

Stage Set For Annual Pioneer Celebration

Order Listed For Pioneer Day Parade

PARADE TO COME SOUTH DOWN MAIN STREET TO HIGHWAY 60

Hereford's biggest and most picturesque parade will be one of the principal features here next Wednesday, when the town observes its fortieth birthday in the annual Pioneer Day celebration.

Mayor C. J. Paddock today said that all cars and vehicles must be cleared off Main Street by 9:30 o'clock Wednesday morning, from the Christian Church south to Highway 60, to make room for the parade, which is expected to be more than three miles in length.

Route of Parade
The Parade will start from Mother's Park promptly at 10 o'clock, and will advance south down Main Street to Highway 60, then east to Sampson Street, and North to the Catholic Church, where it will disband.

All communities in rural districts, as well as in Hereford, were urged to report to Mrs. Bessie Smith any floats which they expect to be entered in the parade.

Order of Parade
The parade will come in the following order:

Colors—U. S. Flag and Texas flag.

Band—Hereford's band in 1903.
Pioneers—First float for those here from 40 to 50 years; second, from 35 to 40 years; third, from 30 to 35 years.

Cowboys—All cowboys, cowgirls and horses.

Floata—Commercial, club and general floata.

High School Band, 1938.
Old and New Cars.

Implements—Only implements mounted on rubber tires will be allowed to enter the parade.

(Continued on Page 12)

Auto Caravan To Visit Towns In Next Two Days

Business men and residents of Hereford, will join with a cavalcade of cars to visit neighboring towns Friday and Saturday to advertise the Pioneer Day celebration here, Wednesday, May 11.

The group will be accompanied by the High School Band, and will carry the Star Theatre sound truck to announce the Pioneer Day celebration, and to present a special program of old fiddlers' music. Issues of The Hereford Pioneer Edition will also be distributed by the group.

All persons who can possibly accompany the group were invited to leave from in front of The Brand office at 9:30 o'clock Saturday morning.

The itinerary for Friday follows: Leave Hereford and visit the following towns in order named: Friona, Bovina, Nazareth, Tulla, Canyon, Dawn and return to Hereford. Saturday the group will go to Adrian, Vega, Wildorado, returning to Hereford around noon.

The group will drive through the streets of each town, and stop in the business district for 15 minutes to present the program and make announcements.

Schools To Turn Out Pioneer Day

That Hereford Schools will dismiss Wednesday, May 11, for the big Pioneer Day celebration was today announced by C. H. Dillehay, superintendent.

Many rural schools over this county and in communities in this section are also planning to dismiss classes for the day, honoring pioneer citizens of Deaf Smith, Castro, Farmer and Oldham Counties.

Pictures Recall Happenings and Places Familiar To Pioneer Residents



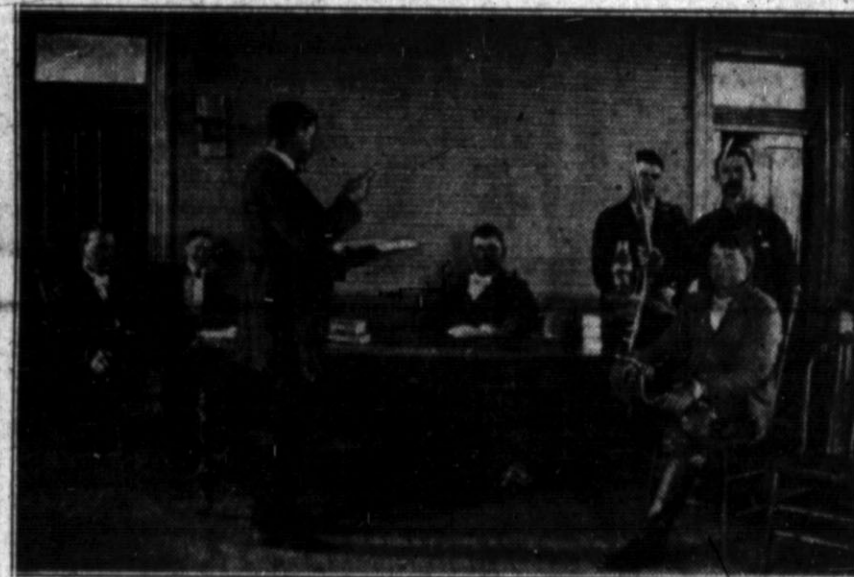
HEREFORD'S FIRST RESIDENCE is shown in this rare picture, made March 3, 1898; Troy Womble, owner of the dugout, is standing in front. Old timers will recall the location of the place on the Womble Section; it would today be described as a point about 200 yards west of 25-Mile Avenue, just north of the railroad tracks—or at the present intersection of First Street and Highway 60.



BAPTISING ON TIERRA BLANCA was common in the early days. The above picture was taken May 5, 1907, at the baptising following a Baptist meeting, conducted here by Rev. Carouth of Brownwood. Among present day residents baptised at this time were: Judge Earl W. Wilson, Mrs. Jeff Gilbreath, and S. J. Orr. The baptising took place on the creek near the present Main Street bridge.



THE HEREFORD SCHOOL 40 YEARS AGO will be remembered by those who studied under Professor J. R. Overstreet, principal at that time. The school stood in the present Central School location, when this picture was made in 1898.



A BAD CASE ON TRIAL was the kangaroo court trial of Bob Higgins. Seated around the table from left to right, are: Frank Fuller, clerk; Will Evans and Ed Connell, defense attorney; Judge E. Gough is pronouncing the sentences and Bob Higgins is sitting in front with the handcuffs attached; standing behind Bob is Taylor Bassett, left, and Tom Imman, sheriff at that time. Bob says he had just finished digging Tierra Blanca Creek, and had brought buckets of water from the Canadian River to fill it—and they were trying him for stealing the water. The date was 1899, and the place was in the old court house, which had just been taken off the rollers after having been moved here from Old La Platte.



