

A
Weekly
Paper
Devoted
to the
Interest
of the
Pan-
Handle
of Texas



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To six different
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TERMS, CASH IN
ADVANCE
Address all busi-
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The Brand
Hereford, Texas

Entered April 17, 1902, as second-class mail matter, post office at Hereford, Texas, Act of Congress of March 3, 1879

Vol. 3

HEREFORD, TEXAS, DECEMBER 11, 1903

No. 43

Heating and Cooking Stoves

We carry a complete line of stoves and can save you money on same. See our line before purchasing. Come around and let us tell you how you can get along this winter with twenty-five per cent less coal than you used last winter

FARM IMPLEMENTS

Now that it has been thoroughly demonstrated that this is a superior country for farming purposes, of course you will find farming implements and farm machinery of all kinds a necessity. It would give us pleasure to show and explain to you the merits of the celebrated McCormick Binders, Mowers and Rakes. These machines have stood the test of years' of service and we have yet to find a user of a McCormick machine who was not pleased in every way with his excellent piece of property. Investigate the merits of the McCormick before buying a machine of any other make.

WINDMILLS

We do not have to make any claims for the Eclipse Windmills. Manufacturers of other makes of Windmills, in advertising their wares, make the claim that theirs is "as good as the Eclipse," but none claim to make any better mill than the Eclipse. This claim is the Eclipse's best advertisement, unless it be the testimony of those now using the Eclipse and have given it a thorough test. Among the owners of Eclipse Mills we refer you to Ira Aten, Judge L. Gough and T. A. Cox. Remember we are sole agents for these windmills and would be pleased to show to you their good points.

SHELF HARDWARE

In Shelf Hardware our stock is complete and we can supply your wants at a saving to you. Call for what you want in this line --we have it. We can't enumerate the whole list, but in Queensware, Glassware, Cuttlery, Etc., we are setting the pace for the great Hereford country, especially in price and quality. In our store "How Good" comes first with "How Cheap" a close second. What you need to do is to come into our place and let us convince you. You ought to "put your home in order" for cold weather. Also let us sell you a good Heater. Ours are the Much-Heat-Little-Fuel kind.

Stringfellow-Hume Hardware Company

HEREFORD, TEXAS

SHIRTS

More than we need. More than we could ever wear, but none too many for our trade. A variety of styles. The short stiff bosom well represented. They're "it" for winter. Shirts that fit. Shirts that don't fade.

That's the "GOLD" and "SILVER" Brand

To make trade more interesting we have a large assortment of overshirts. The prices are assorted. They are marked so as to need no reduction. They are new goods and don't need to be run out "at cost"

E. W. Harrison
Furnisher to Men

Hereford Fuel Oil Co.
For best coal and Ice. Troy Womble, manager—phone 76. 9tf

GENEROUS TEXAS.

World's Fair Visitors Will be Supplied Free With Elberta Peaches — Many Handsome Souvenirs Dispensed — Texas' Great Agricultural Exhibit.

Texas will keep open house at St. Louis during the World's Fair, and will entertain in a style in harmony with the Lone Star State's reputation for open-handed generosity, and on a scale in accord with the magnitude of her vast domain and resources.

Every visitor to the imposing five-pointed star-shaped structure that will be headquarters for Texans at the World's Fair will carry away lasting impression of the greatness of the largest state in the Union.

During the peach season two days each week will be designated as "peach days" on which occasions large quantities of Elberta peaches will be served free to all visitors. All during the exposition period, as the fruit seasons succeed one another, other fruits will be dispensed in the same way as the peaches.

Cape Jasmine, that wonderful flower of the southland, with its creamy, white blossoms and delightful and subtle perfume, will be provided by the Texas commission in unlimited quantities, and every lady visitor may wear away a spray fastened to her corsage and the gentlemen may have their lapels adorned with the beautiful blossoms. Among the other attractive souvenirs supplied will be cotton balls to which neat badges are attached. Large Texas pecans fashioned into scarf pins will also be distributed among visitors.

Texas' agricultural products will form one of the most striking features in the Palace of Agriculture. A space 100 feet square has been set aside for this purpose. The exhibit was designed by T. Graham, of Fort Worth, who has charge of the agriculture exhibits. A design of unique architectural conception, stands in the center. This is built of four great stars, set square, and crowned with a circular colonnade,

forming a large and ornate pagoda, built of agricultural products of Texas.

Surrounding the 100-foot square space is a fence as interesting as the pagoda. The base is built of miniature bales of cotton and hay. The railings are glass tubes filled with the grains grown on Texas soil. The posts between the sections are palms. The top railing is composed of another layer of miniature cotton bales. On the space inside the enclosure on one side is a large table three feet high, the border of which is made up of glass covered bins showing more products of Texas soil. On the center of the table is reproduced in the miniature a typical Texan cotton plantation, with negroes working in the field, horses, wagons, etc. On another side, on a similar table, will be an exposition of rice-growing industry. The rice field, the irrigation ditches, the methods of cultivating and harvesting the crop will be particularly entertaining in that the story of the "top and bottom" of the soil will be told. Three hundred feet below the surface where the rice grows are the oil products, and the story of the Texas oil fields will form an interesting part of the exhibit. Another side will be given to the reproduction of a great West Texas cattle ranch, with its windmills, etc. The picture for East Texas will be the reproduction of a model small fruit and truck farm. Among some of the big things that Texas will show in agriculture may be mentioned, Johnson grass 16 feet long; alfalfa 27 feet long and cucumbers weighing 50 pounds.

Sam H. Dixon, in charge of the horticulture exhibit says that on each day of the exposition there will be fruit, fresh and fair, displayed on the exhibit tables. When the exposition opens on April 30 the Texas strawberry harvest will be nearing the end, and many of the choicest berries will be kept in cold storage that they may adorn the tables of April 30.

Another fruit that Texas will make a great display of will be Japanese persimmons. These are vastly different from the puckery sort grown in the northern forest, and which are not edible until frost. In Texas the Japanese persimmon ripens on the tree, attains a size of 11x12 inches in diameter, and possesses a delicious flavor. The exhibit will also contain fine specimens of lemons, oranges and pineapples. Texas is one of the leading nut producing states, her pecan orchards being the most extensive in the

[CONTINUED ON PAGE ELEVEN]

National Live Stock Association.

The "Denver Road" will sell round trip tickets to the meeting of the National Live Stock Association at Portland, Ore., January 12-15, 1904, at the following rates: One lowest normal first-class one way fare, via Huntington or Billings, returning same route, or going via Huntington, returning via Billings or vice versa. Going via Huntington or Billings, returning via Shasta route or O. R. & N. Co. steamers to San Francisco and direct routes from there at rate of \$13.50 higher; final return limit, January 31, 1903. Going transit limit January 12, 1904, going passage to begin on date of sale. Returning transit to begin on date of execution. Joint agent at destination will execute tickets by attaching validation certificate thereto. Stop-overs will be allowed within final limit at and west of Colorado common points by depositing tickets with ticket agent at stop-over point. A. A. GLISSON, Gen. Pass. Agt.

PROFESSIONAL MEN.

R. H. GOUGH, M. D.
PHYSICIAN AND SURGEON
Special attention given to Surgery and Diseases of Women. Electrical and X-Ray Machine in office at J. P. Harding's Drug Store
Res. Phone 20 Office Phone 26
Hereford, Texas

C. P. ESTES, M. D.
PHYSICIAN AND SURGEON
Phone No. 82
Office at Burns & Smith's Drug Store
Hereford - Texas

A. D. BRUBAKER, M. D.
PHYSICIAN AND SURGEON
Special attention given to diseases of lungs, rheumatism, female diseases and rupture successfully treated without the knife. All calls attended to during day or night.
OFFICE AT HEREFORD HOUSE
TELEPHONE NO. 46

J. W. HICKS, M. D.
PHYSICIAN AND SURGEON
Office at T. M. Coulson & Co.'s Drug Store. Telephone No. 40.
HEREFORD, TEXAS.

Dr. Lyman B. Raschbaum, the Amarillo ear, eye, nose and throat specialist, will be at the Hereford Dental Parlors on the 1st of each month, where he will be pleased to attend to the needs of the citizens of Hereford and vicinity in his line. Dr. Raschbaum is also a scientific adjuster of eye glasses.

