

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



Subscription Rates
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TERMS, CASH IN
ADVANCE
Address all busi-
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remittances pay-
able to
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. 2

HEREFORD, TEXAS, DECEMBER 12, 1902

No. 43

IF YOU WANT TO BUY OR
sell Property, Cattle or anything
else come and see us. We
have a very fine list of
properties to show
you
Yours for business
BROOKS BROS. & GRAVES

Stringfellow-Hume Hardware Co.
(Incorporated)
HEREFORD TEXAS
Wholesale and Retail
**Bain and Mitchell Wagons, Imple-
ments, Hardware, Barbed Wire,
Water Supplies, Eclipse
Windmills**

IT BEATS THE

NATION

(Not Carry) How we have used the

HATCHET

In pricing our goods so much

LOWER

than other retail stores

We Sell

Well made snug-fitting comfortable gar-
ments that win the custom of men—par-
ticular men—men who dress in good taste.
Such men trade with us.

Visit Our Store

Examine our goods. Get our low cash
prices on an entire new stock of goods and
your eyes will open to the foresight and
courage we displayed in selecting a desira-
ble and reliable class of goods for the better
class of trade.

The fitting, the style and the price **shall be right**

WILLIAMS & HARRISON
HEREFORD, TEXAS

YOU CAN ALL SPELL THIS,

BECAUSE YOU HAVE SEEN IT ON YOUR MOTHER'S AND GRANDMOTHER'S **STOVE AND RANGE.**

THEY BECOME MORE POPULAR WITH EACH SUCCEEDING GENERATION.

BAKE, ROAST, BROIL AND COIL TO PERFECTION

YOU SEE THE NAME EVERYWHERE.

FOR SALE BY **GARRISON BROS.**

In Our New Quarters.

Contractor Snyder has finished the carpenter work on THE BRAND'S new building and we are now fully installed therein, after being left in the street for three days, during which time no work could be done by THE BRAND force, which accounts for the paper not being up to its usual standard in the way of news. However, we believe that our readers will pardon the shortcomings until our new power outfit arrives when we will endeavor to give them the best local paper they ever had the good fortune to read.

City Cafe Changes Hands.

Robert Brazil and D. R. Cousineau have purchased the City Cafe of J. C. Coult and are busily engaged in renovating the same and adding new fixtures, which when completed will be one of the finest eating houses in Hereford. It will be their aim to please particular palates, and THE BRAND joins their many friends in wishing for them a prosperous business.

Died.

Mrs. N. T. Utter, who has been visiting her sons, L. R. and J. W. Bradly, for some time, died Saturday at the home of the latter. She had been a sufferer for sometime from a cancer, which caused her demise. The remains were shipped Sunday to Pottsville, Grayson county, her old home, where interment took place, L. R. Bradly accompanying her remains. The bereaved family have the sympathy of the whole community in their hour of sorrow. She was sixty-five years of age.

Real Estate Transfers.

J. R. Horn to T. B. Kellow, 160 acres of land near town with residence and other improvements; consideration \$3800.

SOLD BY CONNELL & RUSSELL.

E. L. Ellis to Wm. R. McClain of Coryell county, ranch property consisting of three sections; consideration \$6500.

Bank Notice

The annual meeting of the stockholders of the Hereford National Bank will be held Tuesday, January 13th, 1903, 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.

Notice.

The undersigned, having sold our coal, grain and hay business to Messrs. E. R. Rice and W. R. Evans, hereby request all parties having accounts with us to please settle the same at once. All bills being payable to Beach & Camp at the old stand.

40tf W. B. BEACH.
J. R. CAMP.

Boys—The Geesicke Shoes are what you are looking for. Don't buy until you see them.

43tf Williams & Harrison.

Gloves, more gloves and better gloves, wool mitts, wool gloves, lined gloves of all kinds, also kid gloves and buck gloves. Prices 25c to \$2.50 per pair.

43tf Williams & Harrison.

ENJOY A GOOD Christmas Dinner

You cannot do this without having pure and fresh groceries. That is the only kind we handle and are selling them at prices commensurate with good business principles. Give our store a trial. Satisfaction guaranteed.

JOHN A. JOHNSON

HEREFORD COLLEGE LETTER:

A Few Items of Interest From the Campus.

Clyde Lavender of Lancaster has gone home for the holidays.

Monthly reports for the third month were sent out this week. Parents will please sign and return by December 20th.

The literary societies now meet Tuesday afternoon instead of Saturday. All special students in town are invited to become members.

The College has ordered 5000 letter heads and 5000 envelopes, and will be glad to supply students and friends who wish to use this stationery.

Tom Chalmers of Blanco county, who comes to make his home in this county, has been the guest of Mr. and Mrs. Walsh at the College, for several days.

It is expected that the college waterworks will be completed in time to supply water to the heating plant. A force of men is now at work on it.

Judge Gough and Mr. Stevens have entered the department of elocution and public speaking in order to further perfect themselves in these branches.

The stone cutters are making merry music at the college. The bricks are also on the ground ready for completing the building as soon as the rock work is finished.

The College work is progressing nicely in the comfortable rooms at the court house. As no noon intermission is given, school is dismissed earlier in the afternoon.

There will be an entertainment Tuesday night by the pupils of the music department. Admission 35 cents, proceeds for benefit of college. Place to be announced later.

The radiators have been placed in the Girls' Home and the steam pipes are being laid. Further excavation was necessary in order to place the furnace in the cellar.

Holiday Rates

To points out of Texas—One fare plus \$2 for round trip. Selling dates, Dec. 13, 17, 21, 22, 23, 26. Limit 30 days from date of sale.

