

The Hereford Brand

Vol. 4

HEREFORD, TEXAS, DECEMBER 16, 1904

No. 44

THE CHRISTIAN CHURCH OF THE STATE WILL TAKE THE COLLEGE

12TH TO 25TH

STAMBAUGH & LIPSCOBM'S

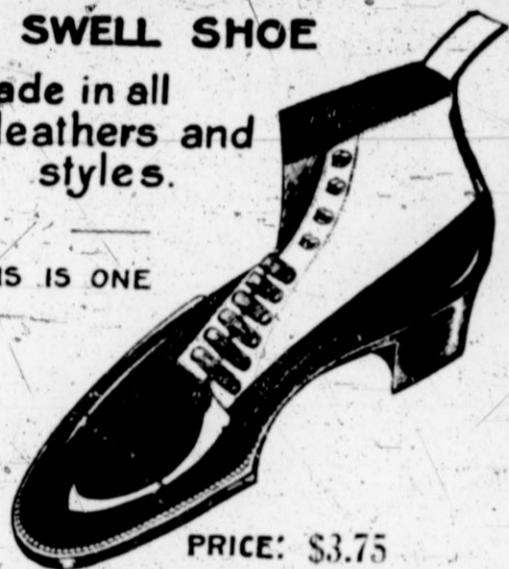
Clean Sweep Sale For Cash

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.

TABLE LINEN

Ladies Don't Miss This

Best grade, sells regular at \$1.25, sale price per yd 85
Good grade, sells regular at \$1.00, sale price per yd 70
A grade that sells regular at 85c, sale price per yd 60
A grade that sells regular at 50c, sale price per yd 37 1-2

BELTS

Ladies' and Men's Belts

We offer during this sale our entire line of Belts at Cost.

COATS AND VESTS

In one lot of about 36 coats and vests we offer during this sale at from \$1.00 to \$2.00 per coat and vest, mostly small size men and large size boys.

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 1-2c
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 8c
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 we have the best of every line and quality and pattern and color.

Ealines and Zibelines, regular \$2 goods, special	\$1.48
Silk and Wool Crepe, regular \$1.50 goods, special	1.14
54-inch Black Sacking and Chevrons, 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	.73
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 \$7.50, special	5.85
1 All Wool Dress Pattern, 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
78 Pieces, Short Lengths, Fancy Silk Waisting at 33 1-3 off	

STIRTS

Overshirts and Undershirts

Men's Wool and Cotton Overshirts and Undershirts—we have about 8 dozen in one lot we wish to close out at cost during this sale.

Look At The Savings In CALICOES

All 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 have a nice lot of Cloaks in Bedford Cords and Cashmeres. 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.

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.

BABY CLOAKS

Well, now is the time to fix the babies for winter. We have a nice lot of Cloaks in Bedford Cords and Cashmeres.

A regular \$4.50 Cloak, sale price	\$3.00
A regular \$2.75 Cloak, sale price	1.75
A regular \$2.00 and \$2.25 Cloak, sale price	1.50
A regular \$2.00 Cloak, sale price	1.25
A regular \$1.25 Cloak, sale price	.85

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.

\$10,000.00 Cost Sale of Gents' Furnishing Goods at GALBREATH & FOX TRADING CO.'S HEREFORD, TEXAS

When we say Cost, we mean wholesale price on every article that a man or boy wears. We hope that a careful look over the prices below will interest you enough to come in and inspect these goods while in Hereford

Suits and Overcoats		Children's Suits		Gloves	
\$20.00 Overcoats, cost	\$13.50	\$3.50 Suits, cost	\$2.65	\$2.00 Gloves, cost	\$1.40
15.50 Overcoats, cost	11.00	3.00 Suits, cost	2.10	1.50 Gloves, cost	1.10
15.00 Overcoats, cost	9.00	2.50 Suits, cost	1.85	1.25 Gloves, cost	.85
12.50 Overcoats, cost	7.50	2.00 Suits, cost	1.60	1.00 Gloves, cost	.60
8.00 Overcoats, cost	5.50	1.25 Suits, cost	.85	75-cent Gloves, cost	.43
20.00 Suits, cost	13.50	1.00 Suits, cost	.60	65-cent Gloves, cost	.35
18.00 Suits, cost	12.00			35-cent Gloves, cost	.17 1-2
15.00 Suits, cost	10.00				
10.00 Suits, cost	7.00				
7.00 Suits, cost	3.50				
5.00 Suits, cost	2.85				
		Shoes		Socks	
		\$5.00 Hannan Shoe, cost	\$3.85	10-cent Socks, cost	.6 1-4
		4.50 Shoe, (guaranteed for 6 months)	3.30	15-cent Socks, cost	.8 1-2
		3.50 Shoe, cost	2.75	20-cent Socks, cost	.12 1-2
		2.00 Shoe, cost	1.35	25-cent Socks, cost	.15
		1.50 Shoe, cost	1.10		
		Underwear		Suspenders	
		\$1.50 Wool Shirts and Drawers, cost	\$1.10	65-cent Suspenders, cost	.35
		1.25 Wool Shirts and Drawers, cost	.85	50-cent Suspenders, cost	.30
		65-Cent, heavy fleeced Shirts and Drawers	.35	25-cent Suspenders, cost	.15
		40-c heavy fleeced boys' shirts and drawers	.19	15-cent Suspenders, cost	.7
				10-cent Suspenders, cost	.06
		Suit Cases		Dress Shirts	
		\$5.00 Suit Cases, cost	\$3.30	\$2.00 Shirts, cost	\$1.35
		3.50 Suit Cases, cost	2.25	1.50 Shirts, cost	1.10
		3.00 Suit Cases, cost	2.00	1.25 Shirts, cost	.85
		2.25 Suit Cases, cost	1.50	1.00 Shirts, cost	.60
		1.50 Suit Cases, cost	1.10	75-cent Shirt, cost	.40
				50-cent Shirt, cost	.33