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
Office phone 65 Residence 18

WITHERSPOON & GOUGH
ATTORNEYS-AT-LAW
REAL ESTATE AND INSURANCE
NOTARY IN OFFICE
Office next door to Bank
Hereford - Texas

W. H. RUSSELL
LAWYER
Practice in all courts
Hereford, - Texas

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

Panhandle Marble Works
AMARILLO, TEXAS
MARBLE AND GRANITE
Monuments and Statuary
Iron Fences, Floor Tiling, etc.

S. B. Feemster
LOCAL AGENT
Hereford, Texas

A. E. STANLEY and GEORGE CLOYD, Managers

R. H. NORTON

DEALER IN

High Grade Meats Of All Kinds

We make a specialty of handling tender meats only—the kind that tickles your palate. Shop south of J. P. Harding's drug store. Telephone No. 27.

L. R. BASSHAM

A. C. HARROW

HEREFORD TONSORIAL PARLORS

BASSHAM & HARROW, Proprietors

Our Specialties.....

A N EASY SHAVE
NEAT HAIRCUT
CLEAN BATH

SHOP OPPOSITE
HEREFORD
NATIONAL
BANK

We have for prompt and future shipment to any point and in any quantity

PRIME SCREENED CRACKED COTTON SEED CAKE, MEAL AND HULLS

Write or wire us for delivered prices
Ft. Worth Grain & Commission Co.
 FORT WORTH, TEXAS

I HAVE ADDED A 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

WEST CO&G EAST
 TO R-R TO

EAST Rock Island System WEST

DOUBLE DAILY SERVICE

Free Reclining Chair Cars on all Trains
Pullman Buffet Drawing Room Sleeping Cars, Pullman Tourist Sleeping Cars
 between **MEMPHIS** and the **PACIFIC COAST**

J. S. McNALLY, D. P. A., Oklahoma City, O. T. **GEO. H. LEE, G. P. A., Little Rock, Ark.**

Miss Farley Entertains.

On last Friday afternoon from 1 till 6 o'clock, Miss Lucian Farley entertained her Sunday school class at her home. The young people enjoyed the refining influences of harmless games in which all took part. At the close of the afternoon, delightful refreshments were served and all went on their way rejoicing or having been participants in the happy affair.

Hereford Bulls For Sale.

We have 14 head of high grade White Face bulls, three years old, from the JJ herd, which we will sell cheap or trade for good yearling steers. Write or see

D. C. LAIRD,
 Manager OYO ranch, Dimmitt,
 42-4t

For Sale or Trade

business lots—**W. A. Smith:**

Have Patience.

The Hereford Telephone System is undergoing many repairs and the whole outfit will be overhauled. We ask our patrons to have patience and we will furnish the very best service possible at an early date.

W. G. Ross, Proprietor.

Are You From Missouri?

If so, please call at the Hereford Nursery and let us show you some of the finest fruit trees ever shipped to the Panhandle. We would also like to show you our home-grown stock. If you want nursery stock we are sure you will buy from us after looking at ours.

43 **HEREFORD NURSERY.**

NOTICE! NOTICE!

All persons indebted to **E. W. Dyer & Sons** will please call at once and settle, either by cash or note. 43

Resolutions of Thanks.

At a meeting of the Board of Directors of Add-Ran College on December 7, 1903, it was moved and carried that a resolution of thanks be tendered the Hon. John H. Stephens, through THE BRAND, for procuring from the government a Geological Atlas for the benefit of Add-Ran College.

Also a vote of thanks was extended to the Ladies' Aid Society of the Christian church for a bedroom suite presented to Add-Ran College.

Also a vote of thanks extended to Miss Ula Walcott for procuring from her friends at Midland, Texas, sufficient funds to purchase a set of kindergarten furniture for the benefit of Add-Ran College.

T. M. COULSON, Secretary. **F. HERRON,** President.

Wants The Brand.

Kenna, N. M., 12-6-'03.

Editors THE BRAND:

Enclose please find cash to the amount of \$2 for subscription to your paper. Please continue sending same to me.

With best wishes for THE BRAND.

Yours truly,
L. M. DOBBINS.

Windmill Repairing.

This is the time of the year when your windmill needs attention most. We have special facilities for keeping them in running order. Good plumbing will prevent freezing. If out of order call on Bell Bros. or ring up No. 24. 40tf

TO CATTLEMEN:

**Cotton Seed Meal
 Cotton Seed Cake
 Cotton Seed Hulls
 Rice Products.....**

Write us for delivered prices. Quotations furnished regularly if requested.

WEEKS BROKERAGE CO.
 HOUSTON, TEXAS

Advertised Letters.

Remaining in the postoffice at Hereford for the week ending Dec. 8, 1903:

Capt. B. T. Abbott, Coot Brookhiser, J. W. Gule, E. Hanson, Jim Hamm, G. W. Halcomb, Elmo Jordan, Frank Kidney (3), H. H. Lienen, R. W. Nudd, J. A. Mandell, Bob Morton, Jim Roberds, dead letter for Chas. Lee Byrd.

W. J. WALTERS, P. M.

Money to Loan.

\$50,000.00 on ranch lands at 8 per cent interest. Write me for particulars. 42-2t

W. J. MORAN,
 Midland, Texas.

For Sale or Trade.

One 45 Colt and one 44 S. & W. revolver for sale cheap. Will trade for repeating shot gun. Call at this office. 42-2t

For Sale

100 tons of good feed. See **W. M. BUTCHER,** at Witherspoon & Gough's 42-3t

MERRY CHRISTMAS

Headquarters for Santa Claus

We want your Holiday trade along with our Drug business

Burns & Smith, Druggists

A BOOM

does not, ultimately, bring about the best results to a community.

THE PANHANDLE

is NOT on a boom, but is enjoying the most rapid growth of any section of Texas.

WHY?

Because only recently have the public at large realized the opportunities which this northwest section of Texas offers. The large ranches are being divided into

SMALL STOCK FARMS.

Wheat, corn, cotton, melons, and all kinds of feed stuffs are being raised in abundance, surpassing the expectations of the most sanguine.

A country abounding in such resources (tried and proven), together with the

LOW PRICE

of lands, cannot help enjoying a most rapid growth, and that is what is happening in the Panhandle.

"THE DENVER ROAD"

has on sale daily a low rate home-seekers ticket, which allows you stop-overs at nearly all points; thus giving you chance to investigate the various sections of the Panhandle.

Write **A. A. GLISSON,**
 General Passenger Agent, **FORT WORTH, TEXAS**
 For pamphlets and full information.

IN MEMORIUM.

Again, we pause in the great march of life, for the Great Commander has come, and summoned one from our ranks, that he might promote her to a more exalted position, and confer upon her the highest honors.

Hushed was the childish laughter, and light the tiny footfall upon the floor of the school room, when the "little ones" were told that their teacher had gone away and could never return to them again.

How like a shock it came to us on last Sunday evening, when word was passed from lip to lip that our primary teacher, Miss deGraffenreid, was very sick, and could not be with us long.

Although Miss de Graffenreid had not been well for some time, yet, no anxious fears had been entertained for her, as she was able to be in the school room and do her work in her usual way until the close of the day on Friday. Friday night she spent at the home of Mrs. Robinson with a friend, but was not herself, as she said she felt so tired and exhausted. On Sunday morning when Miss de Graffenreid arose, she complained of a severe pain near her heart, and was soon compelled to return to her bed. Her physician was immediately sent for, and how faithful was this good man. Loving friends and gentle hands administered to her every want, and how we tried to keep her with us, but no! Miss de Graffenreid had heard the call of the Great Father, who said to her, "child, 'tis enough, come up higher."

She went from us at noonday, Tuesday, December 8th.
 "There is no Death! What seems so is transition,
 This life of mortal breath
 Is but a suburb of the life elysian,
 Whose portal we call Death."

Bell Bros

The practical tanners and manufacturers want your orders for anything in their line. We make what you want subject to your order. Come and see us. * * *

We Furnish Steel Tanks, Dipping Vats. Drinking Tubs and Any Kind of Fitting for Water Works of Any Description at the Lowest Prices. * *

We can repair your wind mill, stop sand from flowing from your well, do your plumbing or competently handle any work in our line. *

Bell Bros

Rebecca de Graffenreid, whose home was with her sister in Quanah, Texas, has spent the greater part of the past three years in Hereford, where she has had charge of the primary department in our city schools.

Besides her sister, who was at her bedside when the last summons came, she leaves an aged mother, who lives in Quanah, Texas, and a brother in the Indian Territory.