To points on system lines in distance of 210 miles—One fare round trip. Selling dates, Dec. 24, 25, 31, Jan. 1. Limit January 3.

To points in Texas—One fare and one-tenth round trip. Selling dates Dec. 23, 24, 25, 26, 31, Jan. 1. Limit Jan. 4. Children one-half adult rate.

J. S. JONES, Agent.

Notice.

Eighteen sections of good grass, plenty of water and feed to winter about 1000 head of cattle. Can be bought reasonable or will take cattle by the month to winter.

42tf HARRISON TROW,
Hereford, Texas,

A Fine Line

Is the verdict of everyone who has inspected my line of Christmas presents. Call and see them and make your selections before the best are sold. B. T. Hinton. 43-2t

See our new line of S-K pants, they look well, wear well and fit well. Try a pair.

43tf Williams & Harrison.

Christmas! Christmas!

Fine Clocks	\$3.00 to \$30.00
Fine Watches	1.00 to 100.00
Diamond Rings and Brooches from	10.00 to 150.00
Solid Gold Rings	1.00 to 100.00
Ladies' and Gents' Watch Chains	25c to 10.00
Ladies' Necklaces, Solid Gold	\$2.50 to 5.00
Locketts and Charms	50c to 7.50
Lace Pins	25c to 25.00
Waist Sets	75c to 3.00
Scarf Pins and Studs	25c to 3.50

In fact the largest and most complete line of First Class Jewelry ever carried in Hereford at

Lee S. Smith, the Jeweler

CALL AND SEE HIS 400 DAY CLOCK

The Texico Saloon

Jack Harwell, Proprietor

Dealer in

FINE WINES, WHISKEYS AND CIGARS

THE PUREST AND BEST WHISKEYS FOR MEDICAL PURPOSES

The place where you get right treatment and fair prices

TEXICO, NEW MEXICO

THE BRAND

JOHN E. FERGUSON
President

C. W. DODSON
Cashier

The Hereford National Bank
Hereford, Texas

All General Banking Business Transacted

We solicit your account, and will appreciate your business, whether large or small

DIRECTORS
R. J. Kibbe Ira Aten L. Gough
W. A. Higgins Jno. E. Ferguson

JOHN HICKOX
Agent for

AMARILLO STEAM LAUNDRY

Will do you first-class work.
Try it. All work guaranteed.

OFFICE AT THE STORE OF WILLIAMS & HARRISON

YES, FOR YOU

We need your business now, so come early and select what you want out of our mammoth stock of

Furniture, Carpets, Window Shades, Rugs, Machines, Pictures, Wall Paper, etc., at extremely low prices till January 1st, 1903

LOVELESS & BLACK

No Trouble to Figure Bills

We carry in stock all kinds of
BUILDING MATERIAL
Highest Grades. Lowest Prices

BURTON-LINGO CO.

Christmas Goods

Confectioneries, Tobaccos, Fruits, Stationery, Cigars

LOCATED IN THE BUILDING FORMERLY OCCUPIED BY RESTAURANT

B. T. HINTON CALL UP PHONE No. 9

DIMMITT NEWS.

Items of Interest in Our Neighboring Castro County Seat Town.

G. T. Abbott was in town Monday.

Albert Bell was a caller in town early Wednesday morning.

Mrs. J. W. Carter and daughter, Miss Jennie, left Tuesday for Hereford.

Miss Leona Boyd was in town Tuesday with her sister, Mrs. Jesse Warren.

Mrs. C. F. Kerr, children and niece, Miss Izora Lovelace, left Tuesday for Hereford.

Harvey Cash returned Sunday from Kansas City where he had been on a pleasure trip.

John B. Oberthier passed through town on his way to Hereford Monday, returning Tuesday.

We are glad to see our town improving. There is lumber on the ground for three new houses.

The many friends of Frank Vaughn will be glad to know that he is improving and is expected home about Christmas.

The young people are anticipating a nice time Friday night, for at that time they will be entertained by Mr. and Mrs. G. W. Syms.

Prof. A. P. A. Straiho has suspended school until after the holidays as his ill health prevents him from teaching. We hope at that time he will be able to resume his work.

Mrs. T. H. Beach entertained the friends of her little daughter, Ollie, Tuesday afternoon from two till five

o'clock. They all went away saying what a fine time they had. Those present were Pearl Tate, Vertie Westbrook, Ruth Waters, Mary Hill, Nellie and Luna Turner, Rufus and Charlie Hubbard, Edwin Waters, Ben Tate and Grady Westbrook.

CASTRO.

Hereford Large and Wealthy.

The Hereford BRAND is hot for city incorporation. Unless you have a very large and wealthy town, brother, you had better let that alone and organize your town into what Col. E. M. Walling calls an "Insanitary Committee" who can clean things up.—Lockney Beacon.

Hereford has the above qualifications and should be incorporated at once. She has tried several different schemes of the Col. Walling type and found them all ineffectual.

Night Watchman Needed.

As Christmas and the attending fireworks proposition approaches would it not be well for the citizens to employ a night watchman to prevent fires from emanating therefrom? A fire on Dewey avenue would be a serious thing and too much precaution cannot be taken to prevent such a calamity.

Holiday Goods.

Before purchasing your Christmas gifts you should see my line of Xmas novelties. Quality and price to suit the purchaser. B. T. Hinton. 43-2t

We have the genuine Missouri cane sorghum, fresh from the mill. This is pure sorghum, there being no adulterations whatever. Hereford Mercantile Co. 43tf

Should Take Warning.

