

The Hereford Brand

Vol. 5

HEREFORD, TEXAS, APRIL 7, 1905

No. 8

BE SURE TO COME TO HEREFORD, THE LEADING PANHANDLE CITY

GALBREATH & FOX TRADING CO.'S

SPRING DISPLAY

An Immense Display of Specially Priced Goods For Spring

SPECIAL

Just Received a Big Lot of New Percals Which We Will Place on Sale Next Week, per yard

6 1-2 CTS

SPECIAL

25 yards of Good Cotton Checks, special price \$1.00

DRESS GOODS

Mohair Lusters in all colors, very popular priced goods, per yard 25c
 Mohair Cecillians, per yard 33 1-3c
 Ponge Silks, per yard 47 1/2c
 Mercerized Voils in all colors, per yard 33 1-3c
 Marissa Voile, never sold for less than 20 to 25 cents per yard before, our price per yard 12 1/2c
 India Foulards, 25-cent grade, going at 15c per yd
 Bastise in all colors, including black, white and pink ground, with white and red polka dots, just the thing for children's wear at 6, 7 1/2 and 10c

NECK WEAR

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

SPECIAL

75-cent Lace Curtains for 12 1/2 cts
 \$1.25 Lace Curtains for 40 cts
 \$1.50 Lace Curtains for 65 cts
 \$2.25 Lace Curtains for 95 cts

MILLINERY OPENING BEGINNING MONDAY, APRIL 10TH

"Time and Tide Wait for no Man" but it simply must slow down a little for the lady who is trying on and making up her mind as to which is the prettiest and most becoming of all that vast number of hats on OPENING DAY. Every lady who wishes to add to her natural charm (and who so dead that she does not?) will be delighted with the effect of those same bright, soft colors and effects that made our dear grandmothers so charming in ye long ago.

Ladies, come and see what your friends in the cities are wearing, and select for yourselves one equally as handsome and less expensive.

Gentlemen, every lady sympathizes with you, because you have to wear old, plain hats, but your welcome will be all the more cordial for that reason.

IN OUR SHOE DEPARTMENT

We have, as always before, the largest and most complete stock of ladies' and children's Shoes and Slippers shown in Hereford. An investigation will convince you that you can get better prices and be better suited at our store than anywhere else in Hereford.

1 lot of Children's Slippers, sizes 12 to 2's, worth \$1.35 to \$1.50, special price 90c
 1 lot Children's Slippers, sizes, 8 to 11 1-2, worth \$1.25, special price 85c
 1 lot of Ladies' Oxfords, worth \$1.25, special price 90c
 1 lot of Slippers, with Lewis heel, worth \$3.50 to \$4.00, to close out, special price \$2.25

SPECIAL

One lot of Ladies' 10-cent Vests, special price, each 3 1-2c

WHITE GOODS

36-inch India Linen, per yard 5c
 36-inch India Linen, better quality, per yard 7 1/2c
 36-inch Sheer Lawns, sold elsewhere at 20 and 25 cents, in this sale, per yard 10c
 Fine Persian Lawns, per yd 20 to 40c
 Fine soft quality of English long cloth, per yard 10 to 20c
 Buther's Linen, sold elsewhere at 35 cents, sale price per yard 22c
 Cross Barred White Dimities never sold before for less than 20, 30 and 40c at 10 to 20c

STAPLES

Good 10-cent Hickory Shirting for 7 1/2c
 Good Canvass at 3 3-4c by the bolt
 15-cent Madrass for 15c per yard
 The best dress Gingham made for 10c per yard
 A fairly good bleached domestic at 3 3-4c per yard

HOSIERY

A special price on all our hosiery next week. Will convince you that we are selling hosiery.
 Ladies' fast colored hose 7 1/2c per pair
 20-cent white foot hose for 9c
 25-cent-hose for 14c
 Children's fast colored black hose, sizes 5 to 8's for 6 1/2c per pair

EMBROIDERIES

Just received over 1000 yards of new embroideries and insertions on which we guarantee to save you 33 1-3 per cent on anything bought in this line.

SPECIAL

10 Yards of Figured Lawn in Fast Colors, for - - -

35 CTS

Only 10 Yards to Each Party

T. M. COULSON & CO.

...The New Corner Drug Store...

Toilet Articles We want our lady customers to remember that we carry the most complete line of Toilet Articles in the city.

Prescriptions Don't forget that we are doing our very best at all times to improve our prescription department. When you favor us with your prescription work you can rest assured that you will get exactly what your physician orders.

Our Friends We want to ask our country friends to call on us when in town whether you want anything or not—as we want to meet you and get acquainted. Make appointments to meet your friends at our store as it will be a pleasure to us for you to do so.

Books, Etc. We have on hand the latest copyright books by the most popular authors, that we rent or sell. Also handle a complete line of periodicals and magazines. We will take pleasure in taking your subscription for any publication published. Don't forget that our Mr. Wicker is agent for the Dallas News—both daily and semi weekly—and when your semi-weekly expires he will take pleasure in sending in your renewal.

T. M. COULSON & CO.

...The New Corner Drug Store...

Mr. Morrison Coming.

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

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

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

New Real Estate Firm.

A new real estate firm was this week organized, the personnel of which being Dr. W. P. Barton and B. W. Miller.

These gentlemen have large interests in the Panhandle and with their long experience in the land business, we predict that they will be able to locate many sturdy farmers here this year. Their office will be in the building formerly occupied by Russell & Gilliland. See their card elsewhere in this issue.

Bulls For Sale.

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

L. W. RICKETTS.

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

Trustee Election.

The school trustee election which was held in Hereford on last Saturday passed off quietly with rather a small vote polled. There were no candidates for the office and the people were free to vote for whom they wished.

The election resulted in T. J. Graves being chosen for the Hereford school and J. D. Thompson for the school north of town. Both gentlemen were practically unanimously elected.

In this connection we wish to call attention to the hearty support which the patrons are giving Mr. Graves in building for Hereford a public school second to none. Mr. Graves has been most vigilant of the school's interests and has embraced every opportunity to protect its welfare and the public has certainly made no mistake in calling him to this responsible place for another two years.

For an Impaired Appetite.

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

Trees for Sale.

6000 one year old transplanted Russian mulberry trees. Grown here one year since arriving from nursery. Best tree for windbreaks around orchards and gardens as it will not sprout from broken roots like the black locust. \$2.50 per thousand to close them out.

1t B. H. FRAZIER.
Wall Paper—E. B. Black. 44

CLEO COMMUNITY.

It rained all day last Friday and Friday night. We have more water in the lakes here now than we have had in three years.

Quite a number of our farmers are done planting oats, while a great many more were cut off by the hard rain last Friday night.

Our grass is growing nicely and the old cows are like those spoken of by T. W. H. in his locality. They graze almost day and night.

Messrs. J. D. Burch, A. J. Owen, W. P. Boyd, F. A. Henderson, W. S. Dixon, J. T. Gilbreath, Geo. Burch, Green Henderson and Geo. Scarbrough, of this community, went to Dimmitt last Saturday.

Born to Mr. and Mrs. S. I. Lee, March 31, a fine boy. Mr. Lee is the man who had the blues during the winter, but judging from the broad smile on his face, instead of having the blues now he is the happiest man in this part of the county.

I regret missing Prof. Campbell's lecture on soil culture and the cultivation of various crops, but thanks to the Brand for publishing it so those who live so far from Hereford could not go can, if they are readers of your paper, have the lecture to read and refer to whenever they desire to do so. We knew that Prof. Campbell's plans are good and should be followed as far as practicable by our people. We believe the farm near Bovina will be worth as much to the plains as an experimental station for awhile at least. I venture to say that Mr. Campbell will accomplish exactly what he expects to.

W. S. D.

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

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

Union Services.

Following is the program for union meeting of the three young peoples societies to be held at the Methodist church April 9, at 4 p. m.: Topic—What would Jesus have us do in view of the claims of Discipleship?

Leader,—Miss Miller.
Scripture lesson:—Luke 9: 5-7 62.
Song, Prayer, Song.
Count the cost;—Luke 9: 5-7 60, Miss LeGrand.
Deny self;—Matt. 16: 24-26, John Clark.
Song.
Scripture references;—Matt. 8:19 John 3: 17, 12: 25, 12: 47.
Voluntary service.
Song.
Benediction.

B. Y. P. U. Program.

Following is the B. Y. P. U. program for Sunday, April 16th: Subject.—The Christian Home. Leader.—O. F. Smith. Scripture lesson.—Rev. 21:4-27. Scripture readings and conversational study.—Jno. 24:1-2; Mat. 25: 33-34; Heb. 11:16; 1st Peter 1:3-5; 1st Thes. 4:17; 2nd Cor. 5:1.

Prayer and song.
The significance of the word home.—Paper by Sister McGee.
How the christian can be calm and hopeful during adversities.—Miss Stella Renfro.
Our hopes.—Voluntary.

Announcement.

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

GOOD FOR SPRING

We have by far the largest and best assorted stock of Floor Coverings that we have ever shown at any time and we have marked them at a much lower price than at a previous season. But we shall make you a "Special Telling Cut Price Saturday and Monday, April 8th and 10th" on our entire line of Brussels Carpeting, Ingrains, Mogent Matting, Art Squares, Rugs, China and Japan Matting, Linoleum and Oil Matting. We have in stock over \$2000 worth of these goods for you to select from. You who miss this spring sale of good values for cost will greatly regret it.

A LIFE TIME GUARANTEED SEWING MACHINE FOR \$20.00.