THE OLD HEREFORD HOUSE was one of the most popular hotels in the Panhandle back in the early days; next Wednesday will recall the old hotel, which stood on the location where Carter's Real Estate office is today. The building was destroyed by fire.

REA Project Here To Be Completed

Administrator John Carmody has notified local authorities that work will start May 9 toward completion of the Deaf Smith rural electrification project, it was today announced through a bulletin from the REA offices in Washington.

The contract calls for completion of construction by the end of summer, the bulletin stated in regard to the sub-station and remaining 96 miles of lines allocated for the project here.

As previously announced in The Brand, the Washington office confirmed a contract for \$105,401.35,

with J. E. Morgan and Sons, Waco, on the second section of the project, and estimated that with meters and additional overhead, the sub-station and 90-mile strip of lines will total \$120,614.25.

Already contracted on the project are 20 carloads of poles, 225 miles of aluminum wire, and 225 transformers, ranging from one and one-half kva. to 10 kva, the project due to irrigation power requiring larger transformers than the ordinary REA project.

The Washington office offered (Continued on Page 12)

Old Timers Of Four Counties To Be Honored

GREATEST CELEBRATION IN HISTORY OF AREA NEXT WEDNESDAY

With preparations complete for the annual Pioneer Day celebration here Wednesday, May 11, indications today pointed to the greatest celebration to ever be held in the history of Hereford.

Honor guests of the occasion will be pioneer residents of Deaf Smith, Castro, Farmer and Oldham Counties—who have been invited to join in celebrating the fortieth anniversary of the town of Hereford—along with observance of the annual celebration.

From the time the celebration officially opens at 10 o'clock next Wednesday morning, until it closes that night, every minute of the

Gay streamers and flags will adorn the streets of Hereford Pioneer Day. The American Legion has purchased 100 flags, which will be hung across the streets of Hereford to lend color to the celebration here next Wednesday.

day will be crowded with entertainment and activity, according to reports given by different committees in a meeting, Tuesday morning.

Five-Mile Parade

Opening with one of the headline events, the celebration will start with a gigantic parade at 10 o'clock Wednesday morning. The parade will begin promptly at the designated hour and will feature more floats than ever before in history of the occasion.

Troy Womble, chairman of the Pioneer division, announced today that special floats will be provided for pioneers, and A. H. Streu, chairman of the commercial division, said that practically every business firm in Hereford will enter floats in the parade.

"Each and every pioneer who came to this country prior to 1900 is invited to try and contribute with some kind of pioneer rig, or scene, in the parade," Mr. Womble said. "Those who do not do this, we want to ride in the float of your pioneer age, and this float will be ready for you. If it is possible, dress in something representative of the 1890's."

The floats will be arranged as follows:
Pioneers prior to 1890, float No. 1; all who came 1890, 1891, and 1892, float No. 2; all who came 1893, 1894, and 1895, float No. 3; all who came 1896 to 1898, (Continued on Page 12)

Pioneers To Be Theatre Guests On Pioneer Day

Pioneer residents who came to Deaf Smith, Farmer, Oldham or Castro County in 1902, or before, are invited as special guests of the Star Theatre and The Hereford Brand, on Wednesday, May 11, it was announced today.

The Star Theatre has been designated as Pioneer Day Headquarters, and old timers wishing to attend the show will visit the theatre, and register—at which time they will be issued badges and tickets to the show. "Heart of the Rockies," which has been booked especially for the occasion of Pioneer Day.

Weather Chart

Temperature extremes and moist are for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	79	—	0.00
Friday	89	—	0.00
Saturday	85	—	0.00
Sunday	75	—	0.00
Monday	64	—	0.44
Tuesday	85	—	0.00
Wednesday	78	—	0.00

E. B. Black Has Long Record Of Progress In Area

BLACK OPERATES OLDEST BUSINESS FIRM ON MAIN STREET

"A record of progress" sums up the story of E. B. Black's 37 years of active service in this community.

In a small frame building on the exact location where the modern home of E. B. Black Co., now stands, Mr. Black started his present furniture store and funeral parlor back in 1901. He came here from Cleburne, Texas, and started operating the business in March but recalls that it was two months before he built his first four-room home and moved his family to Hereford.

Back in the old days when transportation means were poor, Mr. Black formed the policy of carrying an extremely large stock—and that is the essence of his policy today. He is also a keen adherent of advancing with the times, and has been a constant booster and civic worker in this community.

In testimony of his aggressive policy is the two modern buildings in which he today operates. Housing the furniture store is a two-story structure with a 50-foot front, which runs back 120 feet; this store has been consistently improved and remodeled from time to time. In 1930, he also constructed a new, modern funeral parlor, which is one of the finest in the Panhandle.

The Black Funeral Home can also boast of the fact that it was the first in the Panhandle to operate a motor-driven hearse. This hearse was frequently borrowed by Amarillo firms when they had elaborate funerals.

Operating such a large business would consume most of the average man's time, but Mr. Black found time to work toward the development of the city, county and the Panhandle.

In 1904, when the county was a common school district, he served as chairman of the school board; he also circulated a petition for establishing the Hereford Independent district, and the petition which resulted in construction of the Central School building in 1907. Mr. Black also sponsored erection of the high school here at a cost of \$125,000. He also served as president of the Chamber of Commerce for several years.

In 1932 Mr. Black was honored with election of the office of mayor, friends having placed his name on the ticket. During the depression and trying period which followed, he guided the city, and it was during his term that bonds were made and the city refinanced and put on a cash basis. He served as mayor until 1934.

As an active member of the Methodist Church, Mr. Black helped to erect the first building of the church as well as the one which it occupies today. He was the first Sunday School superintendent in the organization and held the position for 25 years; he has also been a trustee and steward in the church at various times.

In 1937, Mr. Black incorporated the business and associated with him today are W. Jesse Stanford and Maff Gilliland, who with Marshall Gilliland are occupied in operating the business, which is outstanding in the entire state.