NO GOODS CHARGED TO ANYONE AT ABOVE PRICES
PLENTY OF GOODS TO SUIT EVERYBODY

ARNEY DOTS

Walter Donald made a trip to Hereford on the 7th inst.
J. M. Smith and G. R. Ward are off in Arkansas with a car of horses.
The snow put us to feeding our cattle in this part, but they are doing well.
Clay Northcutt is up from Coleman county on a visit to his father, E. Fenton.
The nice snow that fell the night of the 3rd caused some to rustle out to town for coal.
Miss Zala and Eva Storm will leave the morning of the 9th for Lamb county where Miss Zala has a school.
Frank Chestnut carried a wagon load of hogs to market a few days back. As he found a buyer in Amarillo he did not haul them to Kansas City.
Our schedule for the Arney and Hereford mail is changed so it leaves Arney at 1:30 p. m. Tuesday, Thursday and Saturday instead of 7 a. m. Monday, Wednesday and Friday.

W. D. R.

Christmas is About Here.

Come at once and buy a present for some loved one. I have 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.
42tf
JOHN B. VANNOY,
Offician and Jeweler.

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.

School Items.

Horace Baird has sufficiently recovered from his recent lameness to be again in school.
The decision was two to one in favor of the affirmative in the debate last Saturday night.
The various rooms are making preparations for their Christmas programs, and the spirit of Christmas tide is already in the air.
This is a happy time for children. The old superstition of Santa Claus is a beautiful one, and if properly used may be the means of developing child nature, showing the beauty of loving and giving.
A movement is on foot to procure a library for the public school, chiefly for the use of the high school pupils. Several dollars and a number of books have already been contributed by friends and patrons.
School is moving along so quietly just now that there seems to be very little of special importance to note. Some review work is being done by careful teachers as the work of the first session nears its close.

Endeavor Program.

Following is the Christian Endeavor program for Sunday, December 18th:
Topic—"Whatever he would like to have me do."
Leader—Miss Dameron.
Scripture lesson—Matt. 6:10; Jno. 15:10-16.
Doing His will—Miss Nunley.
Doing good to others—Mr. Bell.
Readings on lesson—By Jessie Wright, Ethel Ricketts and Myrtle Witherspoon.
Our pledge—Miss Trebby.
Five minute talk by pastor.
Song—"I'll go where you want me to go."

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.
43tf
A. E. STANLEY.

Who Peddle Hard Luck Stories and Why.

"I once was young, but now I am old," said a grayhaired man recently. "I have traveled over all the states of the Union and nearly all the countries of the world. I have listened to hard luck stories from Americans and Europeans, Africans and Asiatics. I have studied the causes of these failures in all lands and climes; and I am, convinced that the majority of the pauperism, and crime of the world is due to a lack of practical training in youth to make an honest living and lay by something for a rainy day."
What an exhortation in this for young people to take a business course and fortify against the "rainy day." It takes only a short time and small cost to finish such a course.
Any of our young people interested in such preparation should write for catalogue at once to Tyler Commercial College of Tyler, Texas. This is the largest and best equipped commercial, shorthand and telegraphy school in the South. It

B. Y. P. U. Program

Following is the B. Y. P. U. program for Sunday, December 25th:
Subject—The birth of Christ as an event in the world's history.
Scripture lesson—Matt. 2.
Leader—Hansford Myers.
Prayer.
Song.
The incidents connected with the birth of Christ—Paper by Miss Lizzie LeGrand.
The purpose of the advent of Christ into the world—A. J. Oliver.
Why God wanted his son to be human as well as divine—O. F. Smith.
How we should celebrate the birth of our Saviour—Bro. Wesson.

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.
43-4
J. T. INMON,
Tax Collector.

Send the BRAND "back" yonder."

W. B. Mersfelder

HEADQUARTERS FOR
Dry Goods, Groceries and
General Merchandise

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

W. B. Mersfelder, BOVINA, TEXAS

JOE CARTER

TOM CARTER

CARTER BROTHERS

Livery, Feed and Sale Stables

GOOD SADDLERS

GENTLE DRIVERS

Special Conveniences for Drummers

HEREFORD

TEXAS

The patronage of the general public is cordially solicited

The Brand \$1 per year

1904 BABY SHOW 1904

Monday, December 19th from 1 to 3 o'clock p. m., we will have an annual show of all 1904 babies. Big prize given. Read all particulars. Beginning Saturday, December 17th at 8 a. m. and continuing till Saturday, December 24th at 6 p. m., the trading public of Hereford and surrounding country will have the greatest opportunity yet offered in buying Holiday Goods, as well as Furniture.

ROCKER DEPARTMENT

In this line we show almost one hundred different styles—representing some of the best make goods in the Union. We show also a fine line of the best cheap goods made. Nothing better for a Christmas gift. All these goods will be sold at marvelously low prices.

ART DEPARTMENT

We would next visit the art gallery of this mammoth establishment, where is displayed some of the most gorgeous productions of our land. These goods will be sold at from 1-4 to 1-2 off. We will close out every picture in our house this season—buy today.