The city council is spending several hundred dollars in gravel upon our business and residence streets. "A stitch in time saves nine." If the town had have incorporated five years ago and properly expended it a dollar then would have equaled nine now.—Clarendon News.

Hereford citizens should profit by Clarendon's experience in incorporation. Better spend a dollar now than nine later on. It is but a question of a short time when city improvements will HAVE to be made, if we are going to prosper as a town.

For Sale.

Twelve head of high-grade Hereford bulls. These animals were purchased from the Col. C. C. Slaughter herds and will be sold at a bargain. Write or call on D. C. Laird, manager of the OYO ranch, Dimmitt, Texas. 41tf

"Japanese Tea."

The ladies of the C. P. church will give a "Japanese Tea" at the residence of Mr. and Mrs. S. T. Howard, Wednesday evening, December 17th. All are cordially invited to attend. Admission 15cts.

Notice.

For sale, lease or trade for black land, three sections of improved land fifteen miles southeast of Hereford. Write quick. Lock Box 274, Wichita Falls, Texas. 39tf

A satisfied customer is a better advertisement than PAGES OF TALK. Drew Selby Shoes for ladies and Geesicke Shoes for men always satisfy. Williams & Harrison. 43tf

Will Change Quarters.

Charles Orr is moving into his building, now occupied by B. T. Hinton as a confectionery and tobacco store, and Mr. Hinton will occupy the building now used by Mr. Orr as a restaurant. When the change is made (which is expected to be culminated by tomorrow) both gentlemen will have quarters more suitable to their needs. Both buildings will be thoroughly renovated and will present a much better appearance than at present.

Christmas Novelties.

I have a fine line of Christmas novelties, such as albums, toilet sets, etc., which you should inspect before making your purchases. Call early and get choice selections. B. T. Hinton. 43-2t

Notice.

The cow, horses, wagon, buggy and farming implements and other things belonging to the late J. E. McRady will be sold December 18, by the administrator of the McRady estate. 43-1t

S-K pants are better. Williams & Harrison sell them. 43tf

Everything for Schools

Lee Clark Manufacturers Agent for

School Supplies

Estimates submitted for furnishing schools and colleges. Special discount on Church Bells. Wholesale prices. CASH OR TIME

HOLIDAY GOODS

We have the largest line of fine Christmas and Holiday Goods ever brought to Hereford. We can supply your wants in anything in this line, from the cheapest gift to the more expensive presents. You should not fail to inspect these goods, which are on display in our large Store, before purchasing elsewhere

Special for the Children

We will have a real live Santa Claus in our show window all day December 24th. If you want to see a genuine Santa Claus loaded down with Christmas presents, be sure and be on hand that day, as he will present each child under 12 years of age with a fine pocket handkerchief between the hours of 2 and 6 o'clock p. m. * * * *

GALBREATH, FOX & CO.

Don't forget that we have Dry Goods to suit every buyer. We handle the celebrated Peters line of Shoes and we want you to know that we will replace with a new pair any guaranteed shoe that goes out of our house which proves defective, either in workmanship or faulty leather. To make a long story short, we are in the shoe business to satisfy our customers.

Yours

GALBREATH, FOX & CO.

THE BRAND

R. H. Gough, M. D.

T. J. Davis

GOUGH & DAVIS

The Leading Druggists

Are displaying the most elegant and best selected stock of

Christmas Goods

Ever shown in this section of Texas

Choice Books and Stationery

Fine Solid Gold Jewelry

Watches and Diamonds

Don't forget our Paint and Brush dep't

HEREFORD, TEXAS

Go to Jno. Wyatt for fine candies—all fresh. 43tf

C. E. Wheeler was in town Monday on busines. 43tf

Window glass in all sizes—we cut to fit. Gough & Davis. 38tf

Conner Jowell orders THE BRAND sent to a friend at Logan, N. M.

See Williams & Harrison's line of holiday neckwear and mufflers. 43tf

Ira Aten sends THE BRAND to his father at Round Rock for the ensuing year.

The only E & W collars and cuffs in Hereford are sold by Williams & Harrison. 43tf

First-class dressmaking at Dr. W. E. Robertson's parlors. Mrs. J. H. Hampton.

Prof. Lee Clark sends THE BRAND to a friend at Temple this week. Thanks.

If you wish to secure a piano cheap you may do so by ordering with the College Club. 43tf

J. R. T. Bassett had the misfortune to lose a section of good winter grass recently by fire.

Meeks will receive a new stock of solid gold rings and jewelry about Dec. 20th. Wait for it. 43tf

J. H. King, agent for the Kitzelman fence, makes a specialty of hog wire for fencing purposes.

The most popular offerings in neckwear for holiday trade are shown by Williams & Harrison. 43tf

C. T. Splawn was in from Portales, N. M., this week. He says that that town is booming right along.

Lost—Somewhere in Hereford Thursday a \$20 bank note. Finder will please return to W. H. Howard. 43-1t

F. C. Malone, a well known ranchman in this county, writes us to send THE BRAND to him at Silverton.

I have a large quantity of genuine "Niggerhead" Maitland coal on hand. If you want any you'd best hurry for it's going fast. C. C. Ferguson. 43tf

F. H. Britain was in from his Castro county ranch Tuesday.

For lease—Three sections of pasture land. See Lovelless & Black. 43tf

The Old Maids' Convention will meet at the court house Friday, December 19th.

We are receiving goods every day, don't buy until you see our line. 43tf Williams & Harrison.

The Old Maids are in town waiting to attend the "Old Maids' Convention" to be held at the court house soon.

