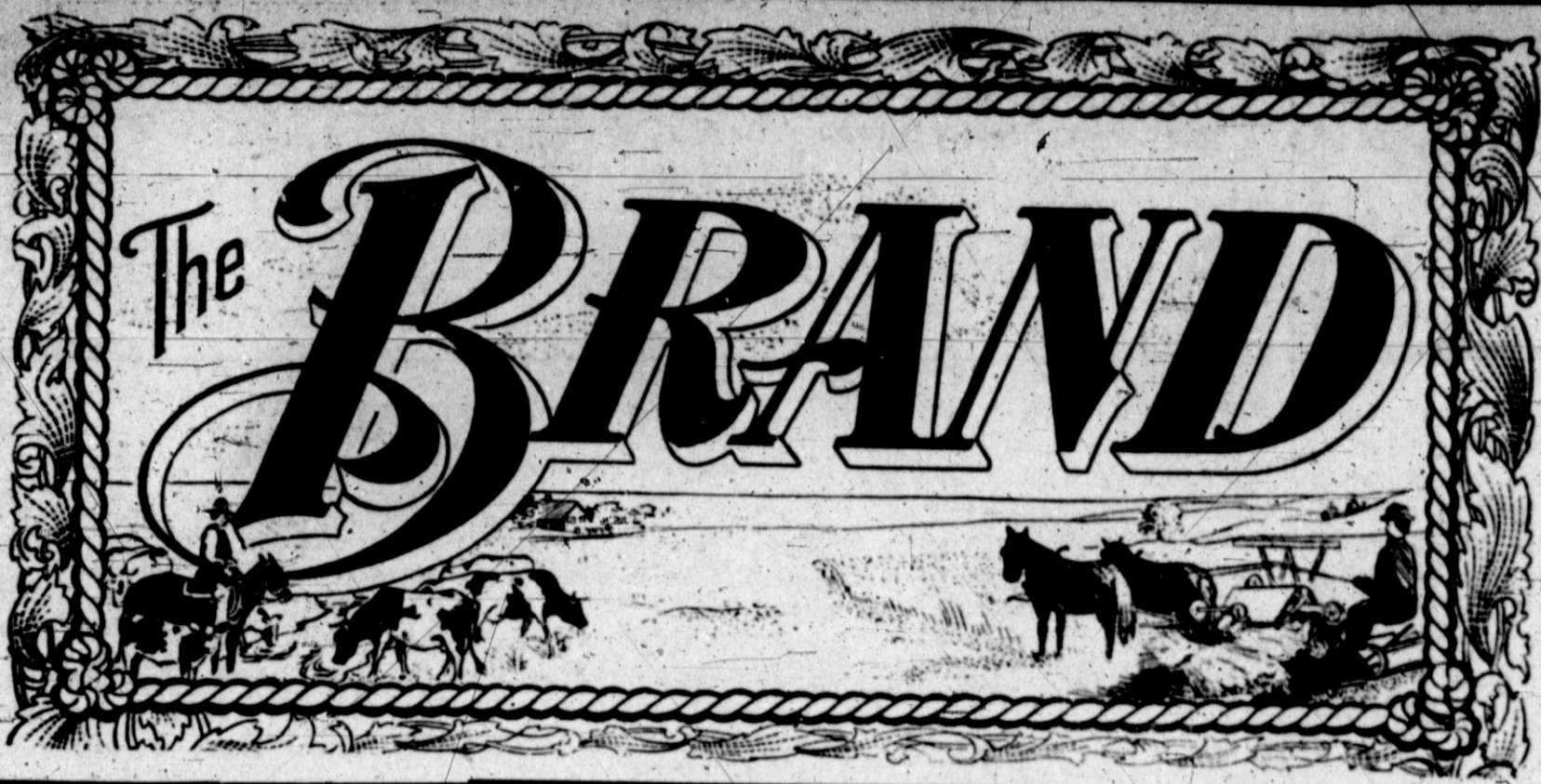


A
Weekly
Paper
Devoted
to the
Interest
of the
Pan-
Handle
of Texas



Subscription Rates
Per Year... \$1.00
6 Months... .50
3 " " .25
IN CLUBS OF SIX
To six different
addresses, \$5.00

Advertising Rates
Display, 50 cents
per inch monthly.
No Discounts for
time or space.
Local reading no-
tices, 5 cents
per line, each in-
sertion.

**TERMS, CASH IN
ADVANCE**
Address all busi-
ness communica-
tions and make
all remittances
payable to the
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, NOVEMBER 20, 1903

No. 40

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

Your Winter UNDERWEAR

Is it sufficient to protect you from the bitter cold? Can you afford to be without the best? This is too important a subject to ignore. Procrastination always has been your enemy. Delay no longer but see our superior Worsted Woolen light weight underwear and the heavy weight wool. They are it. A sensible, economical proposition. Perhaps you have had the 7-year itch and caught up on scratching, well we have

Wright's Health Underwear and Heavy Weight Cotton Fleeced in Stock

We can remedy your needs and desires. Another important point in this issue is that the price is right. This question is worth your consideration and inspection. An investigation will prepare you for judicious buying and also demonstrate the superior value of our goods. We earnestly request you to pay us a call

Haberdasher Harrison Furnisher to Men

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

FROM TEXICO.

Interesting Items From the New Town on the Mexico Border.

Hereford was represented again Saturday in the wolf chase.

Buck Bishop of Floyd county, Texas, was visiting friends in Texico this week.

T. C. Hunt will attend United States court at Socorro, commencing November 23.

The tail end of that Montana blizzard struck here Monday in a mild, invigorating form.

Dr. T. C. Linthicum is having lumber hauled to build another good residence on his ranch five miles from town.

T. J. Gamble brought his mother from Hereford last week to reside with him in the future at his new home west of town.

C. D. Steele returned yesterday from Kansas City with a crick in his neck caused from trying to see the top of the buildings up there, he says.

An independent packing house will no doubt be money saved to the cowmen, but an independent railroad will be next in order to move the cattle.

That "only" cattle guard at the state line has been an expensive "betterment" to the Pecos Valley Railroad Co. if section men and time are worth anything.

Several of Texico's sports were kangarood and fined good round sums for attempting to slay a pet deer who happened to stray away from its home a few days ago.

C. O. Leach, our tax collector, is here this week giving the good people receipts for their money and his rolls show more property per capita in this precinct than any other in the county.

Sam Loveless of Hereford was here a couple of days this week and remarked upon the wonderful growth of the town and general improvement of the surrounding country in so short a time.

George Probasco is drilling a well on W. S. Winters' place, 12 miles west of town.

The Pea Vine company will have to get a move on if that depot is completed according to contract.

F. M. Allen sold his new store house and lot on Garwood street to J. W. Jerries of Henrietta recently for \$850 cash.

Uncle John Darby, surveyor in this district, was in town Friday after several days' absence in other parts of the county.

J. C. Dyer's frequent visits to Bovino lately has caused Madame Grundy to whisper about big stacks of cakes, with the usual presents.

Attorney Jack Harwell announces that he will practice in all kangaroo "kourts" in this territory hereafter for nominal fees in advance. Your business solicited.

Cotton picking down in Texas is about over and a great many people from those parts have made up their minds to secure themselves homes here with the proceeds of that same cotton. They realize the fact that in a little while good homes without cost will be a thing of the past.

Our school directors are determined to give this community every advantage possible in the schools it seems. They announced yesterday that they had rented a building in town, employed another teacher and in a few days would be able to accommodate every pupil in the district.

Among the new comers the past week who will locate in this vicinity are the following: W. S. Winters and family of Boyd, Texas; Dr. Brian and family of Vernon, Texas; Mr. Wilson and family of Wise county, Texas; Mr. Vaughn and family of Denton county, Texas. All of whom have come prepared to help develop beautiful homes in this magnificent country. AARON.

Advertised Letters.

Remaining in the postoffice at Hereford for the week ending Nov. 14, 1903:

Mrs. Pearl Cosper, C. C. Clark, Artie Champeon, D. H. Carpenter, S. M. Darrs, Mrs. Dord Darrs, W. B. Davis (dead letter), Mrs. Jewell Freeman, A. L. Freeman, Loney Faulker, W. A. Heckman (plaster), Jim Hamm, G. F. Leebre, P. W. Nudd.

In calling for above please say "advertised".

W. J. WALTERS, P. M.

Notice.

The Ideal Dairy can deliver milk in sealed glass bottles at your door every day cheaper than you can feed a cow. Try it and see. Phone 38. 40-3t

Wanted.

Good list of city, farm and ranch property for sale that I can have exclusive control of, so I can advertise same. J. A. WILLIAMS, 38tf Office Coulson's drug store.

The Road to Success.

Protect what you have against loss by fire. All successful business men carry insurance. See T. J. Graves & Co. for rates. 35tf

PROFESSIONAL CARDS.

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

W. J. ROGERS, M. D.

PHYSICIAN AND SURGEON

Special attention given to Piles and other rectal troubles.

Office at Burns & Smith's Drug Store 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.

MISS ZULA VANDERBURGH

TEACHER OF

PIANO AND VOICE CULTURE

Studio at Residence

A. E. STANLEY

C. P. ARTHUR

STANLEY & ARTHUR

DEALERS IN

High Grade Meats Of All Kinds

We make a specialty of handling tender meats only—the kind that tickles your palate. Shop rear 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

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."

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

Visit the Ideal Dairy and see how clean everything is. 40-3t

W. L. Sain, living 12 miles southwest of town, came in Monday on a trading excursion.

A complete line of "Hygienic Toilet Requisites" at my residence. Mrs. S. E. Buster. 38tf

J. W. Cone of Terry county has moved 500 head of cattle to Deaf Smith county to pasture for the winter.

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

Elza White, a prominent ranchman and hotel man of Roswell, was in Hereford Saturday attending the bolt show and bought S. T. Howard's fine team.

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

F. L. Miller left yesterday for his home at Henrietta.

For the finest of box and bulk candies go to Beach & Orr. 35tf

A quart of fresh milk from the Ideal Dairy is nearly half cream. Phone 38. 40-3t

Mr. and Mrs. J. E. Tucker, who were here to attend the Laird-Hill wedding at Dimmitt, left yesterday for their home at Taylor.

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

Dr. R. H. Gough has been appointed by the American Medical Association as a member of the National Auxiliary Congressional and Legislative Committee to serve for this and attached counties. This committee has for its purpose the passage of legislation beneficial to the profession and to oppose laws which are detrimental to a high professional standard.

J. W. Head was in from his ranch 9 miles northeast of town Wednesday.

William Heath of Johnson county, who was here last week prospecting, has bought a farm near Boom and will move his family up soon.

Try the Ideal Dairy. They sell their milk in sealed glass bottles, therefore it doesn't get any of this dirt and dust in it. Phone 38. 40-3t

If you have property of any kind to exchange for other property in this country or down east, place it in my hands and I will find you a trade. J. A. Williams. 38tf

W. A. Higgins, a prominent farmer and ranchman living 8 miles north of town, came in Saturday and exhibited a specimen of what he has in the way of fine colts. Mr. Higgins took second prize.