RUG DEPARTMENT

Rugs are lovely things and are useful too. We show these goods by the score. We have the best—we also have the cheapest. Can suit you from 50c to \$35.00. All will go at big cut. Carpets go too. Call early.

FANCY LAMPS AND CHINA

In this department we show a line that would do credit to a city of ten thousand, but will be sold at a little over one-half the price that you would pay at other places. If you don't believe it, come and see.

TRUNKS, SUIT CASES, ETC.

Trunks, suit cases, grips, etc. for holiday trips will be sold DOWN! DOWN!

QUEENSWARE AND TOILET SETS

We have a most carefully selected stock of these goods, bought direct from importers. We place this entire stock of useful goods, as well as nice things for presents, at a slaughtering price.

SIDEBOARDS, CHINA CLOSETS, ETC

Here are some more nice things that you promised to get for Xmas—a nice sideboard, china closet, buffet, bookcase, box couch, bed couch, lounge, folding beds, a nice iron bed, dining table, chairs, etc. I've got the goods—believe me—the price is DOWN!

A Fine \$35.00 Sewing Machine For \$25.00 Cash

On Monday, December 19th at 1 to 3 p. m., every mother in Hereford and surrounding country is earnestly requested to be at our store with their 1904 babies, at which time a handsome prize (an \$8.50 Medalion) will be given to the brightest and finest looking baby at the show. Be sure to bring your baby, he or she will take the prize. Let all the babies come. During these hours every mother visiting our store will be entitled to buy \$10.00 worth of goods for \$8.00 or \$5.00 worth for \$4.00 or less in same proportion. We expect a lively time. Come to the show. No entry fee, everything free. A good time for all. All "Black" babies barred. Hoping to meet you all and with many good wishes for a Merry Christmas and Happy New Year, I am very truly yours

THE FURNITURE DEALER **E. B. BLACK,** HEREFORD, TEXAS

The Debate.

As was previously announced the public school boys and the college boys met in joint debate on last Saturday evening. The large college chapel was well filled and the affirmative of the question, "Resolved, That Santa Anna should have been executed" was ably represented by Messrs Bratton and Dameron of the public school, while Messrs Turrentine and Trimble of the college brought up the negative side of the question. Every inch of the ground was hotly contested, splendid speeches being made on both sides. But when all the evidence against Santa Anna was summed up, it was decided by the judges that the blood-thirsty Mexican general should have been executed; so the question was decided in favor of the affirmative.

After the debate, Judge Jno. P. Slaton, as spokesman for the judges, presented the decision to the audience in a short but impressive talk in which he complimented both sides for the excellent manner in which they handled the subject. All present were well entertained and many expressed the wish that other joint debates may follow during the year.

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

Turkey Dinner.

On last Sunday, December 11th, Mrs. Frank Williams entertained her boarders and their invited guests at turkey dinner at her home in West Hereford. The table was appropriately adorned and was well laden with all the delicacies as well as the more substantial, turkey being the principal part of the menu. What lent dignity and enchantment to the occasion was that the invited guests were all ladies; each young gentleman having the privilege of inviting one of his lady friends. All had a royal good time and pronounced the kind hostess a great success at conducting turkey dinners.

The following were present: Eugene Dyer and Miss Leo Scott, John Boyd and Mrs. Gertrude Jones, C. C. Ferguson and Miss Louella Howard, Joe Carter and Miss Sydna Rogers, James Head and Miss Leona Harvey, and Judge and Mrs. Jno. P. Slaton.

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.

Misses Herron Entertain.

On Tuesday evening of this week, the Misses Herron entertained a few of their friends at their home in North Hereford. The evening was pleasantly spent in the indulgence of interesting but harmless games and social converse.

Those present were Misses Gass and LeGrand, and Messrs. Orr, Smith, Bareus and Gass.

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.

WITHERSPOON & GOUGH.

The Way to Succeed.

B. B. Morton, of the northwest corner of the county, was in the first of the week with three bales of cotton to gin. He is well pleased with his experience in this year's cotton crop and will plant more extensively next year. He tells us that he has the bulk of his land broke ready for next year's crop. This is getting down to farming right and he will have no trouble in getting his crops up when he plants. —Hale County Herald.

Fall and winter plowing is required in every other section of the world; and why not here? Mr. Morton is one of the few who have taken up the idea of breaking his land in the fall and we predict that he will be amply repaid for his trouble when harvest time comes next year. The idea is to farm here just as you would elsewhere.

Chicago Winners.

Among the Texas bred cattle which carried off honors at the International Stock Show, recently held in Chicago, were C. C. Slaughter of Dallas, J. V. Farwell of Panhandle and L. S. Ranch near Tascosa. Out of seventy cars of cattle on exhibition, fifty cars were Texas-bred. Thirty cars were shipped direct and twenty cars consisted of Texas-bred Northern fed cattle. The Panhandle can always be relied upon to furnish its share of prize winners when fine cattle is in the consideration.

For Sale.

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

44-41 STAMBAUGH & LIPSCOMB, Hereford, Texas.

Delivery Notice.

Beginning next Monday, December 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 & SONS

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.

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

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 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 16, 1904.

THE friends of education will rejoice to learn of the change which will soon be made in the Panhandle Christian College. While there has not as yet been anything definite done in the way of a transfer, the fact that the leading men of the church endorsed the move at the Lectureship at Temple last week and recommended the state board to accept the Hereford property is the best of evidence that the deal will go through. With the Christian Church of the state behind the school, the Panhandle Christian College will soon be numbered among the leading institutions of the state and will be the means of sending forth many young men and ladies of the Panhandle, equipped for life's conflicts and responsibilities. Not only will the school have the backing of its churches throughout the state, but all the local churches will renew their efforts in advancing its interests.