C. L. Davis requests that you see his line of clothing samples before ordering your suit or overcoat elsewhere. 40tf

The "black sheep," Mary Ann Minerva Jane McGregor, is with Mrs. Fuller to attend the "Old Maids' Convention."

All Kinds, Solid Gold, Gold Filled and Plated Jewelry, at Prices that speak for themselves and Guaranteed by Lee Smith, the Jeweler. 31tf

P. W. Nudd, well known here as a former proprietor of the Hereford Restaurant, writes us to change the address of his BRAND to Puerto, N. M.

Lost, strayed or stolen—A red and white dehorned dry cow, branded on the left side JHT Information leading to her recovery will be rewarded. J. H. Turnbow. 42tf

Dr. W. E. Robertson, proprietor of the Hereford Dental Parlors, went to Portales, N. M., Saturday to look after the needs of his many patients in that hustling town.

E. F. Connell returned Monday from a trip to Kansas City, where he went with a carload of strays which he had picked up in his duties as inspector for the Texas Cattle Raisers' Association.

Meeks, the jeweler and optician, invites his friends and customers to call and inspect his watches and jewelry before purchasing. He expects a new lot of solid gold jewelry to arrive by Dec. 20th. 43tf

B. T. Bell of Dimmitt was in town Tuesday on his way to Amarillo.

Buy your Christmas candies at Jno. Wyatt's. Fresh supply just received. 43tf

Children write your letters to Santa Claus and send them to Gough & Davis' drug store. 37tf

Ladies' and gent's shoes that are up-to-date in every way are sold by Williams & Harrison. 43tf

T. J. Graves, of the real estate firm of Brooks Bros. & Graves, left Tuesday for Waxahachie on business.

If the best is the cheapest the Hereford Fuel Oil Co. have got some awful cheap coal. Phone 76. 41tf

G. A. F. Parker, manager of the Smith, Walker & Co. bank at this place, is absent on a ten days' vacation.

Just received—Two and one-half cars of fresh canned goods and one car of Greeley, Colo., potatoes. Call and price before buying elsewhere. Hereford Mercantile Co. 43tf

J. D. Robertson returned Wednesday from a trip to his ranch at Dodson, N. M. His return will be welcomed by a lot of house builders who are waiting on him for brick work.

It is becoming a well known fact that our boots, shoes, hats and furnishings are surpassed by none and is a positive FACT that OUR LOW CASH prices surpass anything offered in this country. 43tf Williams & Harrison.

P. P. Smith of Waxahachie is in the city prospecting.

Williams & Harrison carry full line of shoes for men, women and children. 43tf

Fresh consignment of Loose Bros.' chocolates and bon bons at Jno. Wyatt's. 43tf

If it's a costly article or a cheap present you want, Gough & Davis can furnish you. 41-4t

It's a good time for coal and the Hereford Fuel Oil Co. has got a fine article and lots of it. 41tf

J. C. Galbraith, manager of the Burton-Lingo Co.'s lumber yard at Canyon, was in the city yesterday

B. H. Bounds went to Panhandle Tuesday to visit his son, Dr. R. W. Bounds, who is in business at that place.

Amy Jowler Tessa Peabody and her sister Sophia Potter are with Mrs. Vanderburgh expecting to be present at the convention.

The Hereford Mercantile Co. have their warehouse filled to overflowing with all kinds of staple provisions. If they have not got what you want in their line, it can't be had. See their new local advs elsewhere in this issue.

The Hereford Nursery has a large stock of fruit trees of all kinds for sale, grown at the Austin nursery. Now is the time to plant them. We also have a large supply of shade and ornamental trees grown at the Hereford nursery. W. E. Stimson, manager. 43-2t

You Ought to Know That

Do

You

Know

That

The same number of dollars, it takes to buy material for a plain, cheap-looking house, will buy material for a modern up-to-date nobby looking HOME?

When you are ready to sell, our modern homes will find ready buyers at a profit to yourself?

We furnish plans and estimates free if we build for you?

Its all

in the

Me-

chan-

ics

SNYDER
IS THE
BUILDER

OF

HOMELIKE
HOMES...

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

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** **W. BOYCE** **IRA ATEN**
 Channing **Amarillo** **Hereford**

First-Class Work Guaranteed Clean Towels a Specialty

The City Barber Shop

GEO. W. DALE, PROPRIETOR

Bath Rooms in connection fitted up with Porcelain lined Bath Tubs Your Patronage will be appreciated

G. R. JOWELL R. F. HOLLOWAY ROSS W. DAVIS

Hereford Land and Abstract Co.

HEREFORD, TEXAS

DEALERS IN

REAL ESTATE

TITLES EXAMINED ABSTRACTS FURNISHED

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

T. R. REAGAN T. J. STEPHENSON

HEREFORD MANUFACTURING CO.

MANUFACTURERS OF

Galvanized Iron Water and Oil Tanks, Flues, Well Casings, Etc.

ALL KINDS OF PLUMBING AND TIN WORK

Special Attention Given to Repair Work. Shop on Sampson Avenue

Telephone No. 24

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 loads

Lots

DRUMM-FLATO COMMISSION CO.

LIVE STOCK SALESMEN AND BROKERS

CAPITAL AND SURPLUS \$100,000.00

KANSAS CITY CHICAGO ST. LOUIS

A. P. MURCHISON
 HEREFORD, TEX.

PROFESSIONAL CARDS.