Medlin-Whitley Well Now Pumps 1,600 Gallons

Having developed, by actual measurement, a 1600 GPM well at Medlin & Whitley's farm, four miles southeast of Hereford, Fearless Pump Division has now installed a fifty horse-power pump, which will be powered by electricity as soon as the current is available, according to Albert Carter, Hereford Sales Representative.

In discussing the capacity and development of the well, Mr. Carter explained that 1600 gallons per minute was pumped from this well during its development from a lift of 95 feet. Using a large, high capacity owl assembly during the development stages of the well, it was possible to obtain this quantity of water. In conjunction with the Fearless pump, which uses a large portable 100 horsepower aviation engine for development purposes, thus assuring ample engine power on even the largest wells in the country.

It is reported that wells up to 2200 gallons per minute have been developed with this equipment by Fearless, northwest of Plainview on the Runningwater Draw.

Medlin and Whitley report that they expect to irrigate over four hundred acres from this one well. For the present, a smaller engine and gearhead is to be utilized for pumping until electricity is arranged for.

Mr. Carter's headquarters are at the Carter Real Estate office in Hereford, where Fearless equipment is on display.

Belle of Ten Counties



Mrs. J. E. May of Oldham County went to Old Tascosa in 1879—and was dubbed "The Belle of Ten Counties," by stage coach driver. He justified his statement by saying, "Wal, she's th' only gal in ten counties." A story of her early experiences will be found on Page 1, Section 5, of this issue.

Bennett Operates Machinery Firm

Chas Bennett is an old timer who today operates an implement business in Hereford.

As agent for Avery and Gleaner-Baldwin farm machinery during the past few years, Mr. Bennett has distributed many machines over this territory, and this year has one of the largest stocks which he has ever carried.

In addition to the new, improved combines for 1933, he also is showing the Avery tractor, which he predicts will prove a favorite with farmers of this section since it can be used for two different purposes, due to the variable wheel tread.

Flowers Plans Vegetable Stand

I. V. Flowers this week announced the opening of his new, modern fruit and vegetable stand, just north of his cafe on South Main Street.

Mr. Flowers will operate the fruit and vegetable stand in connection with the Flowers' Cafe and

Grocery Store. He states that the stand will be equipped with a mechanical refrigerator to better serve customers and that the stand will carry a complete line of fresh vegetables and fruits at all times.

McLean Opened Office In 1929

Coming to Hereford in 1910, when antelope and game were still plentiful in this section, John McLean's first business in this city was operation of a drug store where the present Corner Drug stands. He operated the store until 1923, and in 1929 entered the insurance business which he has since continued.

With more than nine years' experience in insurance, he now has a thoroughly complete agency, offering policies on fire insurance, automobile, casualty, hail and other forms of insurance carried by the up-to-date firm. Mr. McLean also deals in bonds.

Forceful Inference Inference (or deduction) from what has been to what may be has force.

Weir Grocery Is Modern Store

Although Weir's Grocery has been under its present management for only three years, the location has served as a grocery store since 1906.

Mr. Weir has been in this county for the past 11 years, and before purchasing his present grocery business from Frank Richards, he operated a variety store here. However, he started in the grocery business back in 1910 in Farmer County and is an experienced grocery merchant.

In addition to a complete line of groceries and fresh vegetables, the store also operates a modern meat market—and specializes in having what the customers want. Service and quality have been an important factor in the growth and development of this modern store.

McConnell Has Electric Shop

With more than 13 years experience as an electrical contractor and refrigeration repair work, Geo. S. McConnell today operates one of the Panhandle's most modern electric shops.

Mr. McConnell is a graduate of Sweeney Automotive and Electrical School, Kansas City, and has pioneered in mechanical refrigeration in this section. He has wired a majority of the houses and irrigation wells in this section during the past eight years.

In his shop today, Mr. McConnell features Leonard refrigerators and Zenith Radios, along with Easy washing machines and a complete line of electrical appliances.

Jacobsen Came Here In 1903

John N. Jacobsen is another Hereford old timer, who has done much to build this community. He came here in 1903 from Lewisville, Denton County and has since made his home in this community.

Mr. Jacobsen was born at Rapsstedt, Denmark, June 16, 1873, and his life is parallel to that of many interesting stories of young men who came to America in the early days and made a place for themselves as good, reliable citizens of the communities in which they made their homes.

Miss Vida Orr and Mr. Jacobsen were married at Hereford, and today have four children: Louise, John, Chris and Berry Orr Jacobsen, all of whom live here in Hereford.

His first job was on the railroad for John Henry Stinson, following which he bought Ide Pyland's blacksmith shop, which he continues to operate today as one of the outstanding machine shops, blacksmith and welding shops of the Panhandle. The shop also specializes in irrigation casing. He recalls that the shop was built by Holly Tucker, who traded it to Ide Pyland for a section of land near Summerfield.

Davis-McCracken Handle M-M Line

The Davis McCracken Implement Company is operated here today by W. L. Davis and J. C. McCracken on West Second Street. The business was founded here early in 1934, and since that time has grown by leaps and bounds.

Mr. Davis came here from Chil-

dress seven years ago and established the Hereford Poultry and Egg Company, before entering the implement business. Mr. McCracken came here from Nebraska eight years ago, and had for several years been with the Caterpillar Tractor Company of Omaha.

The company features Minneapolis-Molina tractors and implements, and during the time the company has operated have established a large volume of business in this section. They also sell tractor tires in connection with their machinery business, and operate a modern repair shop.

Alderson Store Has Large Stock

Opening in Hereford in September, 1906, the Alderson Variety Store is today one of the most complete to be found in this section of the Panhandle.

Tom Alderson, assisted by Mrs. Alderson and their daughter, Marjory, operate the store, and at all times carries a large stock of wearing apparel, toiletries, drug sundries, household items, and other sections.