One universal desire of humanity is—to be remembered. To die and be forgotten has a sad, pathetic sound. Men have tried to erect monuments that will cause their names to be held in remembrance as long as time shall last. The great pyramids of Egypt were built for this purpose by kings whose bodies have been lifeless for more than forty centuries.

The one who has just gone from us, needs no such monument of stone or marble, for though dead, she yet speaks in the lives of the men and women who were once her pupils, and who learned from her the first great lesson of life.

Miss de Graffenreid's life work was in the school room. How many homes she has touched, and how many fond hearts will breathe fervent blessings over her grave, and how many will rise up and call her blessed.

It has been said of this noble woman, that in sunshine and storm alike, she was always found at the post of duty and that she poured out the best of her life in the school room. Her daily walk and every day life are a sermon, and in it she says,

"So live that when thy summons comes
 To join the innumerable caravan
 That moves to that mysterious realm,
 Where each shall take his chamber in the
 silent halls of death,
 There go, not like the quarry slave scoured
 to his dungeon,
 But sustained and soothed by an unflinching
 trust
 Approach thy grave like one who wraps
 his mantles about him,
 And lies down to pleasant dreams."

After a short service conducted by Brother Elder of the Baptist church and a friend of many years of Miss deGraffenreid, she was taken to Quanah on the Tuesday evening train and on Wednesday was laid to rest in her narrow home.

For Sale.

Good three room house and two lots for sale cheap.
 34-11 F. Herron.

SPECIAL CLUBBING OFFER

A man who is fully alive to his own interests will take his local paper because he gets a class of news and useful information from it that he can get nowhere else.

STRONG-MINDED

Up-to-date men also want a good general newspaper in order to keep in touch with the outside world. Such a paper is The Dallas Semi-Weekly News. A combination of THE BRAND and The Dallas Semi-Weekly News is just what the farmers of this section need in order to keep thoroughly posted upon local news, home enterprises, personal items, state news, national affairs, foreign matters. In short, this combination keeps the farmer and his family up to the times on information.

For \$1.75 we will send the two papers one year—156 copies. The Dallas Semi-Weekly News is alone worth the money to any intelligent farmer or stockman of this locality, to say nothing of other special features.

SUBSCRIBE NOW

SEE HERE!

Do you want something good and sweeter than "the water million smilin' on de vine" or "de 'possum in de oben wid sweet taters good and brown?" If so call on Lee Gilliland, the "red-head butcher" or "Joe Bush" for short, for his meats are fresh and fine.

Tierra Blanca Herefords

L. R. BRADLY Registered Hereford Cattle

...BREEDER OF

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 * * *

HEREFORD FUEL OIL CO.

DEALERS IN
 Beaumont Crude Oil, Manufactured Ice and the Genuine Primrose "Nigger Head" Coal

"Once you try it, you'll always buy it"
 Your patronage will be appreciated and given prompt attention
 PHONE 76 **TROY WOMBLE, Manager**

F. HERRON

C. E. EDWARDS

Herron & Norman

DEALERS IN

Hay, Grain and Feed Stuffs
HIDES BOUGHT AND SOLD
 A reasonable portion of your patronage solicited
TERMS: STRICTLY CASH

A PANHANDLE BOOK

The Southern Kansas Railway Company of Texas has printed a little book descriptive of the Panhandle of Texas and setting forth its advantages to the homeseeker. This book is intended to be used in the work of developing and settling the country and we are pleased to offer it to our friends for this purpose. Anyone interested is requested to send us names and addresses of friends in other states to whom they would like this book sent. We shall be pleased also to send out these books to lists of prospective patrons sent us by real estate agents in the Panhandle. If you want a copy send me your name and address.

DON A. SWEET, Traffic Manager
 Amarillo, Texas

Subscribe for The Brand--

1-3 off on Glassware at L. & B.'s.

Come and see Santa Claus at Burns & Smith. 43

J. T. Dendy of Boom was in town Saturday for supplies.

A full assortment of hats just received. E. W. Harrison. 43

A. H. Morris was in from his ranch Tuesday after supplies.

Try pickled pigs feet for that hungry feeling. J. W. Martin has 'em. 43

Mr. Vaughn of Swisher county was a guest at the College Saturday night.

All Queensware (fine lot) at big cut prices at Loveless & Black's furniture store. 43-2t

Mr. Elliston of near Claude has purchased the E. L. Ellis place and will move to Hereford.

Wanted—100 ladies to wear "Topsy" wool and fleece lined hose. For sale by E. W. Harrison. 43

J. M. Ligon, living 12 miles west of town, was in on business Monday and made this office a pleasant call.

Witherspoon & Gough write farm property in the Etna of Hartford and Hartford Fire Insurance Companies. 43

Pres. R. Clark is attending the Lectureship, and reports that there are prospects for students from Dallas county.

What for a Christmas present for father, brother, son or friend? A hat from the newly arrived stock of E. W. Harrison is in good taste. 43

J. C. Womble and wife, who reside in the northeast part of the county, are in town this week, the guests of their sons, Troy and Will.

I have a small remnant of the C. E. Spath furniture stock for sale at any old price. \$1 chairs for 50c. \$1.25 chairs at 65c. Ward Bratton. 43

Witherspoon & Gough this week sold for Mrs. S. M. Powell, three sections in Swisher county, the purchaser being Dr. T. F. Nanny of Brownwood; consideration \$6720.

Ideal Dairy

WALTER RICKETTS, Prop.
We deliver pure Jersey milk and cream in sealed glass dairy jars in any quantity desired. Pure butter delivered in pound packages, wrapped in parchment and cardboard cartons.

Phone No. 38

Hereford Transfer

W. T. SMITH, Prop.
All kinds of light hauling done on short notice and in a satisfactory manner. Phone No. 100

Baggage Delivered to all parts of the city

Jay Gould Once Said:
"TAKE CARE OF THE DIMES

THE DOLLARS WILL TAKE CARE OF THEMSELVES."

This piece of advice coming from such a high authority should not be regarded lightly. It is just as true for today as for the time it was made. We offer every encouragement to those who wish to save.

The Hereford National Bank

Hereford, Texas

The Hereford National Bank

Hereford, Texas

The most essential principles in the successful conduct of a Bank are Fidelity, Conservatism and Integrity.

On these as a firm foundation, Safety and Soundness are built. The employment of these methods by this Bank has resulted in its uninterrupted prosperity for the past three years.

Do you think a bank of this character is the best institution with which to do business?

JNO. E. FERGUSON, President.
C. W. DODSON, Cashier.

E. W. Harrison for ladies' shoes.

Mr. Wier of Falls county entered Add-Ran College Tuesday.

Carpets, Matting, Rugs and Linoleum at bottom prices. L. & B. 2t

Mrs. L. F. Alby returned Sunday from a visit among Amarillo friends.

Get milk from the Ideal Dairy to do your Christmas cooking. Phone 38. 43

T. J. Bassett came in from his ranch 18 miles north Monday with produce to sell.

The kind of collar you want unless it is a mule collar, is to be found at E. W. Harrison's. 43

J. R. Blanton has sold his 320-acre ranch in Castro county to W. H. Howard; consideration \$1400.

Our holiday assortment of neckwear will soon be here. Come early and get the pick. E. W. Harrison. 43

Mrs. Wm. Boyce, who had been visiting her sister, Mrs. Jno. E. Ferguson, returned to Amarillo Monday.

If you are tired of beef and pork try some of that Scotland trout and Norway fat mackerel at J. W. Martin's. 43

W. A. Henry of Garza, Denton county, was in this county the first of the week prospecting with a view to locating here.

If you wish to patronize a business college whose courses are modern, up-to-date and thoroughly practical send or go to the Roberts School, Bowie, Texas. 43

J. H. Biggs and family left this week for Vernon where they will reside in the future. Before leaving Mr. Biggs paid this office a farewell visit and renewed his subscription to THE BRAND.

Just received a nice line of heating stoves, and an investigation will prove that we are still holding up our reputation of selling better goods for less money than anyone in town. D. R. Gass & Sons. 38tf

DOCKRAY BROTHERS
DEALERS IN ALL KINDS OF
Fruit, Shrubbery and Ornamental Trees
BEST NURSERY STOCK
AT LOWEST PRICES SAN ANTONIO, TEXAS
REFERENCE
JOHN WOOD & SONS, BANKERS, SAN ANTONIO, TEXAS

The Famous Shoe and Clothing Company
On account of only a small amount of goods ordered having arrived we will sell at cost until spring. Come in and price what we have

E. W. Harrison for nice pants. 43

L. D. Shephard of Dimmitt was up Tuesday for supplies.

We sell fine, thick "whip" cream for 15c per pint. Phone 38. 43

T. J. Davis returned from a business trip to Quanah Wednesday.

Complete line Xmas nuts, apples and candies ready for you at J. W. Martin's. 43

Mrs. W. D. Robinson left this week for Oklahoma, where she joined her husband.

