Blakeslee is the best engine on the market for pumping water or for any use where power is used. All engines fully guaranteed. Complete pumping rigs, oils, etc. For catalogue and prices address CHAS. FIE, 40-41p Gen'l. Agent, Graham, Texas.

### NOTICE!

All parties knowing themselves indebted to me will please call and settle without further delay.  
42-4t C. C. FERGUSON.



## "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

## 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

## 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

## 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

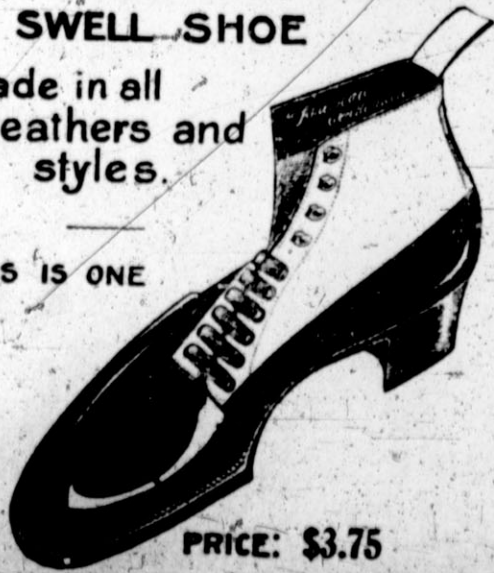
'Phone No. 15

# American Gentleman



A SWELL SHOE made in all leathers and styles.

THIS IS ONE



PRICE: \$3.75

SHOE



MAKERS

WITH THE CHARACTER MAN

FOR SALE BY

Stambaugh & Lipscomb

Hereford, 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

**W. H. RUSSELL**  
LAWYER  
Practice in all courts  
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.  
R. N. Mounts was in town Monday on business.

Attorney Trulove of Amarillo was in Hereford Monday on legal business.

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

Mr. and Mrs. B. A. Keithley were shopping in the city from the ranch Tuesday.

J. O. Faires left Saturday afternoon for Burleson, Texas, where he expects to make his home.

W. A. Hubbard, a prominent Castro county ranchman, spent several days in Hereford on business this week.

Henry VonLienen who ranches north of town came in Saturday and left late in the afternoon with a train of cattle bound for the Kansas City market.

G. L. Abbott returned last week from a visit to the St. Louis Fair and to his old home in Kentucky. Mr. Abbott was in town Tuesday and was a pleasant caller at this office.

Robert Oden, manager of the Green Valley Ranch situated east of town, was in Hereford Saturday after lumber and other supplies. Mr. Oden made arrangements with a BRAND representative for the paper to be sent to his address.

F. Herron, one of the Leader's old friends, left for his home at Hereford last Monday after spending several days with his many friends at this place. Mr. Herron came down with the intention of selling his farm, but finding that land had advanced and was still advancing in price, he went up one thousand dollars on his place. Property has always been too cheap in Young county and the advanced price Mr. Herron asks for his farm is not half what it is really worth. —Graham Leader.

J. P. Snyder left Friday for Kansas City on business.

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

J. J. Portwood of Dawn was transacting business in the city Tuesday.

A. S. Kendrick went up to Amarillo Tuesday afternoon on business.

Judge W. B. Boyd spent several days in Amarillo this week on business.

Judge L. Gough had legal business in Canyon City Monday and Tuesday.

Frank Oyler of Bovina was a business visitor to Hereford for several days this week.

FOR RENT—25x80 brick building, centrally located. Address Box 255, Hereford, Texas. 32f

J. F. Stimson went down to Portales Monday in the interest of the Hereford Nursery.

J. S. DeVaney of Wellington, Kansas, is visiting his son, Jesse DeVaney, this week.

W. M. Curfman, one of this county's successful farmers, was on our streets Tuesday.

J. D. Curtsinger was among the ranchmen who transacted business in the city Saturday.

S. V. Harbison of the Locust Grove ranch south of town came in Tuesday after lumber.

Remember the dollar roll social to be held the night of December 15th by the Ladies Aid of the Baptist church.

If you want a monument of any description, see S. B. Feemster. He can supply your wants at reasonable prices. 32f

J. L. Crum of Arney was in Hereford Saturday and paid this office a pleasant visit, renewing for the BRAND and Dallas News.

Lewis Arnold, who has a ranch west of town, was in Hereford Saturday and handed a BRAND representative a dollar to renew his subscription.

Judge M. F. Barber and J. E. McEntyre of Dimmitt were in Hereford Tuesday. The former was suffering with a severe toothache and came to consult the dentist.

G. A. Richards, who has had charge of the railroad pumping station at Hereford for several weeks, has been transferred to Panhandle City and moved there this week.