Mr. Alderson, an experienced dry goods merchant, came to Hereford from Sudan and has built the store into one of the most progressive in the community.

J. O. Miller Has Oliver Line

The Miller Implement Company, opened here recently by J. O. Miller, is one of Hereford's newest firms, and is located at 301 East Third Street. Featured lines by the new firm will be Oliver farm machinery and implements, which

are already on display in the show-rooms of the concern.

"We will carry a complete line of Oliver combines, tractors, drills, plows and other farm equipment," Mr. Miller said, "and we invite the public to visit us Pioneer Day and see this 1933 Oliver line of display."

WEST TEXAS FEED FOUNDED IN 1923

The West Texas Feed and Seed was opened in Hereford in 1923, by Homer Wilson, who operated the business until 1926, when Barney Hicks purchased the firm.

Jack Wright has been associated with the firm since it was founded and has been here since 1918. Mr. Hicks was born in this county and has spent most of his life here.

Both Mr. Wright and Mr. Hicks are interested in chickens and in addition to their feed store, also handle a complete line of Merit feeds.

POPULAR STORE HERE FOR PAST 17 YEARS

After 17 years of service in this community, the Popular Store, operated by Mr. and Mrs. Gaston Baer, is today one of the outstanding stores of its type in this community.

The store carries a large stock of merchandise at all times, featuring College Campos, Bloomfield and Mme. Renouid dresses, Vanette and Larkwood hostery, and a complete line of lingerie and millinery. It bases its success upon quality materials at reasonable prices.

At the present time, the store is showing new spring and summer merchandise in all departments, and the managers are looking forward to Pioneer Day when they will greet old timers whom they have been privileged to serve during their 17 years in Hereford.

MAGNOLIA

Petroleum Products

In Keeping With Progress



The Indians, just as did the Pioneers, knew that this was a country with a great future—but neither of them possibly realized the extent to which the Plains would develop. It was their Faith, however, that spurred them on to face hardships and trials in a new land. Today, we feel that it is our duty to keep that FAITH with our customers, and with that in mind, we take pleasure in offering to the people of this county Magnolia Gasoline, Oils and Greases. Keep step with Magnolia, and you keep in step with Progress in the Petroleum field.

Welcome Pioneers, to Hereford!

W. J. (BILL) SMITH
MAGNOLIA AGENT
Hereford Texas

Style Quality Selection

FORTUNE SHOES
FOR MEN
ALL STYLES
Pair \$4

FLORSHEIM SHOES
ALL STYLES
\$9.50

WILSON BROS.
HABERDASHERY
— UNDERWEAR
— SHIRTS
— SOCKS
— TIES

COWBOY BOOTS
Justin
OR
Olsen

Pool WORK CLOTHES
FOR EXTRA VALUE
and LONG WEAR!

NEW
SPRING HATS
IN EITHER
FELTS or STRAWS

New Clothes For Old



You may say you can't afford new clothes for Spring . . . but you can afford to have them cleaned and pressed by our DRI-SHEEN PROCESS method. Send your old outfit to us and let us return it to you looking like new. Not only will it look like new but our process will make it feel and wear like new. Check through your entire wardrobe, then call us.

DRI-SHEEN PROCESS

Phone 111

While We Are Not Pioneers In Years . . .
We Are Pioneers in Service

Age is important only as it gauges the usefulness of an institution or an industry and as it measures the service by which that business has continued to survive. But age does not indicate the principles upon which a business was founded, and by which it developed. Without such basic principles of service, fair dealing and constructive vision, the faith of the founder is but an idle dream and the institution soon perishes. For that reason we are proud of the service we have been able to render and believe we are fulfilling a definite need in the community.

WELCOME PIONEERS!
OF DEAF SMITH, CASTRO, OLDHAM and FARMER COUNTIES
To Hereford, May 11th

Fox Cleaners & Hatters
Phone 111 THE MAN'S SHOP Phone 111
AIR-CONDITIONED HOMER FOX AIR-CONDITIONED

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

LUNCHEON CLOSES YEAR'S ACTIVITIES FOR L. A. E. CLUB

The year's activities for L. A. E. Club members, closed with a luncheon given at the home of Mrs. Arlie Dean, Tuesday.

Pale lavender crocus blossoms decorated the table which was centered by a pink and white birthday cake topped by seven pink candles, in observance of the club's seventh anniversary. Pastel shaded centerpieces, the gift of the hostess, at each place formed a happy background for place cards bearing guests' birthdates. Sweet pea corsages were presented by Mrs. Jim Lipscomb, president, as each guest was seated.

During the luncheon hour, Mrs. Lipscomb welcomed the two new members, Mrs. Sonny Ledbetter and Mrs. Morris Tannahill, into the club. Mrs. Ledbetter gave the response.

A scrap book made by Mrs. Robert Veigel which contained personal histories of members was displayed.

After the luncheon a short business session was held. Mrs. Veigel gave the club history and Mrs. T. P. McCollister conducted the roll call, which included sketches of next year's work.

The new yearbooks were distributed and Mrs. Jack Dean entertained with two vocal selections.

The following new officers were chosen: Mrs. Jim Higgins, president; Mrs. T. P. McCollister, vice-president; Mrs. Robert Veigel, secretary-treasurer; Mrs. T. W. Roberson, council member and reporter.

Following an annual custom, pictures were made of the group after the program.

Members present were Mesdames Bob Higgins, Jim Higgins, Bill Hutson, Jack Hutson, Jim Lipscomb, T. P. McCollister, Wiley Roberson, George Suggs, Robert Veigel, Sonny Ledbetter, Morris Tannahill, and the hostess, Mrs. Jack Dean was a guest.

MRS. BRUMLEY LEADS PROGRAM FOR STUDY CLUB

Mrs. Homer Brumley was leader of the program at the meeting held by the Junior Pioneer Study Club Tuesday night, at the home of Mrs. Meade Halle. Mrs. Willis Edelman was co-hostess.