For substantial Xmas gifts visit the furniture store. Prices cut. Loveless & Black. 43-2t

S. B. Harbison, one of Castro county's ranchmen, was a business visitor to the city Saturday.

If you have a friend who doesn't wear sox, get a pair of E. W. Harrison and put on the Christmas tree for him. 43

Phone the Ideal Dairy when you want fresh butter. 43

Mrs. J. H. Stinson spent Sunday with friends at Roswell, N. M.

When you want something good to eat go to the City Bakery, Geo. W. Eagle, Proprietor. 36tf

W. W. Hammond of Amarillo came down Monday, returning on the afternoon train.

What kind of a tie are you going to wear Christmas? Let E. W. Harrison help you to decide. 43

T. G. Walker who owns a ranch 17 miles west of town, returned from the territory Monday where he had been to look after shipping his cattle to this county.

It has been demonstrated that deep plowing is more essential than irrigation for the successful raising of crops. The Moline disc plow solves the problem. See the String-fellow-Hume Hardware Co. 37tf

The Brand

Official Organ for Deaf Smith and Castro Counties

Published Every Friday by
VANDEBURGH & RAY
Editors and Proprietors

It is now believed that Roosevelt will be opposed for re-nomination by the Hanna delegation. While the southern people haven't a superabundance of confidence in Uncle Marcus, they would prefer his cunning, to the onslaught of insults to the American people by the monarchical tendencies and radical equalization ideas of our much beloved Teddy. If we cannot enjoy the privileges of a Democratic administration, let us by all means have the Ohio leader so that we may rid our memories of the renown negro champion.

WE are forcibly impressed that the ideas and principles on the Prohibition-Saloon question that are being daily expressed by the Amarillo Star are decidedly erroneous. Because local option has not prevented the sale of strong drinks heretofore and is not preventing their sale at the present time in certain towns is no reason why the earnest crusade against saloons should be abandoned. That the crimes are many and the evils widespread that whiskey causes cannot be refuted; and the fact that saloons have been hard, and sometimes impossible to eliminate shows them to be a strong factor and render it all the more necessary that those who advocate right living put forth greater efforts to become rid of them.

SOMETIME ago many of the Panhandle towns were eager to secure the Farmers' Institutes which are being held in various portions of the state, and in many instances slight efforts were put forth on the part of the citizens to induce instructors to come to this section of the state, but these efforts were futile and all ended in defeat. Now, the question is, what are we to do? Are we to become discouraged because we have been foiled in our first endeavors to secure this valuable aid to the development of our country? No! There is yet a chance for us if we are willing to try. On the 12th inst. the A. & M. College will send four lecturers to Wichita Falls to hold an institute and while they are in this end of the state, why not, by united action on the part of a number of towns, invite them here and arrange to hold meetings at different places in the Panhandle? We have been informed by the A. & M. College officials that, while they could not send men to any one town in this far-away land, they would gladly do so if a number of institutes could be arranged for so that they would be enabled to perfect their work by making one trip to the West. We should be glad to hear from other towns through their papers and in the meantime would like to discuss the matter with our citizens. However, we are authorized to state that Hereford is ready and willing and all that we need is the co-operation of a few other towns. If interested in this move, let us hear from you.

AMONG several changes recently made by the Fort Worth and Denver road in their passenger schedule is that of the north bound, it now reaching Amarillo in time for quick connections to be made with the Pecos Valley south bound which will prove of great convenience to passengers headed westward. Also, from now on there will be double daily mail service between Fort Worth and Amarillo.

THE BRAND is desirous of doing all within its power to be a factor in the development of this country, as well as to keep its readers posted on local events of interest. To do this it will be necessary for us to receive the hearty co-operation of our Panhandle readers in the endeavors we propose to make to give our local readers all information possible on the subject "Farming in semi-arid regions." We do not wish to confine this feature of the paper to any particular line of farming, but aim to include all branches, such as stock or poultry raising, forest or fruit tree planting, raising of grain and garden truck, in fact, anything pertaining to farming in an agricultural country. As editors of a newspaper we don't propose to give OUR views on any of the different branches of this subject as we have no practical views whatever, not being experienced farmers, nor do we propose printing a mess of "plate" or "patent" matter, the writers of which, in many cases, having had about as much practical experience in farming as most farmers have had in printing. What we want to publish is facts concerning farming in this country in all its branches and we want these facts to be established from actual experiences by actual and known residents of this section of the country. Only this class of people can furnish this sort of information and we must, therefore, rely on our readers to furnish us this information for the edification of other farmers and for the development of the country. We will endeavor to supplement this information, thus gleaned from our farmer readers, with results from government experiments, both State and National, and also suggestions from these experts regarding questions of vital importance to farmers in this section. In many instances suggestions will be made which may or may not be of value to our farmers, which can be determined only by an experiment. We are indebted to Congressman John H. Stephens and George L. Clothier for information regarding U. S. government experiments, which is supplied to us by the Bureau of Agriculture. Since the State does not see fit to establish an experiment station on the plains nor even send lecturers here, it is THE BRAND'S purpose to supply the information, as far as possible, that the experiment station or Farmer's Institute lecturers would give. Will you assist us?

College Recital.

Miss Hamlett's piano pupils, assisted by the vocal pupil's of Mrs. Lee Clark, will give a recital in the College chapel, Tuesday evening, December 15th, at 8 o'clock. Everybody cordially invited.

Strayed

One Poland China boar. Finder return to or notify John Clark and receive reward. 42tf

J. P. HARDING, Druggist

....DEALER IN....

Drugs, Medicines and Chemicals
Gold Jewelry, Watches and Diamonds

....HEADQUARTERS FOR....

School Books and Stationery
Paints, Oil, Varnishes and Brushes

'PHONE 26 NIGHT 'PHONE 130
HEREFORD, : : : : TEXAS

Garrison Bros.

....Dealers In....

Stoves, Builders Hardware, Saddles and Harness, Farm Implements, Wire and Windmills.

The Samson Windmill has gained a popularity that places it in the lead. This is due to its strength of construction, and self-governing qualities. In implements, we make it a point to handle the makes best adapted to the soil in this country. Our efforts in this line have met with much success, especially with our Hancock Rotary Disc Plow. Our trade on this plow for the past year has been an unparalleled success in this Disc Plow trade of Hereford. If you contemplate buying a Disc Plow, don't fail to learn the merits of the Hancock before you purchase. We have just received a car of Pipe and Casing and will be glad to figure with you on any size well outfit.

Garrison Bros.

Hardware and Implements.

BRAND ADVS PAY DIVIDENDS, TRY 'EM

Money Talks at Our Store.

We are not much on talking—it's kinder out of our line of business, but when it comes to exchanging GOOD GROCERIES for GOOD CASH we can do it in a most convincing manner. We have the best stuff money can buy and will stand behind EVERY ARTICLE. We are no stranger—and if you think we are reliable give us a chance at some of your business. 'Phone 25

Norman & Mabry
"THE PALACE GROCERY"

The Doctors LeGrand.

Dr. Geo. F. LeGrand has sold out his property interests in Graham and gone to Hereford to practice his profession. His father, Dr. G. H. LeGrand, moved to that country last year, and, only a few weeks ago, it was our painful duty to chronicle the death of Dr. Leroy LeGrand in these columns.

So it happens that Young county has lost three of its best citizens within a very short time.

Dr. G. H. LeGrand and his talented sons have been among the best of Young county's good citizens. Quiet, unassuming, agreeable in manners, strictly temperate and law abiding, there is hardly a family in the county who have so endeared themselves to the people as this one has. Into the houses of the rich or the poor, with or without prospect of pay, wet or dry, hot or cold, night or day, for the past twelve years or more, Dr. Geo. LeGrand has gone forth in his profession and demeaned himself at all times in a manner pleasing to his patrons and consistent with ethics of his profession. His old father did the same for years before. Now as they go into a new country, the Leader desires to express its appreciation of their good citizenship, their talents and their work and wish for them the best of success in the west, realizing deeply, however, the public and personal loss to us in their final departure. — Graham Leader.