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

R. H. GOUGH, M. D.
 PHYSICIAN AND SURGEON
 Surgical Cases Solicited. Office in
 Gough & Davis' Drug Store
 Res. Phone 20 Office Phone 26
 Hereford, Texas

T. J. ESTES, M. D.
 PHYSICIAN AND SURGEON
 Offers his professional services to
 the people of Hereford and surround-
 ing country. Calls promptly at-
 tended. Charges reasonable.
 Obstetrics and catarrhal diseases
 a specialty.
 Office at store, next door to Search-
 light. Phone 105.

E. W. TINSLEY, M. D.
 PHYSICIAN & SURGEON
 Office in Burns & Smith's drug store
 Office Phone 13 Residence 27

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
 (Over ten years experience.)
 Office in Smith, Walker & Co. Bank.
 Hereford, Texas.

H. H. WOMACK
 ATTORNEY-AT-LAW
 Office at court house
 Hereford - - - Texas

Mrs. A. Osborne,
 Fashionable Millinery
 and Dressmaking
 Also Agent for
 Butterick Patterns and Publica-
 tions.
 Located in D. R. Gass' Store.

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

S. B. Feemster
 LOCAL AGENT
 Hereford, Texas

Finest line of cigars in town at
 Gough & Davis' drug store. 38tf
 If its good coal you want the
 Hereford Fuel Oil Co. have it.
 Phone 76. 41tf

As usual Old Santa Claus will
 have headquarters at Gough & Davis'
 drug store. 37tf

New kaffir corn header for sale.
 J. E. Tucker & Co. (OYO Ranch),
 Dimmitt, Texas. 39tf

Call and see the new line of Jew-
 elry, Watches, Clocks and Spectacles
 at Lee Smith's Store. 29tf

Gough & Davis have the finest
 line of Christmas goods ever shown
 in Hereford. Prices right. 41-4t

Wanted—A man and wife to take
 charge of a nice cottage and board
 couple with one child. Apply at this
 office. 42-2t

See my samples and get my prices
 before ordering your suit or over-
 coat. Office next to Witherspoon &
 Gough's real estate office. 40tf

For sale—Good cow and calf and
 yearling heifer, also my fine regis-
 tered Hereford bull, at a bargain if
 sold at once. Troy Womble. 41tf

When in need of a new suit or
 overcoat it would be to your interest
 to call on C. L. Davis, who has an
 office next door to Witherspoon &
 Gough's real estate office. 40tf

Wanted—Plain and fancy sewing
 and dressmaking. Miss Ella
 Hodges. 20-tf

Our paints are arriving and we
 can supply the trade. Gough &
 Davis. 38tf

Gough & Davis are putting in a
 full line of paints, lead and oil. See
 them for prices. 37tf

20 acres of land, well improved,
 Welsh addition, price \$1250. See
 Witherspoon & Gough. 39tf.

Rhoda Irabel Phoebe Ann Larkin
 and Maribah Abigate Hodge Love-
 joy are stopping at the residence of
 Dr. and Mrs. Gough.

Our holiday goods will be on dis-
 play from now till you are all sup-
 plied. Come early and get choice
 selections. Gough & Davis. 41-4t

Our beloved treasurer, Priscilla
 Calamity Martha Betts is stopping
 at Mr. and Mrs. Dameron's to at-
 tend the "Old Maids' Convention."

Mr. Davis of the popular firm of
 Gough & Davis aims to give special
 attention to paint and oil orders.
 See him before painting your
 house. 37tf

Call and see C. L. Davis' fine
 line of samples before ordering your
 winter suit or overcoat. Office next
 door to Witherspoon & Gough's
 real estate office. 40tf

SILAS JOHNSON

Dealer in
 HIGH GRADE
 THISTLE and RAMBLER

Bicycles

Repair work a specialty
 Shop opposite Hereford House

Hereford Billiard Parlors

Two Tables—Billiard or Pool

Cigars and Soft Drinks

No Minors Allowed

A. J. OLIVER

AGENT FOR

New York Life Insurance Co.

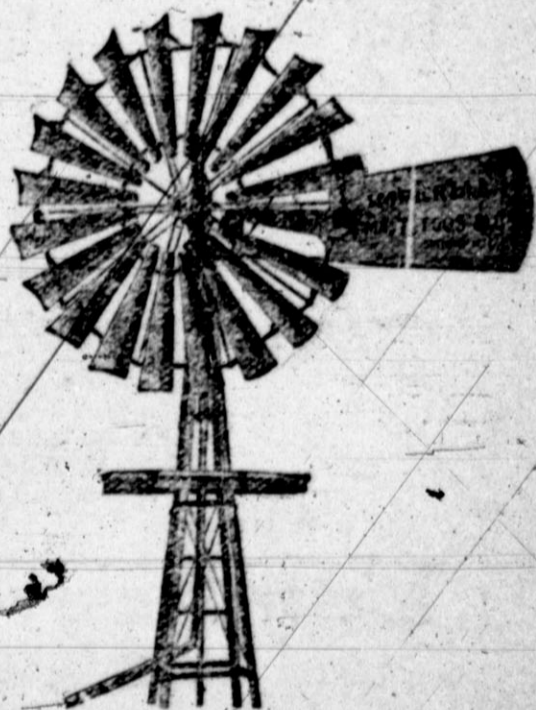
ALSO FOR THE
FIRE INSURANCE COMPANIES

represented by Witherspoon & Gough
 See him when wanting insurance

J. A. CANTERBURY
 MAKER OF

Strictly High-Grade Boots and Shoes

Cattlemen's Boots a Specialty.
 All Kinds of Boot and Shoe Re-
 pairing Promptly Done. Send
 for Order Blank.