Robert Allen and W. Y. Price, prominent cattlemen of Hale Center, were in Hereford the first of the week shipping fat cattle to Kansas City. Mr. Price states that Hereford is the best shipping point on the line, owing to her open range and free grass.

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

Miss Rose Day left yesterday for an extended visit among Denver friends.

B. R. Smith, living 23 miles north of town, was in Monday with 30 dozen eggs and found ready sale for them at 25 cents a dozen.

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

T. M. Kite, representative of the Southern Rock Island Plow Company, was in Hereford Wednesday and, in company with E. E. Cooper, made this office a pleasant call. The latter left Wednesday for his home at Dallas.

GO TO J. W. MARTIN

The High Grade Groceryman for quality, prices and courteous treatment. Our stock is up-to-date, clean and fresh. We have no old shelf-worn goods to work off.

Just received a full supply of new crop evaporated fruits.

We handle the H. J. Heinz Co. pickles and preserves and Van Camps soups, Canned Meats, Etc. also the P. & F. genuine east Texas ribbon cane syrup. All specialties of the season carried in stock. Our prices will convince you that we are out for your trade. Try us. * * * * *

The Famous Opened

We have moved into our new quarters in the Spath Building with a complete line of shoes and clothing. New goods are arriving daily and soon our house will be packed with everything to be found in a first-class dry goods store. Watch for ad.

Will H. Stone, Manager

Arthur Parnell, Contractor

..Dealer In..

Paints, Oils, Varnishes and Wall Paper

House and Carriage Painting and Paper Hanging. Work executed promptly and satisfaction guaranteed. Prices moderate.

G. W. Dale has our thanks for a couple of fine Mallard ducks, presented to us yesterday.

George.—Cholly how do you pronounce "Giesecke"?

Cholly.—I pronounce it the best shoe the market affords for the money. Esca Harrison guarantees them. They deserve it. 39tf

W. C. Green returned Saturday from a trip through the country and reported wheat looking fine. He made especial mention of an 80-acre field, owned by Chas. Burkett 12 miles northeast of town, which bids fair to give an abundant yield.

W. H. Cummings and family and his brother, J. W. Cummings, left this week for Los Angeles, Cal., where they will make their home. These gentlemen have made many friends during their stay here, all of whom wish them well in their new home.

Frank Ward, a prominent ranchman of 15 miles east of town, came in Saturday and took the afternoon train for Amarillo, Channing and other points on the Denver. Mr. Ward has sold his ranch in this county and is looking for cheaper grazing lands.

Rev. C. L. Cartwright returned Thursday from Ft. Worth where he had been to attend the Northwest Texas Annual Conference. The members of the Methodist church will be glad to learn that Brother Cartwright has been returned to this station for another year.

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

G. T. Lynch, living 10 miles north of town, came in on business Wednesday.

Give me exclusive control of your property that you want to trade or sell and I will find a deal for you. J. A. Williams. Office T. M. Coulson & Co. 38tf

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

There is a young lady in Hereford who wishes she had a dollar for every proposal she has refused. Esca Harrison is not so covetous. He wants only 50c for a Swinton four-in-hand, latest of ties. 39tf

Miss Lulu Cavanaugh, who is attending Add-Ran College at Hereford, spent Saturday night and Sunday with Claude friends. Miss Cavanaugh is highly pleased with the school in all respects.—Claude News.

Joe Sherman, a prominent cattleman of Lubbock, was in Hereford Saturday on his way home from Kansas City where he had been with cattle. Mr. Sherman took out a train of wagons loaded with supplies, including groceries, furniture and coal.

P. L. Person, traveling representative for the Kemp Grocery Company of Amarillo, was in town yesterday and after stocking up our grocers with his wares amused himself by taking "snap shots" of many of our citizens with his "pocket camera."—Did you get shot? We did.

G. C. Major, who lives 12 miles southeast from town, was in yesterday on business, bringing in a load of feed, for which he found a ready sale. Mr. Major informed your reporter that his section of country received plenty of rain this year and that abundant crops was the consequence.

Tom Vaughan, a well-known Plainview cattleman, says Hereford is the greatest shipping point in the Texas Panhandle. Mr. Vaughan says: "For a time it was a toss-up between Hereford and Canyon City, but at Hereford there is free grass, while the people of Canyon City charge 2½c per head per day for cattle pasture. This is about \$25 per day for each thousand cattle, and the sum is too great to draw cattle toward Canyon City. Around Hereford there have been as many as 5,000 head of cattle on grass during the last few weeks waiting for the railroads to bring cars in which to ship them to market. The movement from that portion of the State is running much larger than it did last fall."

WE SET YOUR WAGON TIRES WITH THE "HOUSE" COLD TIRE SETTER WHILE YOU WAIT

With this machine we guarantee that we will not over-dish any wheel, no matter how small it may be. Tires set by it will run three or four times as long as by the old way. Don't be deceived by the man who tells you the old way is as good as any. Come and see the work of the machine for yourself. More wheels are ruined by over-dishing than any other cause. We guarantee every wheel put upon the machine to be set just right. Only twenty to thirty minutes required to set all four of your wheels, therefore you can afford to wait for your work, which will be done in the most perfect manner.

Pipe Perforating and Wrapping

We have two machines for perforating pipe for sand wells and can do this work on short notice. We also have special facilities for wrapping same with wire, therefore insuring pure water from sandy wells. Remember that our guarantee goes with EVERY piece of work turned out of our shop.

TUCKER & JACOBSEN GENERAL BLACKSMITHS

DYER & SONS

Retail Dealers in

Lumber & Sash & Doors AND SHINGLES

We carry one of the largest and best stocks of

Building Material

anywhere in this section of the country

YARDS AT Plainview and Hereford, Texas

Big Rush at Our Store

Because We Are Selling Our Famous

\$65.00 Singer Sewing Machine for	\$39.75 Cash
62.50 New Home Sewing Machine for	38.75 "
60.00 White Sewing Machine for	37.50 "
45.00 Jewell Sewing Machine for	29.75 "

Our entire stock of Linoleum, Carpeting, Matting, Rugs, Window Shades, Etc., much under the market price. Our \$500.00 stock of Picture Moulding is cheap. 85 styles of rockers from \$12.50 down to 35c. All lines of Furniture complete and cheaper than ever.

LOVELESS & BLACK FURNITURE DEALERS AND UNDERTAKERS

FIRST-CLASS ACCOMMODATIONS

THE BEST TABLE IN HEREFORD

THE HEREFORD HOUSE

ASA MARTIN, PROPRIETOR

NEAR THE DEPOT

HEREFORD

TEXAS

Fred Cliett left Monday for Amarillo.

E. Carter came in from his ranch Monday.

J. L. Gilliland left Monday for Mangum, Okla.

You can get the kind and size of men's underwear at E. W. Harrison's. 39tf

J. E. Humphrey of Clarendon was in Hereford on business the first of this week.

D. W. Hawkins and family were in the city Saturday trading with our merchants.

We have one of the nicest and most complete lines of undertaker's goods in West Texas. C. E. Spath & Co. 29tf

George Arney of Arney, Castro county, was in town Saturday on his way to Milburn, Mo., where he will live in the future.

In box candies we carry the following celebrated brands—Sewald's, Blanke & Bro., Walters, and Loose-Wiles. Beach & Orr. 35tf

Messrs. Dalton and Lay of Boom were in Hereford Monday on their way to New Mexico where they will play nimrod for a few days.

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

A. J. Thompson was in from his ranch Wednesday. He was here to receive a shipment of possums, which he will serve on Thanksgiving Day.

J. C. Hamilton, manager of the Hannaford division of the X. I. T. ranch, was in town the first of the week looking after the interests of his company.

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

We understand the thermometer registered six degrees above zero in Hereford Wednesday morning. This, considering the time of the year, is something unusual, even for the Plains.

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

B. T. Stanley and family came in from Hill county Tuesday and will make this county their home. Mr. Stanley owns a farm north of town but for the present will occupy the Avis place owned by Dr. Suggs near town.

Jay Gould Once Said:

"TAKE CARE OF THE DIMITS

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

W. J. Chapman came in Saturday from his ranch.

Alford Hawkins was seen on Hereford's streets Saturday.

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

Henry Russell, a land and cattleman of Roswell, was a visitor to Hereford Saturday.

Seed wheat, barley, winter turf oats and alfalfa seed can be found at C. C. Ferguson's grain store. 33tf

Henry Weems, a prominent ranchman living 12 miles west, was transacting business in Hereford Saturday.

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

Miss Hallie Davis, a student in Add-Ran College, was baptized into the Christian church Monday afternoon at 4:15 o'clock.

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

E. P. Whitson and family of Itaska, Texas, arrived in Hereford this week and will take up their permanent abode on the farm north of town.

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

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.

We Strive to Please

Prices Reasonable

The City Meat Market

LEE GILLILAND, Prop.

We handle only the choicest of fresh meats of all kinds and solicit a share of your patronage. Market open until 9 a. m. only on Sundays.

Telephone 85

Good Weights

Tierra Blanca 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

**HEREFORD AGENCY
AMARILLO STEAM LAUNDRY
AT DALE'S BARBER SHOP**

W. T. RIPPY, AGENT.

'PHONE 6

N. B.—Wagon will call at your home any day in the week

C. E. EDWARDS

Dealer in Hay, Grain and Feed Stuff

WE ALSO KEEP ON HAND A NICE LINE OF FRUITS
HIGHEST PRICES PAID FOR COUNTRY PRODUCE

TERMS: STRICTLY CASH

CASH! CASH! CASH!

In accordance with our previous announcement, we are now selling for cash, the HIGHEST GRADE of DRY GOODS and GROCERIES at a very close cash margin. Come to our store and save yourself the credit man's profit. We want to say something about our Millinery Department this week. Read the following:

OUR MILLINERY GOODS

will be on display on and after Monday, Sept. 28. On account of a delay in the shipment of these goods it will be impossible for us to have our usual Millinery Opening, but we can assure our many friends and patrons that our Millinery Department will be more up-to-date and complete than ever before (if that be possible) and cordially invite the inspection of the Ladies of Hereford and vicinity.

Our stock in every way is full and complete and besides the many special bargains we are making correspondingly low prices on everything. We want your trade and will make every effort in our power to merit your patronage by giving you courteous treatment and the most goods of the best quality for the least money. Persons ordering goods over phone will be expected to pay delivery boy for same. We will send bill with each delivery. Please do not order stuff sent up unless you want to pay for it when received. Trusting that you will avail yourself of the low prices we are putting out and thanking you for past favors, We are yours very truly,

HEREFORD MERCANTILE CO.

For strictly first-class alfalfa hay go to C. C. Ferguson. 36tf

Geo. M. Day was in from his ranch north of town Tuesday.

The finest line of cigars and tobaccos are to be found at Beach & Orr's. 35tf

Mr. and Mrs. J. T. Rutherford were among Hereford's visitors Monday.

