

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, DECEMBER 18, 1903

No. 44

# 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, Cutlery, Etc., we are setting the pace for the great Hereford country, especially in price and quality. In our store "How Good" comes first with "How Cheap" a close second. What you need to do is to come into our place and let us convince you. You ought to "put your home in order" for cold weather. Also let us sell you a good Heater. Ours are the Much-Heat-Little-Fuel kind.

# Stringfellow-Hume Hardware Company

HEREFORD, TEXAS



# SHIRTS

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

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

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

**E. W. Harrison**  
Furnisher to Men

Hereford Fuel Oil Co.

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

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

J. A. Johnson, was a business visitor to Amarillo Saturday.

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

W. A. Higgins was in from his ranch east of town Saturday after lumber.

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

Ex-Lieut.-Gov. Browning of Amarillo was transacting legal business in Hereford Monday.

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

Messrs. Blanchard and Barker, both living south of town, left Monday for an extended visit to Missouri.

J. D. Burch came up from Dimmitt Tuesday for lumber and other material to make improvements on his ranch.

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

J. W. Rhea of the firm of Rhea Bros. of Bovina passed through Hereford Monday afternoon on his way to Waco to visit relatives.

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

D. W. Blocker of Elk City Oklahoma arrived in Hereford Monday to purchase grain and other feed stuffs to send out to his ranch in New Mexico.

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

In giving the names of those who donated to the Add-Ran College, the name of C. L. Davis was unintentionally omitted. Mr. Davis donated and paid \$25.00 to the building fund.

Come and see Santa Claus at Burns & Smith. 43

J. N. Askern was in from his ranch Monday.

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

E. Megert was in town Monday morning and called at THE BRAND office.

J. H. Calloway went down to Memphis Saturday afternoon on business.

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

J. T. Gilbreath of Castro county was in town Tuesday negotiating with our furniture men.

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

W. J. Daniel of Hood, Cook county, came in Sunday, the guest of his mother, Mrs. M. B. Daniel.

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

L. B. Simmons of Amarillo was in Hereford Monday looking after passenger traffic of the Denver Road for the holidays.

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

L. B. Brakebill of McKinney was in town the first the week on a prospecting tour and incidentally ordered THE BRAND sent to him.

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

We failed in last week's issue to give credit to the obituary of Miss de Graffenreid, which was furnished this office through the kindness of Miss Millicent Griffith.

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

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

Mrs. J. W. Hughes and son, daughter and grandson of our townsman, F. Herron, left for their home at Graham Monday afternoon. Mr. Herron and daughter, Miss Georgie, accompanied them as far as Amarillo.

### Notice!

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

### 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.

## 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

**J. W. HICKS, M. D.**

PHYSICIAN AND SURGEON

Office at T. M. Coulson & Co.'s Drug Store. Telephone No. 40.  
HEREFORD, TEXAS.

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

**W. E. ROBERTSON**

DENTIST

Special attention given to diseases and deformities of the mouth  
Prices governed by services rendered  
Office at Hereford Dental Parlors in the G. R. Hay brick building  
Office 'phone 65 Residence 18

**WITHERSPOON & GOUGH**

ATTORNEYS-AT-LAW

REAL ESTATE AND INSURANCE

NOTARY IN OFFICE

Office next door to Bank  
Hereford - - - Texas

**W. H. RUSSELL**

LAWYER

Practice in all courts  
Hereford, - - - Texas

**JNO. P. SLATON**

ATTORNEY-AT-LAW

Office in Western National Bank.  
Hereford, Texas.

## Panhandle Marble Works

AMARILLO, TEXAS

MARBLE AND GRANITE

Monuments and Statuary

Iron Fences, Floor Tiling, etc.

**S. B. Feemster**  
LOCAL AGENT

Hereford, Texas

A. E. STANLEY and GEORGE CLOYD, Managers

**R. H. NORTON**

DEALER IN

**High Grade Meats Of All Kinds**

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

L. R. BASSHAM

A. C. HARROW

**HEREFORD TONSORIAL PARLORS**

AGENTS FOR ACME STEAM LAUNDRY, OF FT. WORTH

Our Specialties.....

**A** N EASY SHAVE  
NEAT HAIRCUT  
CLEAN BATH

SHOP OPPOSITE  
HEREFORD  
NATIONAL  
BANK



# BARGAINS!

FOR THE NEXT 15 DAYS D. R. GASS & SONS WILL BE HEAD-QUARTERS FOR BARGAINS. OUR GOODS MUST BE SOLD REGARDLESS OF COST

# BARGAINS!

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**

**To Bring More People Here.**

The Panhandle Colonization Company has entered into a contract with Witherspoon & Gough to represent them in this immediate section of the Panhandle, through their representative and field agent, M. G. Fallon. This company has for its purpose the colonizing of the Panhandle, as their name indicates, and Mr. Fallon will spend the coming year in the northern states advertising the advantages of the Panhandle, among the northern farmers. All sales of lands in this section to the northern prospectors sent here by this company will be made through the firm of Witherspoon & Gough and we look for some excellent results from this deal.

**Hereford Bulls For Sale.**

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

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

**College Burned.**

The first of this week the Tyler College, located at Tyler, Texas, was destroyed by fire. The building was originally used as a fruit palace, but some years ago was overhauled and used for a college building and dormitory, the latter of which was occupied by about 200 young ladies, many of whom had narrow escapes.