We are agents for the above cele-
 brated make of windmill and will
 guarantee it in every way. The
 IMPERIAL is made wholly of steel
 and iron
 in the SAN ANTONIO, TEXAS
 line

Hereford Restaurant

CHARLES ORR, PROPRIETOR

Regular Meals at the Usual Hours Special Rates to Regular Boarders Short Orders a Specialty

YOUR PATRONAGE SOLICITED

HEREFORD TEXAS

Do You Use Groceries?

We keep a full line of fresh STAPLE AND FANCY GROCERIES and would be pleased to have you give us a call. No stale goods in our store. "Quick sales and small profits," is our motto.

Phone 50

Cardwell Bros., the Grocers

T. A. COX

....Livery, Feed and Sale Stables....

GOOD SADDLERS GENTLE DRIVERS

Special Conveniences for Drummers' Trade

HEREFORD TEXAS

E. R. Rice **W. R. Evans**
Hereford Grain & Coal Co.
Coal, Grain, Hay, Salt
AND FIELD SEED

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

YOUR PATRONAGE SOLICITED

THE BRAND

J. L. SMITH J. A. WALKER B. C. D. BYNUM G. A. F. PARKER

Smith, Walker & Co., Bankers

FINANCIAL RESPONSIBILITY \$450,000

A General Banking Business Transacted

With our old friends in our former Mercantile Business, we hope to continue the pleasant relations we have so long enjoyed.

To those who do not know us, we say
Come in and get Acquainted

We Strive to Please. Good Weight and Small Profits

The City Meat Market

LEE GILLILAND, Proprietor

We handle only the choicest of
Fresh Meats of all kinds and so-
licit a share of your patronage.

Phone 85

Prices Reasonable

DIRECTORY

CHURCHES.

CHRISTIAN.

Rev. H. M. Bandy, pastor—Services held on the first and second Sundays of each month at 11:00 a. m. and 8:00 p. m.

METHODIST.

Rev. C. L. Cartwright, pastor—Services held on the first and third Sundays of each month at 11:00 a. m. and 8:00 p. m.

BAPTIST.

Rev. H. B. McGee, pastor—Services held on the second and fourth Sundays of each month at 11:00 a. m. and 8:00 p. m.

CUMBERLAND PRESBYTERIAN.

Rev. Chalmers Kilbourn, pastor—Services held on the fourth Sunday of each month at 11:00 a. m. and 8:00 p. m.
Union Sunday School every Sunday at 10:00 a. m.

PRESBYTERIAN.

Rev. A. W. Crawford, pastor—Services held on the second Sunday of each month at 11 a. m. and 8:30 p. m. in the Methodist church house. Sunday school in connection with the Methodist congregation at 9:30 a. m.

METHODIST HOME MISSION SOCIETY.

Meets once each week,
Miss Margaret Symis,
President.

BAPTIST LADIES' AID SOCIETY.

Mrs. H. B. McGee,
President.

SOCIETIES.

I. O. O. F.

Meets every Thursday evening at 8 o'clock in their hall over Beach & Orr's furniture store. All visiting brothers are cordially invited to attend.

A. J. Lipscomb, Geo. W. Dale,
Noble Grand, Secretary.

HEREFORD LODGE, NO. 849, F. & A. M.

Regular meetings Saturday night on or before full moon in each month in the Masonic Hall. Visiting brothers invited to attend.

W. B. Boyd, Sam. H. Morris,
Worshipful Master, Secretary.

K. OF P.

Meets every Tuesday evening at 8 o'clock in I. O. O. F. Hall. Visiting Knights are made welcome.

Sam H. Morris, Joe Killough,
Chancellor Commander, K. of R. and S.

W. OF W.

Meets every Wednesday evening at 8 o'clock in the I. O. O. F. Hall. Visiting Sovereigns always welcome.

J. T. Inmon, S. H. Morris,
Council Clerk.

YARDS AT Plainville

Court
Inmon.
Treas.

THE NEW YORK WORLD.

Read Wherever the English Language is Spoken. Thrice-a-Week Edition.

The Thrice-a-Week World was a brilliant success in the beginning and has been steadily growing ever since. Time is the test of all things, and has set its seal of approval on the Thrice-a-Week World, which is widely circulated in every state and territory of the Union, and wherever there are people who can read our mother tongue.

This paper for the coming winter and the year 1903, will make its news service, if possible, more extensive than ever. All events of importance, no matter where they happen, are reported accurately and promptly.

The subscriber, for only one dollar a year, gets three papers every week and more news and general reading than most great dailies can furnish at five or six times the price.

The Thrice-a-Week World is absolutely fair in its political news. Partisan bias is never allowed to affect its news columns, and democrat and republican alike can obtain in its pages truthful accounts of all the great political campaigns.

In addition to all the news, the Thrice-a-Week World furnishes the best serial fiction, elaborate market reports and other features of interest.

The Thrice-a-Week World's regular subscription price is only \$1.00 per year and this pays for 156 papers. We offer this unequalled newspaper and THE BRAND together one year for \$1.75.

The regular subscription price of the two papers is \$2.00.

Sample copies of The World and THE BRAND sent upon application.

For Sale.

60 head of saddle, work and stock horses from 3 to 5 years old. All sound and in good condition.
E. FENTON, Hereford, Texas. 31tf

Mrs. E. F. Connell and children are visiting her parents at Bartlett, having accompanied her sister home, who had been visiting her at her Endee, N. M., ranch.