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

W. M. Franklin, Texico's druggist, postmaster and express agent, came up Saturday on business.

Call for the "Air Tight" 5-cent cigar—something new and novel and a good smoker—at Beach & Orr's. 35tf

The B. Y. P. U. will convene at the Baptist church Friday afternoon at 3 o'clock and close with Saturday night's session.

Messrs. Light, Ferguson and Elliott, prominent cattlemen of Hale Center, were in Hereford Monday shipping cattle to Kansas City.

We desire to give our customers a class of goods calculated to bring them back. That's why you see such a splendid line of men's underwear. E. W. Harrison. 39tf

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

J. D. Thompson left Monday on a business trip to Gainesville.

Born—On Sunday, November 15, to Mr. and Mrs. Rat Jowell, a girl.

Like the "bell cow"—"Giesecke"—leads. For sale by E. W. Harrison. 39tf

J. A. McIntosh of North Draw was a business visitor to Hereford Saturday.

If you have city property to rent, farm or ranch property to lease, list it with J. A. Williams. 38tf

J. W. Gould, one of Parmer county's sturdy farmers, was a business caller in the city Wednesday.

Fruit cake supplies—California seeded raisins and currants, citron and lemon peel, etc., just received at J. W. Martin's. 38tf

H. Trow went out to the ranch 20 miles north of town Monday with his daughter, Mrs. Jno. P. Burch, who has been visiting in Hereford for several days.

Among new comers who are here to stay is a full and complete line men's silk and wool lined gloves and mittens. Come and strike hands with them. Harrison, Hereford's Haberdasher. 39tf

Nice room for rent. See Witherspoon & Gough. 17tf

Fred Colimer was in Saturday from his ranch after supplies.

List your live stock of any kind that you want to sell with J. A. Williams. 38tf

J. T. Coleman, living in the north part of the county, was in town the first of the week buying supplies.

W. A. Hubbard, living below Dimmitt in Castro county, was in town Saturday to procure oil in which to dip his cattle.

We have a nice line of magazines and periodicals. If you want something we haven't got we will get it for you. T. M. Coulson & Co. 34tf

Herbert Syms, who moved from Hereford to Boulder, Colorado, some time ago, reports that he has been quite low with appendicitis, but is now able to be up.

That red-headed butcher, Lee Gilliland, is back at his old stand and will be pleased to meet his former patrons and friends who are in need of meats of any kind. 37tf

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 Stringfellow-Hume Hardware Co. 37tf

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

R. L. Stringfellow of Amarillo was in town on Sunday.

L. R. Bradley returned Sunday from a business trip to Kansas City.

I can accommodate a few boarders after Nov. 1st. Mrs. S. E. Buster. 36tf

W. E. Reid left Monday for Dalhart, where he expects to make his home in the future.

On and after Sunday, November 15th, the City Bakery will close at 9 a. m. on Sundays. 39tf

Capt. Collihs of Vernon came in Saturday and went out to his ranch 16 miles south of town.

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

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

ADD-RAN COLLEGE DEDICATION

Hereford's Great Institution of Learning Will Be Formally Dedicated on Thanksgiving Day With Appropriate Ceremonies

The Add-Ran College authorities are making great preparations for the dedication of the magnificent College building on Thanksgiving Day and truly, this will be, indeed, a Day of Thanksgiving for the people of Hereford and Deaf Smith and Castro counties, for few people realize (outside of those who have magnanimously and unceasingly and earnestly battled with the opposing or at least lethargic elements to the end that not only Hereford but the entire plains country would have within her borders, an educational institution which would rank second to none) what the struggle has been and what obstacles have been overcome in order that our growing youth would have the educational advantages necessary to make men and women in every sense of the word.

Now we do not wish to create the impression that the College is free from debt, even though it is finished and now being occupied by something over one hundred pupils, but we do wish to state that if all those who have subscribed would pay their subscriptions at once the Board would be in pretty fair shape financially, if, indeed, they would not be entirely free from debt. Be that as it may, there is still a large amount of money to be raised for the purpose of freeing the College from debt and properly equipping the same for a larger and better scope of work. In this regard our citizens could take a wholesome lesson from the citizens of Clarendon, who, upon failing to land the proposed Baptist College, generously gave their donations to the Clarendon College, thus enabling the institution already located within her borders to do more and better work. We are informed that more than half of the citizens of Hereford have not helped Add-Ran College financially, yet they are receiving the same benefits as those who have donated to this most worthy of causes. As stated before many have signified their intention of donating, or more properly speaking, investing a certain sum of money into the College enterprise, yet, for some cause or other have not paid the same and to these we would most earnestly appeal to pay the amount donated at once as now is the most critical period of the College. Its success or failure may depend upon the ability of the Board to meet its financial obligations. Once the College is fully equipped and free from debt the revenues derived from tuition, sale of lands, etc., will be ample to keep the institution in successful operation.

In connection with the College is a large frame dormitory called the Girl's Home, under the supervision of a competent matron in the person of Mrs. Lee Clark. This building was erected entirely from money

subscribed by our citizens, nearly all of whom had previously donated generously to the College building fund, costing in the neighborhood of \$10,000, and containing 22 sleeping rooms, besides bath rooms, parlors, dining room and kitchen, each room being comfortably furnished and heated by steam.

The main College building, which is built of Roswell stone and brick, and cost \$20,500, is 70x117, three stories and basement. There are twelve large, well lighted and well ventilated recitation rooms, four cloak rooms, a large chapel with a seating capacity of over five hundred, and the president's office on the first two floors, the third story containing a large study hall and six large and well furnished sleeping apartments for the boys, while the basement, which is 50x60, will contain the steam heating plant and the work shop for the Industrial Department. This latter will be installed as soon as possible.

It is President Clark's purpose to make the Industrial Department one of the chief features of the College and to this end at least a section of land, to be used as an experiment station, is desired. This, when obtained, will be placed in orchards and crops of different kinds will be scientifically experimented on, which will not only be a great help to the students in their course of study but be equally advantageous to our progressive farmers, who will not be slow to grasp the lessons taught by these experiments. It would therefore be money well invested for the farmers in this section to club together and purchase a section of land in close proximity to the College and deed the same to the Board upon the condition that it shall be used for the purpose of making experiments in farming, horticulture, etc. Such an investment would be worth thousands of dollars, not only to the country but to the investors themselves.

In a conversation with President Clark one day this week, that gentleman stated to the writer that Hereford now had the foundation for an educational institution which need not be surpassed or even equalled by any similar institution in the south. "The natural advantages which we enjoy," said President Clark, "such as climate, pure water, excellent drainage, altitude and exhilarating atmosphere, to say nothing of the moral standard of the town, which is the highest of any town I ever saw of its size, are not equalled by any College in the United States." This statement may sound pretty strong to many of our readers, but we believe they can be substantiated without difficulty. This being the case all that is required is the necessary cash to the better equip the College for the higher courses of study and

to properly bring before the people, not only of Texas, but of every state in the Union, the advantages which Add-Ran College possesses over any other institution of a like nature. This, of course, will have to be brought about by endowments, bequests, donations, etc. The day is past, if, indeed, the time was ever present, when an educational institution could start on the lower rung of the ladder of renown and gradually rise to the top wholly on the revenues derived from its students. Were all colleges on an equal basis in the matter of finances this might be possible, but even then their worth would be far less to the country as none but the exceedingly wealthy would be able to matriculate—so high in price would their tuition fees have to be. But with the generosity of our wealthy citizens throughout the land many of our large colleges and universities have been enabled to give their students the best of advantages in every department. Cornell University, located at Ithaca, N. Y., is an instance of what endowments will do for an educational institution, notwithstanding the fact that it has but one natural advantage to recommend it to prospective students (which come from all parts of the world) and that is Cayuga Lake, a beautiful body of water 40 miles in length. Its natural disadvantages are many, chief of which is an exceedingly poor quality of water and which causes hundreds of cases of typhoid fever and similar diseases, many of them causing death. Were Add-Ran College to be endowed as has been Cornell it would soon rank as the most foremost institution of learning in the world for the reason that, while it would have educational advantages second to none its natural advantages would be superior to any. We confidently believe that the time will come when philanthropic men of wealth will recognize the earnestness of purpose of Add-Ran College, together with the natural advantages of its location, and endow it to such an extent that its scope of usefulness will be broadened and its field of reputation enlarged many fold. One endowment will be followed by others until Add-Ran College will be in the same condition financially that Cornell University is today—so heavily endowed that the limit fixed by law is reached (Cornell having had to decline many munificent bequests during the past score of years on that account).

But to get back from dreamland to stern reality. A large number of our readers are not aware of the history of Add-Ran College, even though its career can hardly be considered commenced. As this issue of THE BRAND is more or less devoted to the better advertising of Add-Ran College we deemed it advisable to publish the progressions of Hereford's greatest educational institution since its inception, as were published in the Hereford Reporter (since changed to THE BRAND) from time to time. Of course, it would be impossible to republish all that the Reporter or BRAND has had to say in regard to the College, as that would require more space than is contained in one issue of all the newspapers of west Texas combined, but we reprint such articles as had a direct bearing on the progress of the College, making it sort of a history.

The first article on the College question was before the writer had ever heard of President Clark or his illustrious brother, Addison. In fact, the seed thus sowed bore fruit much sooner than we had anticipated, for not long after that issue, as will be seen by a perusal of the following, Randolph Clark, having just resigned as president of Randolph College at Lancaster, paid Hereford a visit, having at that time no idea whatever of becoming associated with a college enterprise on the plains. This being his first trip to the "Great American Sahara" he was not only surprised but was completely overcome by the climate of the plains and natural advantages which Hereford possessed. His mind, for the past quarter of a century being trained for college life, at once grasped the idea that here of all places was the ideal place at which to locate a college, and so remarked to G. R. Jowell, at whose home he was a most welcome guest, Mr. Clark having had the tutorage of several of Mr. Jowell's children in days of yore. Mr. Jowell, being a constant reader of the county paper, had noticed the writer's zeal in matters educational and brought Mr. Clark to the office where a most entertaining conversation (to the writer at least) was carried on during the afternoon with the result that Mr. Clark agreed to address the citizens at a mass meeting to be called to discuss the College proposition, he still having no intention whatever of becoming identified with a college at Hereford, if, indeed, one were founded. The result of this first meeting is the grand celebration which the people of Hereford will have on Thanksgiving Day.