Sam Renfro, of Parkerton, Mo., is visiting his brother, E. Renfro of Arney, and incidentally looking for some yearling steers to take back home with him. Both gentlemen were in town Monday.

A. H. Elliston returned Sunday from Armstrong county where he went to dispose of his three and one-half section ranch. The deal was consummated, the price received being about \$4.25 per acre.

Wiley Stimson, of Hereford, a twenty-years acquaintance of the News force, is in town this week representing the Hereford Nursery. Our people will make no mistake in giving their orders to Mr. Stimson for he is strictly and always reliable. —Canyon City News.

H. W. Renfro and family left Friday afternoon of last week for Joshua in Johnson county, where he will make a crop next year. Mr. Renfro wishes it distinctly understood that he is perfectly satisfied with the Panhandle and will return after one year. During his absence his brother will look after his ranch and cattle west of town.

**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.

A few fine pigs for sale cheap by Troy Womble. 42-2f

H. Terry of Castro county had business in Hereford Saturday.

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

Witherspoon & Gough represent nine old-line fire insurance companies. 43

J. C. Mauk left Saturday on a business trip to Lamb and Bailey counties.

If you want hard wheat from Oklahoma to sow this fall, see Chas. C. Ferguson. 32tf

Mrs. Thos. Roberson of Summerfield left Tuesday afternoon for Channing to visit relatives.

Geo. Lynch a substantial citizen of Castro county was transacting business in Hereford Saturday.

J. C. Frazier left Tuesday for his home at Alvord, after spending two weeks visiting relatives in Hereford.

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

Virgil Easley, son of Mr. and Mrs. J. F. Easley, returned Tuesday from Central Texas where he has been living for the past four months.

Prof. L. A. Wyatt returned Tuesday from a two weeks' trip to North and Southeast Texas. He resumed his work in the college Tuesday afternoon.

L. A. Burnett and G. W. Guinn, both of Kansas, spent several days in Hereford and vicinity this week in quest of a bunch of three and four-year-old steers for their Kansas ranch.

Mr. McGill, who had been prospecting in Hereford for several days, returned to his home in Central Texas Tuesday. Mr. McGill informed a BRAND representative before he left that he had purchased a ranch and move here.

G. M. Phillips of Comanche county arrived in Hereford Saturday with his family and household goods. Mr. Phillips owns a ranch near Qlton in Lamb county and has come to make this his home. The wagons, loaded with his household effects, went out to the ranch in the afternoon.

L. M. Rice, one of Deaf Smith's young farmers living east of town, brought his first bale of cotton in Saturday. The lint was pretty badly damaged but it sold for the handsome price of 7.30, the Galbreath-Fox Trading Company being the purchasers. What is remarkable about this bale of cotton is that there were only 1402 pounds of seed cotton, from which, a bale weighing 520 pounds was ginned.

**GROCERIES**

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

**John A. Johnson**  
The Leading Grocerman

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 NEAT HAIR CUT CLEAN BATH**

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

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



Fifty Years the Standard

D. PRICES  
CREAMBAKING  
POWDERMade from pure cream of  
tartar derived from grapes.PRICE BAKING POWDER CO.  
CHICAGO.

## CLEO COMMUNITY

Doings in Castro County as Re-  
ported by Our Correspondent.On account of last Sunday being  
so cold there was no Sunday school  
at Shive school house.Mrs. W. H. Gilbreath of this  
community is visiting her father, Mr.  
Shows, of Swisher county.We are having a severe cold spell  
of weather just now. It began to  
snow on the night of the 3rd and  
continued to snow until some time  
during the night of the 4th. The  
wind drifted the snow about a great  
deal which made it very disagree-  
able.I was glad to see the communica-  
tions from Boom and Dimmitt in  
last week's issue of the BRAND.  
They were both good and it begins  
to look like the BRAND is going to  
have a correspondent's page, which,  
I think, is good, as one gets the  
news, then, from all over the coun-  
try.Well, as news is scarce and it is  
so cold I can't get out, I hope the  
readers will pardon my short letter  
this time. Will try to do better in  
my next. W. S. D.

## Business Move.

J. A. Canterbury has moved his  
saddle and repair shop to the Britain  
brick building formerly occupied by  
E. W. Harrison, and is now better  
prepared than ever before to serve  
the people in his line. Mr. Canter-  
bury has built up a splendid trade in  
Hereford and his friends will be  
glad to see him "spreading out."  
We call attention to his ad found  
elsewhere in the BRAND.

## Delivery Notice.

Beginning next Monday, Decem-  
ber the 5th, and continuing through  
the winter months, we will receive  
no orders after 5 o'clock p. m.

HEREFORD FUEL OIL CO.

C. C. FERGUSON.

42-31 FALLWELL &amp; SONS.