Mrs. Frank Huckert discussed "Radio Fights Crime," and reviewed an article found in a current issue of Radio Guide, by J. Edgar Hoover. She quoted Mr. Hoover, who said "There really is no romance in crime as some would believe and the public at large should seek more information on the subject for a better civilization."

In a talk dealing with "Two Way Radio," Miss Lueta Borden told about the radio system of Germany and other countries. She said "there were six million radio sets in Germany, all censored to the point that the people only hear what Hitler wants them to hear, and that the people of Germany are compelled to listen to political and propaganda programs."

Mrs. A. J. Schroeter, delegate from the club to the Seventh Dis-

trict Federation of Women's Clubs convention held in Childress last week, gave a complete report of the convention. One of the highlights of the convention was the election of Mrs. Homer Brumley, a member of the club, to the second vice-presidency. This is the first Junior Club member to be elected to a district office.

The next meeting will be held with Mrs. Louis Woodford, May 17. Members present were Mesdames Jeck Telford, O. H. Culpepper, Frank Huckert, Louis Woodford, Lynn Kester, Lilburn Ray, J. B. Whitlow, Ralph Roden, Homer Brumley, A. J. Schroeter, Buford Crosthwait, Alton Miller and the hostesses.

AUXILIARY MEETS IN CONKLIN HOME

The Woman's Auxiliary of the Presbyterian Church met Tuesday afternoon at the home of Mrs. Lee Conklin.

A series of worship programs was begun with Mrs. Henry Hastings as leader. She named the five benedictory words as being, Grace, Mercy, Peace, Love and Fellowship.

Mrs. H. L. Broadwell had charge of the program of the afternoon, which dealt with the American Indian. Miss Mary Frances Holder sang "By the Waters of Minnetonka," and Mrs. Broadwell explained the meaning of the song and how it came to be written.

A story, "The Horse Tamer," which recently appeared in a current magazine, was reviewed by Mrs. Broadwell. The story dealt with the problems of the Indian among the white people.

The next meeting will be held at the country home of Mrs. Horace Baird, May 17.

NORTH HEREFORD DEMONSTRATION CLUB HOLDS RE-ORGANIZATION MEETING

The North Hereford Demonstration Club met Thursday afternoon at the home of Mrs. John Kropff for the purpose of re-organizing the club which was disbanded several months ago.

The following new officers were elected: Mrs. Oscar Rutherford, president; Mrs. Charles Robbins, vice-president; Mrs. Carl Kropff, secretary and treasurer and Mrs. John Kropff, reporter.

Members voted to attend the one-day short course, which will be held in Canyon, May 12. Those who can take cars or who desire a way to go, are asked to meet at the home of Miss Maude Swartz,

at 8:30 o'clock on the morning of May 12. Each one will take his own lunch.

The date of the next meeting will be announced later. Plans for future meetings were discussed and refreshments were served to Mesdames Oscar Rutherford, John Huntzinger, Charles Robbins, Ovid Pinkert, Harry Kibbe, George Parker, Russell Hunter, Carrie Kropff, Carl Kropff, W. A. Long, W. A. Hammock, Mrs. Williams, Mrs. Frye and Miss Maude Swartz.

SCHOOL GROUPE LEAVES FOR SAN ANTONIO

Miss Rhita Jean Sullivan, Doris Elaine Dillehay, Louise Cress and June Dameron left Tuesday, for San Antonio, where they will represent Hereford at the State Home Economics Rally, which is being held there this week. They were accompanied by Mrs. C. H. Dillehay and Miss Howlett of Friona.

Approximately 1500 girls will gather from all parts of the state for the three-day session. Each school is allowed one representative for each year's work offered and one for the F. H. A. Club.

ANNUAL MUSIC WEEK PROGRAM GIVEN BY MUSIC STUDY CLUB

An outstanding musical program was given Monday night at the Methodist church, when the Music Study Club held its annual open program in observance of Music Week.

Music lovers look forward to this program from year to year and a large and appreciative audience received the varied selections enthusiastically.

The first half of the program featured secular music while the greater part of the last half was given over to sacred selections.

Mrs. H. L. Broadwell welcomed the guests and told the origin of Music Week. She also gave brief explanations of each number as it was given, providing interesting backgrounds for the different types of compositions.

Mrs. J. C. McCracken was choral director and Mrs. C. H. Dyar, accompanist.

The following program was presented:

- I. (a) By the Bend of the River, Edwards-Hemstreet; (b) Indian Mountain Song, club
- II. Overture, "Tancredi," Rossini, Mrs. Snyder, Miss Conkwright and Mrs. Acker.
- III. (a) The Brooklet, Cadman; (b) Home, McFayden, Mrs. Wiltshire with Mrs. McCracken, accompanist.
- IV. Sheep and Boats, Gulon, Mrs. McCracken.
- V. Hear Us, O Father, Santiago, Mrs. Coneway, Mrs. Stanford, organ; Mrs. Thompson, violin obbligato.
- VI. Chorus of Angels, from "The Virgin," Massenet, Mrs. Fox, Mrs. McCracken, Mrs. Roberson, Miss Pitman, Mrs. Snyder, accompanist.

VII. Grand Polka de Concert, Bartlett, Mrs. McCracken and Mrs. Dyar.

VIII. (a) Cradle Song, Kreisler; (b) Spirit Flower, Campbell-Tipton; (c) Lost Chord (request), Sullivan, club.

"O Divine Redeemer," by Gounod, was given as an added request number.