The loss is reported to be great, as the property was not well covered with insurance.

**Money to Loan.**

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

**For Sale**

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

**NOTICE! NOTICE!**

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

H. Baker of Dimmitt was in town on business Thursday.

**FOR SALE**—A good organ at 1-3 its value. Apply at this office. 44-4

John C. Johnston, who has been quite ill at his ranch, is reported as convalescing.

S. B. Drummer, representing the Chilicothe flouring mill, was in Hereford in the interest of his line Tuesday.

Misses Grace and Ruth Hannaford and their father, Chas. Hannaford, were in from the Green Valley ranch Wednesday.

S. Loveless has sold his handsome residence in the northeast part of town to Dr. LeGrand, late of Graham, consideration \$2250.

Miss Dora Douglass, who has been in the employ of the Hereford Mercantile Co. for the past season, has accepted a position in the dress-making department with Mrs. Zumwalt of Amarillo and left Thursday afternoon for that place.

E. D. L. Tims and family left Tuesday afternoon for their former home at Mansfield, Texas, where they will live in the future. This splendid family had established themselves in the hearts of our people and their removal will be a great loss to the town and community. While we regret to lose them from our midst, we wish for them continued happiness and prosperity.

**Subscribe for THE BRAND.**

E. R. Gamble went to Portales Thursday on business.

J. H. Holland was up from Dimmitt on business Wednesday.

R. L. Stringfellow came down from Amarillo Thursday on business.

J. C. Cox was in from his ranch east of town Wednesday and was a pleasant caller at this office.

J. F. Perry leaves Saturday afternoon for a four weeks' visit back at his old home in Columbia, Tennessee.

Mrs. Frank Tompkins and two sons came in Friday and are the guests of the former's brother, R. N. Mounts.

The subject of Elder H. M. Bandy's discourse on next Sunday at the Christian church will be "Christmas". All are cordially invited to attend.

A BRAND reporter called around to Loveless & Black's this week and found them busy unloading a car of nice furniture which they had just received. With the immense stock which this popular firm now carries, there is no reason why anyone should go elsewhere to buy furniture, as all lines are represented at their store.

**At the College.**

Christmas night the Trade Carnival will be held, supplemented with a musical program. Admission 25c. Free conveyances will be provided, starting from Meeks' photo gallery.

## MERRY CHRISTMAS

Headquarters for Santa Claus

We want your Holiday trade along with our Drug business

**Burns & Smith, Druggists**

**A BOOM**

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

**THE PANHANDLE**

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

**WHY?**

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

**SMALL STOCK FARMS.**

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

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

**LOW PRICE**

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

**"THE DENVER ROAD"**

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

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



## Panhandle News

The city of Dalhart granted a 20 year franchise to a Denver man last week and is to have an up-to-date waterworks system in the near future.

A communication from Alanreed says, "The printer, Mr. Thomas, and the press are here and when some more of the printing outfit comes in our newspaper will begin."

The "Denver Road" will sell tickets to all points in Texas at one fare plus \$1 for round trip; and to all points out of the state for one fare plus \$2. These rates will prevail during the holidays only.

The West Texas Stockman of Colorado, Texas and the Texas Stock Journal of Ft. Worth and Dallas, Texas, have consolidated and the entire business will be removed to Ft. Worth and will be under the management of the former Stockman force. The paper is to be known as the Texas Stockman Journal.

The Quanah Gin and Feed Mill Company amended its charter, increasing its capital stock from \$20,000 to \$40,000 and providing that it may do a gin and mill business in Quanah and in Chillicothe, Hardeman county; Paducah, Cottle county; Childress, Childress county, and Crowell, Foard county.—Tribune-Chief.

The application of J. O. Watson, C. M. Byrd, Alvis Rude, J. W. Martin and T. S. Cavins to organize "The First National Bank of Claude," with a capital stock of \$25,000, has been granted by the comptroller of the currency. These gentlemen hope to open up for business about the first of the coming year.—Claude News.

## 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

The doctors of Amarillo have reported one death from diphtheria in that city, which resulted in the closing of the public school till after the holidays that the disease might not speak further.

We are informed that on Friday of last week Simpkins & Barnhart, merchants at Alanreed, made an assignment for the benefit of their creditors, the result of their being unable to collect, owing to the low price of cattle.

It will be decided on December 21st, whether or not the A. P. & S. railroad will be built. Maj. Gordon has announced this as the final hearing and the committees at the various places are putting forth their best efforts to raise the bonus. The bonus asked of Plainview is \$30,000 and 27 sections of land and that of the other towns in proportion to this.

### Wheat Pasturing.

Pasturing wheat moderately and in dry weather is a profitable use of superabundant growth, provided it is not done when the wheat first comes up. But in wet weather pasturing is injurious, not to the stock, but to the grain. To turn on the stock too early is also injurious. In dry winters it matters but little how closely the wheat is grazed, for as long as the roots and crown remain when the early spring rains come and the stock is removed the growth will be prompt and rapid, and early in June (in the southwest) there will be need for reapers, for the golden grain will be ripe unto the harvest.—Farm and Ranch.

### Christmas Eve at Portales.

Don't fail to take advantage of the Christmas rates over the Pecos Valley and attend the grand ball, banquet and Reception to be given by Hamilton Camp, No. 17, Woodmen of the World, at the Hotel Vendome, Portales, N. M., on Christmas Eve. An orchestra from Amarillo will furnish music.