ALONG with other improvements which are being made in Hereford, an electric light plant has already received some consideration at the hands of local capitalists. We notice that other towns, no larger than Hereford already have electric lights and other towns in the Panhandle not so large are agitating the question. While such a plant might not be a bonanza from the very beginning, yet we believe it would be a paying investment if judiciously managed and would get better as the town grows and the country develops. Hereford has already surpassed the majority of western towns in the point of progressiveness and realizing that the best is none too good for her, we hope to see her streets and homes beautifully lighted in the near future.

ALREADY the boys have begun using their fire works, reminding us that Christmas is fast approaching. It is all right for the boys to have their fun but they should use their harmless weapons with great precaution not only to protect themselves, but to avoid a fire. In a windy country like this all such sports should be confined to the home and not allowed on the streets. Such is the case in cities and large towns which have had long years of experience in controlling such matters and, as a security against the loss of property by fire, such a regulation would be in order in smaller towns.

Farmers Follow Stockmen.

J. E. Rhea of Bovina, Texas, one of the big cowmen of that country, who operates ranches in both Texas and New Mexico, spent yesterday at the yards, says the Kansas City Drivers' Telegram. Mr. Rhea is perhaps one of the best informed cattlemen in all that country, especially when it comes to general conditions of the cattle industry.

"We have had a remarkable fall," said Mr. Rhea, "and all over that country grass is good and cattle are in the very best of shape. And contrary to general belief, the cowmen of that country are in good spirits and feel encouraged over the present outlook. We had good rains all along and the ranges have kept up so that we are starting into the winter in good shape all around."

"But I want to say that the number of cattle in that country, as compared with last year or with former years, is far short, and that this shortage is bound to tell on the cattle supply. That is the source of supply for cattle, and when the number begins to diminish there it is but a question of a little time when it will be noticed elsewhere. I have spent twenty years in that country, in fact I was raised there, and from the place where I started in Eastern Texas, I worked on west with the settling up of the country till I have reached the extreme western point in that state. In the center of the state, which was formerly a cattle country, there are farms at present. The farmers are following the stockmen very fast toward the west, and will sooner or later overtake them."

Mr Roberts Dies

In the recent train robbery in California in which about \$200,000 was taken from the custody of Wells Fargo Express Co., Oran O. Roberts who was in the employ of the company was shot and afterwards died from the wounds. Mr. Roberts was reared at Weatherford, Texas, and was a nephew of our townsman, C. S. Richards, who was apprised this week of the sad death of his relative.

THE prosperity of the Agricultural and Mechanical College at Bryan can better be realized when it is known that that institution is now compelled to turn away pupils on account of a lack of facilities to accommodate more. The total enrollment to date this year is about 408 pupils which shows a rapid growth of the college. The A. & M. is one of Texas' best schools and is doing an exceedingly good work for the agricultural interests of the state, not only in sending out boys equipped for farming, but in organizing farmers' institutes throughout the state.

The excitement in Ohio and other northeastern states is now centered upon a one Mrs. Chadwick who, it seems, has succeeded in wrecking the financial standing of several wealthy men by securing loans from them on documents alleged to have been executed by Mr. Carnegie. It is said that Mrs. Chadwick's liabilities amount to about \$1,500,000 while her assets amount to only a trifle. She is now behind the bars on a charge of forgery.

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.

Medical Association

The Deaf-Smith-Randall-Castro County Medical Association met in Hereford Wednesday, December 14, 1904. On account of sickness of some of the members, the program was not fully carried out; nevertheless the meeting was very profitable to those present.

It is the aim and practice of the members to always discuss the subjects of greatest importance at the time of the meeting and by thus exchanging ideas, rendering great aid to one another as well as advancing materially the science of medicine.

At this meeting the society was honored by the presence of Drs. Fly and Raschbaum of Amarillo who took an active part in the discussion. This being the time for election of officers the following were elected for the ensuing year: C. P. Estes, President; J. W. Hicks, Vice-President; G. F. LeGrand, Secretary and Treasurer; D. M. Stewart, censor for three years; J. W. Hicks, censor for one year.

The next meeting will be held in Hereford on the second Wednesday in January 1905, at which time there is an interesting program to be carried out. All physicians within reach should be present at this meeting as there will be subjects of great importance to the medical profession for discussion at that time.

Circulating Library

G. R. Jowell called at this office while in town Thursday and, among other things, referred to a circulating library which was established in Hereford sometime ago, of which library Mr. Jowell has an interest to the extent of five dollars. Mr. Jowell's plan is to turn said library, which has a goodly number of excellent books, over to the public school. He does not know who has the books in charge and asks that whoever has them will report to this office. This would be a commendable move and would greatly benefit the public school.

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

Will Test Water Supply

We are authorized to announce that Prof. Hallam, hydraulic engineer and irrigation expert of Roswell, will arrive in Hereford Monday with his Wood propeller hydraulic pump and make a test of Hereford's water supply. The test, we understand, will be made at the well near the stock pens. Mr. Hallam comes at the instigation of G. R. Jowell.

SPECIAL

CLUBBING OFFER

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

The Semi-Weekly News

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

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

Subscribe at once at the office of this paper.

Rags Wanted

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

Notice to Creditors

We hereby notify all who are indebted to us to please call and settle at once as we wish to get all our money in by the first of the year.

GALBREATH-FOX TRADING CO.