E. B. BLACK, Furniture Dealer and Undertaker

COAL and GRAIN Cotton Seed Cake

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

W. B. Mersfelder, BOVINA, TEXAS

JOE CARTER

ELISHA CARTER

CARTER BROTHERS Livery, Feed and Sale Stables

GOOD SADDLERS GENTLE DRIVERS

Special Conveniences for Drummers

HEREFORD TEXAS

The patronage of the general public is cordially solicited

HEREFORD MEAT MARKET

WETSEL & CLOYD, PROPRIETORS

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

TELEPHONE NO. 15

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

Jno. B. Vannoy

Optician and Jeweler
HEREFORD, TEXAS

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

Does all kinds of watch, clock
and jewelry repairing

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

John B. Vannoy

Optician and Jeweler
HEREFORD, TEXAS

BAD HEALTH.

Worry, Overwork, Hasty Eating, Excessive Use of Liquors, Loss of Sleep, Neglect of Nature's Calls. These Bring on the Deadly Bright's Disease.

Thousands Die of it Every Year.

Kidney disease is the enemy we have most to fear as a result of the feverish restlessness of modern civilization. It is a treacherous enemy, working out its deadly effect under cover of the most trifling symptoms. The first indication of changes in the urine, frequent headaches, digestive troubles, should be the signal for prompt remedial measures. Prickly Ash Bitters is a kidney remedy of the greatest merit; it is soothing, healing and strengthening, quickly relieves the aching or soreness that always appears in advanced stages, checks the progress of the disease and through its excellent cleansing and regulating effect in the stomach, liver and bowels, it brings back the strength and ruddy glow of vigorous health.

Accept no substitute. Insist on having the genuine Prickly Ash Bitters with the large figure 3 in red on the front label.

Sold Everywhere. Price \$1.00 per bottle.

T. M. Coulson & Co., Special Agents

Hereford's Loss.

The friends of Miss Bruce Gass were completely taken by surprise Monday morning upon the announcement that she was married at noon on the preceding day to Mr. Eugene McIntire of Nocona, Texas.

Miss Bruce left the first of last week presumably to visit friends in Nocona, so everyone but her parents, Mr. and Mrs. D. R. Gass, and the immediate family were kept in the dark.

The bride is one of Hereford's most charming and popular young ladies, who will be greatly missed in both social and church circles. She had the happy privilege of holding all her acquaintances as friends.

The groom is engaged in the drug business in Nocona and is held in high esteem by those who know him.

The BRAND joins in extending congratulations and wishing for the newly married a life of prosperity and sunshine.

Methodist Pray Meeting for April.

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

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

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

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

Large Sheep Deal.

A deal was this week closed whereby W. J. Slover, of Castro county sold and delivered to J. T. Rutherford 1459 head of fine sheep. These sheep were bought at a fancy price and goes to show that there is big money in raising a good grade of these animals. They were driven to Mr. Rutherford's ranch north of town Tuesday.

HEREFORD IN 1920.

As Seen in a Real Dream by a Former Citizen.

'Twas Saturday night. I had been engaged that day putting out shade trees in the yard and had done a very hard day's work, wielding the grubbing hoe and pushing the spade. Retiring earlier than was my habit, I had failed to fall asleep. My mind was still on my work, and while in an effort to draw a mental picture of our home when the trees had grown large enough to shade the yard, the gentle god of sleep kindly folded me in his arms and carried me into the land of dreams. How delicious the undisturbed rest of the toiler as he wanders in that beautiful land! But, like all earthly joys, mine were seemingly short-lived. I was lost: Morpheus had ceased to soothe me with his sweet lullaby and in my disturbed condition I dreamed that I opened my eyes. It was daylight, and it seemed my perplexities were not yet ended. The room in which I had been sleeping seemed somewhat familiar, but the furniture and other articles were entirely changed. In my bewilderment, I looked out through a window and into the yard. Imagine my amazement to see the little bushes I had but yesterday transplanted had grown to be large trees with spreading tops covered with beautiful green foliage. My eyes next wandered to the opposite side of the avenue, when I was overwhelmed with astonishment at what I beheld. Splendid, modern constructed residences with attractive surroundings, now occupied the lots where humble and poorly kept cottages stood when I retired last night. Withdrawing my gaze from this attractive but puzzling scene, I turned it back to my immediate surroundings, hoping thereby to be able to unravel the mystery. Near my bed, and within easy reach stood a small table, and upon it was a newspaper. Picking it up, I discovered it was a copy of the Whitesboro News, bearing the date of June 25, 1920. Glancing down the page, I saw in rather large type the headline, "visitors," and immediately under it I read:

"Among the visitors in the city this week, we note, with pleasure the arrival of Mr. J. Ray and wife, and their pretty little daughter, Alice, of Hereford, Texas. They are domiciled at the elegant and commodious home of Mrs. Ray's parents, Mr. and Mrs. T. S. Barnett, on Trolinger Avenue. It will be remembered by many readers of The News that, about twenty years ago, and soon after his marriage, acting on the advice of Horace Greeley, 'Go west, young man,' Mr. Ray, accompanied by his bride, immigrated to the Panhandle and engaged in the newspaper business as editor of the BRAND, published at Hereford, the capital of Deaf Smith county, and located on the Pecos Valley railway, the pioneer railroad of that far western country.

"At the time of which we write, Hereford was a small town of about 2000 people; but located in a section of country of many advantages, being well adapted to agricultural pursuits and stock-raising, having a deep rich soil, thickly set with the famous mesquite known to be the best of all grasses for grazing purposes, the Tierra Blanco river winding its course through the town and furnishing pure, clear water for the needs of cattle, horses and sheep owned by the comparatively small number of hardy ranchmen, who, tempted by the cheapness of the lands and the excellent grazing they furnished, had ventured out to that extreme western border of Texas, in the hope of bettering their financial condition.

"With such fortunate environments, and the BRAND, a first-class live newspaper, and its wide-awake, far-seeing, able editor to write up and advertise the many and various advantages of the town and country and encourage or champion every enterprise calculated to build them up, it is not surprising that Hereford has forged ahead with leaps and bounds, until today she is a city of 15,000 happy people, many solid blocks of brick buildings, magnificent public edifices, court house, churches, colleges and a great number of fine modern residences; in short, more evidences of wealth, refinement and happiness than any other city of its size in Texas. Her electric street car and telephone ser-

vice is unsurpassed, and all lines of business flourishing.

"The BRAND, at the time the present editor took charge of it, was a small eight-page paper, with a circulation of about 1000 copies; but with the energy and brains put into it, it has kept pace with the rapid advancement of the city and country, and is today one of the largest in the state, an up-to-date newspaper, popular with all classes; rivaling the Dallas News. It may now be found on all news stands in Texas and many other states, and has a circulation of about seventy-five thousand.

"When seen by a News representative, Mr. Ray, in answer to the question, 'How is the Panhandle?' said, 'Hereford is still spreading. New business buildings, and new dwelling houses are being erected and occupied every day; trade was never better, merchants being kept busy all the time, filling orders and waiting on customers. Everything is all right. And in addition to the three lines of railroads that already pass through our city, we have assurances that two others will reach us within the next twelve months. The country, too, is booming. Farmers are well pleased with the fine prospect of a heavy yield of grain, cotton and other farm products, and the almost certainty of obtaining fair prices for the same. Wheat and oat crops are simply immense, and are now about ready to be harvested. The average yield will be, wheat, forty bushels per acre; oats, about sixty bushels, and other crops in proportion. We have learned how to do things up there. Have tapped the great sea that lies just below the surface of the earth, and by means of steam, electricity and wind, pump up all the water we need for irrigation and all other purposes. We keep our storage tanks full, ready for an emergency; but the rains are more regular and more abundant than in the early settlement of the plains. The cattlemen are rejoicing over the conviction and imprisonment of the promoters of the infamous beef trust and are indulging in the hope of getting more remunerative prices for their beef cattle than they have received for the last fifteen years. Yes, everything is lovely in the Panhandle, and we are all contented and happy.

"Mr. Ray is one of the many pioneers of the Panhandle who have accumulated large fortunes. Not satisfied to confine his talents entirely to running a newspaper, but having faith in the country, its adaptability to farming, stock raising and rapid settling up, he availed himself of the opportunity to purchase large tracts of the fine lands adjacent to the town of Hereford at a low figure.

"It is just and proper to state that, in all his successes, his faithful wife has ever been his constant helper, sharing equally with him the labor and thought necessary to achieve such grand results; especially, as a co-laborer in bringing the BRAND up to its present high standard, being a pleasing and graceful writer, as her bright edifying and useful contributions which occasionally adorn the columns of the

BRAND abundantly prove. Besides, she is a woman of charming individuality. Her gracious manner, pleasant smile, familiar nod or cordial shake of the hand always wins the respect, admiration of all who are so fortunate as to meet her.

"Mr. and Mrs. Ray left last Monday for their home. Little Alice will remain several weeks to comfort her aged grandmother who has suffered so much anxiety and trouble on account of the sad condition of her husband, who, as is well known, has been confined to his bed, in a deep sleep, for fifteen years, with no sign of arousing from his slumber, until very recently, we are informed, favorable indications of his awakening have been noticed, which have given his friends hope that he may soon be restored to consciousness. The bright smiles and girlish chatter of the sweet little granddaughter will enliven the quiet old home, while her marvelous beauty, her sprightliness, and her lady-like ways will insure her popularity and the love of all, especially the jovial crowd, who may be favored with her society while in the city.