C. HUDSPETH,  
H. A. DALMAN,  
W. B. HILL,  
B. D. OLDHAM,  
M. NEWMAN.

### Trade Carnival

At the College Chapel Christmas night, December 25. A fine musical program will be rendered during the representation of the business interests of the city. Carriages will be provided (free) those wishing to attend, which will start from Meeks' studio. Admission 25c.

### For Sale or Trade.

One 45 Colt and one 44 S. & W. revolver for sale cheap. Will trade for repeating shot gun. Call at this office. 43-2t

### 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.

## SEE HERE!

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

## Tierra Blanca Herefords

L. R. BRADLY

...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 FUEL OIL CO.

DEALERS IN

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

"Once you try it, you'll always buy it"

Your patronage will be appreciated and given prompt attention

PHONE 76

TROY WOMBLE, Manager

F. HERRON

C. E. EDWARDS

## Herron & Edwards

DEALERS IN

Hay, Grain and Feed Stuffs  
HIDES BOUGHT AND SOLD

A reasonable portion of your patronage solicited

TERMS: STRICTLY CASH

## A PANHANDLE BOOK

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

DON A. SWEET, Traffic Manager  
Amarillo, Texas

Subscribe for The Brand--\$1.00



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

Frank Chestnut of Arney was seen on our streets Tuesday.

All kinds of plumbing done on short notice. Bell Bros. 44-2t

Jas. Curling came in Monday day afternoon from New Mexico.

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

A. S. Gracy, living 5 miles east, was a business visitor in town Tuesday.

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

Judge John W. Veale came down from Amarillo Monday on legal business.

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

T. J. Sawyer of Dimmitt was in Hereford Tuesday after cattle to take down to his ranch.

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

O. M. Daniel, while in town Tuesday, called around to THE BRAND office and moved his subscription up a year.

List your land with Hereford Land and Abstract Co. Lands in the black land belt to trade for plains lands. 44-1t

W. A. Hubbard of Castro county was transacting business in Hereford Tuesday and was an appreciated caller at this office.

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

G. A. Hughes of the south part of the county, returned Monday from an extended visit to his old home at Frost. Mr. Hughes has made up his mind to stay in the Panhandle and consequently put his Frost property on the market.

**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. 58

**Hereford Transfer**  
W. T. SMITH, Prop.  
All kinds of light hauling done on short notice and in a satisfactory manner. Phone No. 100  
Baggage Delivered to all parts of the city

Jay Gould Once Said:  
**"TAKE CARE OF THE 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

**The Hereford National Bank**  
Hereford, Texas

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

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

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

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

E. W. Harrison for ladies' shoes.

We do windmill repairing of all kinds. Bell Bros. 44-2t

Mr. and Mrs. R. N. Mounts were visiting in the city Tuesday.

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

Judge Ira Webster of Channing was in Hereford Sunday on court business.

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

J. E. Rhea and wife came in Monday afternoon and are the guests of Mr. and Mrs. Ira Aten.

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

H. O. Anderson, living in the extreme northwest part of the county, transacted business in Hereford Tuesday.

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

Geo. Wilks of Portales, New Mexico, brought a bunch of cattle up Tuesday to winter on Tol Ware's ranch in this county.

J. R. Hasting, who owns a ranch in Castro county, is spending a few weeks in Hereford, while one of his children is under the treatment of our physicians.

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

B. C. Roberson of Boom was in Hereford Tuesday on business and called around to see THE BRAND office. Mr. Roberson spoke encouraging words to us which we appreciate very much and which made us feel that we would be glad when he called again.

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

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

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

A. J. McMinn of Boom was among Hereford's visitors Tuesday.

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

Postmaster W. J. Walters went up to Amarillo Monday afternoon to hear Eli Perkins lecture.

Do you want to trade your Plain's land for black land, if so list them with the Hereford Land and Abstract Co. 44-1t

J. P. Carroll, special agent for the New York Underwriter's Insurance Company, accompanied by his wife, was in Hereford Tuesday inspecting risks for his company.

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

Phone the Ideal Dairy when you want fresh butter. 43

W. W. Gunn of Tulia visited friends in Hereford Sunday.

If your tank leaks or your pipe is frozen see Bell Bros. They can fix it. 44-2t

Oscar Witherspoon left Wednesday on an extended visit to his old home at Midlothian.

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

G. A. Sachse of the North Draw was in Hereford the first of the week attending court and was an appreciated caller at THE BRAND office.

R. L. Shive, a prominent citizen of Castro county, was in Hereford Tuesday with produce to sell. Mr. Shive made arrangements whereby he becomes a permanent reader of THE BRAND.



# The Brand

Official Organ for Deaf Smith and Castro Counties

Published Every Friday by  
**VANDEBURGH & RAY**  
Editors and Proprietors

## FOR REPRESENTATIVE.

Referring to the representation of this district in the next session of the state legislature, the Amarillo Champion has the following to say:

"As a representative from this district in our state legislature at its next session a man will have an opportunity to do good work in looking after the interests of this section and in casting his vote for measures of state wide interest in such a way as will best express the sentiment of this portion of Texas. Our representative should understand the needs of this country, command the respect of the people and be a legislator who will rank high among the body in which he has a seat. Such a man we believe to be Judge Gough of Hereford and we hope that he may be induced to run for this office. By long residence in the Panhandle he understands the legislation necessary for its proper development; in his own county he is deservedly popular and he has his admirers all over the district; and he ranks at the top in his profession. All these things induce us to think that his candidacy would meet with much favor."