We are glad to welcome this family to our town, for they have a good record and are valuable acquisitions to our citizenship, they having arrived in this city on Monday. Hereford is justly proud of her class of citizens and is ever ready to extend a cordial greeting to those who come so well recommended.

Trespass Notice.

All persons are hereby warned against hunting or otherwise trespassing on the Escarbada division of the XIT ranch. IRA ATEN, 37tf Division Manager.

FUTURE

Who Knows

What The Future Holds in Store?

It is a sealed book which only Time can open.

Have you provided for your family in the event of your death?

Have you provided for your own independence at the time when you will be mustered out of the ranks of business, disqualified by infirmity, old age, or disease?

Such a time must come to every living person.

A policy taken now in the New-York Life will banish all worry, heartache and regret when that inevitable time arrives.

To-morrow may be too late. You may then be unable to get one of the New-York Life's Accumulation Policies. Therefore—

Do It Now!

SAM H. MORRIS

is the New-York Life Representative. See him at The Western National Bank

Will Go to Portales, N. M.

E. J. White, who installed Hereford's telephone system and has managed it since that time (some two years), has sold his interest in the exchange to his partner, W. G. Ross, who becomes sole proprietor, and who has engaged the services of Moreland Caldwell, an experienced telephone man, to improve the system in every way possible. While our citizens will exceedingly regret the removal of Mr. White and his estimable family to Portales, N. M., where he has purchased the telephone exchange, they will join with THE BRAND in wishing for them unstinted success in New Mexico's new county seat and can highly recommend them to the good people of Portales.

W. O. W. Officers Elected.

Last Saturday evening, at the regular convention of Hereford Camp, No. 990, W. O. W., the following officers were elected to serve for the ensuing term: James A. Hughes, Council Commander; W. O. Purcell, Adviser Lieutenant; S. H. Morris, Clerk; E. W. Harrison, Banker; C. L. Sullivan, Escort; Dr. W. J. Rogers, Physician; P. L. Johnson, Watchman; H. O. Hubbert, Sentry; E. B. Black, F. H. Brittain and F. L. Vanderburgh, Managers, whose terms of office are one, two and three years, respectively. This Camp now has a membership of 125, and is in a flourishing condition.

Hereford College a Fine School.

Mr. H. C. Harding, manager of the LX ranch returned Saturday from Hereford where he went to enter Robert Capps in the Add-Ran College. Mr. Harding says that they have a fine school down there and he is highly pleased with the business course taught in the school. Robert will remain in school at Hereford until late in the spring when he will return to the ranch and work until fall, at which time he will again enter school. Mr. Harding is very proud of him as he started in on the ranch at the lowest wages of the ranch and has saved up enough money to pay his way through school for the winter. — Champion.

Meat Market Changes Hands.

Last week Messrs. Stanley & Arthur sold their meat market to R. H. Norton, who moved the market to the building formerly occupied by J. A. Johnson and later by C. E. Spath & Co. Mr. Norton has secured the services of A. E. Stanley and George Cloyd as managers. We suspect the patrons of this market will soon enjoy the eating of some of Norton's celebrated herd of Berkshire hogs and Hereford cattle.

Bank Notice

The annual meeting of the stockholders of The Hereford National Bank will be held Tuesday, January 12th, 1904, at its banking rooms, for the purpose of electing officers and directors to serve the ensuing year, and for such other business as may come before the meeting. Polls open from 1 to 3 o'clock p. m. 43-4t C. W. DODSON, Cashier.

Fires Are Expensive.

Now is the time when you should guard against fires. A defective flue is dangerous. Let us examine yours and repair same if necessary. 40tf BELL BROS.

Christmas Dinner

Your friends and relatives who join with you in eating their Christmas Dinner will enjoy themselves to the utmost if your groceries and provisions are bought at John A. Johnson's. Remember that we handle only choicest of Fancy Groceries (such as you will want on that day and such as you should have every day) and sell them at a less price than others charge for more inferior goods. Phone No. 7

**John A. Johnson
.: Groceryman.:**

Hereford Planing Mill & Construction Company

SNYDER & LACEY, Proprietors

MANUFACTURERS OF

Sash, Doors
Blinds, Moulding
Cypress Tanks
Drinking Tubs
Dipping Vats
Galvanized Tanks
Galvanized Flues

RETAILERS OF

Brick, Lime
Cement, Plaster
Glass, Putty
Galvanized Iron
Sheet Tin
Plumbing and
Building Material

CONTRACTING A SPECIALTY

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.

G. A. F. PARKER
President

J. P. CONNELL
Vice-President

F. B. FULLER
Cashier

**The Western National Bank
Of Hereford, Texas
CAPITAL - - - \$50,000.00**

DIRECTORS

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

**FIRST-CLASS
ACCOMMODATIONS**

**THE BEST TABLE
IN HEREFORD**

THE HEREFORD HOUSE

ASA MARTIN, PROPRIETOR

NEAR THE DEPOT

HEREFORD

TEXAS

Hereford Teachers Complimented.

All in all, it was one of the institutes ever held in the Panhandle. All the teachers were very enthusiastic and anxious to gain all the knowledge possible. The discussions were very heated. Especial mention should be made of Miss Griffith of Hereford. She is late of Missouri and is an up-to-date school teacher. Her subject, "The Bad Boy," was handled with marked ability, and called forth a storm of applause.—Rev. Randolph Clark of Hereford and Rev. Hardy of Clarendon, made able discussions on "Moral Education." The talks showed deep insight and scholarly attainments. The convention voted thanks to those gentlemen for their words of wisdom.—Hall County Herald.

A Good Word for Hereford.

Moreland Caldwell, now employed by the Hereford Telephone Company phones long-chats home to his mother every day. He is greatly pleased with the town. Says it far exceeds his expectations, both in size and the intellectual and moral status of the people. No carousing or drinking whatever allowed or wanted; and that grown folks are circumspect and kind and the young folks are conspicuously considerate and polite; that even with the brass band he has yet to hear any swearing or see any rudeness—much less dissipation.—Champion.

Recommend It.

Messrs. E. S. Ireland and Fred Conner writes: "We are now taking a business course in the Roberts School; Bowie, Texas, and find the school all that is claimed for it."

"We cheerfully commend it to those of our friends wishing to take a business education.

"Respectfully,
"E. S. IRELAND,
"FRED CONNER.

Local Option Club.

The members of the Local Option Club and all friends of local option are requested to meet at the court house Monday night at 7:30 o'clock. W. H. RUSSELL, LEE CLARK, Secretary. President.

ELITE CAFE

....AND....

Barbecue Stand

We keep on hand Barbecued Meats, Dressed Poultry, Fresh Oysters, Etc. Chili and Hot Tamales furnished in any quantity to families.

Best Meal in Town for 25 cents.

Place your orders now for your Thanksgiving Turkey. Telephone No. 104.

C. Dobbins
PROPRIETOR

College Recital.

Following is the program to be rendered at the pupils recital at Add-Ran College Chapel, next Tuesday evening at 8 o'clock, December 15, 1903:

Italian Song	CLASS	
Tarantelle	FLORENCE ROBERTSON	Meyers
Dance on the Lawn	MARY WILLIAMS	Kullak
Just to Be With You	NORA DANIEL	
An Evening on the Beach	NELLIE BLACK	Story
Cradle Song—Evening Bell	GLENNIS COLSTON	Kullak
Nearer My God to Thee	MARY TYGRET	
Idilio	GEORGIE HERRON	Lack
The Mill	ANNIE LOVELESS	Jensen
Simple Avon	MARY CLARK	
La Fontaine	MAY PIERCE	Bohm
Forgotten You	FLORENCE ROBERTSON	
Happy Birdlings	PATTI ESTES	Sidus
Whisper and I Shall Hear	BERT CARTER	
Valse op. 64	LENA FORE	Chopin

Lumber Yards Consolidate.

Last week a deal was consummated whereby E. W. Dyer & Sons disposed of their lumber yard and stock of lumber to J. C. Newman, acting for the Hereford Lumber Co., of which he is manager. Mr. Newman informs us that the stock of the two yards will be consolidated, which is easily accomplished, the two yards joining and to a stranger would appear as one immense yard. Messrs. Frank and Eugene Dyer, who have managed the former yard since its establishment at the time the town started, are gentlemen in every respect and THE BRAND joins their many friends in regretting their retirement from business. While Eugene has not announced his intentions for the future, Frank informs us that as soon as his business matters here are settled he intends to make a trip to Canada, and if conditions in that country suit him he may locate there.