"With a sudden flounce and an exclamation of pain, I pressed my hand to my side. I thought I had been kicked by a mule. Slightly opening my eyes, I discovered that it was broad daylight. A mocking bird, perched on the topmost limb of a mulberry tree standing near the front gate, strained his throat in an attempt to imitate the songs of all other members of the feathered tribe, was pouring forth his sweetest notes, to cheer and encourage his mate, sitting on her nest nearby in a patient effort to induce the three little brown speckled eggs under her to shell out their imprisoned little songsters to make more sweet music to lighten the burden of weary pilgrims in their tiresome journey from the cradle to the grave.

"The king of day was now high up above the eastern horizon. His dazzling rays, piercing through the shimmering leaves of the old cottonwood growing at the southeast corner of the front yard, had entered our bedroom, through the east window and were engaged in dancing a jig on the carpet. But the Rays about whom I had been reading, were not visible. I saw not the sweet little Alice with the sunny smile and the silvered laugh, nor the charming mother to greet me with a pleasant smile and cordial 'Goodmorning.' Neither did I see the tall, bald-headed editor, always ready to take the opposite side of every question just for the sake of argument. But slightly turning my head, I looked into the pale blue eyes of a somewhat young looking old woman, with a few struggling locks of iron gray hair peeping out from under the ruffle of her snow-white night cap. (It was a jog in my ribs with her elbow that caused the flounce and exclamation of pain.) In a not very musical tone, she now said to me, 'Do you intend to get up today or not? I'll not get my work done up in time to go to church. I hear the bell ringing for Sunday school right now.' I was wide awake now and realized, fully, how unutterably disgusting

and provoking to be thus suddenly transported, jerked, as it were, from the delightful realm of dream-land to the cold and bleak regions of reality.

"WE HAVE THE BEST"

If Deere in quality, it is not dear in price. We are offering to our trade this season a line of Implements we can recommend without hesitation and upon which we stake our reputation as implement dealers. The builders of our lines are the John Deere Plow Company and the Davis Bradley Manufacturing Company, both of which have stood many years of competition and today stand in the front rank of implement builders. We want to invite the attention of the trade just at this season to our No. 1, No. 8 and No. 31 two row planters, and our No. 61 single row riding planter. Our listers are in a class to themselves and in point of construction and durability stand distinctly alone when compared to other makes. Come and see us before buying anything in the implement line. Our line of shelf goods, stoves, harness and saddles, windmills and wire is complete. We will appreciate your business and our prices are right. When in Hereford make your headquarters at our store.

GARRISON BROTHERS, Hereford Texas

A LETTER TO THE PUBLIC

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

...NEW... Goods Arrive

We have just received a large shipment of Saddles, Plow and Buggy Harness and everything kept in a first-class saddle and harness store. Our stock is complete and we invite our friends to come in and let their wants be known. We have a number of good second hand saddles for sale or trade. Our specialty is general repair work.

Yours, to please, T. J. GAMBLE HEREFORD, TEXAS

Single Comb White Leghorns
Greatest Layers in the World
Eggs—\$1.00 Setting

Stock at reasonable prices Satisfaction Guaranteed. MRS. LESTER WEATER Hereford, Texas

Does Your Heart Beat

Yes. 100,000 times each day. Does it send out good blood or bad blood? You know, for good blood is good health; bad blood, bad health. And you know precisely what to take for bad blood—Ayer's Sarsaparilla. Doctors have endorsed it for 60 years.

One frequent cause of bad blood is a sluggish liver. This produces constipation. Poisonous substances are then absorbed into the blood, instead of being removed from the body daily as nature intended. Keep the bowels open with Ayer's Pills, liver pills. All vegetable.

Made by J. C. Ayer Co., Lowell, Mass. Also manufacturers of HAIR VIGOR, SORE CURE, CHERRY PECTORAL.

The Brand

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RAY, GOOGER & CO.

Official Organ for Deaf Smith
and Castro Counties

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Act of Congress of March 3, 1879.

Subscription Price \$1.00 per Year
STRICTLY IN ADVANCE

FRIDAY, APRIL 7, 1905.

MORE ROOM NEEDED.

Among the improvements which must necessarily be made in Hereford at an early date is the providing of additional room at the public school building. The pressure in all the rooms has been great this year and in some instances the progress of the school has been retarded on account of the crowded condition of some of the rooms.

It is not difficult for anyone, who has had experience in the school room, as either teacher or pupil, to understand the disadvantages to which a teacher is placed when she has more pupils than she can give her individual attention.

At present there are 350 pupils in daily attendance, which gives about 60 pupils to each room, but since they cannot be equally divided, it becomes necessary to place in some rooms more than this number and in others, less. It is a well known fact that the efficiency of a teacher is greatly impaired when she has more than forty or fifty pupils.

Our public school has been and is the pride of the community; but the institution has advanced about as far as is possible until the facilities are increased. Since there is no such thing as stand-still in any business, if room and other necessary equipment are not provided, the school must take a step backward, and thus begin its decline.

Realizing the importance of good schools to a community, as we do, we trust that nothing will be overlooked which would be necessary to bring the greatest success to the Hereford public school.

For Trade.

One-half section of land, four miles of Floydada, to trade for Hereford property.

7tf DAVIS & RUSSELL.

NEW ELECTION LAW.

The Terrill Election Law which has been the subject of so much criticism during the past two years has been considerably modified by the present legislature. The law in the main was a good one. The primary purpose of it was to purify the ballot box and this it did in a marked degree; but with all its good qualities, it had many imperfections in the way of technicalities which made it unpopular. Besides, under the original law, it cost the state too much to hold an election.

The following are the important changes which were made during this session of the legislature:

1 A printed ballot for independent candidates.

2 Primary elections and no primary conventions for the political party that cast over 100,000 votes in the last preceding general election. All political parties that cast less than 100,000 votes can hold primary elections or primary conventions in their district.

3 A blanket ballot in all general elections, with the ticket for each political party, and for independent candidates and a blank column in which the voter may write the name of anyone.

4 Supervisors (called watchers in the former bill) to be chosen from different political parties, to remain with the precinct judges and ballot boxes, and sworn to report irregularities and fraud to the grand jury.

5 The judges to be selected from different political parties.

6 Greater economy in election expenses, and new provisions guarding against fraud, with penalties to enforce them.

7 Prohibition against newspapers publishing articles in favor or against candidates when written by other people than the editor except as contributions, and limiting their charge for such contributions. The cost of the ballot, in the judgement of printing experts, is reduced one-half, and the contradictions and difficulties caused by many amendments two years ago have all been corrected in the present bill.

Lost.

About March 17th, a lady's gold watch with name, Lena Daniel, engraved on inside of case. Finder please return to A. G. Bell and receive reward.

7-2t

List your lands, cattle, etc. with Barton & Miller.

8tf

JNO. E. FERGUSON, President

C. W. DODSON, Cashier

The Hereford National Bank

HEREFORD, TEXAS

CAPITAL \$25,000.00

SURPLUS \$18,000.00

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

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

In order that we may give better service to both our readers and advertisers, we have temporarily changed the size of the BRAND from an eight-page paper to a ten-page. We are glad indeed to be able to make the change, for it shows that there is something doing in this part of the Panhandle. It does not require a great effort for a stranger to realize that Hereford has an enterprising set of merchants, when they take a glance at the BRAND. The same can be said of Bovina and Dimmitt, whose merchants are represented in our columns by large display ads. It is to the business men of these towns that we are indebted for being able to improve the paper by increasing its size, and it is to these that we wish to express our appreciation for this liberal patronage. By helping us, they help settle and develop this section of the great Panhandle and thus help their own business. Our merchants also realize the value of judicious advertising. We could fill the BRAND with foreign advertisements and advertisements from other towns but our purpose is to work first, last and all the time to advance the interests of our local field, including Deaf Smith and Castro, with their attached counties. That we are achieving a degree of success along this line is shown by the unequalled support which is given the BRAND by its readers and patrons. We now have about 1000 paid in advance subscribers which will justify us in making rather extensive improvements in our plant. Among the new machinery which will be added in the near future will be included the latest model folding machine. When these adjuncts are made, we do not hesitate to say that Hereford can boast of having the best equipped and most carefully selected printery in West Texas. We want every subscriber to the BRAND to feel that it is his paper and be free to command us when we can render a service. We shall ever strive to be worthy the confidence and hearty co-operation of the best people in the best portion of Texas.

THE warm and refreshing rains which fell on Friday night of last week and Monday night of this week (in all about two and one-half inches) will be of inestimable benefit to this country. While we were not especially in need of moisture, both rains were gratefully received as they insure the greatest small grain crop in the history of the plains. It is wonderful to think of what will be accomplished in the Panhandle this year under so favorable conditions. Those, who heretofore have been holding back, expecting their herds to grow them rich, have laid aside all hesitation and gone into the work of tilling the soil, realizing the treasures in store for those who are willing to practice skill and industry. Whatever else may happen, the man who will work here as is necessary for him to work elsewhere can not fall short of success.

For Trade.

A handsome residence with four acres of land situated in Hereford to trade for two-section ranch. Will pay difference in cash.

7tf

DAVIS & RUSSELL.

OUR SPECIALTY



Is tailor-made clothing. We represent only the very best tailoring firms and guarantee a fit and satisfaction. Easter will soon be here and you will want a new suit. Be sure to make your selection and place your order in time. Come around this week and examine our line and be convinced that ours is as complete and up-to-date as you can find anywhere. Our line of Fancy Vesting is the nobbiest of the season.

H. C. MYRICK

GENTS' FURNISHINGS



Hereford Nursery

L. P. LANDRUM, Proprietor

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

YOU CANNOT AFFORD TO DO WITHOUT OUR NATIVE VARIETIES

League Program.