The Champion is by no means alone in its desire to have Judge Gough give his consent to offer for this responsible position. There are hundreds of people all over the Plains who would warmly receive his announcement and give him their hearty support; but when we consider that the salary which this all-important office pays, will not only not justify a man to leave his business, but will not pay actual expenses, we can hardly hope to have our legislative halls filled by our best talent. To be sure we frequently find the very best talent represented in the legislature by men of means, who go simply for the interest they have in the welfare of their state, and should the Judge be prevailed upon to make the race, it would be from purely a patriotic standpoint and not with the expectation of being rewarded in a financial way. However this may be, we agree with the Champion that, owing to the fact that there is much need of men of thought and experience and that the Panhandle is looked upon as a separate and distinct part of the state, we should be well represented and Judge Gough would be the right man in the right place.

ELSEWHERE in this issue of THE BRAND will be found a statement of the much-talked-of Baptist College by the local board at Canyon City. While we are not parties to this affair, we feel an interest in our neighbor town and do not feel that she has been treated with justice in the matter. We ask our readers to peruse the statement of a number of Canyon's representative men and see if it does not coincide with your understanding of the proposition. There

is not a town in the Panhandle that would have paid the bonus subscribed after having been informed that two Baptist schools would be established in the Panhandle, instead of one—on which latter proposition the subscriptions were raised. Personally, we have no grievance to make, since Canyon's present plight was not, fortunately for our people, awarded to Hereford (as we see no reason why any of the competing towns, with the possible exception of Canadian, would not have been placed in the same unenviable position that Canyon is in this matter), but we believe in the old adage, "Justice to whom justice is due," which, in our opinion, if it had been obeyed, would have landed the college in Canyon City. We wish to say further that THE BRAND, believing in justness and fairness to all, will not recognize nor give its aid to any Baptist college located in the Panhandle, until the denomination has settled the college question at Canyon City in a manner satisfactory to the citizens of that town.

THERE are to be found, here and there over the Panhandle, men who are becoming discouraged and are drifting back to East Texas and Missouri to spend the remainder of their days, thus sacrificing their interests here. These same people will live to see the error of their way. Years less prosperous than others are bound to come in all countries and the present stringency is not the fault of the country but the result of the depression in the price of cattle. We can mention scores of men who are making money here farming, and are thoroughly satisfied as to the merits of the country. However, these same men are not the kind to be baffled by a slight depression in values, but take the broad view of the situation and realize that the same has been the history of all climes and countries. Some years ago, when the drouth struck Vernon, the people drifted from that country in large numbers back into the cotton districts and took up their former custom of paying high rents, the results of which can readily be seen. On the other hand, those who remained and improved their property and waited patiently for another season of prosperity have reaped the benefits which naturally accrue to a new country where the natural resources exist in so great abundance. The man who stays with his 640 acres (or more or less) of land today will be THE man of tomorrow.

### Bank Notice

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

### At the College

Christmas night the Trade Carnival will be held, supplemented with a musical program. Admission 25c. Free conveyances will be provided, starting from Meeks' photo gallery.

### 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.

## J. P. HARDING, Druggist

...DEALER IN...

Drugs, Medicines and Chemicals  
Gold Jewelry, Watches and Diamonds

...HEADQUARTERS FOR...

School Books and Stationery  
Paints, Oil, Varnishes and Brushes

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

## Garrison Bros.

...Dealers In...

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

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

## Garrison Bros.

Hardware and Implements.

BRAND ADVS PAY DIVIDENDS. TRY 'EM

## Money Talks

at Our Store.

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

**Norman & Mabry**  
"THE PALACE GROCERY"



**The Bazaar.**

The ladies of the Methodist church, according to previous announcements, held their bazaar last Friday and Saturday and, notwithstanding the fact that both days were exceedingly disagreeable owing to the high winds and the cloud of dust which constantly filled the elements, the results in a financial and social way went far beyond the expectation of the most sanguine. The business men and people generally turned out en masse, purchasing the novelties created by the handiwork of the ladies and satisfying their hunger in the culinary department with such delicacies as chicken, turkey and pumpkin pie. The proceeds, we understand, amounted to about \$90.

**Local Option Club Meeting.**

Monday night was the time appointed for the regular meeting of the Local Option Club. The speeches made were spirited and to the point and the attention was perfect. The meeting, as near as we could learn, was called to order by W. G. Ross in the absence of the chairman. The attendance could have been better but taking everything into consideration the result was encouraging. Mr. Ross and Sheriff Inmon being the only ones present.

**Are You From Missouri?**

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

43 **HEREFORD NURSERY.**

**Windmill Repairing.**

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

**Uncle Remus' Observations.**

[Contributed.]