44tf

Baby Show

We call the attention of our readers to E. B. Black's half-page ad in this issue announcing the baby show which will be held at his store next Monday.

For Sale

A good surry and double harness cheap or for trade. Apply to ltp A. S. KENDRICK.

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	7:15 "	" " "
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

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

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 .25
3-lbs. of the Best Grade of Rice for .15
Arbuckle's Coffee, per package .25
Crescent Coffee, per package .15

The Famous Snow

We Credit No One

Located South of Court House
We Will Save You Money.

SHORT LOCALS

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

Wall Paper—E. B. Black. 44

Edgar Ireland of Dimmitt was a pleasant caller at this office today.

Mrs. Mary Dilly of Roswell visited her cousin, Mrs. Jno. E. Ferguson, this week.

B. F. Donald of Depton county arrived this week to look after Panhandle interests.

Mr. and Mrs. W. T. Strickel of Dimmitt were transacting business in Hereford Saturday.

Miss Mae Gamble left Thursday afternoon on a visit with friends and relatives at Iowa Park.

E. P. Brooks, representing the Amarillo Herald, was a pleasant caller at this office today.

John M. Fitch, representing a seed house of Lawrence, Kansas, spent Thursday in Hereford.

S. J. Sanders of Castro county was in the city Saturday and paid the BRAND office a business call.

C. W. Orr of Denton county spent last week in Hereford, the guest of his parents, Mr. and Mrs. E. B. Orr.

Mrs. E. W. Conrad left Thursday afternoon for Saltese, Montana, where she will join her husband and son.

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

New Crop Evaporated Fruits

Just Received Fresh From California

We are sole agents for "Belle of Wichita," "Highest Silk Patent," "Moses Best," "Silver Leaf" and "Big 7" Brands. All tried and tested and fully guaranteed. A new car of Stock Salt in 100 and 200 pound 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—

Panhandle Bankers Meet

The Panhandle Bankers' Association which convened in Amarillo this week is said to have been well attended and proved to be an important meeting. Questions of vital interest were discussed, chief among which, were those pertaining to the establishing of a packing house in the Panhandle and the relation of Panhandle banks to stock farming, the discussion of the latter being lead by G. A. F. Parker of the Western National, whose paper will be reproduced in next week's issue of the BRAND.

County Court

The county court has been down to business this week disposing of civil cases of which the docket was somewhat crowded this time. Several railroad cases were disposed of, chief among which was C. E. Edwards vs the Pecos Valley, Fort Worth & Denver, and Texas & Pacific railroads, suit for damages, in which plaintiff was given judgment against the T. & P. for \$75. Judge Slaton acted as special judge owing to Judge Russell being disqualified by being an attorney in the suit.

The Association will hold its next meeting at Amarillo April 17th, 1905, the day previous to the meeting of the Panhandle Cattle Raisers' Association.

Another Car of Apples

The last car of apples sold here stated would be the last bulk apples for the season and did so think at the time but have since been able to secure another car which will be here in a few days and be on sale until sold. These apples are of the very best keepers; will keep for the balance of the winter. Now is your chance for apples for Christmas. Thanking you for your liberal patronage heretofore, I beg to remain Yours,
GEO. W. EAGLE.

Advertised Letters.

Remaining in the postoffice at Hereford for the week ending Dec. 14, 1904:

W. M. Caraway, W. L. Eastwood, Ed Fay, Cerd Jones, A. M. Maukae, Dr. J. O. Moore, H. H. Smith, Jack Sumalley, J. L. C. Tom.

When calling for letters, please say "advertised." One cent will be charged for advertising.

Gin Notice

For the remainder of the season we will gin and grind on Thursday of each week. We would rather not do either from Christmas till January 1st.
44tf TUCKER & JACOBSEN.

Cards are out announcing the marriage of Miss Fannie Bob Kellow to James Byrle Elliston on December 21st, both of this city.

J. M. Garner had a bale of cotton ginned this week, composed of remnants, and from 1400 pounds of seed cotton got 557 pounds of lint.

Lost, Saturday, December 3rd, a newspaper-wrapped package containing crochet work. Finder will please leave same at the BRAND office.

J. B. Storm of Arney marketed two bales of cotton in Hereford Thursday, J. A. Fox being the purchaser. Mr. Storm will plant a large crop next year.

D. C. Laird of the OYO ranch came in today from Channing where he went to place some cattle on pasture. He was met in Hereford by Mrs. Laird.

Mr. and Mrs. J. H. Holland of Castro county arrived in Hereford Saturday and the latter took the afternoon train for Corsicana where she will spend the holidays with relatives.

J. B. Roberson and family passed through Hereford Saturday on their way to different points in Oklahoma where they will visit for about two months. During their absence the BRAND will have no correspondent at Boom.

John Boyd, Eugene Dyer and Rat Jowell left today for Globe, Arizona, where they expect to live. These are all well known men and will doubtless make their fortune in the West. While the BRAND regrets to see them leave, it extends its best wishes for their success.

Mr. and Mrs. Charles Barbier of Claude visited Mr. and Mrs. G. A. F. Parker this week. Mr. Barbier is one of the many who has been eminently successful in the Panhandle. Starting a few years ago with practically nothing, he recently sold his ranch for \$15,000.

New Ads

We call attention to the new ads in the BRAND this week. Our merchants are putting goods down to rock-bottom prices now and we hope our readers will see what they have to say.

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

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

The Panhandle Marble Works
G. W. BACKUS, PROPRIETOR
VERNON, TEXAS


Marble and Granite Monuments, a Specialty.

