

The Hereford Brand

Vol. 5

HEREFORD, TEXAS, MARCH 10, 1905

No. 4

LET US ALL WORK FOR A CANNING FACTORY FOR HEREFORD

TO OUR FARMER FRIENDS

We have everything you need in the implement line and before buying your farm implements we would be glad to figure with you. We have the Kingman Double Disc Plows, Sulky Plows with rod attachment, Walking Sod Plows, Etc. We also carry a large line of Wagons, Buggies, Harness, Saddles, Whips, Robes, Etc.

D. R. GASS & SONS, Hereford Texas

EDUCATIONAL RALLY.

President Zollars Stirs Our Entire Town to Action by Timely Addresses—\$500 Raised.

E. V. Zollars, president of Texas Christian University at Waco, whose coming had been previously announced in the BRAND and otherwise, arrived on last Saturday morning. He was taken in charge by friends who bade him a hearty welcome into their homes and took special pains in showing him the best all-round Panhandle city, with her many prosperous business enterprises, her efficient public school and, last but not least, The Panhandle Christian College, the pride of the community.

The lecture on "Life's Ideal and How to Reach It" which was booked for Saturday evening was postponed on account of the down-pour of rain Saturday night. Sunday morning, President Zollars preached an able and most effective sermon to a large and appreciative audience at the Cumberland Presbyterian church, his subject being "The Relation of Education to Christianity." At the close of the discourse, full plans and explanations were given as to the future of the College at this place. In reference to this, President Zollars spoke, in substance as follows:

My friends, my purpose in being here today is in the interest of The Panhandle Christian College which has already been well begun by the citizens of Hereford. I came to look over the property, investigate the situation and ascertain what will be necessary, in the way of equipment, etc., to make a respectable opening next September. The State Board of the Christian Church of Texas has taken hold of the school, not for any financial gain (for we will appropriate every dollar which can be raised to the betterment of the school at Hereford), but to build up for the Panhandle an institution of learning which will be equal, in every particular, to the University at Waco. It is our intention to spend \$2500 in repairing and equipping the buildings between now and September, a good portion of the money already having been raised for this purpose. We expect to secure the Girls' Home and furnish it in the most modern style so that parents can send their daughters here, resting assured that they will be comfortably situated and well cared for.

As to the faculty, he said "We do not intend to put any cheap men here, but, on the other hand, the very best which can be found. We shall secure men of established reputation, men who will have an influence among the people. We shall pay them good salaries and expect them to do the work of building the school. Said President Zollars "We are in this work with our heart and shall never give it up till we succeed. You have magnificent buildings here and a broad field and we must succeed."

At the conclusion of his talk, subscriptions were called for to help equip the College buildings and the audience responded in a way which was altogether characteristic of the liberality of Hereford citizens, the sum raised at this meeting being about \$260.

President Zollars met with the Dormitory Board Sunday afternoon at 3 o'clock to ascertain on what terms the Girls' Home could be used next year. Owing to it being impossible for a quorum of this board to be present, the matter was deferred till a subsequent meeting.

Sunday evening, at 7:45, President Zollars preached to a well-packed house. At the conclusion of the services, he again explained their plans with reference to the College as there were those present who did not hear the explanation given in the forenoon. He stated that he had been thinking how much a nice fence and about 1500 shade trees would beautify the campus and, along with his thoughts in this direction, he had been planning some way by which this work could be accomplished. He finally adopted the same plan which had met with success in the forenoon and asked the audience for contributions, with the pleasing result that about \$250 were raised in a few moments and it was announced that the contract for the fencing would be let Monday morning.

The total collections for the College at both the morning and evening services amounted to about \$500 and President Zollars commended our people for the great interest which they had manifested.

President Zollars will be here again at an early date, which is announced elsewhere in this issue, when he will deliver his lecture on "Life's Ideal and How to Reach It." Fine fresh pecans just received at J. G. Callens.. 11

THE WAY TO DO IT.

J. N. Askren, One of the County's Most Successful Farmers, Gives Valuable Information.

What shall I plant, how much shall I plant, and how shall I plant? These are questions that the farmer must soon answer for himself. And too, they are questions that have not at all times been easy for me to answer. It is a conceded fact that all members of the sorghum family are a success here, but the farming world, to whom we are appealing for immigrants to help us develop this country, has not been educated as to the value of these crops, and if we would attract the attention and gain the confidence of the farmers and of the commercial world we must plant such crops as have a place in the markets of the world.

Considering the very favorable conditions for the sowing of oats, I think the subject is worthy our supreme effort and that our acreage should be governed not by our faith or lack of faith, but by our ability. As to the preparation of ground, I am an advocate of deep plowing, if plowed early, but from now on I prefer it shallow, not over four inches. Then follow closely after the plow, first with harrow and then with drill. From experience and observation, I think this is the way to get the greatest benefit from the moisture we now have in the ground. To those who can not obtain the use of a drill, I would say, sow the oats and plow them under and keep harrow or drag close after the plow. By all means, avoid the method of sowing on top of plowed ground and trying to harrow them in.

Quantity and quality of seed is an important thing. I think there is but one quality that should be sown and that is the best. As to quantity, I do not want over forty pounds per acre, if sown with drill. Would rather fall a little below that amount than to sow any more. I think the Red Rust Proof is an old standby that is hard to beat. I have had the satisfaction of seeing one of my neighbors threshing oats of this variety that, if my memory is not at fault, weighed over forty pounds per bushel.

I do not expect every farmer to sow oats or to plant corn or cotton or to engage in truck growing or sowing of spring wheat or barley or planting broom corn, all of which I think can be successfully grown here. But it matters not how your inclinations lead you, I want to ask my fellow farmers this one question, "If this is a farming country, what are we here for, if not to farm?"

J. N. ASKREN.

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. Subscribe for THE BRAND—\$1.00.

New County Attorney.

At the recent regular session of the Commissioners' Court, Judge W. B. Boyd was appointed to represent this county as her attorney for the ensuing two years.

Judge Boyd is thoroughly identified with the people of the county and will carefully guard their interests.

The Honorable Court is to be commended for its selection.

Wanted!

Fifty to one hundred acres of prairie land broken at once. Apply to W. B. PARMER, Hereford, Texas.

Subscribe for THE BRAND.

Still They Come.

The immigration business in Hereford is beginning to remind old settlers of olden times. Since the last issue of the BRAND several families have settled in Hereford and vicinity, two nice ranch deals being made in the German Colony at Nazareth. A Mr. Swicher of Cleveland, Oklahoma, purchased the well improved section of C. M. Slover and Adam Barcus of St. John's, Indiana, purchased two sections of J. A. Johnson. Both these gentlemen are successful German farmers who can always show others how to farm in a new country.

Both the deals referred to above were made by W. H. Rayzor.

THE CASH STORE'S

GRAND EXPOSITION OF SPRING NEWNESS

We cordially invite all to come and enjoy this store in your own way—in a way that will help you most in the planning of the spring wardrobe and for your spring needs. Our purchases for this season includes all NEWEST MERCHANDISE in all lines we carry. They are new and fresh from the world's fashion centers.

So broad is the variety and so great the effect that we can but attempt to hint at what the display is. The fabric for spring wear are new, exclusive, beautiful and correct, are here in a truly representative showing.

No usable material has been overlooked. The surpassing character and individuality of the styles will be readily discernible. Every pronounced idea of the season and every authoritative style is represented.

We shall be pleased to show them now. Yours for new styles in everything.

THE CASH STORE

HEREFORD MERCANTILE CO.