Well, ez I hab bin stud'in de situashun, I jes thout I wood tell what I seen in de co't de udder day. De good Baptists nos dar waz sum disturbince at dar big meetin' last summer an' de gran' joory found sum bils an' de kase kum up fer trile an' de joory wuz paneled an' de witnesses wuz put on de stand. De yung ladis who wuz so misfortunit ez to hab seen sum ob de disturbince testyfide to jes what dey saw an' den de defendint's witnesses wuz put on de stand an' dey didn't no mutch 'bout de kase, but de lawyers splainifyed 'bout de kase, an' de defendint's lawyer sed ez how de defendint wuz so ugly dat he thout if de defendint kood improv' on his looks by makin' faces he ou't to do so, an' if he wuz to try to whisel his years wood move round on his face to see de sho, an' he jes lafed de joory out ob belieben de defendint wuz guilty, an' dey jes turned him loose, an' by so doin' dey sed de ladis falsifide. Now, brederin' don you think it wuz time fur you to see dat disturbers wuz punishd, an' de heethins at home need your 'tenshun worse dan dey do in India? An' it wood be so mutch cheeper fer de pepul, an' you wood not hab so mutch trubbel passin' de hat roun' ebry Sunda' an' de pepul I thinks wood lik' to go to church beten, an' you brederin wood hab more time to see dat de disturbers wuz punishd. Now, brederin, studi de matter, ober an' next time a kase kums up fer trile don't set idel bi an' pa no 'tenshun to de kase an' let 'em go unpunished, as you hab in dis one. An' I does think de pepul wood be mo' apt to go to church if dey need you wood see dar wuz no disturbince. Brederin, I jes writes dis to let' you no as how de pepul is lookin' at de matter.

Wid a happi Chrismus an' a prosperus New Year an' best wishes.

UNCLE REMUS.

P.S.—If dis skapes de waste basket mabe I wil tel you ez how de seet ob mi britches got mixt up wid de busines en' ob a wild Mexico stear.

**Notice of Annual Meeting.**

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

**Another Land Sale.**

F. Herron purchased from J. W. Gould one section of land fourteen miles west of Hereford; consideration \$1,717.00. This purchase was made for W. F. and C. T. McLaren of Lawrence county Tennessee. They trusted the whole matter to Mr. Herron's judgment, they themselves having never seen this country. Mr. Herron certainly made a good purchase and the owners will no doubt be pleased when they see the land.

**Christmas Night**

At the College. Trade Carnival and musicale. Admission 25c. Free conveyances. Be ready at Meeks' photo studio.

**Christmas Dinner**

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

**John A. Johnson  
Groceryman.**

**Hereford Planing Mill & Construction Company**

**SNYDER & LACEY, Proprietors**

**MANUFACTURERS OF**

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

**RETAILERS OF**

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

**CONTRACTING A SPECIALTY**

**YOU'RE NEXT**

For a Shave, Haircut or a bath at the

**City Barber Shop**

George W. Dale, Proprietor

**THREE CHAIRS**

**TWO BATH ROOMS**

In the new brick building on South Dewey Avenue

G. A. F. PARKER  
President

J. P. CONNELL  
Vice-President

F. B. FULLER  
Cashier

**The Western National Bank  
Of Hereford, Texas**

**CAPITAL - - - \$50,000.00**

**DIRECTORS**

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

**FIRST-CLASS  
ACCOMMODATIONS**

**THE BEST TABLE  
IN HEREFORD**

**THE HEREFORD HOUSE**

ASA MARTIN, PROPRIETOR

**NEAR THE DEPOT**

**HEREFORD**

**TEXAS**

**FUTURE**

**Who Knows**

What The Future Holds in Store?

It is a sealed book which only Time can open.

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

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

Such a time must come to every living person.

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

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

**Do It Now!**

**SAM H. MORRIS**

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



**Texas Bred Whitefaces.**

Believing that Texas could furnish the best car of beef steers on earth, Col. C. C. Slaughter of Dallas some time ago selected fifty calves from the Ancient-Britton-Bredwell ranches in Hockley and Cochran counties and sent them to Rushville, Ind., to be placed on feed. It was his intention to take fifteen from the bunch and exhibit them as a car lot of two-year-olds at the St. Louis World's Fair. Unless Director Coburn can be induced to modify his ruling, however, car load lots will be barred and only two of these animals will be allowed to face the judges at the fair. Stock men all over the country have appealed to Mr. Coburn to change his ruling so as to admit cattle in car lots, which, it is contended, is the only way that grade cattle can be fairly passed on, one or two animals not being deemed sufficient to indicate the real character of a herd. It is to be hoped that the request of the cattlemen will be granted. In the event that it is Col. Slaughter will send a car load of his Whiteface beauties to St. Louis and he is confident that they can win against all comers.

These youngsters have for sires registered Hereford bulls for which Col. Slaughter paid from \$500 to \$5,000 each and they are out of cows from the well-known Chas. Goodnight herd. At fourteen months their average weight was reported at 1050 pounds.—Farm and Ranch.

**Trade Carnival**

At the College Chapel Christmas night, December 25. A fine musical program will be rendered during the representation of the business interests of the city. Carriages will be provided (free) those wishing to attend, which will start from Meeks' studio. Admission 25c.

**Announcement.**

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

**ELITE CAFE**

....AND....

**Barbecue Stand**

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

**Best Meal in Town for 25 cents.**

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

**C. T. Dobbins**  
PROPRIETOR

**ALFALFA FED HOGS.**

**Bunch From Canyon City Sold at Fort Worth Yards.**

Fort Worth, Texas, Dec. 10.—What one man can do, another one ought to be able to do. F. Hoffman of Canyon City was here today with sixty hogs averaging 239 pounds, and sold for \$4.70. The hogs hardly know what corn looks like. They were grown on alfalfa from the time they were farrowed until taken up and fed for market. Their feed consisted of ground rye and milomaize.