J. H. CALLOWAY, Local Manager

THE Hereford Nursery
L. P. LANDRUM, Proprietor

Over 1000 Trees Grown Here. Fourteen Years Experience in Texas

YOU CANNOT AFFORD TO DO WITHOUT OUR NATIVE VARIETIES



Tierra Blanco Herefords

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

Herd Headed by Climax Assisted by Chorister

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. P. CONNELL Vice-President
F. B. FULLER Cashier

The Western National Bank
Of Hereford, Texas

CAPITAL - - - \$50,000.00

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

NEW BOOKS

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

Latest Magazines and Periodicals

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

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

Top Grade Goods at Bottom Prices

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

The Brand \$1 per year

NO GAS OR BIG WINDIES BARGAINS! BARGAINS!! ALL BARGAINS!!!

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

D. R. GASS & SONS, Hereford Texas

CHANGE IN SCHOOL.

The State Lectureship of the Christian Church at Its Session in Temple Votes Unanimously to Take Over the Panhandle Christian College.

Perhaps the best news which has reached our community for many months came last Saturday from Prof. Randolph Clark to the effect that the leaders of the Christian church of Texas while in attendance upon the State Lectureship at Temple last week voted to come to the rescue of the Panhandle Christian College and give it such financial backing as will bring the greatest success to its doors. Under the arrangement, the College at Hereford will be correlated with the University at Waco and the same parties will travel for both institutions.

The local board has for several months past been negotiating with the state board but with no visible success until they recently induced T. E. Shirley, traveling representative of the University, to visit our town and inspect the college property. So well pleased was Mr. Shirley that he recommended that the state board purchase the property and help build up a strong school for the church in this section of the state. Mr. Shirley is the man to whom the University at Waco owes much of its success and whenever he recommends a measure to the board they are not slow to unite with him in executing his plans. Especially was this true of him when he recommended the acceptance of the property at the convention last week. Prof. Randolph Clark was also in attendance and made a statement of the condition of the school and all its surroundings. He gave the Lectureship to understand that the school is not situated in the sterile, desert country as some might think, but on the other hand, he emphasized the fact that it is surrounded by a country of unlimited resources and that patronage could be drawn from a very extensive territory. At the conclusion of the talks by Mr. Shirley and Prof.

Clark enthusiasm and interest ran so high that a thousand dollars in cash was raised to meet some of the immediate demands of the College. The school will be controlled indirectly by the state board and directly by the local board, the former assuming financial management.

For the successful consummation of these plans, our entire community is under many obligations to the local board for the earnest, persistent work which they have done since the school's inception. They have spent not only their time and energies, but their means as well. Oftentimes when the clouds would grow dark and threatening, they proved heroes in the strife and now that they have placed the school upon a solid footing, they deserve much credit and have just cause to be proud of the monument which they have contributed so much towards building. Also especial mention should be made of the unselfish way in which Prof. Randolph Clark and Mr. Shirley worked to bring about satisfactory adjustment of affairs. Mr. Clark has spent both his earnings and the best years of his life in just such work and it is almost wholly due to his efforts that such an institution as the Panhandle Christian College has its existence today.

The details of the transfer will soon be completed and the College will start out on a new era.

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.

J. M. GARNER,
Groceryman.

Music Recital.

The pupils of Miss Beatie's music class will give a recital at the Methodist church, Thursday evening, December 22nd at 8 o'clock. Everybody is cordially invited to attend.

Trespass Notice.

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

Sam F. Dunn Re-Appointed.

The following letter in which Sam F. Dunn is apprised of his re-appointment to the office of Hide and Animal Inspector will be good news to the cattlemen throughout this section:

Austin, Texas, Dec. 10, 1904.
Hon. Sam F. Dunn,
Hereford, Texas.

Dear sir:—I have the honor to advise you of your appointment as Hide and Animal Inspector of Deaf Smith county, by his excellency, the governor. On receipt of \$1 and certificate of qualification of county judge, your commission will be forwarded you. Very truly yours,

J. R. CURL,
Secretary of State

Methodist Church.

Preaching at 11 a. m. and 7:30 p. m. by the pastor. Morning theme, "The Christian's Sphere." Evening theme, "As a man thinketh in his head, so is he." Sunday school at 9:45. Junior League at 3. Senior League at 4. Prayer meeting Wednesday 7:30 p. m. A cordial welcome for all, strangers especially invited.

NOTICE!

All parties knowing themselves indebted to me will please call and settle without further delay.

C. C. FERGUSON.

Hereford Fuel Oil Co.

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

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.

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

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

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

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 - HERFORD

DOCKRAY BROTHERS

DEALERS IN ALL KINDS OF

Fruit, Shrubbery and Ornamental Trees

BEST NURSERY STOCK AT LOWEST PRICES SAN ANTONIO, TEXAS

REFERENCE

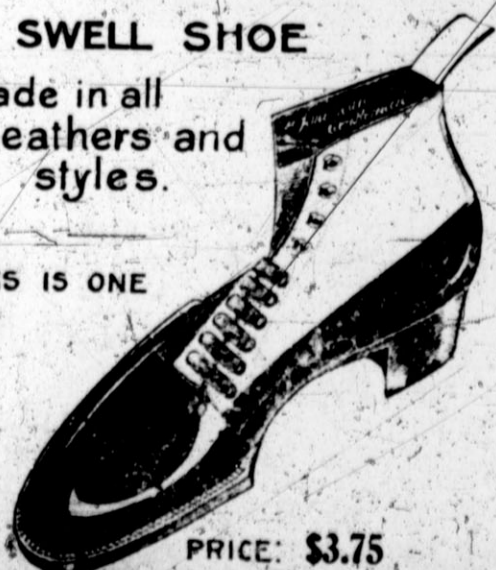
JOHN WOOD & SONS, BANKERS, SAN ANTONIO, TEXAS

American Gentleman

A SWELL SHOE

made in all leathers and styles.