TOILET ARTICLES IN GREAT VARIETY

We have said so much heretofore about prescriptions, you may have the idea we don't handle much of anything else. We therefore devote this space to a little talk on our stock of toilet articles. We want you to know that we have as complete a line as you will find in a day's travel. Come in and examine our stock of Hair Brushes, Clothes Brushes, Tooth Brushes, Toilet Soaps, Shoe Dressing, Cosmetics, Combs, Complexion Creams, Face Powder, Lotions, Tooth Powder, Breath Perfumes, Etc. Speaking of perfumes—we take especial pride in the large variety, fine quality, and general excellence of our stock of these goods. We keep Riger's, Mellier's, Eastman's, Rogers & Gallet, Ed Pinaud and others known everywhere for their superior odors and lasting qualities. We have just received a complete line of the celebrated genuine Freckleter Toilet Articles.

T. M. COULSON & CO.
...DRUGGISTS...

BIG HERFORD SALE

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

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

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

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

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

For particulars or information write O. H. NELSON, Prest., 51st Ft. Madison, Iowa.

Boarders Wanted

Beginning March the first, I will take a limited number of boarders at reasonable prices. Apply to 2tf MRS. E. R. GAMBLE.

For Sale or Trade.

A good two-year-old jack at a bargain. GRAVES & ELLISTON.

Special College Announcements.

In this place, we desire to announce:

1. On Tuesday, March 21st, a general tree planting will be held at the College. All citizens, with their families, are requested to participate. It is suggested that young people and others plant and name one tree or more, as an endowment in shade and memory for the future. Trees of various varieties will be secured and be on the ground.

2. On Monday night previous, the 20th, Dr. Zollars will deliver a lecture to our people. The place of lecture will be named next week.

3. Owing principally to the fact that improvements upon the buildings and grounds begin at once and will continue for sometime, college exercises, except the primary department, will be suspended until September. Miss Bourland will continue her most efficient work. Patronize her.

JESSE B. HASTON.

Weather Report.

Arrangements have been perfected between W. H. Rayzor and W. G. Ross whereby all parties connected with the 'phone system may get the weather reports daily by phoning Central at 10 o'clock a. m.

W. G. ROSS,
W. H. RAYZOR.

Trespass Notice.

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

EXPERIMENT FARM.

Prof. H. W. Campbell of Nebraska Will Establish One Near Bovina.

Among the latest and best things which have come to this country is an experiment farm of 200 acres to be established in Palmer county, seven miles northeast of Bovina. The instigator of this enterprise is Prof. H. W. Campbell of Lincoln, Nebraska, the scientific agriculturalist who has already accomplished wonders for Western Nebraska and Kansas through the medium of his system of experimental stations.

Mr. Campbell has been in this country for sometime taking notes and studying our climatic conditions and has come to a full belief that this section of the state is well favored by nature for agricultural purposes, it being his belief that we have a decided advantage over other sections which have much larger annual rainfalls.

When asked by a BRAND representative why he did not establish his farm near Hereford, he replied that he would probably do that later, but at present he stated that he wished to go to a less favored locality than Hereford, one in which practically nothing has been done in the agricultural line. The station will be located in the XIT ranch.

The contract for fencing and breaking the farm was let this week to C. P. Arthur who will begin his work immediately after the ground dries enough to plow. The trees will be planted this spring and such farming carried on the first year as is suitable to new land.

This will be an experiment farm of the highest class, and will be worth millions to this part of West Texas.

As intimated above, Prof. Campbell's methods are opposed to irrigation and in favor of adopting scientific methods in both the preparation and cultivation of the soil.

Prof. Campbell will address our people at an early date, when his methods and policies will be completely outlined and on account of which the railroads have agreed to give reduced rates from Amarillo, Canyon, Bovina and Texico.

Startling But True.

People the world over were horrified on learning of the burning of a Chicago theater in which nearly six hundred people lost their lives, yet more than five times this number or over 3,000 people died from pneumonia in Chicago during the same year, with scarcely a passing notice. Every one of these cases of pneumonia resulted from a cold and could have been prevented by the timely use of Chamberlain's Cough Remedy. A great many who had every reason to fear pneumonia have warded it off by the prompt use of this remedy. The following is an instance of this sort: "Too much can not be said in favor of Chamberlain's Cough Remedy, and especially for colds and influenza. I know that it cured my daughter, Laura, of a severe cold, and I believe saved her life when she was threatened with pneumonia." W. D. Wilcox, Logan, New York. For sale by T. M. Coulson & Co.

Woodmen Supper.

The ladies of the Woodmen Circle will give a 15c lunch at the Webb building Saturday, March 25th, from 4 o'clock to 10:30 p. m. Everybody invited, especially Woodmen and families and sweethearts.

For Sale.

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

H. B. MCGEE,
3tf Hereford, Tex.

For Sale.

Fine Jersey milk cow with young calf. 1tf GRAVES & ELLISTON.

CARPETS MATTING LINOLEUM, WINDOW SHADES

There was never a time in the history of Hereford that the public was favored with such an opportunity as we now afford them, both from a standpoint of variety and price making. We have spared no pains to complete our stock. It's time to clean up for spring. We boast of showing the best line of window shades on the plains from the cheapest to the best--over 40 kinds. Our matting stock comprises over 35 styles. No shoddy goods--from 40c to 20c. Our ingrain carpets are the best made--from 75c down to 22c. Linoleum from 55c down to 35c. Art squares from \$28.75 down to \$7.50. Call to see us. No trouble to show our goods.

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

TELEPHONE NO. 15

The CITY CAFE

MRS. MANIE ROBERTS, Prop'r.
First Door North of Hereford House

Meals served at usual hours. Short orders between, but no longer than 10 o'clock at night only on Thursday and Saturday nights. Best of everything in the market

Board \$3.50 per week in Advance
WE CREDIT NO ONE

WANTED!

I want all kinds of watches, clocks and jewelry to repair. And I also want you to remember when you wish to purchase anything in the jewelry line to come to see me--I will give you your money's full worth in exchange for your money, and in addition will engrave three letters free on anything I sell for \$1.00 or more

Jno. B. Vannoy
Optician and Jeweler
HEREFORD, TEXAS

WHY KIDNEY DISEASE IS DANGEROUS.

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

It is Easily Curable in the Early Stages.

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

Accept no substitute. Insist on having the genuine Prickly Ash Bitters with the large figure 8 in red on the front label.

Sold at Drug Stores. \$1.00 per bottle. T. M. Coulson & Co., special agents

Local Market for Produce.

In conversation with a BRAND representative this week, P. L. Pearson, traveling salesman for Nobles Bros. Grocery Company of Amarillo, authorized us to state to the members of the Truck Growers' Association of this county that his company will purchase all the onions which they can use from our association, and will pay the highest market prices. They also agree to give our association the preference in all other vegetables which they may need.

This proposition is made by Mr. Pearson to encourage the farmers of this community in truck-farming, at which they have already surpassed every other portions of the Panhandle.

B. Y. P. U. Program.

Following is the B. Y. P. U. program for Sunday, March 19th:
Subject.—Security of the Believer.
Leader.—O. F. Smith.
Scripture Lesson.—Job 1:6-22 and Job 2nd Chapter.
Prayer.
Song.
Conversational Bible study—Rom. 8:1-4; Mat. 7:23; Rom. 9:6; Jno. 14:18-20; Jno. 10:1; Jno. 10:9; Jno. 10:27-30; Jno. 3:15-16; Rom. 8:35-39; Heb. 6:4-6; Psa. 37:23-24; 1st Cor. 3:11-16; 1st Cor. 10:13; 1st Peter 1:3-5; Jno. 6:48-51.

Erastus Gamble
General Transfer
and Delivery

The business of the public respectfully solicited.

Educational Column.

Drawing is now taught in every grade of the Hereford Public School.

The higher grades expect to engage in a "ciphering match" in the near future.

The new board walks about the school building have been very servicable the past few days.

The base ball fever is raging again among the boys. The temperature at last taking was four or five degrees above normal.

Miss Olivia Edwards who has been a pupil in the public school of Hereford for the past three months, returned to her home near Dimmitt on Monday.