## Notice.

On account of the bad weather  
last Sunday night the Baptist young  
people will have their special ser-  
vice next Sunday night, December  
11th, instead of December 3rd. A  
cordial invitation to all.

O. F. SMITH.

## Hereford Fuel Oil Co.

For best coal and ice. Troy  
Womble, manager—phone 76. 9tfC. T. HERRING A. LAIRD E. H. SQUIRES  
President Vice-President CashierHERRING & LAIRD  
BANKERS  
BOVINA, TEXASOpened for Business April 20, 1904  
Individual Responsibility \$1,000,000We solicit your business and promise  
careful and prompt attention to any  
matters entrusted to us

## Hen Party.

On Tuesday, invitations were had  
by the young ladies from Miss Nora  
Waltres to go to her home that eve-  
ning for a "hen party." When,  
about eight o'clock, the crowd was  
complete, the assembly afforded a  
variety that the quiet little town of  
Hereford would not be thought able  
to supply—western sports, city  
dudes, Little Lord Faunteroys, bal-  
let girls, dignified young ladies and  
reserved matrons.Also, of a great variety, were the  
evening's amusements as the whirls  
of the old Virginia reel were in-  
dulged in until dizzy heads prompted  
a change, after which came the en-  
trancing waltz that all lovers of  
grace can grow enthused over and  
the spirit-arousing two-step by which  
energy is greatly made manifest,  
then the old-time and very noisy  
party plays of "Old Brass Wagon"  
and "Shooting the Buffaloes", and  
lastly, the singing of songs and the  
quiet indulgence of maidenly con-  
verse.At a not very late hour, goodbys  
were said accompanied by many ex-  
pressions of very profuse thanks to  
the hostess for the enjoyable evening.Those present were: Misses  
Lillian and Leona Harvey, Bruce  
and Imo Gass, Daniel, Trebby,  
Witherspoon, Head, Blackwell,  
Scott, Wright, Rogers, and  
Mesdames Rogers, Walters and  
Ray.

## A Fable, Moral and All.

Not long ago, the engine, run-  
ning a great factory employing hun-  
dreds of hands, got out of fix.  
Every effort of the engineer to make  
his engine go proved fruitless.  
Meantime every hand was idle.Finally an expert machinist was  
called in. He looked over the situ-  
ation for a minute, picked up a  
hammer, and struck a certain part  
of the machinery three hard raps,  
laid the hammer down and said,  
"Now she'll go," and she did.When his bill was presented it  
read "For repairing engine, due 25  
cents; for knowing how, due \$24.75."The above may sound like an  
"ad" of the Tyler, Texas College,  
but it actually occurred. The  
moral is, it takes very little while to  
do things when you know how; and  
he who knows how holds the magic  
key to the storehouse of the world.If this moral should cause you to  
attend Tyler Commercial College  
and LEARN HOW to do work paying  
\$600 to \$2000 a year, it might be  
life's turning point to you, and the  
best thing to do after all.Holiday Rates via Rock Island  
System.Rate of one fare plus two dollars  
for round trip, limited thirty days,  
will be in effect December 20, 21,  
22 and 26, to points in Colorado,  
Nebraska, Kansas, Iowa, Minnesota,  
Missouri, Arkansas, Illinois, Ten-  
nessee, Kentucky, Alabama, Mis-  
sissippi, Georgia, Florida, North  
and South Carolina.To Oklahoma and Indian Terri-  
tory, the rate will be one fare plus  
fifty cents, selling December 24, 25  
and 31 and January 1, limit Janu-  
ary 4.Locally in Texas, rate will be on  
convention basis, one and one-third  
fare for short distances and one fare  
plus ten per cent to points beyond  
one hundred miles, selling December  
23, 24, 25, 26, 31, January 1, limit  
January 4. See local agent or write  
General Passenger Agent Phil. A.  
Auer, Fort Worth, Texas, who will  
advise regarding train service,  
changes, schedules, etc. 41-6t

## Christmas Goods.

Elsewhere in this issue will be  
found the display ad of J. G. Cal-  
lens, who has made special ar-  
rangements to please both children  
and grown people in the way of nice  
things for Christmas. See what he  
has to say.

DO YOU KNOW

A GOOD THING  
WHEN YOU SEE IT?When we tell you that some of the best farmers in the country are using our Success  
Sulky Plows, Moline Disc Plows and Superior Drills, and have done so for nearly five years,  
it ought to interest you if you have never used one of them. The Success Sulky Plow has a  
world-wide reputation which we cannot add to and is superior to any plow on the market.  
The Moline Disc is superior to all in width and depth of furrow and wearing of boxings and  
has a four or six horse hitch with no side draft. The Superior Drill has so many good and  
exclusive features we can't even begin to name them. Come and see for yourself.