Members of the Music Study Club are Mesdames G. A. F. Parker, C. J. Mounts, B. M. Wiltshire, O. T. Williams, A. O. Thompson, A. C. Thompson, W. J. Stanford, C. R. Smith, Glenn Snyder, A. J. Schroeter, S. P. Rossen, T. W. Roberson, J. C. McCracken, C. C. Acker, J. E. Beyer, H. L. Broadwell, Troya Carmichael, R. P. Coneway, W. E. Dameron, C. H. Dillehay, C. H. Dyar, C. C. Ferguson, H. K. Fox, Jeff Gilbreath, H. H. Hawkins, Misses Eloyse Pitman and Ruth Conkwright.

MRS. DAMERON ENTERTAINS AT CLUB LUNCHEON

Among the many informal spring entertainments was the attractive luncheon given on Wednesday of last week, by Mrs. Travis Dameron.

Using a lace cover, the table was appointed with crystal and silver, with pink and rose colored spring flowers as decorations. Places were laid for members of the Knitting Club, and included Mesdames W. M. Emmons, W. J. Stanford, Woodrow Ireland, J. T. Gilbreath, Jr., Ernest Medkief, Meade Halle, J. W. Hendrix and the hostess.

Y. W. A. MEETS AT CHURCH

The regular meeting of the Y. W. A. of the Baptist Church, was held at the church, Monday afternoon.

After a short business meeting four talks on the Mission Book, "The Wandering Jew in Brazil," were given. Those taking part in the discussion, were Mrs. Lilburn Ray, Mrs. Travis Caraway, Thornton Shirley and Kitty Kloe Harlin.

After the program members assisted in serving the Brotherhood banquet held at the church.

Those present, were Molly Jo Roberson, Thornton Shirley, Dorothy Funderburg, Inez Funderburg, Kitty Kloe Harlin, Genece Standifer, Mesdames Lilburn Ray, Travis Caraway, Ben Wohlgenuth, Billie Roberson and Mrs. Jack Roberson, sponsor.

The Rockwell TUBA

Published Once in a While by ROCKWELL BROS. & CO., Lumbermen

Stack 1—Piece 5 Hereford, Texas Thursday, May 5, 1938

Rockwell Bros. & Co., takes pleasure in extending to all the pioneers and old settlers in this community, its heartfelt best wishes, combined with thanks for the part they played in building and developing this country.

Did you ever stop to think how truly the lumber business is a Pioneer business? Before a new town can start to grow, there has to be a lumber yard, with a stock of home-building materials.

Shortly after the railroad came through here—that was back in '98—and Hereford was located as a town, Mr. J. M. Rockwell bought a site and put a stock of lumber on it under the name of Eagle Lumber Co. The name was later changed to Hereford Lumber Co., and then later on, to ROCKWELL BROS. & CO. Under all these different names, however the ownership has been in the same hands, and the same spirit of eagerness to serve prevails in the company today that was in evidence back in 1898.

If all the lumber handled at this yard in the last 40 years could be made into one long staircase, wouldn't Charlie McCarthy have a lot of fun sliding down the banisters?

It certainly does pay to look ahead. Plan your own home now. You know it wasn't raining when Noah built the ark.

"Who broke the window pane in your house, Billy?"

Billy—"Mother did, but it was Dad's fault—he ran in front of it."

Mosquitoes may not have brains, but you don't catch one wasting his time on a wooden leg.

The manager of the Rockwell yard at Kemp, Texas, is R. W. Parker. Back in the early part of the century he was a contractor out here in the Panhandle. He built our north shed in 1904. Just before last year's Pioneer Day celebration, I wrote to him to see if he could give me some information of a historical nature, concerning this yard. The following is taken from his reply:

"Dear Mr. Olson: I first came to Hereford in the spring of 1903. I think Mr. Newman, who later went to Plainview, was manager of the yard. I came back a few years later and the yard was located at the present site. Mr. Newman was leaving to take charge of the Plainview yard and J. F. Barker took charge of the yard there. I recall the first trip of the "Overland Freight," a tractor with about twenty wagons and cabooses, loaded with lumber out of the yard to go to Plainview for Mr. Newman. They started down the hill to cross the Tierra Blanca, the brakes did not work, the result being the loaded wagons tried to beat the tractor down and piled on and all around the tractor. I also recall the rancher from Lubbok, his wagon loaded with lumber, looked at his watch and said, "It's ten o'clock, if I make a certain camp by night, I must be going." A traveling man looked at his watch and said, "It's eleven o'clock." The rancher said that he had "Sun" time while you have "Railroad" time. The traveling man asked why he did not keep railroad time and the rancher replied, "Where I live it is a heluva lot closer to the sun than it is to a rail road . . ."

How many of you old timers remember the trip of the "Overland Freight?"

A home all your own is great—and it's greater to build it just to suit yourself.

We told you about Joe Rehnart's new home in our last issue, and how they have been camping out while it is being built. Well, it won't be long now until they can move in and begin making up for the discomforts of the past month. We know they are going to enjoy life in that fine, well-built, well-arranged modern farm home.

Bad weather postponed a lot of painting last month, but the past few days of spring have certainly made a lot of our customers remember that we handle BPS—Best Paint Sold.

This is an item that is just intended for our friends from the country: Our yard has plenty of room in it for your truck or trailer. If you want to leave it in our care while you are in town shopping, just feel free to do so.

We want to thank the person who wrote us a special invitation to attend he play out at Progressive School, April 15. We, including the family, went out there and enjoyed a fine time. It was a good play and put on in top-notch style.

The following Friday, we went out to Ward and had a big time watching the stunts put on by the Maverick Club.

"Green Hedge Inn," is the name of the new lunch room now open for business with Chef Morgan in charge.

Weather Report: Fair and Warm.