Following is the League program for April 18th, 1905.
Topic—With Jesus in Triumphant Procession.
Leader—Sam Bratten.
Scripture lesson—Luke 19: 28-44.
Song, Prayer, Song.
The Lowly Poms of Zion's King, J. F. Perry.
Song.
The applause of the multitude, Miss Gamble.
Scripture references: Luke 24: 44-45; John 12: 14; Matt. 4: 14-16; Zech. 9: 8; Isa. 62: 11; John 11: 37-44; Matt. 26: 39.
The reception of the Multitude, Grayson Bell.
Song.
Benediction.

Mr. Argo Arrives.

A. E. Argo of Paris arrived with his family Wednesday and will make this his home. Mr. Argo was here about a month ago and so well pleased was he that he returned home and began immediate preparations to move here. He will purchase a one or two section ranch and become a citizen of either Deaf Smith or Castro county. The BRAND, on behalf of our citizens, extends a hearty welcome to Mr. Argo and family.

For Sale.

At a bargain, a good three-room house, to be moved on the 16th. \$350 will get it.

3tf

H. B. MCGEE,
Hereford, Tex.

REGISTERED BULLS —FOR SALE—

On April 11th, 1905, we will place on sale at Hereford, one car of Registered Hereford Bulls and four head of Registered Durham Bulls, one and two year-olds. These bulls are out of the best animals in Missouri and Iowa. We do not expect big prices but will sell reasonable. Come and get a bargain.

McLEAN & ROBB

ANNUAL BARREL SALE OF RIBBONS

COMMENCING APRIL 8, 1905

Thousands of yards of New, Beautiful, Lustrous All Silk Heavy Taffeta and Satin Taffeta Ribbon. Wait for our Annual Barrel Sale. Never before have Ribbons been so popular. Raw Silk is advancing and Silk Ribbons are sure to follow. Anticipating these advances we have bought in the east a big lot of these Ribbons at an extremely low price and will sell them cheaper than any other store has ever sold them in this section. These Ribbons will be sold at prices as below during this sale.

BARREL NO. 1

ALL SILK TAFFETA
No. 5, all Colors
No. 7, all Colors
No. 9, all Colors
4c
WORTH FROM 5 TO 10 CENTS

ALL SILK SATIN TAFFETA
No. 5, all Colors
No. 7, all Colors
No. 9, all Colors
6c
WORTH FROM 7 TO 11 CENTS

BARREL NO. 2

ALL SILK TAFFETA
No. 12, all Colors
No. 15, all Colors
No. 22, all Colors
7½c
WORTH FROM 10 TO 15 CENTS

ALL SILK SATIN TAFFETA
No. 12, all Colors
No. 16, all Colors
No. 22, all Colors
12c
WORTH FROM 12 1/2 TO 20 CENTS

BARREL NO. 3

ALL SILK TAFFETA
No. 40, all Colors
No. 60, all Colors
Worth from 15 to 25 cents
10c

ALL SILK SATIN TAFFETA
No. 40, all Colors
No. 60, all Colors
Worth 25 and 35 cents
19c

D. R. GASS & SONS
HEREFORD, TEXAS

GREAT HEREFORD SALE.

To Occur at Time of Panhandle Stockmen's Meeting at Amarillo, Texas.

There will be a public sale of registered Hereford cattle held at Amarillo on April 19 and 20 during the annual meeting of the Panhandle Stockmen's Association.

Sale commences promptly at 1 p. m. daily. The offerings will consist of 140 bulls of suitable age for service and 30 young cows either with calf at foot or bred to calve soon, contributed by many of the best known breeders of Indiana, Illinois, Iowa, Missouri and Kansas. These cattle have been handled and wintered just as they should have been for range use and will show for themselves. A grander lot of this number was never offered at auction in this or any other country.

This sale is held under the management of the Western Stock Yards Co. and a better opportunity was never offered the ranchmen to buy what they want and what they need at their own price.

We expect to make this sale an annual event, bringing to your very doors what you want. We do not expect fancy prices. All we ask is a "square deal." Everything offered will be sold to the highest bidder without reserve.

Col. R. E. Edmonson and Col. Harvey W. Graham, auctioneers.

Our new union stock yards at Amarillo, while not complete, are now ready for business.

For sale catalogue and other information address O. H. NELSON, Pres., Amarillo, Texas.

A car load of registered stallions of the several draft breeds and coach horses from Illinois are now here on exhibition and will be offered for sale during the convention.

System Continues to Grow.

W. G. Ross informed us this week that he is at present unable to supply the demand for phones. He this week received a shipment of twelve phones which lacked three being enough to satisfy the calls. Mr. Ross informs us that he has sent in an order for fifteen additional phones, which, when placed, will be 51 new phones since January 1st.

This is a splendid record and is only a reflection of the excellent service which Mr. Ross is giving his subscribers.

We congratulate him upon his being able to handle the enterprise with so marked success.

Notice to Creditors.

All parties indebted to The Hereford Fuel Oil Company are hereby notified that the business has been sold to W. H. Hines and that all accounts up to April 1st, 1905 are due and payable to Troy Womble. You will find your accounts with W. H. Hines at the old stand.

Please call in and settle at once, and oblige. Troy Womble.

A Safe Cough Medicine for Children.

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

Honor Roll.

Following is a list of those who renewed for the BRAND during March:

Mrs. M. J. Wolverton	\$1.00
J. W. Barton	.25
L. M. Forrester	.25
S. R. Blockmon	1.00
C. C. Chapman	1.00
S. M. Falls	1.00
C. G. Bratton	1.00
A. J. Thompson	1.00
C. E. Oliver	1.00
D. Davie	.50
William Curfman	1.00
J. J. Myers	1.00
J. F. Perry	1.00
Mrs. G. A. Hughes	1.00
John A. Hughes	1.00
Mrs. Mattie Hughes Knott	1.00
R. A. Daniel	1.00
W. C. Hallihan	.50
Christian Sailer	1.00
W. E. Hicks	1.00
V. M. Dillard	.25
N. Kloster	.25
F. L. Ennis	.50
W. J. Hodge	1.00
A. E. Peters	1.00
J. L. Barnard	.25
Mrs. J. J. Baker	.25
W. H. Robinson	1.00
W. M. Fore	.50
J. R. Fore	.50
W. B. Parmer	.25
A. S. Bassett	1.00
Frank Taylor	1.00
Mrs. L. E. Newsom	1.00
J. H. Horn	1.00
William Horn	1.00
T. F. Cardwell	1.00
Erkine Clement	1.00
A. N. Moore	.50
M. M. Worley	.25
A. B. Bynum	.50
J. R. Hasting	1.00
John Frazier	.25
Bert Alfrey	.25
Robt. Gollehon	.50
G. H. Guinn	1.00
T. B. Rice	.50
L. M. Rice	.50
G. S. Williams	1.00
R. J. Kibbe	1.00
Anderson Bros.	1.00
Geo. W. Miller	.50
W. H. Kiser	1.00
J. M. Askren	1.00
Henry VenLienen	1.00
Will Syms	.50
Burr Sheldon	1.00
H. R. Duff	1.00
A. D. Smith	1.00
J. E. Gyles	.25
W. S. Higgins	1.00
R. E. Dyer	1.00
G. W. Shaffer	1.00
J. W. Ford	1.00
O. L. Smith	.25
R. C. Bridges	.25
R. D. Billingsley	1.50
J. M. Syper	.25
H. H. Stanley	1.00
W. O. London	.50
O. K. Darden	.50
A. G. Bell	1.00
J. H. Bell	.40
Chas. Davis	1.00
W. O. Hubbard	2.00
T. R. Byrd	1.00
Mrs. A. A. Davidson	1.00
J. J. McFadden	1.00
W. J. Chapman	1.00

For Trade.

33 1/3 acres of land in Caldwell county for land in the Panhandle. Address box 102, Hereford, Texas. or A. E. MYERS, Lockhart, Texas.

SHORT LOCALS

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

Just received at C. C. Ferguson's another car of oats.

L. G. Trimble, of Portales, had business in the city Thursday.

Homer Inmon returned to Lakewood, New Mexico, Thursday.

W. J. McMinn, of Arney, was in Hereford Thursday after supplies.

For all kinds of field seed, see Fallwell & sons, Hereford, Tex. tf

Frank Chestnut, of Arney, transacted business in Hereford Thursday.

S. B. Feemster can furnish you with any kind of monument you wish. See him. 8tf

Mrs. Geo. A. Sachse and children visited in the city Wednesday from their North Draw ranch.

Mrs. Ross W. Davis returned Monday from a visit with relatives in Waxahachie and Dallas.

Troy Womble this week moved his family to the ranch recently purchased from W. H. Hines.

Miss Nara Trebby of Amarillo is attending the bedside of her mother who is ill at the home of Mr. and Mrs. E. M. Vanderburgh.

Rosco Davidson left Thursday afternoon for Ft. Worth, where he goes to take a business course in Draughen's Commercial College.

Prof. D. W. Hawkins, Miss Millicent Griffith and Miss Laura Edwards are attending the Panhandle teachers' meeting at Clarendon today and tomorrow.

Judge C. F. Kerr of the business firm of Beech & Kerr of Dimmitt had business in Hereford Wednesday and Thursday. The Judge favored this office with an appreciated call.

Elsewhere in this issue we call attention to the enlarged display ad of Garrison Bro's. These gentlemen are enjoying a liberal patronage and they have decided to show their appreciation in a more liberal way through the columns of the BRAND.

For Sale.

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

Apply to F. H. BRITAIN, Hereford, Texas.

MELON CROP.

The Truck Growers' Association to Plant for Car Load Shipments.