Notice of Annual Meeting.

The annual meeting of the stock holders of The Western National Bank of Hereford, Texas, will be held at its office in the city of Hereford, county of Deaf Smith, and State of Texas, on the 12th day of January, 1904, between the hours of 10 o'clock a. m. and 4 o'clock p. m., for the election of a board of directors for the ensuing year and for the transaction of such other business as may properly come before the meeting. F. B. FULLER, Cashier. 43-4t.

Christmas Tree at Baptist Church.

There will be a Christmas tree at the Baptist church Christmas Eve night. Any and all who wish to join in with us are cordially invited to place any presents on the tree for their friends. Come one and all. J. W. HOUGH, Supt. Sunday School.

Announcement.

I now have management of the C. E. Spath & Co., stock of undertaker goods. It is a nice, complete stock and I will appreciate the patronage of those who are unfortunate enough to need such goods. 43 WARD BRATTON.

Things Good to Eat
Good, Wholesome, Fresh Groceries

We have just received 400 cases of new Canned Goods, California fruits—All standard goods—Also Vegetables, Meats, Soups, Etc., of the best established brands. We still handle the celebrated **Albatross Flour** as well as the **Silk High Patent**. Our entire stock is clean fresh and up-to-date. We cannot specify all the good things we carry in stock, but if you want **GOOD, STRICTLY FRESH GROCERIES** at prices that sound good to your pocket book, Pay us a visit or call up No. 50.

J. W. MARTIN

Hereford Lumber Co.

COMPLETE STOCK AND CORRECT PRICES. SEE US AT THE OLD STAND

Hereford Lumber Co.

SUBSCRIBE FOR AND READ THE BRAND AND KEEP POSTED

HUMPHREY PACKING COMPANY

HEREFORD, TEXAS

We will be ready about December 10th to receive fat hogs—dressed or alive—for packing purposes, as we propose to have established in Hereford an up-to-date packing plant by that date. We will pay the highest market price for fat hogs and respectfully request that you bring your hogs to this point, for which cash will be paid **ROBT. HUMPHREY, Mgr.**

C. C. FERGUSON

Dealer in

Grain and Coal

Sole Agents for the Celebrated "Nigger-head" **MAITLAND COAL**

Highest Prices Paid for Hides

Most centrally located Will handle a full line of Field Seeds

YOUR PATRONAGE IS SOLICITED

OUR STOCK IS ENTIRELY TOO LARGE

.....WE WISH TO REDUCE IT BY JANUARY 1ST.....

BEGINNING FRIDAY, NOVEMBER 20TH WE WILL SELL AT ACTUAL COST

Our entire line of ladies' and misses' Hats and children's Caps. Will also give a big reduction on men's and boy's and children's Suits, men's and boy's Overcoats and boy's Duck Coats, ladies' Jackets, ladies', misses and children's Underwear, men's and boy's Underwear, men's and boy's Overshirts, in fact on many articles in the dry goods line. Will also give very low prices on Groceries until January 1st, 1904.

HEREFORD MERCANTILE CO.

T. J. Stephens went to Roswell Thursday.

1-3 off on picture framing. Loveless & Black. 43-2t

Louis Arnold was in from his ranch Monday on business.

One good work horse for sale. See Hereford Mercantile Co. 43

H. E. Lyle went to Dallas Thursday where he will make his home.

Miss Dora Douglass returned Wednesday from a visit to Amarillo.

J. W. Bradley was in from his ranch east of town Monday on business.

Miss Florence Robinson has returned from a visit to her home near Artesia, N. M.

H. H. Stanley, living 5 miles south, was a business visitor to Hereford Saturday.

J. W. Gordon of Castro county was hauling lumber from Hereford to his ranch the first of the week.

B. G. Stegman, manager of the Amarillo telephone system, was a business visitor to Hereford Monday.

Mrs. Tuttle's remaining stock of hats, caps, ribbons, veils and laces are going at cost. At the Spath building. 43

S. L. De Spain and family were in town shopping Monday and Mr. DeSpain paid THE BRAND office a business call.

Pianos, organs, sheet music. Everything in the music line. Thos. Goggan & Bro., Galveston, Dallas, San Antonio. 10-1f

Jack Garvin of Amarillo Sounded in Hereford.

Rockers are fine Xmas gifts. Loveless & Black. 43-2t

W. J. McMinn was up from Arney Monday on business.

W. D. Robertson was a business visitor from Hart Monday.

Keg pickles and sauer kraut just received at J. W. Martin's. 43

L. R. Bradley, the Hereford breeder, was seen on our streets Monday.

W. J. Chapman and son were in from the North Draw Monday after cotton seed.

J. H. Holland, the well known Castro county ranchman, returned Sunday from Amarillo.

Children get your tablets, pencils, school books and all school supplies at J. P. Harding's Drug Store.

Horace Gooch, prospective manager of the Amarillo telephone system at Amarillo, paid Hereford a visit Monday.

C. C. Sanders came in from his ranch 10 miles southwest of town Saturday and transacted business with our merchants.

If you want your sod land plowed deep investigate the merits of the Moline disc plow, for sale by the Stringfellow-Hume Hardware Co. 37

Messrs. Coston and Guinn returned Saturday from a prospecting trip to Plainview, Hale Center, Lubbock and other points in the south plains country.

All 50 cent neckties at 50 cents. E. W. Harrison. 43

Eugene Dyer went to Texico on business Thursday.

You will find everything fresh and neat at the City Bakery. 39tf

Miss May Eagle left Thursday for Denison to visit her sister.

Guy Gamble and wife came in from Oklahoma Thursday.

Mesdames E. and J. W. Carter went to Canyon City Thursday to visit relatives.

Mrs. W. M. Burwell, wife of Sheriff Burwell of Amarillo, died Friday morning.

J. T. Thomas, living 10 miles north of town, was in Monday negotiating with our merchants.

C. E. Oliver's wife and mother left Thursday for Eureka Springs, where they will spend the winter.

List your lands with T. J. Graves & Co. They are prepared to sell it on the installment plan and cash the paper for you. 42

Mrs. L. Gough, who has been visiting her son, Dr. Gough, for several weeks returned to her home at Commerce Thursday.

J. C. Mauk, a prominent ranchman of the extreme northwest part of the county, was in Saturday looking after his interests in and around Hereford.

WANTED—Cattle to pasture. Have 8 sections with good grass and plenty of water. Call at this office for particulars or write E. L. Mangum, Hereford, Texas. 40-4tp

Medalions and fine pictures cheap at Loveless & Black's. 43-2t

E. Megert was in from his ranch east of town Wednesday.

J. J. Anderson was a business caller from Hart Thursday.

J. B. Carr of the western part of the county was a business caller to Hereford Thursday.

Judge L. C. Barrett of Amarillo was in town the first of the week attending county court.

J. M. Daniel returned from Texico Thursday with a broken leg, the result of his horse falling on him.

We still handle windmills and will make better prices and give better mills than anyone. D. R. Gass & Sons. 38tf

C. M. Hardin, manager of the Amarillo Lumber Co., was a business visitor to Hereford Tuesday and paid THE BRAND a pleasant call.

Messrs. S. H. Morris and C. S. Garrison and Misses Mina Dameron and Jessie Sullivan spent Sunday at the ranch home of Mr. and Mrs. A. J. Thompson.

We have the greatest variety of queensware to be found on the plains. They are ornamental and some are especially adapted for cooking and baking purposes. See them. D. R. Gass & Sons. 38tf

Judge J. Q. Tannehill, father of Mrs. Jno. E. Ferguson, and his daughters, Misses Bettie and Maude, left Monday for their home at Roswell, N. M., after spending several days in Hereford, the guests of Judge and Mrs. Ferguson.

GREATEST EVENT YET

DECEMBER THE MONTH OF MANY HAPPENINGS

Our mammoth stock was never more complete in every detail and we have never offered greater inducements to the trading public than at present. We have heard more words of encouragement and appreciative expressions from our citizenship during the last few months than ever before. Allow us just here to thank one and all for past liberal patronage and we accord to all a warm welcome to visit our store at all times.

BELOW WE MENTION A FEW OF OUR BARGAINS

As Undertakers we are prepared to render the best of service.

Bed Room Suite Department—Here we can show a line that will do credit to a town of ten thousand. Our prices range from \$90.00 down to \$22.50. Wholesale prices will prevail.

Folding Bed Department—In this department we show a line never equaled in the state. Goods are the best—prices will range on the zero order.