For Sale—83 acres of land adjoining town on east, 1/2 mile from court house. 30 acres in cultivation lying in the valley of Tierra Blanco. Is very best alfalfa land. \$22.50 an acre gets it. Apply to D. F. Johnson. 24tf

It is "perfectly awful" that people will send to Montgomery Ward & Co. for goods they ought to buy at home but it's all right to send to the city print shops for your jobwork. Yes it makes a difference whose ox is gored.—Stratford Star.

A. S. Kendrick was in from his North Draw ranch Tuesday after supplies. He also brought in a fine chicken for a friend of his here, but when he looked for it in the wagon it was missing. Someone is evidently going to enjoy a good chicken dinner.

Dr. and Mrs. E. W. Tingley returned Saturday from St. Louis, where the former had been taking a postgraduate course in the Washington University Polyclinic. Their return will be welcomed by their many friends and the patients of the former.

Judge Jno. E. Ferguson, president of the Hereford National Bank, was absent the first of the week on a business trip into Castro, Hale and Lubbock counties. He says that cattle are looking fine, have plenty of good grass, and that the stacks of feed provided for winter feeding give the country an agricultural appearance, even from a Missourian's standpoint.

THE HEREFORD NURSERY

F. T. RAMSEY, Proprietor
W. F. STIMSON, Manager

Get your fruit and shade trees from this Nursery, as they are grown on the plains and are acclimated. We guarantee our trees to be delivered in good order. We also grow all kinds of roses, shrubbery and small fruits. Address all orders to

THE HEREFORD NURSERY
HEREFORD TEXAS

There will be a mass meeting tonight at the court house for the purpose of discussing incorporation and other means for the upbuilding of the town. **COME OUT.**

R. F. Cope of Johnson county, formerly of Briscoe county, was a visitor at the home of his daughter, Mrs. S. B. Feemster, this week. He left last evening for Amarillo, where he was called as a witness in the Thronton murder trial to be held at that place this week.

Helpful Reading.

Some newspapers print matter to fill up space. Much of this is really harmful reading. It is the aim of the Semi-Weekly News to give helpful reading. Thousands will testify to its helpfulness to them. Ask your neighbor.

The farmers' department has helped many. It is not the theory of farming written by college professors and others up north on conditions that don't fit Texas. It is the actual experience of farmers here at home who have turned over the soil.

SPECIAL OFFER: If you are not taking THE BRAND you should be. It is helpful to the best interests of your town and county. For \$1.75, cash in advance, we will mail you THE BRAND and the Galveston or the Dallas Semi-Weekly News for 12 months. Both papers stop when your time is out.

HOMER INMON

Newspaper Agent

Will take your subscription for any paper or periodical published in any country or in any language

Agent for *The Brand*

See him at the POST OFFICE

A Special Reduction

OF 25 PER CENT TILL JANUARY 1ST

On Ladies' Jackets, Capes and Tailor-Made Suits, Misses' Jackets and Children's Wraps.

We also have about 15 bolts of **Dress Goods** we wish to close out at a reduction.

HEREFORD Mercantile & Company

We also have a few
Ladies' Trimmed Hats
in stock which we will sell at an extremely low price.

TO THE CITIZENS OF HEREFORD AND SURROUNDING COUNTRY



It gives me pleasure to announce that I have leased the entire Dr. Johnson block, and am now making preparations to enlarge my office to better accommodate my patrons and facilitate my work. There are hundreds of better equipped offices in the United States than mine, but I have the best equipped office on the Plains of Texas and the best this side of Fort Worth, and if my practice is an index to my reputation as a

DENTIST

I am perfectly satisfied with it. As a first-class mechanic I am prepared and qualified, also, to see the defects in a piece of work and will not let it leave my parlors unless it is perfect. Why? Because my reputation is at stake and it is my stock in trade, and I am going to protect it. How is the best way to protect it? Is it by trying to cast reflections on some other dentist's work? No, it is not. My experience taught me long years ago that the way to get business was to do good work, and the way to hold business was to do better work, so with that for my motto I have the distinction of being a dentist of ability among men of the profession that have state reputations. I will confess that I am human, but it is one of my business principles to do high-grade Dental work and above all things to get a liberal fee for my services.

DR. W. E. ROBERTSON
 PROPRIETOR OF THE
 HEREFORD DENTAL PARLORS

PHONE 65

P. S. I AM PUTTING IN AN ELECTRO PLATING PLANT AND WILL BE PREPARED TO MAKE YOUR SILVER AND GOLD SHINE

400-Day Clock.

Lee S. Smith, the jeweler, has in his show window a clock which will run for a period of four hundred days without rewinding. The works are all polished and gold plated and are enclosed in a glass case, making it practically dust proof. Call and see it at his store on Dewey avenue.

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

Land Breaking.

Parties wanted to break about 500 acres of land 10 miles from Hereford. Will pay \$1.50 per acre. Call on or write Ira Aten, manager of Escarbadá division XIT ranch, Hereford, Texas. 41tf

House to Rent.

Four-room cottage with well and windmill and barn. See the Hereford Land and Abstract Co. for particulars. 43tf

For Sale.

Sections 47 and 48 in block M 7. Price \$4 and \$4.50 per acre. Two miles from school. Apply to C. H. Carl. 41tf

For Sale.

Wagon and team of young mules. Apply to G. W. Eagle north of court house. Also saddle pony. 41tf

For Sale—20 tons of cattle feed. Apply at this office or to J. R. T. Bassett. 43-2tp

Wanted—In trade for coal, millet and Kaffir corn. See Troy Womble. 43tf

If you want alfalfa hay, remember I keep it constantly on hand. C. C. Ferguson. 43tf

W. Burton of Fort Worth, treasurer of the Burton-Lingo Co., is in town looking after the interests of his company's lumber yard at this place.