The following appeared in the issue of March 23, 1901:

Hereford, with its progressiveness, has now reached the point where she can ask the state for favors with the expectation that they will be granted. Perhaps nothing would do the town as much good as a college where both sexes could receive a practical and classical education. Hereford would be an ideal location for such an enterprise on account of the healthfulness of its climate, the excellence of its water, which is obtained in large quantities at a depth of not to exceed sixty feet, its easy access from all parts of the country, its moral and social influences and its broad and level plains which afford excellent facilities for all kinds of out-door sports and exercises. Comparatively speaking there is hardly a day in the year that out-door sports or exercises could not be comfortably indulged in. From the normal and social side of the question Hereford is without a peer. Such a thing as a gambling joint or a house of ill-fame is unknown and such places would not be tolerated under any circumstances. There is absolutely none of the lawless element which is frequently so conspicuous in towns of Hereford's age and size. So much for the advantages of Hereford as a location from an outsider's point of view. The advantages which such an institution would give to the town and its business men are so apparent that it seems a waste of time and space to discuss. However we will try and mention a few of the most important. In the first place it would double the value of all Here-

ford real estate. It would double many times her present population. It would mean a large increase in the sales of every business. It would cause many homeseekers to come here and till the soil and make a garden spot of what is now given up to cattle grazing, as they would then have a home market for all their produce. It would make our new proposed theatre a paying investment and good plays and good companies could be induced to stop off here. And above all it would help swell this noble state's educational facilities and be an influence for the education of its coming men and women. Think it over ye Herefordites, then talk it over, and then go down in your pockets and help the enterprise financially. Every man could well afford to give ten per cent of what he is now worth, as the building of such an institution would increase his financial worth many times ten per cent.

This article was followed by successive short editorials for the purpose of keeping the college sentiment alive.

The following appeared in the issue of July 12, 1901:

Rev. Randolph Clark, an educator of national repute and until recently the president of Randolph College at Lancaster, is now at Hereford giving a series of sermons and lectures at the Christian church.

Rev. Clark came here at the invitation and request of G. R. Jowell, a prominent ranchman living just east of town, and as this is his first visit to this section of the country it is a flattering compliment to the country, its climate, Hereford and her citizens when he says that this is a most ideal place in which to establish an educational institution which would be second to none in the west. He marveled that Hereford should be so absolutely free from the lawless element usually so conspicuous in a new town and where large cattle shipments are made.

Messrs. Clark and Jowell paid this office a visit yesterday and a conversation was carried on concerning the advisability of establishing a college at this point. Upon reading an editorial which appeared in the Reporter in the issue of March 23 concerning a project of that kind, Mr. Clark said that he could endorse every reason set forth in that article why a college should be established at this place.

While no definite plan has been proposed in that line as yet, it would be a good time for our citizens to work up the matter, inasmuch as Mr. Clark is here and could be consulted on the subject. We believe that if proper inducements were made that gentleman a college could be established here with Mr. Clark at its head, which would insure the success of the institution both from a financial and educational standpoint.

If anything in that line is to be done negotiations should be commenced immediately. The value of such an establishment to our town would be inestimable.

Think it over and be prepared to make or consider a proposition.

The following appeared in the issue of July 19, 1901:

The suggestion in last week's issue of the REPORTER that our citi-

zens make an effort to have a college located at this place caused a heap of talk which resulted in a meeting of the workers for public enterprise held at the church last Monday night.

Judge Gough called the meeting to order and stated the cause of assemblage. It was the unanimous choice of those present that Judge Ferguson preside and that F. L. Vanderburgh act as secretary.

Rev. Randolph Clark was called upon to present his views of the matter and make a statement showing Hereford's advantages as a location of an institution of learning from an experienced school worker's standpoint.

Mr. Clark stated that twenty-eight years ago he with his brother started a private school at Thorp Springs, called Add-Ran College, which they operated successfully for seventeen years and built up a property worth \$46,000. In 1890 they gave it to the board of trustees of the Christian church, who moved it to Waco for a consideration, where it now is, his brother, Addison, being in charge. Mr. Clark then leased the buildings at Thorp Springs and continued his school work for some time when the church authorities, finding that the school at Thorp Springs was seriously drawing from the school at Waco, refused to lease the buildings to him again. He was then made a proposition from Lancaster to build and manage a college at that point which he accepted. He was president of Randolph College at that point for three years, but climatic conditions did not agree with himself or wife at that point and he resigned as president and made up his mind to rest for a year.

Not having ever paid this section of the country a visit—believing it to be but a waste desert and wholly unfit for anything save cattle raising—at the earnest request of G. R. Jowell, with whom he had been acquainted for many years, having had the education of that gentleman's children in his care, he decided to come here, merely to pay Mr. Jowell a visit and to give a few of his eloquent lectures at the church. Mr. Clark also made the Fourth of July oration, which was listened to with such intense interest by the large audience present. Mr. Clark said that the idea of a college at this point or in this section of the country had never entered his mind until he arrived here and saw the conditions as they existed. When he realized the health-giving properties of this dry atmosphere, the excellence of our water and the ease and little cost of obtaining it, the vigorous growth of trees, shrubbery, flowers and all kinds of garden produce and grain, the thriftiness and high moral standard of our citizens, the excellent drainage of Hereford and the easy access to it from all parts of the country, caused him to note the superior advantages of Hereford as a college town. The beautiful lake just west of town also came in for its share of praise. In fact Mr. Clark said that Fort Worth and Hillsboro had spent thousands of dollars for an artificial lake which was not nearly so fine as this was without a cent of expenditure. This lake, being so large and deep, would afford excellent boating—one of the most healthful exercises ex-

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HEREFORD, : : : : TEXAS

tant—and could be kept full the year round by the service of three or four windmills.

Mr. Clark also spoke of the advisability and advantages of an experiment station being connected with the college, saying that it would do more to advertise this country than anything else as it would show what could be profitably raised here under scientific cultivation.

Mr. Clark was asked concerning the nature of the school—whether it should be a denominational affair or not. He answered in the negative most emphatically and said that it should be strictly a town and county affair and entirely free from denominational creeds or politics.

R. F. Holloway, who has been connected with Mr. Clark and identified with the state's leading educational movements for many years past, corroborated Mr. Clark's statements and said that he had been in many different parts of the country, but never saw a more ideal spot than Hereford for the location of a college.

Mr. Holloway was followed in succession by G. R. Jowell, Judge Gough, Judge Witherspoon, Dr. Johnson, the chairman and others, who expressed themselves in no uncertain terms that such an institution was essentially needed here.

The following committee was, on a carried motion to that effect, appointed to confer with Messrs. Clark and Holloway and formulate a feasible plan for the establishment of the college and to look over the various sites for the location of the same: G. R. Jowell, Judge Gough, W. H. Patton, Troy Womble and Judge Ferguson. Said committee to report at a meeting to be held the following evening. The meeting was then adjourned.

The following day this committee, with Messrs. Clark and Holloway, took carriages and looked over the desirable locations for a building site. While many were looked at the site that found the most favor was that bordering on the lake. The grounds on this site could be made a beautiful place with but little expense and there is plenty of ground there for all purposes.

Tuesday evening a large crowd of interested citizens was present to learn the result of the committee's work. Judge Ferguson stated that the committee had visited different sites and found several that were suitable, but that the sites near the lake (there being two) seemed to be the most preferable on account of that fine body of water.

Mr. Holloway was then asked to make a statement as to the plan of establishing the College and maintaining the same. His plan was as follows: Appoint a committee to draft by-laws and constitution and elect the directors from among the most conservative and best business men of the town and county. Then incorporate. Then solicit financial aid under the following conditions:

First—That the College is to be an educational institution for both sexes; of the highest standing, intellectually, morally and physically; and to be strictly non-sectarian, non-denominational and non-partisan.

Second—That it is to be the property of the town of Hereford and county of Deaf Smith forever, and that said College property is never to be encumbered with a debt of any nature for any purpose, thus assuring its permanency.

Third—That the control of the College and its finances are to always be in control of the board of directors or trustees composed of men of reputable business standing, who shall be elected by the people.

Fourth—That the said board of trustees shall have power to lease the college property to a competent school company who shall maintain a school of a certain character as agreed upon by the contracting parties, or the said trustees may operate the school under their own management and as they see fit, except that it is to be a strictly non-partisan and non-denominational institution.

Fifth—That the said institution shall always be considered by the citizens of the town and county as "our" college and that "we" are maintaining it with "our" financial and moral support.

Sixth—That any donation made to the College fund shall be considered null and void unless a certain

amount of funds are subscribed sufficient to found the College free from all encumbrances.

Mr. Holloway also advised that a brick or stone building be built, as those who would donate would give far more for that kind of a structure than they would a frame, and it would also give a stronger assurance of permanency.

Others talked on the proposition and an expression of the assemblage was called for which resulted in a unanimous vote for the College to be established.

A finance committee was then appointed to solicit funds and see about obtaining the land required for the project, composed of Judge Gough, Sheriff Inmon, S. S. Evants, G. A. Stambaugh and W. H. Patton. Here it might be well to say that it is the purpose to have enough land to give the College twenty-five acres for the campus and College buildings, twenty-five acres for an experiment station and a large tract of land to be cut up and sold as residence property for those desiring to build near the College, which will thus be a source of revenue to keep up repairs and make improvements from time to time.

The following committee was appointed to draft a constitution and by-laws and report at a meeting to be held at the church next Tuesday evening for the purpose of electing a board of directors and incorporating, to which everyone is earnestly requested to be present: Judge Gough, Judge Ferguson, Judge Mullens and Judge Witherspoon.

The meeting was then adjourned until next Tuesday evening.

It is the expression of the business men that every effort be made to push the subscriptions and endeavor to have the building ready for occupancy by October 1, 1902.

The following was taken from the issue of July 26, 1901.

At a mass meeting held Tuesday evening for the purpose of electing a board of directors for the Here-

ford School Association and to adopt a charter for incorporation, the committee appointed at a previous meeting for that purpose made the following report, which was accepted and the committee discharged:

We, your committee appointed at your last meeting to draft a charter for the Hereford School Association, beg leave to submit the following as our report, embodying a charter for a school at this place, which we trust will meet all requirements at the present time.

Respectfully submitted,
C. G. WITHERSPOON,
JNO. E. FERGUSON,
L. GOUGH,
Committee.

The following is the charter of the Hereford School Association as drawn up by the committee and adopted by the meeting:

THE STATE OF TEXAS,
COUNTY OF DEAF SMITH,

PREAMBLE

For the purpose hereinafter set forth we the undersigned do organize and incorporate under the laws of this state and do hereby ordain this as our

CHARTER.

First—The name of this organization shall be the Hereford School Association.

Second—The place of business of this organization shall be Hereford, Texas.

Third—The purposes of this organization shall be the building and maintaining of an institution of learning at Hereford, Texas, and to that end may acquire and own property, may sue and be sued and have all other franchises usually belonging to such organizations.

Fourth—The number of the directors of this organization shall be nine and the names and addresses of those who shall serve for the first year are as follows:

C. R. Moreman, Jno. E. Ferguson, W. H. Patton, E. Carter, C. G. Witherspoon, T. M. Palmer, L. Gough, R. H. Norton and S. S. Evants, all residing at Hereford, Texas.

Fifth—The directors shall be elected by ballot at a regular meeting. At the first meeting of the directors they shall by lot divide themselves into three classes, viz: short, middle and long term directors, who shall serve respectively one, two and three years, three directors being elected each year. The directors shall elect their successors.

Sixth—The directors of this organization shall elect annually a president, vice-president, secretary and a treasurer of the directors, whose duties shall be those duties usually devolving upon such officers in like organizations.