Any young man or boy desiring to know how to manipulate a washing machine can get the needed information from Elmer Dameron of the high school.

The Teachers' Reading Club was very hospitably entertained at the home of Mr. and Mrs. Vannoy on last Monday evening. The evening was devoted to Tennyson.

"Mamma," said little Alice, "when I get big, I want to be a teacher like Miss C, then I won't have to have any beaux, will I? You see all the boys are afraid of Miss C."

The Hereford Public School certainly feels proud of herself this week, after having read in last week's issue of the BRAND what Mrs. Russell of Chicago had to say of her.

We are sorry to lose Albert Bell and Lyle Martin from our ranks. They are both good students, and stand high in their grades. They had to leave school on account of spring work.

The new president of the San Jacinto Society, Allie London, fills the chair with ease, dignity and self-possession. There is no doubt but that the society will flourish under the present administration.

Quite a number of new pupils have been enrolled in the different grades in the past few days. Among the number are Leslie, Willie and Ralph Smith who have lately moved to Hereford with their parents from Missouri.

The San Jacinto Society gave a very interesting program on last Friday afternoon, and quite a number of visitors were present to enjoy it. The debate between Messrs. Bratton and London, affirmative, and Dameron and Turrentine, negative, was one of the leading features of the program. The question, Resolved "That capital punishment should not be abolished," was very ably handled by these young men. Rev. Barcus, Dr. Estes and Mr. Graves sat as judges for a time, but as the doctor received a call, his place was supplied by Mrs. Vannoy. The decision was in favor of the negative.

Josiah Gilbert Holland, the author of "Heaven is not reached by a single bound, But we build the ladder by which we rise From the lowly earth to the vaulted skies, And mount to its summit round by round."

Was at one time so discouraged and dispirited that he was almost ready to give up the struggle of life. It is said that one day he chanced to be out in the country where a flock of sheep were feeding in the valley and along the slopes of the neighboring hills, when all at once, Holland's attention was attracted by a lamb which was trying to secure a twig that was just out of its reach. Again and again, the lamb made the effort but all in vain. "Just so," said Holland, "have all my efforts

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

failed." While these thoughts were still in the mind of this man, the lamb walked to the top of the hill and then came down to where the twig was growing and seized it with its mouth. Here Holland caught his inspiration, and went out to be one of America's great literary men.

Trustee's Sale.

Whereas, on the 23rd day of December, 1903, N. J. Reeves executed and delivered to A. S. Rollins, as trustee for the benefit of Chas. Grusendorf, a certain deed of trust on the below described land to secure the payment of six (6) notes for two hundred and fifty dollars (\$250.00) each of even date with said deed of trust due on or before January 1st 1908, 1909, 1910, 1911, 1912 and 1913 respectively and one (1) note of same date for nineteen hundred and forty dollars (1940.00) due on or before January 1st 1914, with eight per cent interest on all of said notes from January 1st 1904; said interest payable annually. Each note provides that a failure to pay the same or any installment of interest, when due, may, at the option of the holder mature all of said notes and further provides for ten per cent attorney's fees in case the same is placed in the hands of an attorney for collection, and whereas default has been made in the payment of the first installment of interest on all of said notes and the holder of said notes has declared all of them due as provided in said Deed of Trust:

Therefore, I, A. S. Rollins, trustee, will proceed to sell said below described land, at public auction, for cash, at the door of the county court house of Deaf Smith county, Texas, on the first Tuesday in April, 1905, the same being the 4th day of April, 1905. The proceeds of said sale to be applied as provided in said Deed of Trust.

The land to be sold under said Deed of Trust, is described as follows:

First tract. Known as survey (281) two hundred eighty one, in Block M6, Certificate 283, Stone Kyle & Kyle land in Randall and Deaf Smith counties, Texas, patented to John E. Corwith, assignee of Stone, Kyle & Kyle by patent No. 487, Vol. No. 28, dated August 30, 1877, containing 640 acres of land.

Second tract. Known as survey (319) three hundred nineteen, in Block M6, Certificate 302, Stone, Kyle & Kyle land in Deaf Smith county, Texas; patented to John E. Corwith, assignee of Stone, Kyle & Kyle by patent No. 507, Vol. No. 28, dated August 31, 1877, containing 640 acres of land.

Both tracts being situated about twelve miles east of Hereford, Texas. 4-3t A. S. ROLLINS, Trustee.

March Rains.

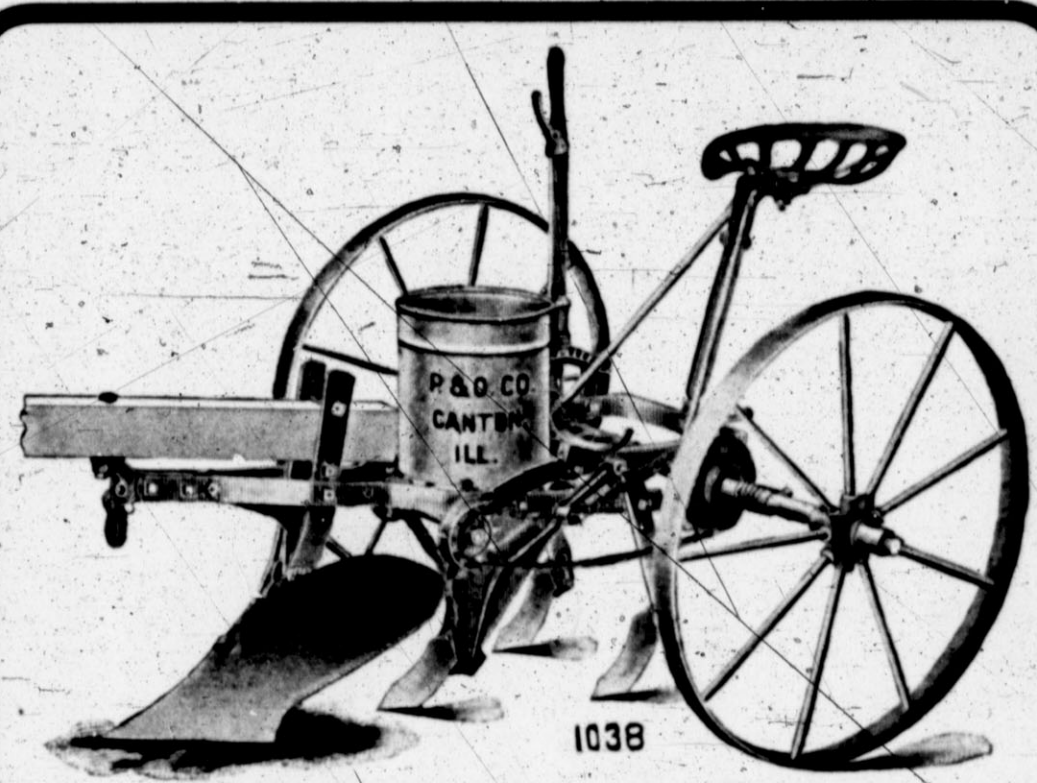
The fine rains of last Saturday and this week have put a check to all kinds of farm work.

The remarkable feature of the weather at present is that we are having copious rains in March, the time when we usually have our dry and heavy winds.

Old settlers say they have never seen so much moisture at this season of the year.

Hereford Fuel Oil Co.

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



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

HARNESSES

We have for sale Buggy Harness, both single and double, Wagon Harness, extra Lines and Bridles for wagons and buggies, Riding Bridles, Hames, Hame Strings, Collars, Collar Pads, Backbands, Traces, Buggy and Wagon Whips.

All Leather Goods Sold at a Close Margin

We still continue the "Cost for Cash Sale" on Men's and boys' ready-made clothing, either suits or overcoats. When you want a suit made to order see our samples.