Williams & Harrison have a new half page adv on the first page of this issue, also some new local ads. Read them—you will profit thereby.

R. A. Barrow of Saginaw requests that THE BRAND be sent to him weekly, accompanying the request with a postoffice order. We comply with pleasure.

C. W. Dodson, cashier of the Hereford National Bank, has our thanks for two subscriptions to THE BRAND, one for himself and one for his father at Waco.

J. R. Smith and family have arrived from Millford and are occupying the A. A. Blankinship residence until they can build on their ten-acre plat, southeast of town across the river. Mr. Smith is a blacksmith and will be associated with his brother-in-law, W. H. Howard, in that business. He paid this office a pleasant call and ordered his BRAND to be delivered at Hereford instead of at Millford.

J. P. CONNELL

W. H. RUSSELL

CONNELL & RUSSELL

HEREFORD, TEXAS

WE SELL

Ranches, Farming Lands, Cattle and Town Property

We solicit your business and will give it our best attention
 Office Opposite Stringfellow-Hume Hardware Company

BURNS & SMITH Druggists

DEALERS IN.....

Drugs, Patent Medicines, Druggists' Sundries, School Books, Stationery and Paint Colors

Special attention given to Prescriptions * Sunday hours from 8:15 to 9:15 a. m. RESIDENCE PHONE 112 and from 2 to 3 p. m.

DOCKRAY BROTHERS

DEALERS IN ALL KINDS OF

Fruit, Shrubbery and Ornamental Trees

BEST NURSERY STOCK
 AT LOWEST PRICES

SAN ANTONIO, TEXAS

REFERENCE

JOHN WOODS & SONS, BANKERS, SAN ANTONIO, TEXAS

MEDICATED SALT

MEDICATED SALT

The Stockmen's Life Long Friend

WE DESTROY NO CATTLEMAN'S GODS. Incorporated with the purest of salt is saltpetre, sulphur, ashes, bone meal, nuxvomica, gentian and other important ingredients generally overlooked by the majority of cattlemen. The result is perfect satisfaction. Medicated Salt is put up in block form, 20 lbs. to the block. It is convenient to use and impervious to rain. Once used and you will not do without it.

The Only Medicated Salt Made

We quote you price of \$1.75 per 100 lbs., f. o. b. Colorado, Texas, less than car load lots. \$1.50 per 100 lbs., f. o. b. Colorado, Texas, in car load lots. Money must accompany all local orders.

It Destroys Ticks



BEWARE OF IMITATIONS
It prevents Blackleg, kills stomach worms. Prevents all diseases cattle are subject to, and never fails to build up run-down stock of all kinds.
STOCK SALTED AND MEDICATED AT THE SAME TIME

The Greatest Triumph of the Age

"TO WASTE NEITHER THE CATTLEMAN'S Time or Money" is our motto. Our product is used with marked satisfaction by the stockmen of this part of the State. With our new factory now in operation at Colorado City, where salt is manufactured in the natural state, we are better prepared than ever to supply the demands of our patrons. Satisfaction guaranteed. Prices quoted on application.

The Only Medicated Salt Made

Remember, Medicated Salt is not an experiment, but a demonstrated success. Present prices place it in the reach of all, and the wise stockman is the one who always provides against emergencies.

Medicated Salt & Manufacturing Co.

SAN ANTONIO

Factory: COLORADO CITY

FORT WORTH

A Testimonial.

Channing, November 24, 1902.
D. R. Gass & Son,
Hereford, Texas.

Gentlemen: In regard to the Leader Windmill, I will say that I purchased my first Leader Windmill some five or six years ago, and for the last three years I have used no other Wood Mill on the XIT ranch, except the Leader mill. I consider the Leader Mill fully as good a mill in every respect as the Eclipse Mill, in fact it is an exact duplicate of the Eclipse Mill, every piece of the Leader Mill being interchangeable with the Eclipse.

Yours truly,
A. G. BOYCE,
Manager XIT Ranch.

42tf

Notice.

All parties having accounts at the grain and coal store of Johnson & Ferguson will please call and settle the same at once. C. C. Ferguson having purchased D. F. Johnson's interest in the business, all accounts are payable at the old stand.

D. F. JOHNSON.
C. C. FERGUSON.

40-tf

Trespass Notice.

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

37tf

For Sale.

Forty acres of land one and one-half miles east of town and three-quarters of a mile from the new college, at \$15 per acre. R. R. Harris,

42tf

J. H. KING

Hereford, Texas
Agent for and Builder of the
**Kitselman
Wire Fence**

Best fence for stockmen. Will turn any stock and has no barbs to cut cattle. If you are going to build see me for figures.

Painting and Paper Hanging

Is my business, and I would like to give you estimates on your work. Don't neglect to have your house painted and papered as nothing does more to beautify your home

W. T. PRIEST

J. H. HOLLAND

Contractor
and Builder

Can give the best of references. Practical framing and joining together a specialty. Estimates given on short notice. A fair share of patronage solicited.

HEREFORD

TEXAS

For the Best of Material

See
the

Hereford Lumber Company

If its the news you want subscribe for THE BRAND.

C. C. FERGUSON

Successor to Johnson & Ferguson

Dealer in

Grain and Coal

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

Highest Prices Paid for Hides

Most centrally located We will handle a full line
Wagon Yard in town of Field Seeds

YOUR PATRONAGE IS SOLICITED