STRINGFELLOW-HUME HARDWARE CO.

HEREFORD, TEXAS

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 &amp; CO., drug store.

## Notice to Parents.

It seems that some of our patrons  
do not understand the purpose we  
have in view in requiring pupils who  
are tardy or absent to bring excuses.  
We know that this works a hardship  
on those parents whose children are  
absent only when they have a reason-  
able excuse for being so. While  
we regret this condition, yet it is  
recognized as the only reasonable  
means that teachers have of guard-  
ing against the evil of "playing  
hookey," an evil which if unre-  
strained would soon ruin the effec-  
tiveness of the work in any school.  
Our patrons will also recognize the  
fact that we cannot excuse one pupil  
from bringing an excuse without  
excusing all. There are other  
reasons for requiring pupils to bring  
excuses but we hope these will be  
sufficient. We consider this regula-  
tion necessary for the welfare of  
the school, so all pupils will be re-  
quired to bring excuses as requested  
by their respective teachers.

D. W. HAWKINS, Principal.

T. J. Graves, Trustee.

SPECIAL  
CLUBBING OFFEREvery 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 news-  
paper. 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 re-  
ports. 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.

## Wants to Hear From Plains.

Prosper, Tex., Nov. 30, 1904.  
THE HEREFORD BRAND,  
Hereford, Texas.Enclosed you will find 25 cents  
for which you will please send me  
your paper. I want to hear from  
the Plains. I want to hear all about  
cotton growing up there. Send your  
paper three months to

T. C. LEEDY.

Subscribe for THE BRAND—\$1.00

PECOS VALLEY LINE  
TRAFFIC DEPARTMENT

## NOTICE TO SHIPPERS.

Amarillo, Texas, August 15th, 1904.  
Beginning Saturday, August 20th, and continuing thereafter on every  
Monday and Saturday up to and including December 31st, 1904, we will run  
regular stock trains for Kansas City, St. Joseph and Chicago markets on the  
following schedule:

Leave Hereford	7:30 p. m.	Monday and Saturday
" Canyon City	9:00 "	" " "
Arrive Amarillo	9:50 "	" " "
Leave Amarillo	10:20 "	" " "
" Washburn	11:15 "	" " "
" Panhandle	12:05 a. m.	Tuesday and Sunday
" Pampa	1:30 "	" " "
" Miami	2:25 "	" " "
" Canadian	3:35 "	" " "
" Higgins	6:25 "	" " "
" Gage	5:15 "	" " "
Arrive Woodward	7:25 "	" " "

Where connections will be made with train No. 628 on the A. T. & S.  
F. Ry. With these two weekly stock trains we expect to give our patrons  
the best possible service on their shipments to market. These two trains are  
intended to take care of the small shipments which would otherwise have to  
be handled on way-freight trains, but on account of the necessity of gathering  
these shipments all along the line we cannot guarantee the above schedule at  
all times. We will continue to handle trainload shipments, with proper notice,  
on any day of the week as suits the shipper. Shippers should file orders for  
cars at least three days before date on which they intend to load, and longer  
notice should be given whenever possible.

A. L. CONRAD, Traffic Manager

## 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

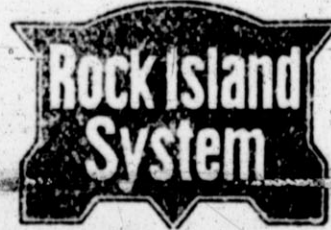
THROUGH SERVICE.

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.

## Snow.

An excellent snow fell in this  
portion of the Panhandle on Satur-  
day night and Sunday which will  
very greatly benefit the wheat crop.  
It is estimated that the fall amounted  
to between three and four inches.  
It was not very cold during the  
storm, hence no damage was done  
to cattle. It was becoming some-  
what dry and this snow came just  
in time to give a renewed growth to  
wheat, and those who sowed this  
crop are rejoicing over the prospects.

## Christmas Brides.

Don't buy your aprons and dust  
caps until you see the display at  
Ladies' Bazaar in the Graves brick  
building on the 16th and 17th. It

## Murder in Second Degree.

Such was the verdict brought in  
by the jury in the district court at  
Dahart last week against Al Lucas  
who was charged with murder of  
Lee Cannon at Dahart last winter.  
It will be remembered that Lucas  
was in Cannon's saloon when an  
altercation occurred in which he  
stabbed Cannon. The penalty was  
placed at twenty years' confinement  
in the penitentiary.

## Money to Loan.

For money in sums, ranging from  
\$4,000 to \$15,000 at 10 per cent  
interest per annum for five years to  
be secured by deeded land, apply to  
GRAVES & ELLISTON,  
Hereford, Texas.