The regular meeting of the farmers' institute which was held at the court house on last Saturday was given over to the discussion of the melon crop for this season. Interesting addresses were made by Chairman S. T. Howard, C. S. Cardwell and others on the different phases of melon culture. The varieties most suited to this country, were also discussed at some length and the association finally voted to plant both watermelons and cantaloupes in large quantities this season.

Following are the names of those who agreed to plant, together with the number of acres each will plant:

J. S. Wynch, 1 acre; C. S. Cardwell, 6 acres; J. L. Beach, 6 acres; T. J. Sandifer, 1 acre; B. F. Stanley, 1 acre; J. M. Atcheson, 1 acre; P. R. Purcell, 1 acre; J. H. Kelley, 1 acre; A. P. Monk, 1 acre.

The meeting adjourned at the usual hour to meet again the first Saturday afternoon in May at 1 p. m.

Notice.

I have both home grown and northern seeds of all kinds. C. C. Ferguson.

TELEPHONE NO. 76

PROMPT DELIVERY

WILL H. HINES

DEALER IN

COAL

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

OIL

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

and ICE

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

WILL H. HINES, HEREFORD, TEXAS

OUR MOTTO: "FULL WEIGHT AND FAIR DEALINGS."

Erastus Gamble

General Transfer and Delivery

The business of the public respectfully solicited.

NOTICE!

Dr. Albert J. Caldwell, whose practice is limited to diseases of the Eye, Ear, Nose and Throat, will be in Hereford, May 10th and 11th, at the offices of Drs. Hicks and Rogers.

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

WHAT WE WANT

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

LAIRD-HERRING MERCANTILE COMPANY
BOVINA, TEXAS

NEW GOODS ARRIVE

Our stock of Spring Goods has now arrived and is complete in all departments. Realizing the increased demands, we have purchased extensively of all the latest patterns and styles in ladies' dress goods, notions, etc. In fact our store is brim full of bargains and we ask you to come and investigate our claims before you make your spring purchases. Remember that we will appreciate your trade and will do all in our power to supply your wants.

Yours truly

BEACH & KERR
DIMMITT, TEXAS

THE NEW STORE

When you need groceries, come to see me. I will try to interest you in quality and prices. I thank the public for the liberal trade which has been given me and I earnestly solicit a portion of your future business. "Quick Sales and Small Profits" is my motto.

B. BARNARD, HERFORD TEXAS

Ribbon Cane Syrup

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

GROCERIES

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

CARDWELL BROS.
THE UP-TO-DATE GROCERYMEN

IMMIGRATION FOR TEXAS.

Plan Is to Work Together for Whatever Will Prove of Benefit to All. Meeting Called for April 12.

On April 12 the industrial agents of the Texas railroads and freight and passenger men of those employing no such agents will hold a meeting at the Oriental Hotel for the purpose of forming what it is expected will be called the Industrial Agents' Association. The object of the association will be primarily to have the roads through their representatives join issues in securing business interests, factories and settlers for the state, that the state at large and the railroads as a whole may be benefited thereby.

Circular letters have been sent out announcing this meeting and to date the following have signified their intention of being present: W. F. Sterley, general freight agent Fort Worth and Denver; Wm. Doherty, general passenger agent St. Louis, Brownsville and Mexico; E. P. Turner, general passenger and ticket agent of the Texas and Pacific; L. C. Hill, industrial agent Santa Fe; J. D. Brooks, general agent San Antonio and Aransas Pass; H. P. Atwater, industrial agent Southern Pacific; J. F. Lehane, general freight and passenger agent Cotton Belt; F. B. McKry, general freight and passenger agent Texas Midland; T. L. Peeler, industrial agent Katy; C. W. Strain, general passenger agent Fort Worth and Rio Grande and Frisco; Stanley H. Watson, industrial agent Houston and Texas Central lines.

Formal organization is expected to be accomplished at this first meeting and plans laid for frequent interchange of ideas and of plans for the development in every way of the state.—Dallas News.

Pedigree of "Richmond".

Dark grey Jack, foaled August 17th, 1901. Sired by "Shelby" he by Cassell, he by Queensberry, by Bob Lee, by Kickapoo, by Compromise, by Tipacano, by Black Hawk by Imported Warrior.

"Shelby's" dam was out of Fandango, second dam "Bessie" by Kickapoo, third dam Florence, by Republic, fourth dam by Walker's Castilian.

Richmonds, first dam by Longfellow, second dam by Leo, bred to imported stock, and of the Strains in Kentucky.

Igo & Walker.

This jack will stand one half the time at G. T. Higgins ranch, ten miles north of town, and the remainder of the time at J. N. Askren's ranch east of town. \$8 to insure. Call on or write G. T. Higgins.

New Photograph Gallery.

Miss Johnston of Whitesboro arrived this week and is opening a first class photograph gallery in the C. W. Dodson building on North Dewey Avenue. Miss Johnston has had ripe experience in this business and is prepared to give the public good work, and asks that those desiring her services call and see her. Enlarged photographs from small pictures, a speciality.

The Only Way.

Panhandle people are complaining of the passage of large bodies of immigrants through that section, destined for New Mexico, in locked passenger cars. But that is about the only way New Mexico immigration promoters could hope to get their people through the Texas Panhandle without a serious revolt and defection.—Fort Worth Telegram.

Panhandle News

H. H. Brooks, once editor of the Amarillo Live Stock Champion, died of pleurisy in Portland, Oregon, on March 21st.

The farmers in the vicinity of Canadian in the North Panhandle have engaged in the extensive culture of the Castor plant. To encourage them the Gerlack Mercantile Co., of that place has contracted the entire crop at \$1.00 per bushel.

The members of the truck growers' association of Dallam and Hartley counties have pledged themselves to plant 177 acres in melons and cantalopes this year. They will market their crops in car load lots, as is planned by the association of this and Castro counties.

The Dallam County News changes hands again, Editor Sweeney turning the plant back to the former owner, R. B. Edgell. Mr. Sweeney gives as his reasons for quitting a lack of remuneration; and Mr. Edgell gives his reasons for again engaging in the business as the force of circumstances.—Texan.

President Koch has appointed the following editors to represent the Northwest Texas Press association at the National Editorial convention in Guthrie June 15, 16 and 17: Miss Josephine Gray, Gainesville Messenger; Orion Procter, Bridgeport Index and W. C. Baber, Chillicothe Independent.—Quannah Tribune-Chief.

A new bank will be organized in Dalhart and will be ready for business by the first of June. It will be organized as a trust company, with a capital of \$50,000. The institution will do a regular banking business, and can do a class of business not reached by a national bank. A substantial banking house will be built during the summer.—Texan.

The creamery to be built by Cecil Lyon will fill a long felt want. In the eastern portion of our country, several farmers, who have separators, have been shipping to Fort Worth. Hereafter they will find a market nearer home, and instead of shipping butter and cheese in here any longer, old Hardeman will go into the exporting business herself.

The First National Bank of Dalhart will by the first of May increase their capital to \$50,000. Nearly the entire amount has already been subscribed. The increase in capital is made to meet the demands of increasing business. With a \$50,000 capital the bank will be able to handle much larger loans and will materially assist in upbuilding this part of the Panhandle.—Texan.

The machinery for the new gin was ordered Saturday from Dallas, to be delivered on May 15th. It includes, three 70-saw stand outfits, a 50-horsepower engine, a 60-horsepower boiler and a big grist mill. With this big outfit installed here, Higgins will be strictly in the lead. More cotton is raised near here than the other towns near and no doubt it will get enough cotton to keep it continually at work.—Higgins News.

H. C. Harding has just returned from Denver, where he went to hand in his resignation as manager of the LX ranch, to take effect July 1st. Mr. Harding resigned to accept the position of head cattle salesman for the Godair-Crowley Commission Co., and will have his headquarters at Fort Worth. This is a new corporation, organized recently with a capital stock of \$50,000, and is composed of some of the leading cattlemen and bankers of this state and New Mexico.—Herald.

Business Change.

A deal was consummated this week whereby The Herford Fuel Oil Company was sold to W. H. Hines, who has been engaged in the ranch business north of town. The deal embraced an exchange of property. Mr. Hines getting a residence in Herford in addition to the coal and oil business. Mr. Hines' 800 acre ranch north of town was transferred to Mr. Womble.

While we regret exceedingly to lose Mr. Womble from business circles, we are glad to know that his place will be taken by a good citizen. We wish both gentlemen continued success.

Miss Mamie Johnston, of Whitesboro, has rented the Dodson building on North Dewey Ave., and will open a photograph gallery.

Items From Hart.

Bessie Kerr was visiting Prof. J. M. Braselton, of Plainview, last week.

P. F. Bussey went to Hereford this week for supplies and some farm machinery.

Miss Ida Lee, who has been attending school all winter near Corbet, Texas, has returned home. Glad to have you back with us, Ida.

Wm. O'Brien was down in Lubbock and Lynn counties last week and bought something over 200 head of yearling steers. Will is a good judge of a calf and never fails to pay a good price if he gets what he wants.

The fish dam of W. J. Killough broke under the heavy pressure of water and carp of 6 pounds are found for miles along the North Running-water draw, and we are anticipating a good time soon and would be pleased to have the elite of your town to assist us in bagging the funny tribe.

The fine rains of the past few weeks give us a fine season to begin this year's crop. It is the best season I have ever seen at this time of the year. Grass will certainly be fine in a short time and with a few showers along as we need it this summer our crops will be immense. Our farmers are in good spirits and are making great strides for the future.