HAILE DRUG

-WE SELL FOR LESS-

Friday PHONE 99 Saturday

SAL HEPATICA 60¢ Size 37c	JET OIL SHOE POLISH 9c	P and G SOAP 6 Bars 21c	KLEENEX 200 Tissues 13c
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HYDROGEN PEROXIDE, full pint 19c

DOANS KIDNEY PILLS, 75c size 49c

MINERAL WATER CRYSTALS, \$1 size 49c

SYRUP PEPSIN \$1.20 Size 69c	ADLERIKA \$1.00 Size 59c	MILK MAGNESIA Pint Size 17c	MALTED MILK 1-Lb. Jar 43c
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PROBAK RAZOR BLADES 10c pkg., 3 for . . . 13c

CANDID CAMERA 16 exposures \$3.98

ABSORBENT COTTON 1 pound roll 29c

ITALIAN BALM 60¢ Size 39c	RUBBER GLOVES Pair 23c	ALARM CLOCKS Each 89c	EPSOM SALTS 1-Lb. Package 11c
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ASPIRIN TABLETS
Bottle of 100 **11c**

Carter's LIVER PILLS
25¢ Size **16c**

—: Visit Our Fountain! :—
FRESH ICE CREAM
Made Daily

FRESH STRAWBERRY — PEACH MELBA
BLACK WALNUT — and Many Others
Pint **15c** —:— Quart **25c**

Dr. West's TOOTH BRUSH
50¢ quality **29c**

PEPSODENT Tooth Powder
25¢ Size **19c**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES!



Lets Celebrate

PAY US A VISIT!
"THE STORE OF QUALITY"
Since 1921

Our 17th BIRTHDAY GIFT
to all . . .

MERCHANDISE

—AT—
GREAT REDUCTIONS
Come One! — Come All!

POPULAR STORE

HEREFORD, TEXAS

"MOTHER'S DAY"

The Star Theatre extends to the Mothers of Hereford and of this territory who have attained their 60th birthday, a cordial invitation to visit the Theatre and see this outstanding adventure picture of this year . . . as Our Guests!

DO YOU REMEMBER:

No. 1. The waters of the Red Sea rolling back to permit Moses and his people to escape the armies of Pharaoh in "The Ten Commandments?"

No. 2. The gripping terror as a city swayed and crashed to destruction in "San Francisco?"

No. 3. The thrilling destruction of a mighty ocean liner by a mountain of ice in "History is Made at Night?"

Then get ready for the clashing climax of this story of primitive love in the sun-drenched tropics, with nature gone mad, threatening to destroy two who were brave in each other's arms . . . See

"THE HURRICANE," with Jon Hall and Dorothy Lamour at the Star Theatre, Sunday and Monday — Prevue Saturday night.

Senior Play Is Given Approval Friday Night

COST TURNS IN EXCELLENT PERFORMANCE IN CLASS PLAY

The Senior play, "Little Miss Nobody," presented Friday night in the auditorium of the high school, furnished an evening of excellent entertainment.

The story dealt with the Dreyfus family, which might be any family of intelligence, and the characters, individual as they were, could be taken as typical examples of temperamental youth and dominating middle age.

As a whole, individual performances were good. Glenn Ricketts, as Victor Dreyfus, a famous writer, in a large eastern city, established his character at once and never left the role. His need for sympathy, the need for expression and the need for love were made important factors. William Bowman, as Parsons, the butler, succeeded in showing a great deal of feeling underneath the veneer of a dignified servant. Charles Virden as Tommy O'Brien, from the stumps, almost had the audience believing he had had some actual experience. Viola Phillips took the part of Mrs. Edward Dreyfus, Victor's mother. She portrayed, exceptionally well, the intelligent mother, proud of social distinction who yet was a very unsympathetic mother without being aware of it.

Ruth Cahaban as Emily Carrington, an artist, furnished a charming third party in the love triangle, whose admirable generosity in the end overcame her jealous emotions. Elsie Wilkins as "Little Miss Nobody" almost stole the show as she developed both the pathos and the humor of the play. Old traditions, class distinction and social position were torn asunder as everything revolves around her fascinating personality.

A series of well timed episodes provided a several installments climax with Melvina Stewart as Mrs. Denton Todd, portraying a splendid characterization of the society matron whose disposition showed up raw and ugly when the surface was scratched. Aurelia Hoffman as Velma Todd, her daughter, couldn't have been anything but a "yes of course" girl. Mildred Curt-singer, Virginia Erie Reed and Bernadette Allbright as Society Girls, were socially at ease in a friendly little engagement of gossip. Frances Beznar as Rosetta, the maid, very capably added a natural human element to the atmosphere.

All in all, the cast, and director, Miss Irene Crawford, could well be complimented on the presentation.

Dawn Items

(13 miles east)

BY MRS. CARB WIMBERLEY
BY MRS. JESS CALDWELL
Light rain fell in this community the past week. Some farmers reported as much as an inch of moisture.

Mrs. M. E. Burum is here for an extended visit with her son, Mart Burum and his family.

H. H. Miller made a business trip to Amarillo, Tuesday.

Mr. and Mrs. William Wimberley visited her parents, Mr. and Mrs. E. A. Oberst at Canyon, last Tuesday.

Mrs. Cecil Hodges and small son of Daniel, spent Friday with Mrs. Jess Caldwell.

Mr. and Mrs. Ernest May attended the Rebekah Convention at Dalhart, Monday.

Miss Bernice Harris is visiting friends near Happy.

Judge and Mrs. Russell of Hereford, called in the Mart Burum home, Sunday afternoon.

Mrs. Thorpe of Snyder is here visiting her sister, Mrs. J. M. White.

Mr. and Mrs. Caple, who have resided in the Dawn community for the past six months, are planning to move soon.

H. E. Miller and family were shopping in Amarillo, Saturday.

A large number have been attending church in Hereford the past Sunday nights. Several have placed their membership there.

Johnnie Womble and Carl Wimberley are on the sick list.

Ivan Leake is driving a new car. Mr. J. T. Cronin and Mr. Turner of Erick, Okla., were here on business, last week.

Dr. and Mrs. Perkins of Hereford, were dinner guests of Mr. and Mrs. H. E. Miller, Sunday.