Yours truly

BEACH & KERR
DIMMITT, TEXAS

The Brand

Published Every Friday By
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, MARCH 10, 1905.

WE now have the cotton gin, electric lights guaranteed, a first-class college building, an experiment station and enough moisture in the ground to produce an unlimited amount of anything the farmers may see fit to plant. With the valuable enterprises already secured and the encouraging climatic conditions, we need not be content with what we now have; but we can reasonably hope for still better things, if we but put forth an honest little effort to secure them. The next enterprise which our community needs and must have, if the proper line of progression is observed, is a canning factory. Fortunes have been made from the canning industry in other parts of the country which are far less favored by nature than our own beautiful Panhandle. Greater fortunes are in store here for those who will give careful study to the truck and vegetable business and take up the canning industry by some systematic and proved method. The BRAND has always stood for progress and has had the happy privilege of seeing several enterprises which it championed brought to a successful completion. We now want a canning factory and shall never rest quite easy until we have one in successful operation.

IN their rush to sow oats this season, it is to be hoped that the farmers will not overlook the fact that a goodly acreage should also be planted in cotton. We know that there are those who object to making this a cotton country and so do we believe it bad policy to raise cotton exclusively as it would be bad policy to attempt to grow oats, corn or any other one crop exclusively; but we do believe that cotton should always be numbered among our regular crops here. The world has its eyes upon us, eager to ascertain if we can successfully grow the fleecy staple and it only remains for us to show them. The farmers of this section should put forth the supreme effort of their lives this season and demonstrate to all "Doubting Thomases" that cotton is preeminently a Panhandle crop.

SUCCESSFUL WORK.

THE friends of education will be glad to learn of the substantial work which is being done for the College at this place. That the State Board of the Christian church is deeply in earnest in their endeavor to build a college here which shall be second to none in the state is now fully realized by all who have taken the pains to investigate the systematic way in which they have gone about the work. Business men of the very best ability have been selected in every department and there will be no more experimenting, but one thing will be taken up and completed before another is begun. By this means the Board will always know just where it stands and what obligations it has to meet. The Panhandle Christian College is no longer a local school for Hereford and the immediate country only, but an institute in which young men and women throughout the state will feel an interest. Our people are awakening to the real importance of the school to both our town and the entire Panhandle as well and they stand ready with their means and influence to make it a success. The most commendable feature of the situation is that there are no local prejudices and divisions to mar or in any way hinder any movement which has for its purpose the betterment of the College's possibilities.

Shipments of Fat Cattle.

It is something unusual for fat cattle to be shipped from the Panhandle to the northern markets in March but such was the occurrence on last Saturday.

G. W. Roberson shipped one car which he has been feeding near Boom and Captain H. Trow shipped five cars which were finished at his ranch north of town. Both were shipped to Kansas City and brought the owners a handsome sum of money.

This is only an object lesson for those who are accustomed to having to lift their cattle up these cold spells on account of their being so poor.

Card of Thanks.

We wish, through the columns of the BRAND, to express our appreciation and deepest gratitude for the aid and many expressions of sympathy extended us during the recent illness and burial of our much loved little one. It shall ever be our purpose to merit the friendship of the noble people of Hereford and for the manifested kindness, we shall pray God that His richest blessings may attend you. Respectfully,

MR. and MRS. A. J. SMALLEY.

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.

Wants Campbell System Tried.

We would like for some live farmer of this section to commence this spring to make a wheat crop under the Campbell System. We feel pretty sure that he would make it. The successful farmer for this country is the man that studies the soil and climatic conditions and goes about his work intelligently. The theory and method of planting and cultivation that gives the best results in Wisconsin might not just suit this country while the method that produces good crops in Western Kansas might succeed here.—Hale County Herald.

Our brother Shafer is hitting the nail on the head in the above advice to his constituency. Nature has given us advantages which are not enjoyed by any other division of the globe, and it now remains for us to utilize these advantages by making a scientific analysis of the situation and let every step which we take be governed accordingly. We believe, as we have always believed since we first saw this country, that the farmer will only have to adapt himself to the conditions as they exist here in order to make agriculture a splendid success. The Campbell, referred to above, is the same H. W. Campbell, now in Hereford, who is putting in the experiment Farm near Bovina.

We believe, with our friend Shafer, that what the Campbell System has done for Western Kansas and Nebraska, the Campbell System can also do the same for the Panhandle of Texas.

Button Bee.

Invitations, including cards on which were drawn laughter-provoking caricatures of boys, girls and animals with bodies shaped from the various types of buttons, were received on Wednesday, March 1st, by the members of the "Skeeter-est" crowd to attend a birthday Button Bee to be given by Miss Ethlynn Ricketts on the following Friday evening at her beautiful suburban home in South Hereford.

Each guest was requested to take sixteen buttons, five being used for admission fee. Miss Imo Gass told the fortunes of those present, demanding three buttons as her recompense. With the remaining eight buttons, a sewing contest was held, which resulted in Miss Celia Robinson and Luther Hough each being presented with a daintily made silk button bag as a reward for sewing on the greatest number of buttons in five minutes.

The drawings on the cards issued having been matched for partners, the gracious, young hostess invited the guests into her elegantly furnished dining room where refreshments consisting of cake with chocolate and ambrosia were enjoyed.

Upon departing the guests were not loth to declare their hearts would long remain full of gratefulness for the evening's unsurpassed entertainment, and Miss Ethlynn was the recipient of several handsome birthday offerings which will serve as pleasant reminders of the happy day on which she became "sweet sixteen."

DISCOUNT SALE

In order to introduce our spring line of Clothing, beginning Monday, March 13th and continuing through Friday, March 17th, we will offer our entire line of Men's and Youth's Ready-To-Wear Spring Clothing at 10 per cent discount. These goods are nobby and up-to-date in every particular but must be sold to make room for the large shipment which we have coming. Suits for men range from \$6 to \$20; those for boys, from \$1.50 to \$10. Remember the sale begins Monday at 9 a. m., March 13th and continues till 9 p. m., Friday, March 17th. Come early and make your selections.

Yours For Business,

H. C. MYRICK

GENTS' FURNISHINGS



The Man from Milwaukee Talking About Witherspoon & Gough.

John H. Reagan Dead.

All Texas and the South was thrown into mourning on the 6th inst., on receiving intelligence of the death of Hon. John H. Reagan, the only survivor of the Confederate cabinet, which occurred at the family residence at Palestine on the morning of that day.

The contract for building the fence around the college campus was let Monday morning to J. L. Beach who will commence the work as soon as the weather will permit. The fence will be of woven wire and will enclose the entire twenty acres, including both the dormitory and college building.

THE NEW STORE

Has not yet received more trade than it can accommodate but its trade has gradually increased from the beginning so that it has now assumed very satisfactory proportions. We are now before the public with a complete stock of fresh groceries and extend a hearty welcome to both the city and ranch trade alike to visit our store. Our motto, "Quick sales, small profits."

B. BARNARD, HEREFORD TEXAS

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.

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

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

YOUR PATRONAGE IS SOLICITED

SHORT LOCALS

News of Interest Boiled Down for Rapid Reading—Facts Concerning People You Know. Witherspoon & Gough. 48tf

Callens is headquarters for fine candies, nuts and fruits. 1t

Col. S. T. Howard is spending this week in Carlsbad on business.

County Assessor J. S. Wyche was in town Saturday and paid this office a business call.

Hereford Mercantile Co.'s line of skirts for ladies and misses are the latest creation. 1t

Attorney A. S. Rollins of Canyon was in the city Wednesday on business connected with his profession.

Do you need a suit or pair of trousers. Inspect our immense line of samples. Hereford Mercantile Co. 1t

J. H. King returned Thursday from Missouri, where he has been for several weeks in the interest of the immigration business. He brought with him several prospectors who will make a thorough investigation of the country.