THIS IS ONE



PRICE: \$3.75

SHOE



MAKERS



WITH THE CHARACTER OF THE 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

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.
Press Burnam returned Wednesday from a business trip to Austin.
Witherspoon & Gough represent nine old-line fire insurance companies.

Att'ys Trulove and Boyce were on legal business in Hereford Wednesday.

D. O. Stallings returned last week from a visit with Mrs. Stallings' people at Tulsa.

Wanted—A lady to do cooking and general housework. Apply to Mrs. Ross Davis.

J. T. Stout came in Saturday from Quanah and is spending this week in Hereford on business.

A. H. Morris came in Monday after lumber with which to make improvements on his ranch north of town.

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

Geo. A. Sachse, a prominent North Draw ranchman, was transacting business in the county capital Monday and paid this office a business call.

Elder Randolph Clark returned Monday from Temple where he went to be in attendance upon the State Lectureship of the Christian church.

J. C. Mauk returned this week from a business trip to Lamb county. Mr. Mauk informed a BRAND representative that he purchased fifty-one fine calves while he was away.

J. P. Roberson and family of Boom returned Saturday from Wellington, Texas, where they have been engaged in gathering cotton. They were in Hereford shopping Monday.

Clifford Slayton came in Saturday from his ranch on business.

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

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

L. R. Mathers of Dimmitt was among Hereford's business visitors Tuesday.

Miss Mae Eagle returned last week from a visit to friends at McLane, Texas.

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

W. D. McIntosh of the North Draw was transacting business in the city Monday.

Felix Franklin, a well-known cattleman of Amarillo, had business in Hereford Monday.

Capt. Trow hauled out lumber this week to make improvements on his ranch north of town.

J. O. Lindsey came in Wednesday from Kansas City, where he had been to market cattle.

All grandmothers must be present at the baby show to see their baby take the prize. E. B. Black.

The coldest weather of the season prevailed in this section the first of the week but it lasted only a day or two.

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

Mr. and Mrs. E. C. Millett of Boom were shopping in the city Monday and paid this office a pleasant visit.

We expect to sell a thousand dollars worth the day of the show for \$800, a saving of \$200 to the public. E. B. Black.

W. R. Wetzel of Washington arrived in Hereford Tuesday on his way to Dimmitt where he expects to purchase a ranch.

Mr. and Mrs. Chas. Burrus of Canyon City spent Sunday and Monday in Hereford, the guests of Mr. and Mrs. J. C. Newman.

T. A. Cowart returned this week from a business trip to Hale county. Mr. Cowart was a pleasant caller at this office Monday, subscribing for the BRAND.

Mr. and Mrs. W. J. Killough of Hart were shopping in the city Monday. The latter left in the afternoon for Mineola where she will spend the holidays.

Uncle Fred D. Williamson of the extreme north part of the county was in town Monday after supplies and received our thanks for moving his subscription to the BRAND a year in advance.

G. A. F. Parker attended the Panhandle Bankers' Association at Amarillo this week. Mr. Parker read an interesting paper before the Association on "The Relation of Panhandle Banks to Stock Farming."

J. M. Atcheson of Castro county was a pleasant caller at this office Saturday. Mr. Atcheson is one of Castro's most successful farmers, and already has considerable ground broken for next year's crop.

THIS IS LOW YEAR NATIONAL LIVESTOCK COMMISSION COMPANY GOES ON RECORD

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

THE FUTURE OUTLOOK ON CATTLE WAS NEVER BRIGHTER THAN TO-DAY
We call the attention of our Texas friends to the fact that our old stand-by, **Geo. Long**, of Canyon City, one of the best known and most popular cow men of the Panhandle, is now located in our office at Kansas City, where he will meet his friends and give his personal attention to their shipments.

WRITE US WIRE US SHIP US
OFFICES: Chicago St. Louis Ft. Worth, Kansas City

G. F. LeGRAND, M. D.
PHYSICIAN & ACCOUCHEUR.
Office at Burns & Smith's Drug Store
Residence Phone 138.
Hereford, Texas.

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

Miss Nora Walters attended the show in Amarillo Wednesday night.

A. S. Kendrick returned Tuesday from a business trip to the North Panhandle.

Mrs. Alice Lee left Saturday afternoon for a visit to Las Vegas, New Mexico.

Chas. C. Sanders of near Boom in Castro county had business in Hereford Saturday.

Mr. Leary, a prominent cowman of Panhandle City, was in the city on business Monday.

Mrs. A. S. Gracey returned Wednesday from a visit with relatives in Central Texas.

No baby will go away empty handed the day of the show. Let them all be here. E. B. Black.

Rev. T. F. Roberson of Canyon City was in Hereford Sunday and Monday looking after his mission work.

Three competent judges will have charge of the babies the day of the show. Bring or send yours. E. B. Black.

H. C. Fenton who lives south of town several miles was a pleasant caller at this office while in town Monday.

Miss Ottilie Bourland attended the teachers' meeting recently held at Amarillo. Miss Bourland now has charge of the preparatory work at the College.