Seventh—There shall be held at Hereford, Texas, one regular annual meeting of the directors of this organization for the election of directors and for the transaction of such other business as may demand attention. Such regular meeting to be held on the first Tuesday in February of each year. There shall also be held such other meetings and at such places for the transaction of such business as the president or the directors may deem necessary.

Eighth—A majority of the directors shall constitute a quorum for the transaction of business.

Thanksgiving Dinner

Your friends and relatives who join with you in eating their Thanksgiving 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 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

Our stock of Furniture is somewhat broken, but prices lower than ever. If you want a bargain in furniture don't forget the place

Our Undertaker's Line is Complete and will be kept up

C. E. SPATH & CO.

Ninth—The length of time for the existence of this corporation shall be fifty years.

In a well worded speech A. J. Lipscomb presented the following resolution, which was adopted unanimously:

Resolved, That C. R. Moreman, Jno. E. Ferguson, W. H. Patton, E. Carter, C. G. Witherspoon, T. M. Palmer, L. Gough, R. H. Norton and S. S. Evants be and are hereby requested by this mass meeting of the people of Hereford and surrounding community to serve as trustees of Hereford School Association for the first term thereof and their names be inserted in the charter.

It is needless to say that a more conservative, conscientious, reputable and public spirited board of directors could not have been chosen had the whole state been searched, and we believe the selection of such a board assures the success of the undertaking, as people can put in their investments with the utmost confidence that they will be well managed.

The finance committee composed of Messrs. Inmon, Gough, Evants, Stambaugh and Patton made a verbal report to the effect that they had talked with many people con-

cerning an investment in the College fund, but had decided not to accept any funds until the board of directors was elected and a charter adopted for incorporation. Also that they believed that the selection of a site for the College should be left to the said board of directors. Their report was accepted and the committee discharged.

Judge L. Gough then gave a stirring address on the mode of procedure which the people must pursue in order to obtain the College. It was to the effect that we should work as a unit, the same as we have heretofore and which working as a unit has made Hereford the town she is today. Let no one work in friction with the others and the College is ours. He also said that moneys or properties secured for the College fund should be considered investments and not donations. That every dollars' worth of property put into the College fund would bring good interest in the matter of education and increase in the value of all properties.

Judge Witherspoon was called upon who said he endorsed the former speaker's sentiments and told how a College project fell through at a town he lived in twelve years ago, because the population

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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?

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

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

squabbled over petty differences.

A committee composed of Judge Ferguson, Judge Witherspoon, Judge Gough and A. J. Lipscomb were appointed to draft a constitution and by-laws and report at a meeting to be held next Monday evening, July 29th.

From the interest that everyone is taking there is no good reason why Hereford should not have as good an institution of learning as any in the country—whose diplomas mean to those receiving them that they are men and women in every sense of the word—intellectually, physically and morally.

The following appeared in the issue of December 6, 1901:

A small but enthusiastic audience gathered at the church house last Tuesday evening for the purpose of making a start toward the raising of funds to build the proposed college. Judge Gough, president of the board of trustees, called the meeting to order, and stated that the meeting had a two-fold object:

First—Sometime ago a delegation, composed of Judge Gough, G. R. Jowell, F. M. Avis and A. J. Lipscomb, was sent to Fort Worth to try to secure the location of the experiment station for which the legislature appropriated a certain sum, at this place. In behalf of the delegation, Judge Gough made a verbal report, which showed that the plains country in general and Hereford and Deaf Smith county in particular received some very good and lasting advertising, even if we did not secure the experiment station. They also were promised that the legislature would appropriate funds for the establishment of three more experiment stations, one of which is to be placed on the plains. In this connection, Judge Gough said that when we have built our College we would stand next in line for an experiment station.

Second—We were assembled for the purpose of soliciting subscriptions for the proposed \$10,000 brick College, the details of which all are familiar with.

We regret that our mental condition is such that we cannot do justice to the ringing speeches made by Judges Gough, Witherspoon, Ferguson, R. F. Holloway, Dr. R. M. Johnson, R. H. Norton, W. H. Rayzor and others, as they were well worthy of publication.

Suffice it to say that on solicitation \$2700 was subscribed in a very few minutes, and only a very small percentage of those present signified the amount of money they would invest, the remainder preferring to make their investments with the solicitors of their choice.

The following article by Judge J. P. Connell appeared in the issue of January 31, 1902:

"The advantages to be derived from the establishment of an institution of learning, such as is now contemplated, cannot be too highly estimated by the people of Hereford and the surrounding country.

The benefits to our section of the country from this institution will be many, permanent and far reaching, and will be felt by all our people. The plains country, by reason of its cool, invigorating and healthful climate, is naturally adapted to be the future seat of the best high-grade schools and colleges. These institu-

tions, in addition to the home patronage, will not only receive patronage from all of south and east Texas, but should reach out for students to the states of Louisiana, Arkansas, Indian Territory and Oklahoma. By reason of its splendid climate, our plains country is the natural educational ground for all this section of country. In this invigorating altitude the mind, catching energy from the robust and well developing body, can grow and expand as it cannot do in the hot, enervating altitudes of the lowlands.

The people of Hereford and the adjacent country now have it in their power to take the lead in the great matter of education, and plant an institution that will redound to the lasting benefit of our whole community. A noble start has already been made. Money and property to the amount of about \$12,000 has been subscribed. Twice this amount will not be any too much to invest in our college, and, if all will come up as they should, \$12,000 more can easily be raised.

The planting of this institution in Hereford will not only enhance the value of property in town, but will make every acre of land, in all the country around, more valuable and more salable. If everyone will contribute an amount equal to one-half of the sum that his property will be increased in value by the establishment of this institution, a sum more than sufficient to build and equip this college, and start it out on a solid basis of prosperity can be raised. In addition to those who have already subscribed, there are one hundred and twenty men within a radius of thirty miles of Hereford who could profitably invest \$100 each (and many of them more) in this enterprise. This would make another \$12,000, and with \$24,000 to begin work, our College can be launched out on its career of usefulness assured of success.

But the enhancement of property is but a small part of the benefit that will accrue to us from this institution. The influence of such an institution as this on the life and character of our youth can not be estimated in a money value. Our young men and women can ever be educated at home, and be thoroughly equipped for life without having to be sent off hundreds of miles for this purpose. Families of refinement and culture will seek homes in our midst to give their children the advantages offered by our college. In this way the very best class of immigrants will be drawn to our rapidly growing section of country. In this way our whole community will receive a financial, moral, and intellectual benefit from this institution. Let us all take hold with a will and energy worthy of this great enterprise and make our college the grand success that it deserves to be.

The following appeared in the issue of February 7, 1902:

On Tuesday the Reporter printed a number of circulars stating that there would be a mass meeting at the Christian church for the purpose of making a report of the progress of the directors of the Hereford College Association in their efforts to build and maintain a College of high degree at this place. Notwithstanding the Amarillo orchestra was to give a concert on that evening, there

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.

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"

was quite a crowd of our representative citizens present to hear the report. It might be said to the credit of the manager of the Amarillo orchestra that he postponed the commencement of his concert until 9 o'clock to give people a chance to attend the mass meeting without missing the concert.

There being a number of ladies present (it being prayer meeting night) the meeting opened up with singing by the audience, followed by prayer by Rev. Addison Clark of Amarillo.

Judge Gough, the chairman of the College committee, then gave an outline of the work done and said that about \$4,500 cash had been subscribed or more properly speaking had been invested, and that the charter was signed and ready to go to Austin for the state legislature to act upon the same. He then introduced Prof. Randolph Clark, who is to be at the head of the educational part of the institution, and who is already quite well known here.

Prof. Clark said that for the past thirty years he and his brother, Addison, had been connected with

college work, most of which time had been spent in the College of their founding—Add-Ran College at Thorp Springs—and that during that time they had had the education of about 6,000 children, many of whom are now married and have children of their own, and that nearly 90 per cent of this large number are now residents of Texas.

At the time he gave up the presidency of Randolph College at Lancaster, he fully made up his mind that he would retire from College work for a while at least and take a much needed rest, and upon the invitation of G. R. Jowell, whose children had been under his educational care, he decided to make this gentleman a visit. When he got here he saw that, while he had visited every part of Texas worth visiting as he supposed, he had thus far neglected to visit the real "garden spot" of Texas. He readily saw that this country, with its fertile soil and excellent water so easily obtained, was capable of supporting comfortably a large number of people, and that it needed a high grade College to supplement the work of

the public schools. Such an institution would do more to keep up the quality standard of the people already here than anything else. He said that it was his highest ambition to be identified with the building up of a country such as this is destined to be—to be an instrument in moulding the character of its people. That the first settlers of a new country in nearly every case decided the character of the future generations, and that with the excellent class of people already here, a College such as is proposed would tend to keep up that high standard as would no other enterprise. Instead of attracting an indigent, squatter class of people here a College would bring an intelligent, cultured and well-to-do people. Mr. Clark said that in a conversation with F. T. Ramsey, the Austin nurseryman, that gentleman said that the plains country would in fifty years' time be the garden spot of Texas, and that he would establish a nursery here in the near future. Mr. Clark proposed that he establish his business at Hereford in close proximity to the College, and that the College students be given instruction in horticulture in all its branches. Mr. Ramsey said that if he decided to come to Hereford he would not only do that, but would pay the students for their work thus enabling many in straightened circumstances to earn something with which to defray the expenses of their College education. If he did not decide to come himself and move his family here at present he would place a thoroughly competent man in charge of his nursery business here, but the chances are he will decide to move here when he pays this country a visit and sees the delightfulness of the climate, the excellent educational facilities, and gets acquainted with our people. Here it might be added that with the establishment of the College and the nursery we are sure to get the next state appropriation for an experimental station, which, added to the dairy experiment station which Prof.

Clark proposes to establish in connection with the College, will make Hereford the educational center of the Panhandle.

The College faculty will require people who take students to board to sign a contract that they will cooperate with the faculty in maintaining discipline among the students, and that they will report to faculty any misdemeanors of the pupils which will tend to corrupt the morals of the students, thus assuring the school a reputation for rigid moral character.

During the summer vacation months the building will be used for the conducting of a summer normal for teachers from all over the state.

In fact, during the coming summer a summer normal will be established here, the public school building having been engaged for that purpose.

In regard to the sectarianism or denominationalism of the College Prof. Clark said that it would be folly for any one to try to conduct a school of that kind in this section of the country and assured his hearers that nothing savoring of sectarianism or denominationalism would be permitted. He said that every student would be asked their religious preference and the teaching of religious creeds would be left to the pastor of their preference, and that the pastors of all churches would be requested to cooperate with the faculty in the moral and religious training of the pupils. He said that the school was not for the purpose of teaching religious creeds, but was for the moulding of character, and to develop the mind intellectually and the body physically.

Judge Ferguson then spoke briefly on the necessity of establishing the College and said that Hereford citizens could not afford to let the opportunity pass. He said that heretofore our citizens had successfully carried out any project undertaken and that there was no reason why this proposition should fall through and added, parenthetically, that it was not going to fall through.