Among the large tree planters this spring in this county is Judge L. Gough, who informed us this week that it was his intention to put out an acre in trees on his ranch just south of town, alternated with black locust and cotton wood. This is what we term doing things right. The Judge will soon have not only a beautiful forest grove but an ample supply of posts for fencing and wood for all domestic purposes.

Judge C. F. Kerr of Dimmitt is in the city today.

Wanted, a rooster that will fight like blazes. Ward Bratton. 4tf

Thos. Stallings of Bovina visited in the city for several days this week.

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

Ladies, our oxford ties and sandals are here in all popular colors. Hereford Mercantile Co. 1t

See the beautiful patterns in Fie D Chims and Kyoto Crepes. 15c at Hereford Mercantile Co. 1t

Miss Cardie Mauk is working for the Galbreath-Fox Trading Company while Mr. Fox is away at market.

A. H. Elliston returned Thursday from Kansas, accompanied by two prospectors who will likely purchase lands here.

If you want a monument of any description, see S. B. Feemster. He can supply your wants at reasonable prices. 1t

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

We have a handsome line of men's and boys' shirts and ties. "All the latest" and "positively the lowest in price." J. G. Callens. 1t

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

Chas. C. Sanders, the well-known Castro county ranchman, came up Saturday after supplies. Mr. Sanders renewed for the BRAND, News and Stockman-Journal.

A. J. Lipscomb left Saturday afternoon for Houston where he goes as a delegate to the state meeting of the I. O. O. F. He will be absent for about ten days.

The BRAND this week printed a large quantity of descriptive literature for B. W. Miller who will do his part towards inducing settlers to come to Hereford this year.

C. B. Williams and family arrived last week from McLoud, Oklahoma, and will make their home. Mr. Williams is a brother of our townsman, J. S. Williams who purchased the J. C. Johnston ranch several months ago, and will move out to the ranch either this week or next.

Among the improvements, now under contemplation at the Methodist church, is fitting the building with new and up-to-date seats. The Woman's Home Mission Society has made a liberal contribution and it is the intention to make the balance of the amount needed by subscriptions among the members.

A. E. Argo of Paris spent several days prospecting in the vicinity of Hereford this week and so well pleased was he that he fully made up his mind to locate here provided the change will be agreeable to his wife. While no deal has been closed, Mr. Argo has selected a ranch just over the line in Castro county which, he said, he will in all probability purchase. Mr. Argo ordered the BRAND to follow him.

New line Ladies' Belts at Hereford Mercantile Co.'s 1t

J. P. Roberson of Boom was in the city Monday after supplies.

Headquarters for Roswell cider, celery and apples at Barnard's. 1t

When you need a hat come to Callens. You can save money. 1t

Mr. and Mrs. J. C. Coker of Umbarger were business visitors in the city Saturday.

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

Swell line of fancy hosiery in plain and lace effect just received at Hereford Mercantile Co. 1t

Mr. and Mrs. Press Burnam of Dimmitt visited relatives and friends in the city several days this week.

We sell better hose for less money than any house in the Panhandle. Try them. J. G. Callens.

Dr. J. A. Jones returned Thursday from Springfield, Missouri, where he was called to attend the bedside of his sister.

We now have a very complete line of dry goods which we are selling cheaper than the general prices. J. G. Callens. 1t

Mr. and Mrs. Ross W. Davis and children left Wednesday for Dallas and Waxahachie to spend a few weeks with relatives and friends.

E. W. Harrison left last week for New Mexico where he expects to improve his claim. Escar was one among our worthiest young men and his many friends will regret to lose him.

H. G. Tucker left Wednesday for St. Louis where he will purchase a brand new and up-to-date electric light plant. Mr. Tucker stated that his plant will be in operation within sixty days.



NOTICE!

I have moved into the Dameron building where I have more commodious quarters and where I will be pleased to meet those needing my services.

W. E. ROBERTSON
....Dentist....

THE
Hereford Nursery
L. P. LANDRUM, Proprietor
Over 100,000 Trees Growing Here. Fourteen Years Experience In Texas
YOU CANNOT AFFORD TO DO WITHOUT OUR NATIVE VARIETIES

YOU'RE NEXT
For a Shave, Haircut or a bath at the
City Barber Shop
George W. Dale, Proprietor
THREE CHAIRS TWO BATH ROOMS
In the new brick building on South Dewey Avenue

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

The 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

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.

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.

New Immigration Company.

Among the most recently organized business enterprises for Hereford is the Southwestern Colonization Company, composed of C. G. Witherspoon, L. Gough and J. P. Snyder. The purpose of this company is to settle that portion of the Panhandle surrounding Hereford with good, substantial farmers who will take their places in the great work of developing the seemingly unlimited resources of this country.

The company already has a well organized system of agencies in the North and Central West and will spend thousands of dollars this year in placing the merits of the Panhandle before homeseekers throughout the country.

C. G. Witherspoon will have charge of the main office located at Hereford, while L. Gough will have the superintendency of the agencies. Among the traveling representatives from Hereford are J. P. Snyder, M. A. Lamkin, J. H. King, A. J. Oliver and E. F. Connell.

For Sale.

I am offering my general mercantile business at Texico, New Mexico, for sale. Have the leading business of the town and a good proposition for anyone wishing a prosperous business. Reason for selling, desire to engage in other business.

C. D. STEELE,
Texico, N. M.

Panhandle News

The commissioners' court of Hardeman county has ordered a prohibition election to be held in said county on March 18, 1905.

Authorities of the A. & M. College, in conjunction with the officials of the Denver Road, have recently organized Farmers' Institutes at towns along that road.

G. A. Yantis of Childress was sentenced to five years imprisonment in the penitentiary last week, charged with the murder of a man named Johnson several months ago.

Hagler Cattle Company of Vernon, capital stock \$10,000, has been incorporated by J. D. Hagler, C. T. Herring, R. M. Waggoner, B. Houssels and L. G. Hawkins, all of Vernon.—Hornet.

In response to a call, a number of farmers and ranchmen met at W. D. Wagner's office last Saturday and formed an association to be known as the Melon and Truck Growers Association of Dallam and Hartley counties. G. F. LeClere was elected temporary chairman and W. D. Wagner secretary.—Dalhart Texan.

J. L. Francis killed a little plains pig last week that weighed only 600 pounds. Another eight months-old shoat weighed, net, 215 pounds, fattened on kaffir corn. S. B. Davis killed a pig just ten months-old that netted 240 pounds, and yet you cannot raise hogs—we guess not. They were fattened on plains feed, too.—Silverton Enterprise.

The wheat crop is reported in fine condition all over the entire county. If no unforeseen calamity overtakes it the crop this year will be a bumper one. There is this can be said for the encouragement of the farmers. That in nearly every instance when we have had a good crop we have gotten a good price for it. There is promise of this the present year.—Wichita Herald.

The bank of Chillicothe has been reorganized with a new lot of stockholders representing the wealth and influence of Chillicothe and vicinity. Mr. Conover becomes president, W. E. Oliver is still to be cashier, and



American Lady SHOE

HAMILTON-BROWN
LARGEST
IN THE
WORLD
SHOE CO.
ST. LOUIS, U.S.A.

MAKERS.

A SWELL LOW CUT
that individualises
its wearer
as being
exclusive.



FOR SALE BY
Hereford Mercantile Co.
Hereford, Texas

PRICE \$3.00

Miss Mina Daughtry, bookkeeper. The consolidation with the Farmers and Merchants Bank which was contemplated last week did not take place.—Independent.

Oller & Williams of Bray, Donley county, were here Tuesday with a load of brooms of their own manufacture. They have a broom factory out there and are turning out a fine quality of brooms from straw of their own raising. Mr. Oller says Donley county soil will produce the very best quality of broom corn at one-third of a ton to the acre and the stuff is quoted at \$125 per ton now in the eastern markets. More of our farmers should give this crop a trial.—Banner-Stockman.