Mr. Hoffman's ranch is situated in what is supposed to be one of the parts of Texas not suited for hog-raising, yet alfalfa, Kaffir corn, milomaize and rye can be grown very profitably.

Buyers looked with as much favor on these milomaize, cracked-rye and alfalfa-fed hogs as they did on the corn-fat hogs from the Territories in the adjoining pens. The hogs looked as solid, and perhaps more healthy, than did several bunches fed on corn.

The cost was a mere bagatelle and hardly considered, for on the same fields of alfalfa that were used to graze the hogs on, four tops to the acre was cut, i. e. the field was cut four times, and at each cutting the yield was a ton to the acre.—Dallas News.

It will be seen from the abobe that the production of alfalfa and the raising of fine hogs in the Panhandle is not quite an impossibility as is thought by many. The draws and valleys around Canyon City have been producing fine alfalfa crops for sometime and the result is that these lands which are adapted to the growth of this crop have enhanced in value until it is quite difficult to secure them either for money or love.

What is said of Canyon City can be said of many portions of this country. Alfalfa is being grown successfully in the low lands of Deaf Smith county and brings forth a good yield. This fact, linked with the fact that all the other feed crops mentioned above are grown throughout the length and breadth of the Plains, independent of the amount of rainfall, ought to make this a hog country of the first type. Hogs, like men, need pure water and fresh air and since we have these in great abundance, the diseases common among hogs in other localities are unknown here. We look forward with pleasure to the time when Fort Worth and the other big stock markets will have to look to the Panhandle for their hogs as they do for their cattle. Or better still when we shall have packeries throughout this section to take care of the home product.

**Miss Harris Promoted.**

Miss Delphine Harris, teacher of Domestic Science in Add-Ran College, has been appointed assistant superintendent of the department of domestic science in the Colorado building at the St. Louis World's Fair.

**For Rent**

4-room house with hall, barn, 1 acre of land—\$10.50 per month.  
HEREFORD LAND AND ABSTRACT CO.

**Strayed**

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

**Things Good to Eat**  
**Good, Wholesome, Fresh Groceries**

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

**J. W. MARTIN**

**Hereford Lumber Co.**

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

**Hereford Lumber Co.**

SUBSCRIBE FOR AND READ THE BRAND AND KEEP POSTED

**HUMPHREY PACKING COMPANY**

HEREFORD, TEXAS

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

**C. C. FERGUSON**

Dealer in

**Grain and Coal**

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

Highest Prices Paid for Hides

The most centrally located Wagon Yard in town Will handle a full line of Field Seeds

**YOUR PATRONAGE IS SOLICITED**



# OUR STOCK IS ENTIRELY TOO LARGE

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

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

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

# HEREFORD MERCANTILE CO.

E. W. Harrison for nice pants. 43  
J. J. Portwood was on our streets Saturday.

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

Elbert Newton was a business visitor to Hereford Monday.

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

Ed Smith of Castro county was in Hereford on business Wednesday.

B. F. Westbrook of Dimmitt was a business visitor to Hereford Thursday.

B. Hussemann of Nazareth was among Hereford's business visitors Tuesday.

WANTED—To buy a small residence at a bargain. Address Box 202, Hereford, Texas. 44

C. J. Terrell and Fred Moore of Castro county were in Hereford Thursday laying in supplies.

Sam Wise of Dimmitt spent Tuesday in Hereford, going up to Amarillo in the afternoon on business.

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

W. J. Killough was up from his ranch in Castro county Wednesday transacting business with our furniture merchants.

Prof. Eddleman, principal of the Boom school, was in Hereford Wednesday and informed a BRAND reporter that his school had closed for the holidays.

Wall Paper—Loveless & Black 44  
W. B. Garvin was in Thursday after supplies.

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

S. A. Shaw of Childress was in Hereford Wednesday.

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

A. A. Thier was up from Nazareth Tuesday after supplies.

A. J. Bryant arrived in Hereford from Puerto, N. M., Tuesday.

W. B. Green was in Wednesday from Frio community, on business.

G. A. Hughes and son were pleasant callers at THE BRAND office Wednesday.

W. R. Evants left Thursday for Barstow where his wife is visiting her relatives.

J. R. Kerlin came in Monday from Dickens to look after his ranch interest in New Mexico.

Mr. and Mrs. T. M. Palmer and daughter, Miss Della, were in town shopping Wednesday.

Jackson Bros., substantial citizens of the North Draw, were in Hereford on business Tuesday.

FOR RENT—A business house centrally located. Apply to C. W. Dodson at Hereford National Bank.

A. A. Blankinship came in Wednesday from Tucumcari, N. M., on a visit to his family here. Mr. Blankinship reports the recent burning of five business houses in that town, but the fire did not reach his store.

J. W. Gordon was in from his ranch Tuesday.

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

J. E. Hoffman of Canyon City was in Hereford Tuesday.

J. R. Lynch was in from the ranch on business Wednesday.

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

A. P. Murchison returned Wednesday from a business trip to Kansas City.

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

Walter Timmins of Dimmitt was seen on our streets Monday.

Marion Smith was in from the Tierra Blanco ranch Wednesday on business.

Mrs. J. R. Lynch left Wednesday afternoon for a few days' visit to relatives at Clarendon.