Once more the postmaster at this place has undergone the kicks and cuffs of the patrons of the Brand for not being able to had it out. Such faces and "gnashing of teeth" you have never experienced. The postmaster requests that the Brand editor look well to its patrons down this way, and the postmaster at Hereford and Dimmitt should see that mail does not remain in their offices. LATER—Wednesday—The Brand has not reached us yet and the postmaster has hid out.

The school meeting of last Saturday was well attended and the interest manifested speaks well for our district and community. The two trustees selected for the following two years were H. D. Ray and J. N. Bryant, who are ready and willing to get into harness with W. J. Killough, the present trustee, and work for a good school and the growth of our locality. Trustees and patrons must work together and make a school and community second to none in the county. Patrons, lend your aid.

J. N. Bryant is preparing to feed a car or two of cows this fall. He proposes to raise a big crop of milo-maize and crush it into meal for feed and feed his cows for the market. This is the proper thing to do and when we once become convinced that we can do this at a profit we can turn our surplus grain into fat and realize something for our labor and feed stuff. We must encourage this enterprise. If our people in the Northwest can lot their cattle and fatten them at a profit, we, with our nutritious grass, plenty of fine roughness and fine open fall weather, can do the same. Who is next? Come, gentlemen, to the front, and see what you can do along this line while you have plenty of time to plant a bumper crop for this purpose. T. W. Hart.

Registered Bulls For Sale.

I have ten registered Hereford bulls at my ranch 12 miles northeast of Hereford, which I am offering at reasonable prices. These animals are well bred and marked and classed as the best. Come early and get choice. J. D. BURKETT.

Card of Thanks.

I wish to thank the public at large for the very liberal patronage which has been given me in the past. At all times, I have endeavored to deal justly with all my customers, alike, and again thanking you I am Yours truly, Troy Womble.

Attention Sportsmen.

All the young men in Hereford and vicinity who are interested in baseball playing are requested to assemble at the court house Saturday night at 8 o'clock for the purpose of organizing a team for Hereford.

Notice.

For cane seed, millet, maize, kaffir corn, both red and white, corn of all kinds, alfalfa seed go to C. C. Ferguson.

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

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

The Western National Bank

HEREFORD, TEXAS

Capital \$50,000.00

Surplus \$7,000.00

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

AS COMPARISONS ARE TO OUR ADVANTAGE WE CAN AFFORD TO ENCOURAGE THEM.

THE DENVER ROAD THROUGH THE TEXAS PAN-HANDLE.

SAVES PATRONS 300 MILES IN VISITING "COOL COLORADO" LEWIS & CLARK EXPOSITION, YELLOWSTONE NATIONAL PARK, OR CALIFORNIA POINTS AND IT'S SERVICE SPEAKS FOR ITSELF.

UNPERFACTS A GLISSON U.P.A. FUR WORTH, TEXAS

OUR RECORD

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

Remember That We Do General Repair Work

J. A. CANTERBURY
Boot and Shoemaker

Sweet Peas FREE to you for the asking

We have just received our consignment of California Sweet Pea Seeds from RIEGER the California Perfumer. Come in and get a package while they last. There is nothing to buy they are distributed free. We offer handsome prizes for the first blossom grown from this seed; also for the largest bouquet brought into our store before July 10, 1923; also for the bouquet having the largest variety of colors. Now is the time to plant the seed. See the prices in our window.

T. M. Coulson & Co. DRUGGISTS

An Unvarying Story

The majority of our patrons tell an unvarying story of satisfaction regarding our banking accommodations. And this impels us to suggest that you would be pleased with our service.

HEREFORD NATIONAL BANK Hereford, Texas

J. W. Hanna, a photographer of Hall Center, was in Hereford for several days this week looking for a location.

Witherspoon & Gough. 48tf
List your lands, cattle, etc. with Barton & Miller. 8tf

W. O. Hubbard, of near Dimmitt, had business in Hereford Wednesday.

C. T. Dobbins has accepted a position with Wetsel & Cloyd at the meat market.

G. T. Walker, who has a ranch northwest of town, came in Monday after supplies.

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

Att'y. Will Boyce was a guest at the home of Judge and Mrs. Jno. E. Ferguson Monday.

A. J. Oliver and family returned Thursday from Nashville, Ill., where they visited relatives.

A. J. Thompson, the well known ranchman living east of town, was a business visitor Monday.

Rev. T. F. Robertson, of Canyon City, was looking after his work in this end of the district this week.

J. B. Collins came up from his Castro county ranch Saturday and spent several days with home folks.

Miss Anna Blackwell returned to her home in Missouri Tuesday after visiting her sister, Mrs. J. G. Calens, for several months.

W. J. Chapman and son, of the North Draw, spent Monday and Tuesday in the city attending court and purchasing supplies.

W. M. Waller, representing The A. G. Elliot Paper Company of Dallas, was a business visitor at this office Thursday.

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

T. R. Byrd, of Endee, New Mexico, spent several days in Hereford on business this week. Mr. Byrd renewed his subscription to the BRAND for which he has our thanks.

M. B. Weathered and R. N. Whitehead, of Gardley, Texas, arrived Tuesday and are looking over the country for a ranch location. Both gentlemen are old time friends of H. B. McKinley.

J. C. Mauk informs us that he has had an abundance of rain on his North Draw ranch and that his grass is growing by leaps and bounds. Mr. Mauk is one of our most successful farmers and we rejoice with him over his bright prospects.

Mrs. C. E. Trebby arrived the first of the week from Amarillo and if visiting her sister, Mrs. E. M. Vanderburgh. Mrs. Trebby will move back to Hereford soon, her daughter, Miss Nora, having accepted a position in the college at this place.

J. S. Williams on last Saturday purchased the unimproved section belonging to C. S. Richards and adjoining Mr. Williams' ranch on the north. It will be remembered that Mr. Williams purchased the Jno. C. Johnston ranch last winter and he is now engaged in making substantial improvements which will add much to the appearance of the ranch.

Rev. Burnett, of Canyon City, spent Monday in the city.

G. B. Harrison of Pilot Point is in the city prospecting for a ranch location.

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

W. S. Tyler is among those whose names were added to the Brand's list this week.

Oliver McCrary, of the Portales Times, was a pleasant caller at this office Saturday.

FOR RENT—25x80 brick building, centrally located. Address Box 255, Hereford, Texas. 1tf

Mr. and Mrs. J. T. Rutherford were shopping in the city from the ranch Wednesday.

Tom Carter arrived Tuesday from Tyler where he has been pursuing a commercial course.

W. D. Kelielor, who ranches east of Hereford, had business on our streets Wednesday.

Robert Billingsley, of Boom, was a welcome visitor at this office while in the city Monday.

Calvin V. Walker who has a well-improved ranch east of town was among our business visitors Wednesday.

John Droke of Dimmitt was in Hereford Wednesday purchasing goods for the store of Dorke & Golehon.

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

Att'y Otis Trulove, of Amarillo, had business in the city Tuesday and Wednesday and favored this office with a social call.

W. T. Smith has moved his family back to town from the ranch of W. A. Higgins. Mr. Smith's health would not admit of his doing the work on the ranch.

J. P. Snyder returned Thursday from Missouri where he went in the interest of the immigration business. Mr. Snyder was unfortunate in being compelled to undergo a siege of the grippe.

Judge L. Gough this week received an invitation from a religious club at Galesburg, Ill., to deliver an address on some religious subject before said club, the subject and time being left to his convenience. The Judge will accept the invitation, as he expects to be in that city within the next two or three weeks.

We call attention to the changes this week in the ads of The Hereford Lumber Company, The Hereford National Bank, T. M. Coulson & Co., E. B. Black, Beach & Kerr, The Galbreath-Foy Trading Co., D. R. Gass & sons, B. Barnard, The Hereford Mercantile Co., W. H. Hines and H. C. Myrick.

J. T. Inmor returned Wednesday from Rawlins, Wyoming, where he went to arrest George Lewis who is charged with forgery. Mr. Inmor was successful with his mission and landed his prisoner in jail at Canyon City Tuesday. One noticeable thing about our present sheriff is that he usually lands a man when he goes after him.

HEREFORD LUMBER CO.

See us for cash bargains in Paints Oil, Varnishes and Glass. Complete stock. Correct prices. Let your wants be known

HEREFORD LUMBER CO.

GROCERY HEADQUARTERS

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

J. M. GARNER THE GROCERYMAN

THE Hereford Laundry

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

Tierra Blanco Herefords

L. R. BRADLY BREEDER OF Registered Hereford Cattle

Write me or call at my ranch, situated five miles east of Hereford, on the Tierra Blanca river. Herd Headed by Climax Assisted by Chorister. Will sell a quantity of young stock either singly or in car load Lots

The Three-Light Restaurant

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

J. H. TURNBOW, Proprietor

HEREFORD MERCANTILE COMPANY'S SPECIAL SALE

Continued until SATURDAY, APRIL 15th. Our sale last week was a decided success. Next week exceptional qualities and extremely low prices await every visitor to our store. Remember we quote prices on only first-class merchandise. We guarantee absolutely every piece of goods in our store to be first-class and prices lowest. Compare our goods and prices. You'll be convinced that we can save you money. Read carefully our matchless bargains below. Special prices on everything in our store.

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

Prices from 25c to \$8.50. But remember we have them for less.
Men's Statesmen \$3.00 Hat \$2.10
Men's All Fur \$1.75 Hat \$1.45

SKIRTS and WAISTS

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

MISCELLANEOUS BARGAINS

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

SPECIALS! SPECIALS!!