WHAT A TEACHER DID

During Vacation—The Job Hunts the Man Who Knows.

Recently we needed an expert shorthand teacher and began to look for him. Our attention turned to a young teacher who had finished a shorthand and business course with us during his vacation about a year before. He was still at work for the same firm that we placed him with when he finished. He indicated to us that nothing less than \$100 a month would interest him. We wired him offering that amount. His firm on seeing the telegram offered him still more to remain.

A little over a year ago, this young man was a country school teacher, teaching country schools for about \$45 a month, four to six months of the year. He spent one vacation taking a business and shorthand course with us. Now he has all the year round employment at a handsome salary with good jobs hunting him. He doesn't have to please an entire community, join teacher's agencies, or spend what he has made one-half the year hunting a school the other half. What others are doing, you can do.

Over 500 students from twenty states studied Byrne Simplified Shorthand last year in Tyler Commercial College of Tyler, Texas, which is probably the largest shorthand school in the United States. You can easily learn this system there in three months and be able to write 150 words to the minute. You can take with the shorthand, a business or telegraphy course, or both during the spring and summer and be able to double your salary by fall. Why not do it? Write today for free catalogue. It

For Sale, Lease or Trade.

Three sections of improved land 12 or 15 miles southeast, from Hereford. What have you? Address BOX 193, Pilot Point, 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

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

Up-To-Date Confectionery

I am opening a first-class confectionery in the J. P. Harding building and will be glad to have the public call on me when in need of anything in my line. Fine candies and cigars a specialty. Stationery, also fruits and nuts. Yours for Business

Jas. Head, HEREFORD, TEXAS.

I HAVE A NICE LINE OF

HARNESS, SADDLES, BRIDLES, GIRTHS, QUIRTS AND KINDRED ARTICLES

AND AM STILL MAKING

HIGH GRADE BOOTS AND SHOES

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

J. A. CANTERBURY - HEREFORD

DOCKRAY BROTHERS

DEALERS IN ALL KINDS OF

Fruit, Shrubbery and Ornamental Trees

BEST NURSERY STOCK
AT LOWEST PRICES

SAN ANTONIO, TEXAS

REFERENCE

JOHN WOOD & SONS, BANKERS, SAN ANTONIO, TEXAS

TELEPHONE NO. 76
PROMPT DELIVERY

Hereford Fuel Oil Company

TROY WOMBLE, Manager

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

LIGNITE COAL

Is the cheapest fuel you can buy at from \$4.00 to \$5.00 per ton. It all burns up to a clean ash. Try it.

OIL

Crude Oil is all right for kindling and a fine disinfectant for your swine and poultry.

ICE

Our Ice is first class in every respect. We guarantee it to be as cold as they make it. Full weight and fair dealings.

Don't forget that we have plenty of the
BEST COAL

Professional & Business Cards

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

S. J. DODSON, LL. M.
LAW AND COLLECTIONS
OFFICE AS FORMERLY
Hereford, - - Texas

DR. T. E. PRESLEY
SPECIALIST
Eye, Ear, Nose and Throat
Oklahoma Block
Office hours: 9 to 12 a. m. 2 to 4 p. m.
Roswell, New Mexico.

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

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

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

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

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

Amarillo Steam Laundry
AMARILLO, TEXAS
All work promptly and neatly executed. Basket leaves Tuesday and returns Saturday. All laundry shall be cash.
GEO. W. DALE, Local Agent

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

Wall Paper—E. B. Black. 44
E. Renfro of Arney transacted business in Hereford Saturday.
We carry the best things in pen and pencil tablets. J. G. Callens. 1t
Judge Lon D. Marrs of Amarillo was among our business visitors Monday.

Visit our store before you purchase your spring needs. Hereford Mercantile Co. 1t

President E. V. Zollars left on Monday morning's train by the way of Pecos City for Waco.

New hand bags, new belts, new neckwear. In fact everything new at Hereford Mercantile Co. 1t

J. E. Martin of Castro county came up Saturday to be present at the farmers' meeting and transact other business.

C. H. Wetsel left on Monday afternoon's train for his home at Bellevue, having sold his interest in the Hereford Meat Market to Geo. Clloyd.

E. F. Connell and J. P. Snyder left Saturday afternoon for Missouri and Illinois points to work in the interest of the immigration movement, which is just now promising to assume enormous proportions. Both gentlemen are working in connection with Witherspoon & Gough. Mr. Snyder has a large acquaintance in Missouri and believes he can prevail upon a large number of people to come here when they learn of our abundant resources.

Witherspoon & Gough. 48tf
White cedar peeled posts at Burton-Lingo Co's. 52tf
W. A. Hubbard had business in Hereford Tuesday.

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

J. B. Collins of near Dimmitt spent Sunday with relatives in Hereford.

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

N. R. Wright, one of Boom's stock farmers, had business in Hereford Saturday.

See our swell line of man-tailored skirts for ladies and misses. Hereford Mercantile Co. 1t

S. B. Harbison, of the Locust Grove ranch south of town, had business in the city Saturday.

Let us show you our line of shoes. If they suit you we will save you money. J. G. Callens. 1t

G. W. Orr, one of Boom's successful stock-farmers, was transacting business on our streets Saturday.

Our dress goods department is brim full of new fabrics for spring. Inspect them now. Hereford Mercantile Co. 1t

Owing to the fact that Saturday was a suitable day for tilling the soil, the farmers' meeting was not held at the court house.

W. J. Chapman of the North Draw came in Wednesday to make preparations for the burial of J. L. Underwood who died Tuesday evening.

Mr. and Mrs. G. B. Edwards of Hart spent several days in the city this week visiting their daughter who is attending the public school at this place.

Joseph Doerr, Frank Saalfeld and B. Heilemann, all prominent German settlers of the Nazareth colony, were transacting business in the city Saturday, the two latter being pleasant callers at this office.

Rev. E. A. Wesson informs us that the services of the Baptist church on last Sunday were attended by many encouraging results, there being one conversion and addition to the church at the morning service.

H. W. Campbell, the agricultural expert of Lincoln, Nebraska, spent Monday in Hereford, going down to Bovina Tuesday on business connected with an experiment farm which he is establishing near that place.

Harmon Beach arrived Saturday from Dallas where he has been pursuing a business course in the Metropolitan Business College. Mrs. Beach arrived several weeks ago and they will likely make Hereford their home.

Planting trees seems to be the order of the day now and our local nurseryman, L. P. Landrum, is kept pretty busy filling orders for trees. With the moisture now in the ground, so many trees should be planted this spring that the nursery will be taxed to its limit to supply the demand.

J. C. Newman, manager of the Hereford Lumber Company, has greatly improved the appearance of the company's offices by applying a coat of paint on both the inside and outside. It takes just such moves to beautify a town and make it attractive to the stranger and Mr. Newman's example would be a good one for others to follow.

T. H. Streed of Cambridge, Illinois, spent Saturday in the city, the purpose of his trip here being to make arrangements with local parties to handle his Panhandle trade. Mr. Streed is in the immigration business in Illinois and is expecting to locate a large number of Illinois farmers in the Panhandle country this year. He made arrangements to perfect his Panhandle deals through Witherspoon & Gough.

M. S. Acuff and family of Lubbock arrived Monday and will make Hereford their home, they having purchased the J. C. Ecker place in West Hereford several months ago. Mr. Acuff has large ranch and cattle interests in Lubbock county, which he will leave to the control of others while he and his family will live here where they can enjoy the conveniences of being on a railroad. On behalf of our people, the BRAND extends a hearty welcome to them.