Rocker and Chair Department—A queen would smile to see our Rockers and sit for a moment in one of them. Our diners are the best. The knife has done its work to the price.

Dressing Tables, Etc.—Look for a moment at this beautiful line of Dressing Tables, Chiffoniers, Side Boards, China Closets, Book Cases, Library Tables, Dining and Center Tables. Aren't they beauties—and say, look, the price is so low.

Bed Department—Walk back here if you please and let us surprise you. See this elegant line of Iron Beds as well as wood beds. The price for December has been chopped.

Mattress and Queensware Department—Our Mattress stock is complete and cheap. Bed Springs the best. Prices the lowest. Our Kitchen Cabinets are pronounced O. K. On this side of our big store we show the most complete line of Queensware, Glassware, Lamps and China sets to be found in the Panhandle. The big per cent will be cut off.

Our Sewing Machine stock is overflowing. We handle the Standards: The White, New Home, The Singer, The Wheeler & Wilson, The New England Queen and The Jewell. Get our prices.

Medalion and Picture Department—For a moment cast your eyes upon the walls and behold the beautiful and inspiring hangings yonder. Those lovely Medallions and Pictures should be in your homes at those low prices. We have an immense stock of Picture Moulding. Will frame your pictures at special prices.

Rug, Linoleum and Curtain Department—Come go up stairs with us for a moment and visit our Carpet, Matting, Rug, Linoleum, Portier Curtains and Art Square Department. The beauty and usefulness of every item here, would say to you, you need me—take me home with you. It's getting cold weather. All prices hammered down. We are strictly the window shade people. We carry the best.

See us for low prices on Couches, Wardrobes and Baby Buggies.

As Undertakers we are prepared to render the best of service.

In conclusion let us say—if you need anything in our line—come to see us. We are one of you and we will protect you against high prices and shoddy goods. Yours for honest dealings

Loveless & Black, Furniture Dealers and Undertakers

J. H. Holland, one of Castro county's prominent cattlemen, was in Hereford Thursday.

W. B. Green, one of Castro county's sturdy farmers, was in town Monday selling produce.

Press Burnam, sheriff of Castro, was in town Thursday and went down to Roswell on business.

For a perfect fit, good workmanship and extra good quality of cloth in a suit of clothes or overcoat see C. L. Davis. 29tf

Mr. and Mrs. M. W. Shelley returned Sunday night from their ranch near Plainview. Mr. Shelley says that grass is good and that cattle are in fine condition.

McIntosh Bros. of Hereford, with ranch in Deaf Smith county, are the most recent additions to the Panhandle Stockmen's Association.—Clarendon Banner-Stockman.

The Roberts School, Bowie, Texas, has enrolled over thirty new pupils in the last few days, making an enrollment of over two hundred since last April. Isn't that a record? 43

Mr. and Mrs. Tom Harding, Mr. and Mrs. J. A. Harding and son, Robert, all of Howe, Texas, old friends of the junior editor of THE BRAND, arrived in Hereford Wednesday and went out in the afternoon to visit the families of Messrs. Cook and De Spain west of town. These gentlemen represent Grayson county's best citizenship and are here with a view to locating. They are pleased with the country and THE BRAND hopes they will cast their lots in our midst.

Lined gloves and mittens for men at E. W. Harrison's. 43

J. W. Gould of Castro county was in town the first of the week trying to sell his ranch.

We have a large line of the latest style shirt waists and would be pleased to show and price them to our lady friends. D. R. Gass & Sons. 38tf

J. F. Perry, living 8 miles south of town came in Monday and made arrangements to have his ranch home painted and papered and incidentally ordered THE BRAND sent to him.

Say, boys! you need a new suit of clothes for fall and winter wear and C. L. Davis needs your order for the same. Call and see his new line of samples. They are up to now. 27tf

Mrs. R. M. Johnson, who has been the guest of her daughter, Mrs. W. R. Evants, returned to her home at Barstow. She was accompanied by Mrs. Evants, who will be joined by her husband soon.

Rev. and Mrs. C. L. Cartwright went up to Amarillo Friday afternoon, where the former officiated in the marriage of Will Eakle and Miss Minnie McDonald, both of Amarillo; the groom being Mrs. Cartwright's brother.

T. J. Grady of Houston, an old friend and schoolmate of S. Loveless, came in Saturday to visit Mr. Loveless and paid THE BRAND office a pleasant visit. Mr. Grady is United States mail inspector and was worsted in the collision on the H. & T. C. at Ennis last spring which necessitated his laying off for a few months.

Mrs. E. Megert is visiting relatives in Grayson county.

Rev. C. W. Dunn left Thursday for Moody, where he will conduct a protracted meeting.

B. F. Westbrook and son of Dimmitt were in Hereford Thursday with several loads of millet hay for sale.

Call and see my stock of solid gold jewelry and watches before purchasing. Have just received a new lot of each. W. W. Meeks, Jeweler and Optician. 23tf

Have you a 'phone at your residence? If not, see W. G. Ross, manager of the local system. It will save you time; it will save you steps; it will not only save, but make you money. 33tf

G. W. Irwin of Marlin, was in Hereford Saturday and informed a BRAND reporter that he has bought a farm near town and will in a short time move here and make this his permanent abiding place.

In enumerating the list of those donating and loaning sums of money to Add-Ran College we stated that S. P. Bush loaned \$100, when, as a matter of fact, he donated that sum. R. J. Kibbe also donated \$100, instead of \$50, with which he was credited.

The graduates of the Roberts School are sought after by the business men of the state, and they draw good salaries. Young men and young ladies, go and join their number. It will take you only a few weeks to finish. Write Prof. Jno. T. Roberts, principal, Bowie, Texas, for illustrated catalogue. 43

For a nobby fall suit or overcoat C. L. Davis has the proper stuff. Call and see his samples at his office—first door south of Witherspoon & Gough's real estate office. 27tf

Rev. E. D. L. Tims has sold his residence property to B. Barnard (father of Mesdames H. B. Webb and J. W. Hicks of this city) of Parker county, who will move here with his family in the near future. Rev. Tims and family will leave soon for Mansfield, their former home, where they will spend the winter.

New Year's Drawing.

On January first 1904, at 10 a. m., T. M. Coulson & Co., will present to the holder of the lucky ticket the large, beautiful doll now on display in their window. This doll is valued at \$16.50, and a chance on the same will be given with every cash purchase amounting to 50c, either in their drug or Christmas goods line. Each ticket will have a duplicate, which latter will be placed in a sealed box until the day of drawing; when they will be placed in a basket and well shaken, after which some little girl will, while blindfolded, draw therefrom the ticket, the original of which, will carry away the doll. 42

Notice!

Is you are behind on your subscription to THE BRAND and have turkeys to sell, remember that all parties connected with THE BRAND are especially fond of this monarch of fowls and would gladly extend your subscription one year for a gobbler, or if you are not a subscriber we will place you on our list for that time. Who will

(CONTINUED FROM PAGE TWO)

world. Last year 500 car loads of these nuts were placed on the market. Honey is another product of which Texas will make a splendid exhibit.

There are 23 fruit associations in Texas, affiliated with one central body. These associations have made arrangements whereby the World's Fair commission will obtain for display a certain percentage of all fruit shipped and thus a fresh supply is insured for every day.

Texas will play an interesting part in the universal tobacco exhibit which will be a feature of the Agriculture building. Texas tobacco growers claim they produce a grade of tobacco that cannot be distinguished from the best Cuban tobaccos. They claim to have a soil identical with Cuba's, the same temperature and the same humidity of the atmosphere.

Work on Texas' star shaped building on the Plateau of States at the World's Fair is progressing nicely, and the unique and handsome structure will be ready for the furnishings by January 1.

HOTEL COVERS SEVEN ACRES.

Eighty-seven carloads of material have been delivered for the construction of "The Inside Inn." Work has progressed swiftly during the beautiful fall weather. The structure as it now stands, with its immense first floor laid, containing 348,000 square feet of floor space, presents the appearance of one immense dancing platform, with here and there pillars rising conveniently for the placing of lights. Were this used for a harvest picnic, it would accommodate 34,800 dancers at one time. This structure when completed, will be the most satisfactory temporary hotel ever built for use during an exposition. The management is going further in looking after the comfort of its visitors than has any of the great expositions held in recent years.

The opportunity to live on the exposition grounds is an unusual one and will doubtless prove very attractive to people who desire to see the exposition at its best. The guests of "The Inside Inn" will avoid the vexations of city travel, will lose no time in going to and from the grounds and will have the opportunity of visiting his room as frequently as he desires without expense or loss of time.