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

DRESS GOODS DEPARTMENT

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

MORE SPECIALS

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

FOR THE LADIES

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

JEWELRY TO CLOSE AT 1-2 PRICE

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

IN OUR MILLINERY DEPARTMENT

OPENING, APRIL 7TH AND 8TH

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

FOR THE TRAVELER

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

Men's and Boys' Shirts

- We have an immense line and the newest patterns—arrived this week.
- Some worth \$1.50, for \$1.00
 - Some worth \$1.25, for .85
 - Some worth \$1.00, for .60
 - Some worth 85-cent, for .50
 - Some worth 65-cent, for .40
 - Some worth 50-cent, for .38

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

POTATOES!

100 sacks of Greely Colorado potatoes, nice and clean; all strictly first-class; just assorted and everything faulty has been taken out. **90c per cwt**

Sensational Bargains in Clothing Department

THIS CLOTHING IS CLEAN STUFF AND PERFECT FITTING

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

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

SPECIALS IN MEN'S AND BOYS' PANTS

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

ASK TO BE SHOWN

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

SHOE DEPARTMENT

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

Good News for the Ladies

We have placed on sale about 3000 yds of laces and embroideries at prices that will astonish you. This means a saving of 25 to 50 per cent. Also special prices on all-overs and oriental laces in white, cream and champagne. This weeks new arrivals include some new belts, belt girdles and buckles, hair ornaments, side and back combs and a beautiful line of ribbons.

YOURS FOR BUSINESS

HEREFORD MERCANTILE COMPANY

HEREFORD, TEXAS

Professional & Business Cards

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

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

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

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

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

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

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

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

BARTON & MILLER
REAL ESTATE AND LIVESTOCK
Hereford, Texas.

Witherspoon & Gough. 48tf
White cedar peeled posts at Burton-Lingo Co's. 52tf
See Cogdell at the Racket Store for early plants. 8tf
M. C. Raley, of Amarillo, visited friends in the city Sunday.

Just received at Burton-Lingo's, a large supply of white cedar peeled posts. 52tf
Will Evans came up from his Castro county ranch Wednesday on business.

If it is white cedar peeled posts for ranch improvements, see Burton-Lingo Co. 52tf
R. C. Bridges, while in the city Saturday, renewed for the BRAND and News.

Business lot for sale cheap if sold at once. Address W. A. Smith, Hereford, Texas. 7-5t

S. J. Sanders, one of Castro's successful ranchmen, transacted business in Hereford Saturday.

Thoroughbred Barred Plymouth Rock eggs, 50 cents per sitting of 16. Clarence Smith, Hereford. 7-8tp

E. L. Mangum, of Vega, spent Tuesday and Wednesday in the city purchasing ranch supplies.

Full blood Brown Leghorn eggs for sale at fifty cents for sitting of fifteen. Joe Dobbins. Phone 60. 8tf

Harvey B. Herd of Fort Worth transacted business for his loan company in Hereford this week.

E. E. McCrory went to Amarillo this week in search of a bunch of steers, but failed to find what he wanted.

J. D. Thompson, of the live-stock firm of Murchison & Thompson, came in from his ranch north of town Monday on business.

I guarantee Smith's Pink Blood and Liver Pills to give full satisfaction. No jaw back, but your money back. O. F. Smith. 8tf

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

Homer Inmon came up from Lakewood, New Mexico, Monday afternoon to visit homefolks. Homer is secretary of the Seven Rivers Real Estate Company.

Witherspoon & Gough. 48tf
Fine moist cigars at Smith's Drug Store. 8tf
See samples of wall paper at Racket Store. 8tf

S. J. Dodson transacted business in Amarillo Saturday.

Two Globe lamp globes, for a quarter at The Famous. 8tf

Thos. Bassett, of the North Draw, spent Monday in the city on business.

John Dohl, of Alaska, was among Hereford's prospective settlers this week.

Keep clean teeth by using Uthymal Tooth Past. Smith's Drug Store. 8tf

J. E. Rhea, of Boyina, spent Saturday and Sunday in Hereford on business.

C. D. Patterson came down from Amarillo Monday and spent several days in Hereford on business.

Chas. Donald, of Denton county, spent several days in the city this week on a prospecting trip. Mr. Donald thinks of moving here.

G. T. Higgins, one of our most successful ranchmen living north of town, was a business caller at this office while in the city Monday.

Dr. Albert J. Caldwell, the ear, eye and nose specialist of Amarillo, spent Wednesday and Thursday in the city practicing his profession.

D. O. Stallings and Norman Wilson returned Tuesday from Nazareth, where they this week finished a substantial residence for J. R. Hastings.

J. J. McFadden, of Dimmitt, had business in Hereford Tuesday and Wednesday. He was a welcome caller at this office, renewing for the BRAND.

D. F. Bunch, of near Dawn, was negotiating with our merchants Monday. Mr. Bunch made arrangements whereby he will hereafter read the BRAND.

E. Fenton and his son, H. C. Fenton, were business visitors to the city Wednesday. The latter called around and moved his subscription a year in advance.

G. A. F. Parker returned Sunday from a visit with his mother and other relatives in Houston. Mrs. Parker stopped off at Belton on her return to visit relatives.

Mr. and Mrs. Harvey Cash, of Dimmitt, came up Monday to secure medical aid for the latter. Mrs. Cash and her sister, Mrs. Laird, will remain in the city for several days.

J. H. Holland, the Castro county ranchman, spent several days in the city on business this week. Mr. Holland informs us that his section of the country has an excellent season in the ground.

J. A. Johnson, of Dimmitt, while in the city Wednesday, renewed for the BRAND and News. Mr. Johnson informed us that he had just closed a deal for the improved half section of land belonging to John Hart.

Mr. and Mrs. Jno. B. Vamay visited relatives in Miami Saturday and Sunday. The latter returned Monday morning to take charge of her school work while the former went on to Canadian on business, returning home Tuesday.

S. B. Harbison, while in the city Monday, spoke very encouragingly of the present crop outlook. He was especially optimistic over his wheat and alfalfa crops, both of which promise a splendid yield. It will be remembered that Mr. Harbison took the initiative last year raising onions, the result of whose efforts in this line being a very large acreage of this crop this season. We hope to be able to report him as successful with his wheat and alfalfa this year as he was with onions last year.

Rev. J. M. Sherman arrived Saturday and preached at the Methodist church Saturday night, Sunday and Sunday night. Immediately after the Saturday night services, the second quarterly conference was held. Mr. Sherman is presiding elder of this district and it can be truthfully said of him that he represents the very best talent in the Methodist church. Both the Sunday morning and night discourses were on the subject of missions and the way in which the subject was handled did not fail to interest those who were in attendance.

IT'S A PLEASURE

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

John A. Johnson

Telephone No. 1

C. C. FERGUSON
Dealer in
Grain and Coal
Sole Agents for the Celebrated "Nigger-head" **MAITLAND COAL**
Highest Prices Paid for Hides
The most centrally located 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

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

Hereford Planing Mill and Construction Co.
HEREFORD, TEXAS

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

W. L. FALLWELL & SONS
Dealers in
Coal, Grain, Hay, Salt AND FIELD SEED

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

YOUR PATRONAGE SOLICITED

HEREFORD TONSORIAL PARLORS
L. R. BASSHAM, Proprietor

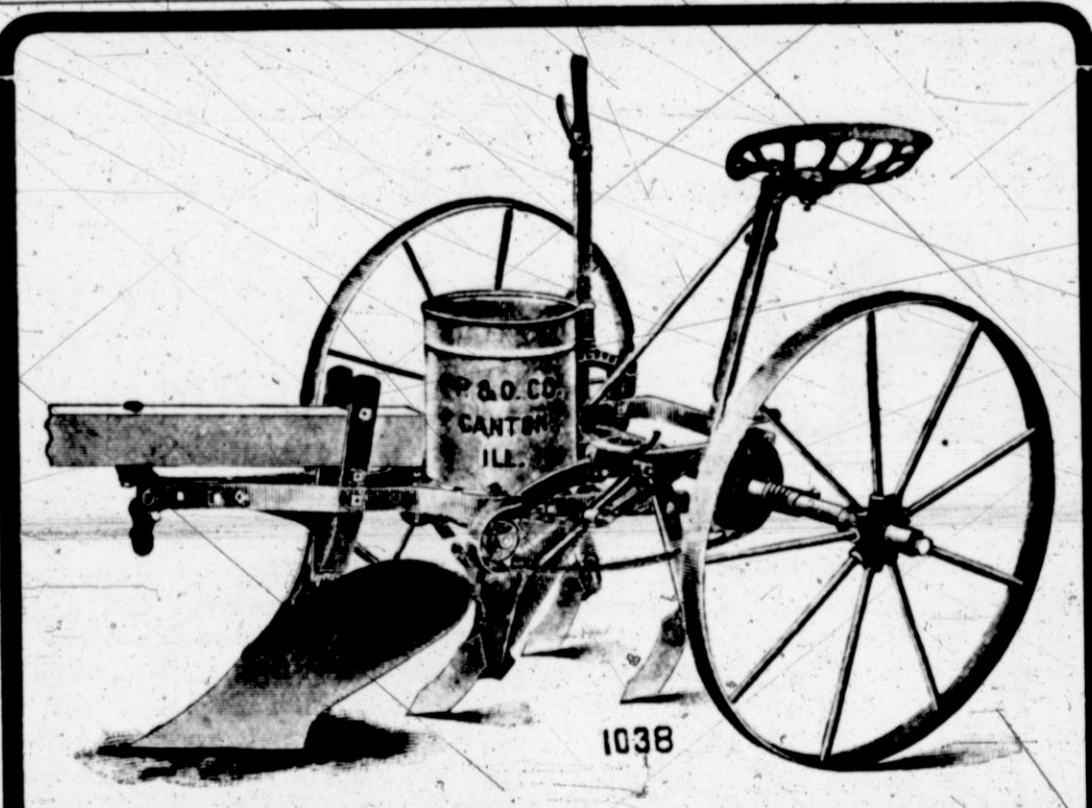
Our Specialties...
AN EASY SHAVE
NEAT HAIR CUT
CLEAN BATH

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

A. P. Murchison J. D. Thompson

Murchison & Thompson
LIVESTOCK SALESMEN
HEREFORD, TEXAS

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



JUST RECEIVED


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

Stringfellow-Hume
HEREFORD, TEXAS

Fifty Years the Standard

PRICES

CREAM



BAKING POWDER

Made from pure cream of tartar derived from grapes.