Witherspoon & Gough. 48tf
Go to B. Barnard's for bargains in groceries. 1-tf

J. C. Newman spent Saturday in Portales on business.

Garden seed (all kinds) in packages and bulk. C. E. Edwards. 1t

C. D. Steele of Texico returned from a business trip to Amarillo Monday.

If it is white cedar peeled posts for ranch improvements, see Burton-Lingo Co. 52tf

C. S. Garrison and Conner Jewell visited in Amarillo Sunday, returning Monday morning.

"Quicker sales and smaller profits" than other people is our motto. J. G. Callens. 1t

Miss Nora Walters returned Wednesday from Amarillo where she visited relatives and friends.

Swellest line ladies' and gentlemen's neckwear to be seen in Hereford at Hereford Mercantile Co. 1t

If there is anyone in Texas or elsewhere who doesn't believe it rains in the Panhandle, let him come and see.

B. Barnard is still agent for silverware—guaranteed for twenty-five years. See samples at his store. 3tf

N. E. Pockman called around this week and ordered the BRAND sent to his brother, S. R. Bockman, at Burleson, for which he has our thanks.

J. A. Fox left Saturday for St. Louis where he will spend several days purchasing the spring stock for both his store and that of H. C. Myrick.

J. T. Rutherford returned Monday from Ft. Worth where he was called last week on account of the serious illness of his aunt, whom he reports convalescent.

S. S. Evants returned the first of the week from a visit to his Castro county ranch and informed a BRAND representative that, with the present indications of early grass, prospects are indeed bright for the cattlemen.

Rev. J. T. Burnett of Canyon City preached to the Baptist congregation at Summerfield Sunday morning and night. He spent Monday with friends in Hereford, returning to Canyon City on the afternoon train.

Norman Wilson of Bovina spent several days in the city this week. Mr. Wilson and D. Q. Stallings of Hereford have the contract to build a substantial five-room cottage for J. R. Hasting of Nazareth. They began work this week.

Erastus Gamble this week purchased the transfer business of W. T. Smith and will continue the business as heretofore. Mr. Smith has accepted a position on the ranch of W. A. Higgins, west of town, and moved his family there this week.

C. D. Lange of Nazareth was in the city Wednesday and while here purchased twenty-five bushels of Tennessee Triumph Irish potatoes which he will plant this spring. Mr. Lange is one among many who believe this will develop into one of the world's best truck-farming countries.

J. B. Roberson and family returned the first of the week from Mangum, Oklahoma, where they have been visiting for several months. Mr. Roberson will again take his place as correspondent for the BRAND at Boom and begin at once the preparation for a big crop this year.

Bill Head, who lives a few miles north of town, came in Saturday and purchased several bushels of onion sets which he will plant this spring. Mr. Head is working in the right direction and the BRAND predicts that he will make big money off his onion crop.

In conversation with a BRAND representative this week, Rev. H. B. McGee stated that he would soon return to Missouri and other northern states where he will continue his immigration work. Mr. McGee is now waiting for parties who will be here within the next few days and who come as the result of his work. Mr. McGee knows no such word as fail when he espouses a good cause and with the best section of Texas to show the people, he is confident of being able to locate many valuable citizens here this year. He will work in connection with W. H. Rayzor.

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

GARRISON BROS.

Are showing a line of implements, carefully selected to meet the requirements of the plains farmer. They are the products of three of the most reputable and progressive factories in these lines. We will be glad to show you our Disc Plows, Harrows, Riding and Walking Listers and Cultivators, Grain Drills and Planters. We are headquarters for Windmills, Pipe, Pipe Fittings and Cylinders. We want your business and will make it to your interest to come and see us.

GARRISON BROS.

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

W. L. FALLWELL & SONS

Dealers in
**Coal, Grain, Hay, Salt
AND FIELD SEED**

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

YOUR PATRONAGE SOLICITED

SMITH & ORR

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

Smith & Orr, Druggists

TELEPHONE NO. 13

HEREFORD TONSORIAL PARLORS

L. R. BASSHAM, Proprietor

Our Specialties...

A N 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 conventions.

Fifty Years the Standard



BAKING POWDER

Made from pure cream of tartar derived from grapes.

PRICE BAKING POWDER CO.
CHICAGO.

Deaf Smith's First Tragedy.

On Sunday night of this week J. L. Underwood, who lived in the north part of the county, was shot twice as a result of domestic troubles. The shooting occurred about 10 p. m., soon after which Sheriff Inmon and Dr. W. J. Rogers were telephoned for and both gentlemen went to the scene as soon as possible, the former to arrest the one who did the shooting, the other to dress the wounds which had been inflicted.

Monday morning, John Eoff, son-in-law of Mr. Underwood, came in and gave himself up to the officers as the man who did the shooting. The complaint filed against him was assault with intent to commit murder and his bond was fixed at \$800 which he succeeded in making. The examining trial was set for Wednesday and was in progress when news was brought that Mr. Underwood had died on the afternoon before. The trial was discontinued and defendant was arrested again charged with murder. His second bond was fixed at \$1000 pending preparations for the examining trial which has been set for next Monday.

The affair is a sad one and is to be lamented by our entire people.

LATER—At about 5 o'clock p. m., Tuesday, J. L. Underwood, who was shot Sunday night, died at his home north of town, and was buried in the city cemetery here Thursday afternoon.

The BRAND joins in expressing sorrow for this untimely passing of an immortal soul.

Chamberlain's Cough Remedy the Mother's Favorite.

The soothing and healing properties of this remedy, its pleasant taste and prompt and permanent cures have made it a favorite with people everywhere. It is especially prized by mothers of small children, for colds, croup and whooping cough, as it affords quick relief, and as it contains no opium or other harmful drug, it may be given as confidently to a baby as to an adult. For sale by T. M. Coulson & Co.

Christian Church Notice.

There will be no services at the Christian church next Sunday. Prayer meeting Wednesday night, led by T. J. Graves.

JESSE B. HASTON, Pastor.

Ask Your Own Doctor

If he tells you to take Ayer's Cherry Pectoral for your severe cough or bronchial trouble, then take it. If he has anything better, then take that. But we know what he will say; for doctors have used this cough medicine over 60 years.

"I have used Ayer's Cherry Pectoral for hard colds, bad coughs, and influenza. It has done me great good, and I believe it is the best cough medicine in the world for all throat and lung troubles." ELI C. STUART, Albany, Oregon.

Made by J. C. Ayer Co., Lowell, Mass.
Also manufacturers of
Ayer's
SARSAPARILLA
PILLS
HAIR VIGOR.

Keep the bowels open with one of Ayer's Pills at bedtime, just one.

HOME MISSION REPORT.

Splendid Annual Showing of Woman's Home Mission Society as Given by the Secretary.

The Woman's Home Mission Society met at the Methodist church last Thursday afternoon for this month's devotional and business session. Only twelve members were present. A report of the year's receipts and disbursements was heard and a unanimous wish expressed for its publication.

Condensed for that purpose, it is as follows:

Dues collected	\$ 28.60
One-half dues	14.30
Week of Prayer collection	11.45
Amount sent to Conference	
Treasurer	25.75

Local funds raised by entertainments, ice-cream suppers, sewing, election-day dinner, special donations and Christmas bazaar 267.50

Amount expended on parsonage and furnishings 28.46

Home charity 5.00

Expense of bazaar, suppers, etc. 83.08

Total expenditure \$116.54

One-half dues retained \$ 14.30

Local funds raised 267.50

Total receipts 281.80

Total expenditures 116.54

Year's net receipts 165.26

Dues collected March 2nd 3.00

Amount in Treasury 168.26

February's weather not permitting, a meeting for the annual election of officers, that business received attention, the election passing peacefully and amicably and resulting very satisfactorily to all in the election of the following officers: Mrs. J. M. Stinson, president; Mrs. F. B. Fuller, 1st vice-president; Mrs. Daniel Turrentine, 2nd vice-president; Mrs. E. J. Jackson, 3rd vice-president; Mrs. P. L. Johnson, recording secretary; Miss Maggie Syms, corresponding secretary; Mrs. Ross Davis, treasurer; Mrs. C. E. Edwards, agent "our homes"; Rev. Thos. Barcus, superintendent of press week.