J. M. Atchison, one of Castro county's substantial citizens, was in Hereford Tuesday and was a pleasant caller at THE BRAND office.

**WEST CO & G EAST**  
**TO R R TO**

**EAST Rock Island System WEST**

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

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



# GREATEST EVENT YET

## DECEMBER THE MONTH OF MANY HAPPENINGS

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

### BELOW WE MENTION A FEW OF OUR BARGAINS

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

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

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

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

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

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

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

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

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

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

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

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

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

# Loveless & Black, Furniture Dealers and Undertakers

#### A Successful Nurseryman.

On Tuesday afternoon of last week the proprietors of THE BRAND, on invitation of our friend, W. F. Stimson, enjoyed a drive out to the Hereford Nursery in the northeast part of town. We have often heard it said that for a man to be entirely successful at any enterprise he must first familiarize himself with all the details thereof, and that the degree of success achieved depends upon the amount of knowledge acquired. If this be true, and it certainly is, Mr. Stimson will be rewarded with success, for he has made a careful study of and is conversant on every possible phase of the nursery business, and those wishing to plant trees or shrubbery of any description would do well, not only to purchase their stocks from him, but get his ideas on planting and cultivation.

We were first shown through the department in which the fruit trees were kept. Here we found large numbers of the famous Ben Davis, Wine Sap, and all the well known varieties of apples, besides a complete line of peach, pear, apricot, cherry—in fact everything that is supposed to grow in this section of the country. This nursery now has on hand for immediate delivery over fifteen thousand fruit trees of the different varieties. In the forest tree and shrubbery line Mr. Stimson has a well assorted stock, though not as large as would be necessary were our people to follow the suggestions of Mr. Clothier, who gave a lecture on forestry a short time ago, during which he stated that our people should plant at least one million forest trees annually for the next ten years. However, we can assure our

readers that the Hereford Nursery, through their connection with other reliable nurseries, can supply on short notice any order for forest trees that may be wanted. And right here we wish to state that it was Mr. Clothier's advice that the home nursery be given the preference at all times when buying nursery stock—the fact that the reputation of the home nursery must be maintained or go out of business causes them to be absolutely reliable, even though they were not disposed to be so.

But the business of this nursery is not confined to fruit and forest trees, as was evidenced by the large cellar full of strawberry and other plants, bearing delicacies of the season, besides large numbers of berry-bearing bushes.

Taking all in all Hereford has a nursery of which she may well be proud and which is a most interesting place to visit, whether or not you are interested in nursery growing. We might add, also, that all stock in this nursery is grown without irrigation. Mr. Stimson, not wishing us to return empty handed, presented us with two large kershaws, which, when properly prepared, makes one of the most delectable of dishes.

#### Amarillo Wet.

The result of Saturday's election at Amarillo was a victory for the antis by a majority of 55 votes. Some irregularities were reported in the election, but it is understood that there will be no contest. F. Herron returned from Amarillo Wednesday and reports 14 applications for buildings in which to open up saloons.

Subscribe for THE BRAND—\$1.00

## ANNOUNCEMENT

We are offering to the holiday trade Fancy Groceries, Confectioneries, Games, and a nice little line of Xmas goods. Also have general line of Racket Goods, Notions and Bicycle Sundries. We cordially invite you to call on us for your Xmas goods.

### W. M. COGDELL

#### Notice.

We wish to thank the public for their liberal patronage during the past year. The volume of our business has gone far beyond our expectation, but in looking over our books we find that we have entirely too many outstanding accounts; so we ask and insist on all who know themselves to be indebted to us to call at once and settle as we will close our books on the first of the year. We are anxious to get everything in by this time so that we can start in with the New Year with a cash business. Remember we open no new books, but will make it to your interest to spend your cash with us. Wishing all a happy New Year, we are,

Respectfully,  
D. R. GASS & SONS.

#### Real Estate Transfers.

The following sales have lately been made by T. J. Graves & Co: Oscar Goodwin of Waxahachie to Mr. Shepherd of Dimmitt, 160 acres in Castro county, consideration \$640.00; H. B. Thomas to Joe E. Martin of Hillsboro, section 128, block M, Castro county and house and lot in Hereford, consideration \$5,700; Joe E. Martin to H. B. Thomas, 160 acres in Hill county, consideration \$8,000. W. H. Howard to J. R. Blanton, residence in Hereford.

#### Christmas Night

At the College. Trade Carnival and musicale. Admission 25c. Conveyances. Be ready at photo studio.



**The College Statement.**

We publish, by request, the following statement anent the Baptist College situation at Canyon City:

For sometime the Baptists on the Plains of Texas have agitated the locating and building of a college that they might the better provide for their children and country in an educational way.

At the last meeting of the Paloduro Canyon Association, there were twenty-one men, brethren, elected and commissioned to locate the said school, there being at the time six competing points for said college. The Commission met at Claude, and after prayerful deliberation located the school at Canyon City. And since it is but just that the good people of the Plains should know just the situation, we take this method of setting forth some facts as they now exist.

First, the citizens of Canyon City pledged themselves to give for the enterprise twenty-five thousand dollars; five thousand of the above amount conditionally.

Second, that Canyon City in competing for the Baptist College understood at the time, and does until this hour, that there was to be but the one Baptist school; made and pledged herself to pay the amount pledged at Claude, Texas.