Prof. Clark then added that the building of the College would give at least eight months, work to 100 workmen, as many extra residences would be needed for people who would come here to live on account of the College.

S. S. Evans then arose and said that in addition to the 100 acres of land which he had given for the establishment of the College he would give \$300 cash. This announcement was greeted by loud applause as was the speech made by A. J. Lipscomb in which he said that he would give \$100 in addition to the \$50 he had already invested.

Rev. Addison Clark then made a few remarks and stated that he was afraid that the impetus to land values on account of the College would prevent him from buying what land he wanted here.

After the dismissal by Rev. C. A. Clark, Judge Gough announced that Judge Ferguson had his list with him and that anyone wishing to invest in the College could do so. R. R. Harris took advantage of the opportunity and put his name down for \$50.

From this time on work progressed on the main College building as fast as stone came from the

Some People are Leaving Hereford, But WE ARE HERE TO STAY

Abstracts neatly and accurately made
Have lands in Central Texas to exchange for plains land. List your lands with us and get quick sales
Notary Public in office

HEREFORD LAND and ABSTRACT CO.
Hereford, Texas

WE ARE THE PEOPLE

Who are serving the Hereford public with all that is pure and fresh in

DRUGS, DRUGGISTS' SUNDRIES, ETC.

Prescriptions carefully compounded by a registered pharmacist. We also have a fine line of Stationery and School Supplies. Call and see our exclusive line of fine Chinaware.

T. M. Coulson & Co. One block north of J. A. Johnson's Store

Do You Need a New Saddle or Harness?

We are prepared to furnish you anything in this line at a lower price than can any other concern in this or any other section of the country. Full line of sundries always in stock. We also make a specialty of repair work of all kinds.

GUY GAMBLE, 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

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

quarries near Roswell, N. M., and the foundation and first story was nearly completed when there arose somewhat of a lull in the receipts of cash donations, many failing to pay the amounts formerly signed by them. As a consequence the work was stopped, though sessions of the school were being carried on in the Girl's Home, which had been completed and furnished. Repeated and earnest efforts on the part of the solicitors failed to obtain the payment of the amounts already subscribed (a large part of which still remains unpaid) and no reasons could be obtained as to why they were not paid. Things went on in this way until it became evident that something must be done and that right away or a large pile of rock, representing about \$8000, would be left standing as a monument to factional differences, or as Judge C. G. Witherspoon expressed it at a meeting held some months previous when speaking of the failure of a college enterprise in another town, "squabbling over trifling matters." At this junction the Board decided to turn over the assets and

liabilities of the enterprise to some church organization of our city (providing they would assume them and agree to finish and maintain the College) and on March 16th a meeting of the citizens was held, at which time it was unanimously decided to turn the whole project over to the Christian church of this city, stipulating only that the building should be completed and finished on or before January, 1905. The members of this organization at once went to work with a will (at least a number of them did) and earnest efforts were once more made to finish the building by time for the opening of the sessions of 1903-04. Many of the substantial members (and a few who were not members) of the Christian church, in order to hurry up matters, agreed to loan the new board, composed of F. Ferron, T. M. Coulson, L. Gough, R. H. Norton, G. R. Jowell, R. J. Kibbee, S. L. Carter of Canyon, and J. L. Vaughn of Stratford, money with which to complete the College at once. President Clark and Elder H. M. Bandy were then appointed to canvass the field for students,

donations, loans on lands owned by the College. How successful have they been, especially in the former instance, is evidenced by the large number of bright faced pupils who now fill the dormitories and class rooms of the College.

F. Herron and L. Gough, as financial agents for the Board, have done excellent work as is evidenced by the following donations and loans:

DONATIONS	
Frank Avis	\$300
T. M. Palmer	300
Jno. E. Ferguson	300
L. Gough	300
R. H. Norton	300
C. G. Witherspoon	250
F. B. Fuller	100
L. R. Bradley	100
F. L. Vanderburgh	100
R. J. Kibbe	50
Jno. A. Tomamichel	25
A. J. Lipscomb	100
J. M. Garner	50
Dr. R. H. Gough	50
Roscoe R. Harris	50
F. H. Britain	50
J. R. Gaut	10
Western National Bank	250
Hereford Lumber Co.	300
Dyer & Sons	300
Burton-Lingo Co.	125
G. A. Sachse	32
E. J. White	50
Loveless & Black	25
E. W. Harrison	25
Robt. Humphrey	50
B. W. Miller	10
L. W. Ricketts	200
E. Carter	50
G. R. Hay	25
Browning, Madden & Truelove	25
J. P. Carr	25
Mr. Hickson	10
W. B. Robinson	30
Tom Witherspoon	30
Ira Aten	100
T. R. Reagan	25
T. J. Stephens	50
J. P. Snyder	100
Smith & Womble	25
Galbreath, Fox & Co	25
C. C. Ferguson	50
Troy Womble	75
Beach, Camp & Hay	150
Garrison Bros	50
Gass & Sons	50
Stringfellow-Hume Hdw Co.	200
Conner Jowell	50
Rat Jowell	25
Barclay Bell, jr.	10
Allan G. Bell	25
Emmett Cardwell	10
Cardwell Bros	25
Harmon Beach	12.50
J. W. Martin	5
Jno. P. Slaton	10
J. S. Wyche	10
J. H. Weems	50
Jno. A. Johnson	25
S. P. Bush	100
G. W. Cassels	1.50
C. E. Spath	50
F. C. Hutchinson	25
Turrentine Bros	25
A. J. Oliver	10
W. J. Meyers	25
H. S. Syms	25
L. R. Bassham	10
Clara Stewart	10
J. S. Jones	25
E. H. Fallwood	10
T. S. Watts	25
C. E. Edwards	20
Norman & Mabry	10
W. A. Dougherty	10
J. Ray	10
Chas. B. Googer	10
B. H. Frazier	10
A. P. Murchison	100
Rhea Bros	50
B. B. Coston	25
LANDS	
Western Union Land Co.	8 blocks
S. S. Evants	100 acres
LOANS	
Ira Aten	\$ 300
T. J. Graves	300
G. A. Stambaugh	300
Troy Womble	300
R. J. Kibbe	300
W. M. Fore	100
R. H. Norton	300
Jas. S. Akers	200
L. A. Wyatt	4,000
S. P. Bush	100
L. Gough	100
Jno. E. Ferguson	300
J. H. Weems	300
F. Herron	500

It will thus be seen that the cash donations received so far are \$5,727, the loans \$7,600 and the land donated (estimated at the selling or market price) \$11,000. Many have subscribed who have not yet paid their subscriptions, but who will do so, no doubt, while some will never pay what they agreed to unless forced to pay through process of law. It is hoped that this last process will not have to be resorted to and we earnestly urge all who have not paid their subscriptions to do so at an early date.

In a recent conversation with President Clark that gentleman stated to the writer (as he often has in public) that the policy of the College in regard to denominationalism, sectarianism or partisanship would be the same as when first incorporated, notwithstanding the fact that the College was now under control of the Christian church of Hereford. The Bible will be the standard for morality and character building, without regard to creeds. Prospective patrons may safely place their children in Add-Ran College even though they are ardent believers in the creeds and tenets of other church organizations, without fear of having those creeds or tenets assailed in the least through the educational influences of the College. Therefore the citizens of Hereford will have in Add-Ran College what they planned for in the Hereford College, a fact that they can point to with no little pride.

Now that the College is finished it is to be dedicated on Thursday, November 26, with appropriate ceremonies, and the College authorities, with the co-operation of the citizens, will serve a grand Thanksgiving Dinner to the visitors at the College on this occasion, everyone from far and near being cordially invited. The railroads have agreed to give a reduced rate to Hereford on this occasion and a large crowd of visitors is anticipated. The following program has been arranged for this occasion and those who are not in attendance on that day will miss the time of their lives. The public speaking will be held in the College chapel and seats will be provided for all.

DEDICATION EXERCISES

- 10:00 a.m.—Devotional exercises by Revs. A. W. Crawford and J. F. Elder.
- 10:15 a. m.—Address by Rev. Addison Clark of Amarillo.
- 11:15 a. m.—Address by ex-Lieut-Gov. J. N. Browning of Amarillo.
- 11:45 a. m.—Address by Judge L. Gough on behalf of the College Board of Directors.
- 12:30 p. m.—Dinner, at which all are cordially invited.
- 2:00 p. m.—Address by President Randolph Clark.
- 2:30 p. m.—Address by Homer T. Wilson of Fort Worth.
- 3:00 to 4:00 p. m.—Short Addresses by visitors.
- 7:30 p. m.—Lecture, "Sparks from the Anvil," by Rev. Homer T. Wilson.

During the exercises music will be furnished by the Hereford Concert Band and Add-Ran Orchestra.

On Wednesday evening at 7:30 there will be a College Recital, which will be held in the chapel. This will be the first recital of the season and it is hoped that the chapel will be filled to overflowing.

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

as the faculty and pupils have arranged a most interesting program.

Walter Doing Well.

We received this week the following letter from our old friend and fellow townsman, Walter E. Rush, which we publish, as Walter is well known to most of our citizens and who will be pleased to learn that he is having such good success in his efforts to instill into the souls of the young that grandest of accomplishments—music.

Childress, Tex., Nov. 14, 1903.

Mr. F. L. Vanderburgh,
Hereford, Texas.

Kind friend:—

Enclosed please find \$1.00 subscription on THE BRAND. I'm doing well here—all I can possibly do. Glad to get your paper. Wish you and the Hereford people lots of luck. Very respectfully,

WALTER E. RUSH.

Notice to Prospectors.

On Monday and Tuesday of each week I will be prepared to take parties out for inspection of the XIT lands, advertised for sale elsewhere in this paper.

IRA ATEN,
Manager

41tf

Will Be Here January First.

Rattan, Texas, Nov. 11, 1903.

Editor BRAND,

Hereford, Texas.

Dear sir:—

I notice in my last BRAND you stated I would move there to practice my profession about Nov. 1st. This is a slight mistake, as it will be almost impossible for me to arrange my business matters here and get there much before Jan. 1st. I think sure I can get there by that time. I am so well pleased with Hereford and the Plains that am very anxious to get there, and hope to become a permanent resident of the beautiful little Plains city soon. I believe my subscription has about expired so I send you herewith \$1.00 for which please place my name one year ahead on your books. I don't want to miss any issues of your most valuable paper. I have been receiving it regularly for the past two months, up till that time I did not get more than one every two weeks. With best wishes for you and your paper I beg to be

Yours very truly,

C. W. MCFARLING.

Subscribe for THE BRAND—\$1.00

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.

The Laird-Hill Wedding.

D. C. Laird and Miss Q. B. Hill were married at the residence of the brother of the bride, Harvey Cash, at Dimmitt on Wednesday evening, November 18, at 8:30 p. m.

Mr. Laird is one of the most progressive young business men of this section of the state, manager of the finely improved OYO ranch, which stretches five miles north from Dimmitt; and the junior member of the firm of J. E. Tucker & Co., the proprietors.