Having been at leisure several months, the members present Thursday decided that 'twas time to 'be up and doing', so planned a series of home receptions to be on an afternoon and evening of one day during the moon-lit season in each of the spring months. The first will be had at the hospitable and roomy home of Mrs. Wm. Cogdell in south Hereford on Friday, March 17th. In the afternoon from three till six o'clock, it is hoped there will be present all matronly ladies and others who believe in remaining young in the indulgence of engaging games, in the exchange of pleasantries in converse one with another and listening to spirit-arousing piano master-pieces rendered by Mrs. G. A. F. Parke, and other agreeable features that may make buoyant age-depressed, melancholy or indifferent moods.

From seven till ten o'clock, the young people and all others who will be cordially invited to recognize the Cake and Drink Reception at Mrs. Cogdell's as "somewhere to go" and to be present.

The social tide seems to be at its ebb in Hereford, and it will doubtless prove worth everyone's while to remember March 17th, as there will be a program arranged that will be agreeably received and perhaps enjoyed by all.

Cake with tea or coffee will be served at the low charge of 10c, the proceeds to be used for local purposes.

The society adjourned to meet next on the afternoon of April's first Tuesday, the treat promised for the meeting being a lecture by Bro. Barcus setting forth the amount of Parliamentary Usage that needs to be observed in the Woman's Home Mission Society. All members will be benefited by being present, and any who will come from other church societies will be welcomed.

MRS. J. RAY,
Secretary and treasurer.

Sick Headache.

This distressing ailment results from a disordered condition of the stomach. All that is needed to effect a cure is a dose or two of Chamberlain's Stomach and Liver Tablets. In fact, the attack may be warded off, or greatly lessened in severity, by taking a dose of these Tablets as soon as the first symptom of an attack appears. For sale by T. M. Coulson & Co.

Send the BRAND "back yonder."

League Program.

Following is the League program for Sunday, March 12:

Topic.—With Jesus on the way to Emmaus—the companion.

Leader.—C. E. Edwards.

Scripture lesson.—Luke 24:13-31.

Song.

Prayer.—By leader.

Song.

The unrecognized friend.—Miss Bates.

Select Reading.—Eugene Turrentine.

Song.

Sentence prayers.—By members.

The unlocked heart.—J. F. Perry.

Reading.—Miss Gamble.

Review of lesson.—Bro. Barcus.

Song.

Benediction.

Society Doings at Boom.

The young people of Boom spent a very pleasant day at Rev. H. K. Monroe's Tuesday, March 7th, it being Mr. Monroe's son, Sidney's, 21st birthday.

Mrs. Monroe had prepared a very nice dinner, of which each one present took no little part. The evening was spent in singing.

Owing to the inclemency of the weather there were only three young men and four young ladies present, namely: Messrs. Hubert Odell; Omar and Arthur Dendy; Misses Ethel Laughlin, Claudie Sain, Burnett Witherspoon and Bessie Anderson. Mr. and Mrs. W. A. Odell and J. J. Anderson were also present.

A Snap in Small Ranch.

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

Other ranches for sale, large or small. 47tf

Methodist Church.

Choir practice Saturday night at 7:45. Sunday School 9:45 a. m. Junior League at 3 p. m. Senior League at 4. Preaching Sunday at 11 a. m. and 7:45 p. m. by pastor. Special services Sunday morning with special music. A church conference at the conclusion of the service Sunday night. We desire to make this a special day. Are you a Methodist? Then come; if not, then come anyway. Prayer meeting Wednesday 7:45 p. m. THOS. S. BARCUS.

Miss Blackwell Entertains.

On Thursday evening at the hospitable home of Mrs. M. B. Daniel, Miss Anna Blackwell entertained a large number of her friends with interesting games and guessing contests.

Lack of space forbids our giving details, but suffice it to say that all present spent a most enjoyable evening.

Notice to the Public.

We are now carrying a general line of dry goods, shoes, hats, pants, overalls, etc. We thank you very much for the liberal patronage the past year and now ask you when in need of goods in our line to come and see us before buying.

Respectfully,
J. G. CALLENS.

T. M. Coulson & Co. Improves.

Among the improvements being made in Hereford this week, the most substantial will be found at T. M. Coulson & Co.'s. This popular house has ordered an up-to-date and expensive soda fountain and hereafter will serve cold drinks in connection with their business.

Public Notice.

Notice is hereby given to the public at large that there will be no more traveling allowed through my pasture north of town. Please be governed accordingly.

3tf R. J. KIBBE.

For Sale.

Block No. 61, containing one and one-half acres, situated in front of Judge Gough's residence. Address, 3-4t
W. T. MELTON,
Brady, Texas.

Wanted!

To buy 1 dozen laying hens. Brown Leghorns preferred, Barred Plymouth Rocks second choice.
2tp R. S. COWARD.

For Sale or Trade.

A good two-year-old jack at a bargain. GRAVES & ELLISTON.

THE FAMOUS Pecos Valley OF NEW MEXICO

Comprises within its limits the richest and cheapest farming lands to be found in the United States. All 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

\$25 COLONIST TO CALIFORNIA

March 1 to May 15. Tourist car Privileges. Send for details.

Homeseekers' Rates

to Amarillo Country and to Beaver County Tuesdays and Saturdays

Kansas City and Return

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

Washington, D. C. FEB. 28

Inauguration Ceremonies, One Fare and \$2

Through Sleepers and Chair Cars

TO CHICAGO AND KANSAS CITY



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

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

FARM LANDS

ALONG "THE DENVER ROAD"

IN NORTHWEST TEXAS

(THE PANHANDLE)

Are advancing in value at the rate of 20 per cent per annum.

DO YOU KNOW OF ANY EQUAL INVESTMENT?

As our assistance may be of great value toward securing what you need or wish, as regards either agricultural properties or business opportunities, and will cost nothing, why not use us? Drop us a postal.

A. A. GLISSON, GEN'L PASSGR. AGENT,
FORT WORTH, TEXAS.

Back at Clarendon.

T. J. Davis has moved from Memphis back to Clarendon and rented the White building next to Dr. Gray's office, and will at once open up a general produce store and will be prepared to buy anything the farmer has to sell, and will have on sale early fruits and vegetables. We have known Mr. Davis for five or six years and he is a worthy gentleman and it gives us pleasure to announce that he will go into business in Clarendon. His business, too, will be a big help to both the town and the farmers and there is no reason why he should not make a success of it.—Clarendon Chronicle.

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.

For Sale.

I am offering for sale at my place north of town, two Shorthorn Durham bulls, one coming one year-old and one coming two years-old.

ROBT. HUMPHREY.

Auction Sale.

On Saturday, March 11th, I will sell at public auction all my household goods. J. S. McDowell.

Market Change.

The two meat markets were this week consolidated and will hereafter be run by J. T. Wetsel and Geo. Cloyd, two of the best meat cutters ever in Hereford. The business will be kept in the Dale brick and Messrs. Wetsel and Cloyd will give the public a market which they will feel justly proud of. The BRAND is truly glad to see this change for there is not enough business here for two markets and so long as there remains only one, better service can be extended to the public.

For Sale.

I have for sale feed and grass for 300 head of stock. 60 tons with grain on stalk, finest quality.

Write or phone me.
BERT MCGOWAN,
2-4tp Tulia, Texas.

Business Lot in Hereford

For sale cheap. One-fourth cash, balance in one, two and three years. Address W. A. SMITH,
2tf Baird, Texas.

For Lease

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

Wanted!

Two good work teams at once. Inquire at BRAND office. 4-2t