"The Inside Inn" is situated in the southwest corner of the grounds, 250 feet above the level of the city

**REGISTERED
BERKSHIRES**

I have a few choice Boars ready for service. Also, am now booking orders for Fall Pigs, which are of the best strains of breeding and are a very fine individual lot.

**R. H. NORTON
BREEDER
HEREFORD, TEX.**

and is reached directly from the Union Station, by the Market St., Laclede and Choteau Ave. car lines and easily from any gate by means of the Intramural Railway, which passes its door.

The hotel is 400 feet wide by 800 feet long, it is three stories high, with wide verandas extending along the entire house, a large rotunda and office, parlors and waiting rooms and a big dining room and restaurant seating 2500, thereby assuring prompt service to guests at all times. It contains 2257 sleeping rooms. These rooms may be had on either the American or European plan, the price being controlled by the size, location and furnishings of the room. The hotel is being built for E. M. Statler, well remembered as the owner of Statler's Hotel at Buffalo, and must be operated in a manner satisfactory to the exposition management. This guarantees to the public a satisfactory hotel service within the exposition grounds. Outside the grounds many other hotels of all sizes are under construction and every prospect promises abundant room at reasonable rates for all who visit the exposition from afar.

WORLD'S FAIR NEWS NOTES.

The contract for Idaho's World's Fair building was let last week.

Pike county, Ind., will show at the World's Fair a cube of coal 11 feet thick.

The Inland Press Association, comprising the smaller dailies of the North Central States will hold its 1904 convention at the World's Fair in May.

Ten of the large buildings on the Philippine section at the World's Fair are under construction. The supervising architect says that all will be under roof before Dec. 1.

Kentucky day at the World's Fair will be June 2, 1904. The newspaper men of Kentucky will visit the Fair on that date as the guests of the Kentucky Exhibit Association.

Much fruit is in cold storage at Houston for the Texas fruit exhibit at the World's Fair. Among the fruit are Ponderosa lemons larger than Rocky Ford melons. Some of these specimens weigh as much as two pounds.

The West Virginia building at the World's Fair is practically finished, and it presents a handsome appearance. The original contract price was \$18,000 but the plans were altered and several thousand dollars more were expended on it.

The Oklahoma building at the World's Fair is completed. On November 16th the structure was formally accepted by the Territorial Commission. Besides the Commission, the Governor and other officials attended the ceremonies.

Miss Sue Sutherland, a teacher in the city schools at Owensboro, Ky., is using the Louisiana Purchase map, issued by the World's Fair at St. Louis, as supplemental matter before her pupils. The purchase of the Louisiana territory, which now embraces about one-third of the total area of the entire United States, was one of the most interesting acts in American history, and a school child of today takes very kindly to any instruction along this line, because so many of them contemplate visiting the exposition at St. Louis next year, which is to commemorate this great event.

Keep Property From Burning

By taking insurance in the Hartford, Orient, Pennsylvania, New Hampshire, Scottish Union, St. Paul, National, Fire Association of Philadelphia, The United States, St. Paul and Aetna of Hartford.

**WITHERSPOON & GOUGH
AGENTS**

ELISHA CARTER

JOE CARTER

**CARTER BROTHERS
Livery, Feed and Sale Stables**

GOOD SADDLERS

GENTLE DRIVERS

Special Conveniences for the Drummers

HEREFORD

TEXAS

The patronage of the general public is cordially solicited

Burton - Lingo Co.'s

SPECIAL

40,000 Cypress Fence Stays at \$15.00 per 1000.

We also keep constantly on hand a well assorted stock of BUILDING MATERIALS of all descriptions.

Burton - Lingo Co. I. JENNINGS, Local Manager

The place where your business is appreciated and where fair treatment is accorded to all. "No trouble to Figure Bills."

W. S. Higgins

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HIGGINS & RICE

Dealers in

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

Bois d'Arc Posts

Cash for Hides
International Stock and Poultry Food

Wagon Yard
Connected

YOUR PATRONAGE SOLICITED

INTERNATIONAL STOCK SALT

The Positive Preventive of Black Leg. Builder up of Run Down Stock. Regulator of Bowels and Cleaner of Cattle After Birth, Can be Found Always at

C. C. FERGUSON'S FEED STORE

For special information apply or write to CONNER JOWELL, Hereford, Texas, Director of INTERNATIONAL STOCK SALT COMPANY

T. J. Graves & Co. have made several nice sales recently. 42

W. Connally of McGregor came in Saturday on a prospecting tour.

Headquarters for apples—fine ones in bushel boxes or less—at J. W. Martin's. 38tf

A. J. Hughes, of 9 miles south of town, was seen mixing with friends on our streets Saturday.

G. W. Riddle of Rosebud was numbered among Hereford prospectors the first of this week.

If you have any land to break you should see the Moline disc plow at Stringfellow-Hume Hardware Co's. These are the plows which are being used by Walter Fewell, with traction engine and which can be seen in operation at Judge Ferguson's ranch, 3 miles from town. 37tf

Two good houses to rent. See Hereford Land & Abstract Co. 41

B. A. Keithley of 6 miles north of town was in on business Saturday.

Fresh line of fine candies just received at J. P. Harding's drug store. 38tf

McIntosh Bros., prominent ranchmen of the North Draw, were in town Saturday.

For Sale—3 registered Hereford bulls, three years old. A. H. Morris, 15 miles north of town. 39t3p

W. C. Green has bought the Calloway place in the east part of town and moved there the first of the week.

T. J. Graves & Co. can sell your lands on the installment plan and cash the notes taken. List your lands with them. 42

Buy your school supplies at Burns & Smith's. 35tf

Commissioner R. N. Mounts was in from the ranch Saturday.

C. L. Davis guarantees every suit of clothes or overcoat he sells. 29tf

J. D. Williams was in town Monday from his ranch, southeast from town.

Wanted—About 60 head of cattle to winter. G. W. Syms, Dimmitt, Texas. 41-3tp

J. D. Thompson, of the firm of Thompson & Murchison, was in Hereford Saturday shipping fat cows.

Have you seen the new samples of clothing at C. L. Davis' office in the Witherspoon & Gough building? If not you should look them over before buying elsewhere. 29tf

Try some of the home-made candy at City Bakery. 36tf

Fred Cliett came down from Amarillo Monday.

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

Mr. and Mrs. R. C. Phansteel and daughter, Miss Nellie, were in from the ranch Monday.

Wanted—A woman to do general house work. Apply to Mrs. L. Gough, Hereford, Texas. 41tf

W. L. Fallwell, a prominent ranchman of Castro county, was transacting business in Hereford Saturday.

C. L. Davis is agent for the celebrated custom-made clothing firm of Strauss Bros. of Chicago. Call and see samples of their goods. 29tf

XIT LANDS FOR SALE CHEAP

At \$3 to \$4 per acre and up

ON ACCOUNT OF THE CAPITOL SYNDICATE Company's (better known as the XIT's) intention to discontinue their cattle business their large ranch, consisting of over 3,000,000 acres and situated in the best part of the Texas Panhandle, will be sold in any size tract—to suit the purchaser.

This land is all fenced and has numerous wells and windmills, and other similar improvements which make it the best in the Panhandle. Improvements on land purchased will be sold to the purchaser at the actual cost to the Company.

Nearly 2,000,000 acres of this great ranch has been sold and it will be only a few months until the stock farmer of one or two sections

will have the one million acres left in beautiful homes and farms.

It has been demonstrated that the small stock farmer can make more money compared to his investment, than can the large ranch owner, and the splitting up of this large ranch (until recently the largest ranch in the world) will be a great boon to this class of farmers.

The Pecos Valley railroad (a branch of the Santa Fe System), the Chicago, Rock Island and Pacific and the Fort Worth and Denver City Railroads are now intersecting this great ranch and the Choctaw road is now building from Amarillo to Tucumcari, N. M., and will traverse the entire Deaf

Smith county portion of the ranch. It is also expected that the Santa Fe branch, running to Albuquerque, N. M., will be built from Bovina in the near future.

This land, being situated in the western part of the Panhandle, lies close to the mountains of New Mexico and therefore is more susceptible to good rains than is land farther east.

This section of the Panhandle is noted for its mildness and even temperature—both in winter's cold and summer's heat—and has the right altitude for an invigorating and dry atmosphere. The nights are always cool, insuring sound and refreshing sleep.

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