The bride is the sister of Harvey Cash, the popular and efficient clerk of Castro county. With due regard to the many fine girls of that pleasant community, it can with justice be said that within the whole circle of her acquaintance, none is more universally and deeply loved. Her vivacity and bright sunny disposition and loving personality makes every acquaintance an admirer and every friend a deeply attached one.

Rev. A. W. Crawford united the happy pair with the beautiful and classic Episcopal ceremony, after which a bountiful wedding supper was spread. Only a few invited guests were present, among them from a distance, being Mr. and Mrs. J. E. Tucker of Taylor, Texas, and the mother and sister of the groom.

The wedding presents were many and beautiful. The new wedded pair will make their home at the OYO ranch and have the very heartiest good wishes of a host of friends.

Town property to trade for cattle. J. A. Williams. 40ff

Subscribe for THE BRAND—\$1.00

Hart Items, Castro County.

J. A. Stegall went to Hereford Friday on business.

N. Seaton of Deaf Smith county came down one day this week.

Horace Ribble who has been sick for several days is improving.

Mrs. B. S. Dunne who has been visiting near Abilene has returned.

Mr. Haynil is now living in his new residence, he has just completed.

Tom Ray went to see his best girl Sunday and of course he looked very "Wise."

Elder J. W. Kelly of Lockney preached for us Saturday night, Sunday and Sunday night.

Mrs. Keller and daughter of Lamb county visited Mr. and Mrs. Terrell Saturday and Sunday.

Sunday night our weatherman, Mr. Hart, became a little careless and Monday morning "Old Sol" got a little too far south and made us search for winter quarters.

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. 40ff

Notice.

Geo. Cloyd, the expert meat cutter who has been working at Reid's shop, is now with Arthur & Stanley at the old telephone office. 40ff

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

BRAND ADVS PAY DIVIDENDS. TRY 'EM

YOU NEED OUR DRUGS

WE WANT TO SELL THEM

WHY CAN'T WE TRADE?

We also have a fine line of

STATIONERY

SCHOOL SUPPLIES

CIGARS, ETC.

THERE ARE TWO REGISTERED PHARMACISTS AT

BURNS & SMITH'S DRUG STORE

GALBREATH, FOX & CO.'S

...SHOE SPECIALS...



For next week we are going to give something startling in shoes. In men's shoes we carry a full line of the celebrated Hanan & Son's fine shoes in all the popular lasts and styles and for one week we will sell ❀ ❀ ❀ ❀ ❀



Hanan Shoes

All \$6 and \$6.50 Vici and Patent Kid shoes for \$5.50
 All \$5 and \$6 vici and calf shoes for \$4.50
 All of our par excellent shoes, always sold for \$5, go next week for \$4.00
 All \$4 shoes for \$3.50
 All \$3.50 shoes for \$3.00
 All \$3 shoes for \$2.50
 All \$2.50 shoes for \$2.00
 All \$2.00 shoes for \$1.65
 All \$1.50 shoes for \$1.25

Ladies' Shoes



Little Gent'sShoes

In this line we will place on sale 50 pairs of Banner Shoes, sizes 2 to 5½, always sold for \$1.50 and \$1.75, next week at \$1.25
 All our \$2.50 boys' shoes at \$2



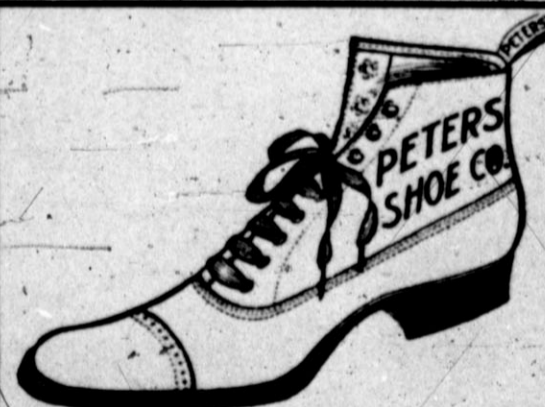
One lot of patent kid shoes in welts with extension soles, Blucher styles, always sold for \$4, next week \$3.50
 One lot of Vici Kid Shoes, Blucher styles, always sold for \$3.50, next week's price \$3.00
 Hand turned and Welts in Vici and Calf with new French heels, always sold for \$2.50, next week's price \$2.00
 All \$1.50 Shoes in Vici or Calf go at \$1.25

Childrens Shoes

In this line we have what you looking for.
 Our academy shoes for boys and girls, in sizes from 13s to 2s, is one of the best shoes on the market today, next week \$1.50
 Box calf or vici kid, 8½ to 12, just the shoe for school wear, next week's price \$1.25
 One lot of children's shoes, former price \$1.25, will close out the lot next week at 85c

MEN'S BOOTS

A heavy French calf boot, Morocco top, always sold for \$7.50, next week \$6.00
 French calf boots with the new military-heel, always sold for \$6.00, next week at \$5.00
 All our \$5 boots go at \$4.50
 A fine velour calf bootee, with snow excluders, go at \$5.00
 Now if you are in need of shoes, it will pay you to investigate the price and quality of these goods.



GALBREATH, FOX & CO.

Hereford's Postoffice.

A representative of THE BRAND was present at the opening of the mail from the north last Saturday, and was astonished at the volume of business done by the Hereford postoffice. One, who has had no experience along this line, might think the postmaster has a snap, but he who serves Hereford in this capacity simply has his hands full.

According to actual count there are on an average 508 letters and 1028 papers received daily, besides about 78 letters and 260 papers that pass through the office bound for rural offices.

W. J. Walters and his sister, Miss LeNora, are doing their best to give the public first class service and the promptness with which the mail is distributed each day indicates that they are succeeding. It is not to be wondered that a letter will be misplaced occasionally when the volume of business done by the office is taken into consideration.

The following figures show the office in a prosperous condition and growing rapidly: From Nov. 1st, 1901, to Nov. 1st, 1902, receipts \$2,991.61. From Nov. 1st, 1902, to Nov. 1st, 1903, receipts \$3,821.95.

Cattle Wanted.

You who have more cattle than you can winter, what will you charge me to furnish the cattle and graze out my 125-acre feed crop and 3 sections of grass, with good water and fence. Let me know at once. 40-1t

E. B. BLACK,
of Loveless & Black.

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 our Thanksgiving Turkey. Telephone No. 104.

C. T. Dobbins
PROPRIETOR

**..New Fall Millinery..
at Reasonable Prices**

IN THE

SPATH BUILDING

ACROSS THE STREET FROM
THE HEREFORD HOUSE.

MRS. E. J. TUTTLE

Christian Endeavor Program.

Subject for Sunday, November 22, "Thanksgiving—What are you thankful for."

Scripture, Psalms 33; 1-22.
Leader—Miss Maude Miller.
Meeting opens with song service at four o'clock—No's. 229, 157, 114, 18.

What causes for Thanksgiving may every one always find?—Mr. Harrison.

Why is it possible to give thanks for all things?—Ezra Norton.

For what in the future can we give thanks?—Lee Clark.

Why should thanksgiving form a part of prayer?—Miss Vanderburgh.

What habits will make one more mindful of causes for thankfulness?—Miss Nunley.

In God's word will I rejoice—Quartet.

What good comes of giving thanks?—Joe Clark.

What ways are there for showing thankfulness?—Miss Mattie Fore.

Violin solo—Miss Ula Walcott.

Comments on subject.

Song, No. 94, by choir.

Prayer for private Thanksgiving. Mizpah benediction.

Notice.

In view of the coming Thanksgiving and dedication services of Add-Ran College on Thursday, Nov. 26th, it is necessary to have everything in proper shape, so we, the Board of Directors of Add-Ran College, earnestly request the citizens of Hereford to meet at the College building on next Monday morning early and assist us in cleaning up and placing in proper shape the College and College grounds. All who can do so will bring with them wagons, scrapers, spades, sledge hammers, etc. F. HERRON,
President.

Young Man, Young Woman.

If you wish to be a Bookkeeper or Stenographer enter the Business College at Hereford, Texas. No better commercial college can be found. Prof. L. A. Wyatt, who has charge of the institution, has been a practical bookkeeper and teacher of commercial branches for over twenty years.

For Sale.

Guy Gamble's household furniture, consisting of beds, chairs, tables, carpets, matting, dishes, etc., will be sold at less than cost. All new and good. Can be seen at Guy Gamble's saddle shop. Come quick for a rare bargain. 35tf

Look Out For Fires.

It will soon be necessary to put up staves. Examine your flues well and insure your property with T. J. Graves & Co., who represent none but the best old line companies. 35tf

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.

A BRIGHT OUTLOOK

For Add-Ran College and Industrial School at Hereford, Texas.

With Randolph and Addison Clark, two of the greatest educators of the southwest, at the head of the institution, and located in the healthful and prosperous plains country with the moral and refining influences of Hereford, it is certain to be a great success. Session opens in the magnificent new stone building, Sept. 15t, 1903.

Special Land Buyers' Excursion

Will run to the new lands of Greer County, Oklahoma, and other sections of the great Southwest in November and December, via the Frisco System.

Are you looking for rich and fertile lands in the Southwest which you can buy for from one-fourth to one-tenth the cost of lands of the east and north? They produce as much acre for acre. Here is a chance to better your condition and add a liberal amount to your pocket book.

For full particulars and special railroad rates apply at once to R. S. Lemon, Secretary Frisco System Immigration Bureau, St. Louis, Mo.

Band Concert.

On Friday night next (November 27) the Hereford Concert Band will give a band concert at the Add-Ran College chapel. The boys have been practicing assiduously for the past few months and are prepared to render a most pleasing program, which, it is expected, will be interspersed with selections by the Add-Ran College orchestra. Remember the date and place—Friday evening, November 27, at the College chapel—and come out and give the boys a rousing reception.

Special Shoe Sale.

Galbreath, Fox & Co. have a page adv. of "Shoe Specials" for next week. If you are in need of anything in this line it will pay you to carefully read their advertisement.

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.

The proof of the pudding is in chewing the bag; the proof of Esca Harrison's giving the best and most satisfactory results in ordering tailor made suits in the style, fit, and superior quality. 39tf

Colt Show.

On Saturday last R. H. Norton held his annual colt show at which a number of contestants appeared. C. R. Moreman captured the first prize of \$10, while W. A. Higgins carried off the second—\$5.00.

Have you a 'phone at your residence? If not, see E. J. White, 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

Plant Fruit Trees.

Again I want to urge upon the farmers the importance of planting fruit trees this fall. I like to speak of this subject often, because it is greatly neglected. I think it is the duty of every farmer to raise fruit enough for his own family. I believe that fall planting of trees is as good as spring, but I will not claim it to be better, and then most of us have more time in the fall.

I have said time and time again that the only and best way for the average and practical farmer to keep his family supplied with fruit, is to plant some each year, and only a few dollars spent in this way each year will do it.

I am not writing this to the commercial orchardist, but to what I term the practical farmer. The commercial grower does not need "hints" of this kind.