Mr. and Mrs. W. W. Parker of Hart in Castro county spent Monday in Hereford. Mrs. Parker left on the afternoon train for Decherd, Tennessee, where she will spend the holidays with relatives.

Henry Farmer of Kareb, Oklahoma, is spending the week prospecting in this community with a view of locating. Mr. Farmer says that it is his intention to purchase a ranch and move here. He ordered the BRAND for one year.

J. A. Stegall returned Monday from Waco where he went to attend the meeting of the Masonic Grand Lodge of Texas. Mr. Stegall informed a BRAND representative that the temple at Waco is now completed at a cost of \$125,000.

C. Schrimsher and family of Mangum, Oklahoma, arrived in Hereford and will make this their home. It will be remembered that Mr. Schrimsher purchased the J. P. Connell ranch east of town last spring. The BRAND, on behalf of the community, extends them a hearty welcome.

D. F. Ellis, formerly of this place but now of Davis, I. T., spent several days in Hereford this week, looking after his interests in this vicinity. It will be remembered that Mr. Ellis purchased the Ward ranch of north town last year. Mr. Ellis was accompanied by W. F. Parker, a banker of Davis.

A petition was circulated among our citizens this week, asking the Honorable Railroad Commission to make Amarillo a common shipping point. So far as we were able to ascertain, everybody to whom it was presented signed it. If the commission should grant this, the freight rates into Hereford would be reduced about five dollars, on the car.

GROCERIES

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

John A. Johnson

The Leading Groceryman

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

Albatross Flour

Where Do You Buy Your Groceries?

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

Prompt Deliveries a Specialty

Yours for Business,

J. H. CARDWELL

W. L. Fallwell W. C. Fallwell O. Fallwell
W. L. FALLWELL & SONS
Dealers in

Coal, Grain, Hay, Salt AND FIELD SEED

Bois d'Arc Posts Cash for Hides Wagon Yard
International Stock and Poultry Food Connected

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.

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.

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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.

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Made from pure cream of tartar derived from grapes.

PRICE BAKING POWDER CO. CHICAGO.

Higgins in the North Panhandle is to have a gin and electric light plant. A company with \$5,000 capital stock will be organized for the purpose.

The Burnham land, 280 acres in this county aside from the homestead, and advertised in the News last month for sale under execution, was knocked off Tuesday to Judge Gough of Hereford for \$750. That portion of the survey which lay in Deaf Smith county was sold under execution the same day for \$175. The real purchaser of all of it was John Snow, the defendant's father-in-law.—Canyon City News.

A. B. Spencer, the energetic manager of the Amarillo division of the Rock Island road, recently returned from a conference with the general office authorities at Fort Worth, whom he induced to again place a through train on the Choctaw between this point and Memphis, the service to begin on or before December 25th. This will be good news, indeed, to the traveling public, who have heretofore been compelled to ride on a mixed train or—walk.—Amarillo Herald.

The cotton that has been sold in Silverton this fall has made a marked difference in the money situation in our town. With the exception of the last few bales, a good price has been paid by our merchants; better, really, than the general market would afford. Next year there will be an immense crop planted in this county. Quite a number of our farmers have made a half bale to the acre, but there was made an average of a third of a bale.—Silverton Enterprise.

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.

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, Tennessee, Kentucky, Alabama, Mississippi, Georgia, Florida, North and South Carolina.

To Oklahoma and Indian Territory, the rate will be one fare plus fifty cents, selling December 24, 25 and 31 and January 1, limit January 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

DR. W. J. ROGERS
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Panhandle News

On Tuesday night of last week, a man named Henton was killed by his brother-in-law, Willis Large, near Portales, the former being under the influence of intoxicants and was abusive to his wife.

J. A. Montgomery shipped out a car of fine hogs Tuesday night. They went to the Fort Worth market and will open the eyes of hog buyers to Panhandle hogs. They were all raised on his ranch west of town.—Hall County Herald.

Rev. W. L. Skinner who has been pastor of the Baptist church here for four years, tendered his resignation at prayer meeting Wednesday night. The church deferred action until the meeting of December 21.—Clarendon Chronicle.

The Southwestern Colonization Co. in addition to their 7,000 lots here, which they are selling for \$40 apiece, have purchased 1500 acres of suburban property, which they will cut up in small farms, besides buying options on a number of sections near town.—Quanah Tribune-Chief.

The gin at Floydada has ginned 35 bales of cotton this year, while the gin at Lockney, same county, has turned out about 100 bales. Floyd county can raise cotton as well as other crops. The crop was late this year, but next year the farmers expect to get an earlier start.—Childress Index.

N. G. Lane manager of the "F" ranch in Hardeman and Cottle counties, moved his family from Childress to the ranch last Saturday. Mr. Fleming, owner of the ranch, has purchased 30,000 acres more of the "OX" lands, including the old headquarters, where Mr. Lane will live.—Childress Index.

at Texola, has gone to the wall and to unknown fields. He is an old time Panhandler and is well known by all old settlers. John Lock of this city lost about \$150 in the collapse. He went to Texola the other day but could hear nothing encouraging of his man.—Hall County Herald.

After the Herald went to press last Friday afternoon Judge J. F. Brady presented to the commissioners court his resignation as county judge and it was accepted. His reason for so doing was that he had decided to take charge of the Anderson estate which is in probate court and he could not do so and act also as probate judge. The court then proceeded to elect R. A. Dunbar as county Judge for the ensuing unexpired term. He will thus have nearly two years to serve.—Hall County Herald.

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A Few Suggestions for Christmas Shoppers

STEEL RANGES
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