Third, that we stand pledged with all the honor that we have, to make good that amount to the very last dollar; provided the denomination shall meet her part of the contract—that the Plains country was to have but the one school.

Fourth, that the commission was not empowered by the Baptist of the Plains to create but one school; and that the brethren while at Claude were wholly without authority to locate or contract for anything outside of the one college.

We, the local board of trustees at Canyon City, with our good citizens, feel that it is but just and fair to all, that somethings should be presented. We feel that it is wholly impracticable to foster two schools on the Plains at this time. And that, had the Association so indicated in her meetings at Clarendon the two colleges, Canyon City would have withdrawn her bid.

If there is any blame, or any mistake (and there certainly is) it is with the commission, who transcended their authority. We are due the public these statements and make them with no intension on controversy.

We, at Canyon City, are grieved at heart over the situation and feel that we are powerless to correct the mistake of brethren in that they have gone beyond the expectation and command of the Association.

We shall await the decision of the Baptist of the Plains and those who shall compose the next Association.

We are hampered at Canyon City, by the creation of an additional school, in that the Plains are wholly unable to foster two schools. Do the Baptists of the Plains feel able to foster and make successful an additional college or school outside of Canyon City? We repeat that the people of Canyon City stand ready to make good our part of the Claude contract—to build the one college located at Canyon City.

We acted in good faith in competing for the one college and thought the denomination would make good her part of the contract to foster the one school.

We are honest in our plea, and have faith in the Baptists of the Plains and of the State that such plea will be sustained.

We are prompted to make the foregoing statement because of the recent action of a part of the executive board: 1st, in decid-

ing at a call meeting in Amarillo to appoint trustees for said Canadian college; and 2nd, in actually naming at Delhart trustees for said college.

(Signed) L. C. LAIR, Chairman.  
L. G. CONNER, Secretary.  
L. T. LESTER, Treasurer.  
G. C. LONG,  
J. D. BALLARD,  
A. H. THOMPSON,  
J. W. ST. CLAIR.

**Chafing Dish Party.**

Miss LeNora Walters entertained a number of her young lady friends last Saturday evening in honor of her guest, Mrs. C. H. Leftwich of Amarillo. The chafing dish was in evidence and many dainty delicacies, including Welsh rarebit, were served to the guests. The evening was pleasantly passed in listening to the reading of the answers to questions propounded by the hostess, each answer to commence with some one of the name initials of the party to whom the questions were propounded; and which answers gave great amusement to the guests. A prize was awarded to Mrs. F. L. Vanderburgh, who, in the opinion of those present, gave the best answers to the questions, the prize being an aluminum pin tray. Among those present, besides the hostess and guest of honor, were the Misses Ivy Tyson, Nora Daniel, Zula Vanderburgh, Mary Tygret, Jessie Morris, Grace Burch, Amelia Kerr, Mesdames Walters and Vanderburgh and Master James Leftwich.

**New Year's Drawing.**

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

**Christmas Exercises.**

On Christmas Eve, December 24, there will be a Christmas tree at the different churches, under the auspices of the Sunday schools thereof. All the committees have been appointed and the work has been begun with the determination to make it an enjoyable affair for the children. Everybody is invited to attend and put presents on the trees.

**For Sale or Trade**

Choice business lots—W. A. Smith.

**National Live Stock Association.**

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

**Keep Property From Burning**

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

**WITHERSPOON & GOUGH AGENTS**

ELISHA CARTER

JOE CARTER

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

GOOD SADDLERS

GENTLE DRIVERS

**Special Conveniences for the Drummers**

HEREFORD

TEXAS

The patronage of the general public is cordially solicited

**Burton - Lingo Co.'s**

**SPECIAL**

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

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

**Burton - Lingo Co. I. JENNINGS, Local Manager**

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

W. S. Higgins

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**

**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.**



# INTERNATIONAL STOCK SALT

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

## C. C. FERGUSON'S FEED STORE

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

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

W. N. Rutherford left Monday for Whitney, for a few weeks' visit.

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

S. E. Smith of the Syndicate ranch, was in town Monday for supplies and lumber.

W. M. Lay of Amarillo was shaking hands with friends on our streets the first of the week.

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

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

Prof. W. B. Parks spent Sunday in Claude, returning Monday morning.

The Clark Dairy Co. can supply you with good sweet milk and butter. 44tf

T. J. Sanders and family came in Saturday afternoon from Grayson county and will make Hereford their home.

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

C. H. Leftwich, city marshal of Amarillo, came down Sunday and returned home Monday afternoon with his wife and son, Jimmie, who had been visiting their aunt, Mrs. Lou Walters.

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

D. B. Dodson of Umbarger came in Monday after supplies, returning Tuesday.

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

B. C. D. Bynum of the Haney Mercantile Company at Channing was a business visitor to Hereford Monday.

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

Mack Hull, who is here to try this climate for his asthma and who has accepted a place temporarily in G. W. Dale's barber shop, orders THE BRAND sent to his wife at Springfield, Ohio.

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

John McKnight of Amarillo was in Hereford Monday on business.

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

G. A. Sachse of the North Draw was in town Monday and paid this office a pleasant call.

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

Miss Susie Grayson, who taught in Add-Ran College last year, and has the reputation of being a fine primary teacher, is for the present filling the vacancy in the public school made by the death of Miss de Graffenried.

# 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