The average farmer has many things to think of, and is liable to forget sometimes if not reminded. My rule is to plant a few trees every spring and fall, and this rule has been practiced on my farm for the last twenty or more years, and now you can call upon me any day and I will offer you some of the fruit, which is the reward of this labor. I aim to have fruit every day. I mean fresh fruit. Do you ask why? I answer, for health. I consider that reason enough, as fruit is better than patent medicine, and then I might add—for profit. The profit is saving.

Now, you farmers, who sometime ago were thinking of planting an orchard this fall, don't neglect it. Don't order cheap trees at any price. plant good trees and give them the proper care, and I know you will be well paid for your work.—E. J. Waterstripe, in Modern Farmer.

Cost Sale.

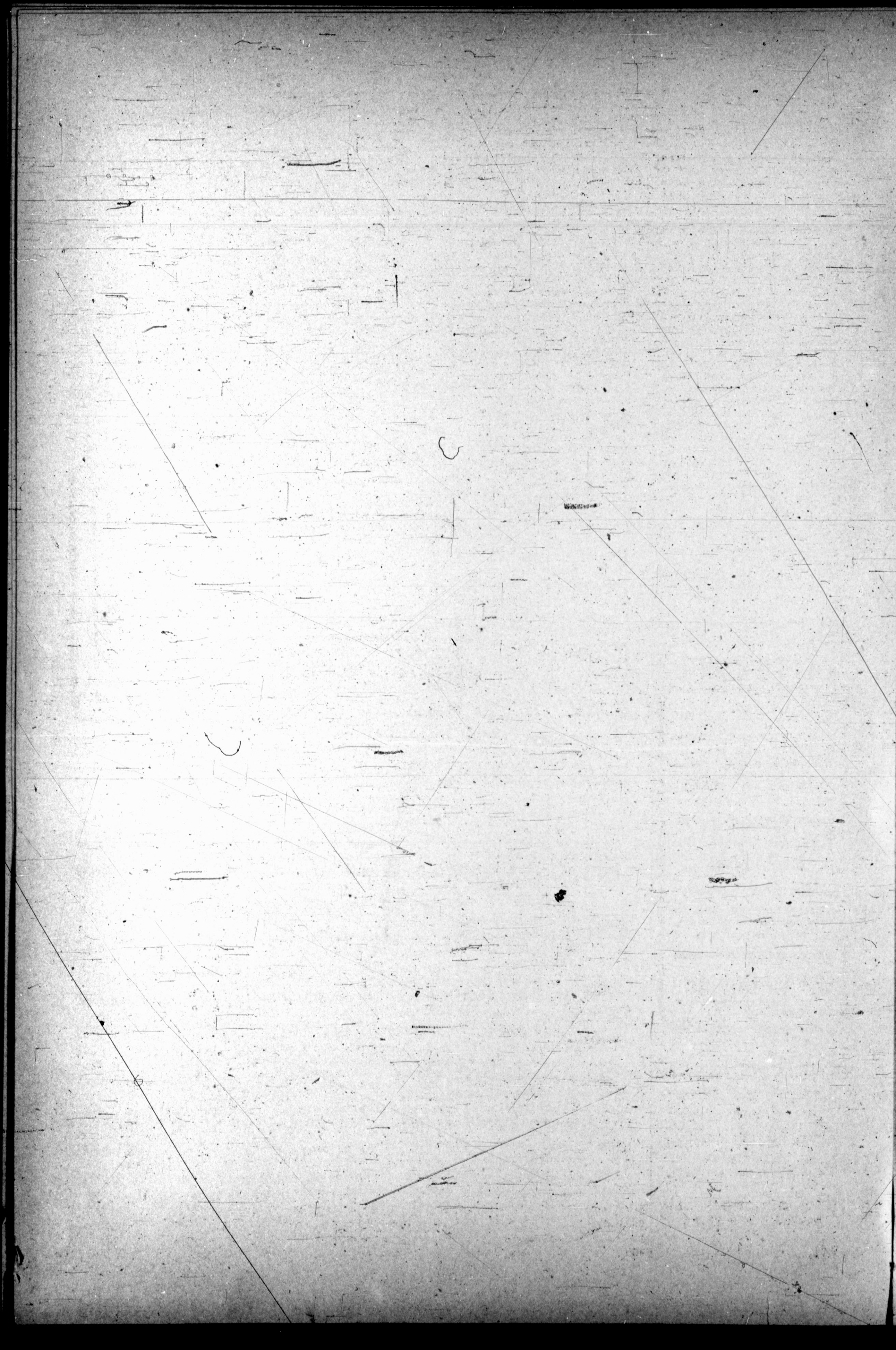
The Hereford Mercantile Co. have a new half page adv in this issue which will be of interest to our readers. This firm is determined to greatly reduce their stock and will make prices which should accomplish their aim.

Wanted.

A position in Deaf Smith county, a position of general house-keeping, domestic work an aptitude. A lady, with good references. Leave word and prices at BRAND office. 41tf

MRS. MEHLAR.

**Complete
Printing
Plant
for Sale
Cheap**
Write this office for particulars



TREASURER'S REPORT.

Statement of the Condition of the County's Finances.

STATE OF TEXAS,
COUNTY OF DEAF SMITH.
Before me, W. B. Beach, Clerk County Court, in and for said county and state, on this day personally appeared, W. B. Boyd, County Judge; J. R. Armstrong, Commissioner Precinct No. 3; and Geo. L. Muse, Commissioner Precinct No. 4; who, being by me duly sworn, did depose and say:

That the requirements of Article 867, as amended by Acts of 1897, page 27, have been in all things fully complied with by them at the November term of said Commissioners Court, and that the cash and other assets mentioned in the said County Treasurer's quarterly report made by said Treasurer to said court and held by him for the county have been fully inspected and counted by them:

BALANCES NOVEMBER 1, 1903.

	DR.	CR.
Jury fund, first class	\$ 176.82	
Road and bridge fund, second class	1,355.48	
General fund, third class	277.75	
Court house and jail fund, fourth class	3,898.01	
School fund, fifth class	353.28	
Total on hand	\$ 6061.34	

W. B. BOYD,
County Judge.

J. R. ARMSTRONG,
Com'r Prec. No. 3.
GEO. L. MUSE,
Com'r Prec. No. 4.

Sworn to and subscribed to before me this 13th day of November, A. D., 1903.

W. B. BEACH,
County Clerk.

[SEAL.]
By J. E. CLARK, Deputy.

Send Regrets With Best Wishes.

The following are specimens of letters received by F. Herron in acknowledging invitations to be present at the dedication services of Add-Ran College:

Cameron, Tex., Nov. 10, 1903.
Mr. F. Herron,
President,
Hereford, Texas.

My dear sir:

I am just in receipt of yours of November 4th, with invitation to attend the dedication services of Add-Ran College at Hereford on November 26th.

I would enjoy immensely to be present on that occasion, as I am

**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.**

sure it will possess features of great interest to every person interested in higher education in the state.

The names of Randolph Clark and his brother, Addison, have for many years been connected with the educational progress of the state in a most honorable and distinguished way, and to them is due a great debt of credit for helping to keep alive the little spark which has now come to be a great flame, illuminating the whole state, and inspiring all of our people. Their names, as pioneers, together with the Burlesons and Crane and McKenzie, from a splendid galaxy; and the fact that on the distant plains at Hereford has been established a great institution of learning is in large measure due to their persistent efforts.

I have engagements here at Court during this month, which will prevent my attendance, but I shall certainly participate with you in thought in giving thanks upon that occasion. With best wishes, I am,

Very truly yours,
T. S. HENDERSON.

Austin, Texas, Nov. 6, 1903.
Mr. F. Herron,
President Board of Trustees,
Hereford, Texas.

Dear Sir:

Your letter of 3rd inst., inviting me to attend the dedication of Add-Ran College and Industrial School, has been received. It will be impossible for me to comply with this request, much as I would like to do so, on account of previous engagements. I would suggest as possibly an available Regent, Hon. J. N. Browning of Amarillo, Texas, member of the Board of Regents. The name of your honored President R. Clark draws me kindly to your institution and I shall avail myself of the first opportunity to visit it.

With best wishes for the success of your institution, I am,
Sincerely yours,
WM. L. PRATHER.

Denton, Texas, Nov. 7, 1903.
Mr. F. Herron,
Pres. Board Trustees
Add-Ran College,
Hereford, Texas.

Dear sir:

I am in receipt of your esteemed favor of the 3rd, inviting me to participate in the dedication ceremonies of Add-Ran College on the 26th inst. I beg to assure you that I appreciate the honor thus conferred upon me, at the same time I must say with regret that it will be impossible for me to attend on that occasion. However, I wish to say that I am in hearty accord with the efforts of your good people to build up substantial institutions of learning in the inviting portion of our great state, known as the Panhandle country. I will further say that your distinguished president, who is no novice in school work, will give strength and character to the institution over which he presides.

With my best wishes for the future good and prosperity of this new Add-Ran College and its worthy head, I beg to remain,

Very truly yours,
J. S. KENDALL.

For Sale.

Good three room house and two lots for sale cheap.

34-1f F. Herron.

Keep Your Property From Burning

by taking insurance
in the Hartford,
Orient, Penn.,
New Hampshire,
Scottish Union,
National Fire Association of Phil.
The United States

Witherspoon & Gough, Agents

**LUMBER - SHINGLES
BRICK, LIME AND CEMENT
OIL, LEAD, VARNISHES AND
PAINTERS' SUPPLIES**

Hereford Lumber Co.

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

W. S. Higgins

E. R. Rice

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

Fresh celery at City Bakery on Friday of each week. 37tf

D. C. Laird was in from the OYO ranch Saturday and bought a bill of nice furniture.

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

A. D. Hodge, traveling salesman for Scarff & O'Connor of Dallas, was in Hereford Monday transacting business for his firm.

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

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

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

John Thomas was in from his ranch north of town Saturday on business.

If your property should burn are you able to rebuild? If not, insure with T. J. Graves & Co. 35tf

D. B. Dodson of Umbarger was in the city Monday on business and paid THE BRAND office a pleasant call.

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

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

J. W. Kelley of Lockney was a business visitor in Hereford Wednesday.

Fancy stiff bosom shirts, the very thing for winter, well represented at E. W. Harrison's. 39tf

J. D. Curtsinger was up from Castro county Saturday and was a welcome visitor at THE BRAND office.

In case of fire you need money. To get money take a policy in the Hartford, Orient, Pennsylvania, New Hampshire, Scottish Union and National Fire Association of Philadelphia or the United States. Witherspoon & Gough, Agents. 26tf

Fruits and nuts always on hand at Beach & Orr's. 35tf

B. C. Roberson was in from Boom on business Wednesday.

100 bushels of apples at last year's prices at J. A. Johnson's. 38tf

Miss M. V. Madden was visiting in Hereford from the country Tuesday.

Take that dollar to the Hereford Mercantile Co.'s cash store and get 9 lbs. of coffee. 21tf

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

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.

Address A. G. BOYCE Channing W. BOYCE Amarillo IRA ATEN Hereford