PRICE BAKING POWDER CO. CHICAGO.

ITEMS FROM BOOM

N. A. Laughlin killed four nice hogs on the evening of the fourth inst.

Ed. McMinn and R. L. Wilson branded and dehorned their cattle this week.

Chas. Roberson and G. W. Roberson are finishing a bunch of steers on cake and roughness.

Miss Nannie Patterson, who is teaching at Bovina, visited Mrs. B. C. Roberson Saturday and Sunday.

Vance and Hial Witherspoon also A. Laughlin returned to Bovina Wednesday, where they will do more freighting for A. Laird.

H. H. Stanley and sons, and Steve Sanders and sons, also Mrs. L. E. Newsome and family of Frio, attended services at Boom Sunday.

M. P. McMinn has returned from Ft. Worth. While he did not have an operation performed on his leg, we hope he will derive much benefit from the trip.

Rev. J. T. Burnett filled his regular appointment Sunday. Also Rev. E. A. Wesson of Hereford preached an excellent sermon on Saturday evening at the regular church meeting.

Chas. Roberson and family spent Wednesday at W. A. Odell's and assisted in adjusting his new phone which worked nicely. This is the eighth phone on the new line, and when the line is completed there will be one big dozen of the neighbors who can tell their troubles to each other with much ease.

J. H. Biggs Dead.

One of the saddest accidents in the history of our community happened Tuesday between the hours of 10:30 a. m. and 1 p. m., which resulted in the death of one of Hereford's best citizens, John H. Biggs.

Mr. Biggs was engaged in shoveling sand down on the river while others were hauling it. The sand had to first be thrown out from the cave and then it was loaded on the wagon. Ed Smith loaded his wagon and returned to town about 10:30 in the morning and did not return till about 1 p. m. When he reached the scene, he saw that the embankment had caved in but Mr. Biggs, whom he left working, was not to be seen. He at once realized what had happened, so he hurried back to town and secured help to remove the cave. The work was done in great haste, but when they succeeded in finding Mr. Biggs he was perfectly lifeless and considerably bruised.

He was brought to the Ritchey House where all that medical skill could devise was done to revive him but to no avail.

While it is not known definitely, it is thought he remained buried for more than an hour.

Mr. Biggs was a good citizen and a consistent Christian and his untimely death was lamented by all.

The funeral services were conducted at the Methodist church Wednesday afternoon at 3 o'clock by Rev. Thos. Barcus, after which the remains were taken charge of and interred by the Woodmen of the World in the city cemetery.

Deceased leaves a wife and three children to mourn his loss.

The BRAND wishes to extend deepest sympathy and condolence to the bereaved family.

Smoking Expensive.

J. C. Newman this week left off smoking five and ten-cent cigars and began smoking "One for a Dollar." In justice to Mr. Newman, however, we will state that he did not have to pay for this expensive luxury. It has been the custom of the company which Mr. Newman represents to present its manager, J. M. Rockwell, with a box of fine cigars at the close of each year; so last week the directors of the Rockwell Bro's. Lumber Company phoned a cigar dealer in Houston to send Mr. Rockwell a box of his finest cigars. The box which was sent contained forty-one cigars, each worth one dollar.

Mr. Rockwell, through courtesy to Mr. Newman, sent one of this rare quality to him by G. A. F. Parker, who returned from that city this week.

Brick House For Sale.

A well located brick business house in Mexia, Texas, for sale or trade for land near Hereford. Building 25x50. Size of lot 25x115. See GRAVES & ELLISTON.

Bovina Items.

Messrs. Joe and John Rhea were in Bovina Wednesday.

Miss Jessie Turner, of Texico, is staying with Mrs. Townsen.

Tom Field, wife and little son have moved out on the Y L ranch.

Messrs. John Terry and P. D. Mersfelder visited Texico Tuesday.

Mrs. W. L. Townsen will go to Hereford this afternoon to visit friends.

Miss Nannie Patterson visited friends at Summerfield last Saturday and Sunday.

T. A. Walker, who has been working for Mr. Rhea for the past week, is back in Bovina.

Tom Stallings went down to Portales last Monday, returning Tuesday with his bride.

Mr. Taylor and wife, of Portales, are boarding with M. L. Townsen. Mr. Taylor is buying hides.

Public school closed last week. Anna and Fred DeOliviera who have been attending returned to their home Monday.

Earl Lindsey came in from Madisonville, Texas, last Wednesday and went out to Johnson's ranch, where he will work.

Norman Wilson, who has been absent some three weeks, returned to Bovina today. He was building a house in Castro county.

Master Sam Mersfelder went down to Artesia last Wednesday to visit his sister. His little friend, Virgil Cuning, went down today.

Contributors to the Bovina school building:

C. F. L. & I. Co. and W. E. Halsell	1 block of land.
W. E. Halsell	\$100 00
C. F. L. & I. Co.	100 00
E. K. Warren	100 00
W. D. Johnson	50 00
Tooyah Bean	5 00
W. L. Elwood	25 00
B. B. Curtis	25 00
Janes Bros.	10 00
Rhea Bros.	50 00
Wallace Good	25 00
T. O. Cuning	5 00
Jno. DeOliviera	20 00
Kelley Bros. & Laird	50 00
L. & C. Mer. Co.	25 00
J. R. Armstrong	10 00
J. T. Pool	10 00
W. B. Mersfelder	20 00
P. D. Mersfelder	15 00
B. P. Abbott	5 00
Luther Barnes	2 00
W. S. Simpson	20 00
Tom Stallings	5 00
W. H. Nichols	25 00
Geo. McLean	5 00

News From Olton.

J. H. Cowart and J. E. Creag were elected school trustees last Saturday.

Thos. Cowart, of Hereford, visited his brother, J. H. Cowart, last week.

H. F. Dickerson got one of his work horses badly cut on the wire last week.

Edward Green, foreman of the S ranch, is doing a great deal of fencing this spring.

Mr. and Mrs. H. F. Dickerson spent the day with Mr. and Mrs. Andrew Kiser last Sunday.

Mr. and Mrs. Chas. Kennon, accompanied by Mrs. J. B. Storm, of Arney, visited near Plainview last week.

Mr. and Mrs. H. R. Miller visited relatives in Hereford last week and got water-bound in Hereford Friday night.

The farmers are delayed with their plowing for a few days on account of the big rain which fell on last Friday evening and night.

The stockmen's faces grow brighter as the grass continues to grow. If this warm weather keeps up for a few days longer, feeding in this section will be a thing of the past.

A. D.

The Clark Dairy Co.

Is prepared to deliver at your door pure Jersey cream, milk, butter and buttermilk in any quantity. Orders can be phoned to No. 9. 51 71f

Do Not Neglect a Cold.

Every cold weakens the Lungs, lowers the Vitality and makes the system less able to withstand each succeeding cold, thus paying the way for more serious diseases.

CAN YOU AFFORD TO TAKE SUCH CHANCES?

BALLARD'S HOREHOUND SYRUP

PERMANENTLY CURES

Consumption, Coughs, Colds, Sore Throat, Asthma, Croup, Whooping Cough, Bronchitis, Hoarseness, Sore Lungs.

EVERY MOTHER SHOULD KNOW THAT BALLARD'S HOREHOUND SYRUP CONTAINS NO OPIATES, DOES NOT CONSTIPATE CHILDREN AND WILL POSITIVELY CURE COUGH AND WHOOPING COUGH.

MRS. SALLIE LOCKBAR, Goldthwaite, Tex., says: "We have used Ballard's Horehound Syrup in my family for several years, and it always gives satisfaction. When the children had Croup and Whooping Cough it always relieved them at once, and I would not be without it in the house, as it is the BEST MEDICINE we know of."

Best Remedy for Children. Every Bottle Guaranteed.

THREE SIZES: 25c, 50c and \$1.00.

BALLARD SNOW LINIMENT CO., ST. LOUIS, MO.

SOLD AND RECOMMENDED BY
O. F. SMITH, Druggist

Rock Island System

\$25 COLONIST TO CALIFORNIA DAILY TO MAY 15

ONE WAY

Tourist Car privileges

\$50 Round Trip Los Angeles Or San Francisco

April 10, 11, 12, 13 and 14. Liberal stopovers. Return via Portland \$12.50 higher.

One Fare and \$2 St. Louis and Return May 14, 15 and 16. Baptist Conventions.

One Fare and \$2 Kansas City and Return May 8, 9, 10, 11 and 12. Baptist Conventions.

Only Line With Through Sleepers Texas to Chicago.

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

THE FAMOUS Pecos Valley OF NEW MEXICO

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

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

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

A. L. CONRAD, Traffic Manager
AMARILLO, TEXAS

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.

Amarillo Steam Laundry
AMARILLO, TEXAS

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

W. B. BEACH.
GEO. W. DALE, Local Agent

Colds

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

Chamberlain's Cough Remedy

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

Price 25c, Large Size 50c.

For Sale by T. M. COULSON & CO.