Mr. and Mrs. Howard Coe of New Orleans, spent Saturday night in the J. M. White home. Miss Shirley Donnell of Canyon, was a guest of Miss Ella Smith, Friday night. Both ladies are students at W. T. S. C.

Little Marylyn Wimberley has recovered from the measles.

The community is planning to have a birthday dinner for Grandfather Smith, Thursday night. Everyone is invited to bring a covered dish and to attend the celebration.

Several from this community

EVERY DAY SPECIALS

- Fresh Tomatoes 2 Lbs. 15¢
- California Oranges Peck 30¢ Small - 3 Dozen 25¢
- Rome Apples Peck 40¢ Dozen 20¢
- Delicious Apples Dozen 15¢
- Pure Uvalde Honey Comb-1-2 gallon 65¢ Extract-1-2 gallon 55¢ Extract-gallon 95¢

- Plants Early Cabbage and Tomatoes Per 100 25¢
- Pepper-Hot and Sweet Dozen 10¢
- Bermuda Onion Plants 100-size bunches-3 for 25¢

CORNER FRUIT STAND

Raymond Hawkins

are planning to attend the singing convention at Progressive, Sunday, May 8.

There will be singing in the Jess Caldwell home, Sunday night. Everyone is cordially invited to attend.

Mrs. Carl Wimberley has asked that anyone having relics they wish to place in the museum for Pioneer Day let her know by Sunday if possible.

Mr. and Mrs. Aubrey Wimberley were in Amarillo on business, Saturday.

Mrs. Julia Sannelson visited in the home of her son, Otto Sannelson, in Canyon, Tuesday. She also visited with Mrs. Elizabeth Bippus.

Dawn teachers and pupils attended the invitation track meet in Canyon, Saturday. Both the Dawn girls and boys placed first in a large number of track events. Some of them won second and third places. The girls did exceptionally well.

Mrs. Underwood returned Saturday from Topeka, Kan., where Mr. Underwood is receiving medical treatments at the Santa Fe hospital. She reports that he is improving rapidly.

A photographer from Amarillo took pictures of all the school children and the faculty one day last Sunday night.

Most of the pictures were very good.

L. A. Smith and family, Mrs. Mart Burum and Mrs. Hickman attended the track meet in Canyon, Saturday.

Mr. and Mrs. Carl Wimberley were in Canyon on business, Saturday.

Mrs. Durwood Savage spent the week end at her home in Canyon.

Mr. and Mrs. C. O. Gammill visited with Mr. and Mrs. Martin Campbell in the Daniel Community over the week end.

Mr. and Mrs. W. W. Wimberley visited Vernon Baker and family, west of Hereford, Saturday.

The community entertainment at the school house Friday night was well attended. The proceeds, which amounted to \$7.00, will be used to help Evelyn Luke, who won a trip to Austin in the Three-R contest. Admission was charged for different entertainments, including a fish pond, games, pop-corn, etc. Herschel Miller and Jimmy Allred of Wildorado, made a trip to the west part of the county, Thursday. They reported that most of the wheat was in very poor condition.

Mr. and Mrs. Otto Samuelson and children of Canyon, were visitors in the Jess Caldwell home, Sunday night.

GULF SERVICE STATION
Offering modern and courteous service, Hughes Millard and Buddy Sowell, have operated the Gulf Service Station on Third Street and Miles Avenue, across from the City Hall, since September 5, 1937. Besides the Gulf gas and oil, these young men feature washing, greasing and general service work.

SINGING SCHOOL AT SIMS
Will W. Slater, Fort Smith, Ark., will conduct a singing school at Stimmis school house beginning on Monday, May 9. The school will continue for ten days and an invitation is extended to the public to attend each evening and help with the singing.

DR. J. W. HENDRIX HAS MODERN EQUIPPED OFFICE

Dr. J. W. Hendrix came to Hereford in 1925 and began his practice as Chiropractor and Mes-sieur. He was away for a year and a half, during 1928-1929, but has been here continuously since. He maintains his office at 107 B Street, and has recently added as his associate, Dr. L. P. Pitts of New Mexico.

Dr. Pitts is a graduate of Car-ver Chiropractic College of Oklahoma City, and is thoroughly experienced, Dr. Hendrix stated.

"The addition was made in order to take care of the increasing number of patients," he stated.

A new Fischer X-Ray machine has also recently been installed by Dr. Hendrix, who said that the new X-Ray takes pictures large enough to cover the entire torso.

G. R. (Rat) JOWELL EARLY DAY SHERIFF

Rat Jowell came to the Plains with his parents, Mr. and Mrs. G. R. Jowell in the early days. The family located on the Sulphur Park place and operated a large ranch. Cattlemen of this area believe that Mr. Jowell today, knows more about Whiteface cattle than anyone and his opinion is sought by many breeders not only here, but elsewhere.

Mr. Jowell served this county as sheriff in 1898 to 1900. He was one of the four first applicants for membership in the Masonic Lodge after its organization in 1900. His father was one of the organizers.

NESTER E. GASS A TRUE PIONEER

Coming to Hereford from Rock-wall County in 1898 with his parents, Nester E. Gass can be classified as a real pioneer. He started in business with his father in a general merchandise store and un-

til a few weeks ago, he had been actively engaged in the merchandising business.

Mr. Gass, since closing out the D. R. Gass store, has devoted his time to his farming.

HOUSEHOLD APPLIANCE NEW FIRM IN HEREFORD

The Household Appliance Co., with V. H. Glisson as manager, is one of Hereford's newest firms. The company features Electrolux refrigerators, Bendix washing machines and Butane gas systems, and has offices in Flower's Grocery on South Main Street.

ROBERSON OPERATES WILLARD STATION

The Willard Battery Station, operated here by Jeff Roberson, specializes in electrical work, magnetos, radiator repairs, and battery repairs.

Mr. Roberson has been in the county since 1901, but purchased the battery station on Dec. 1, 1937, and is offering complete service along this line to customers of this section.

Meat produced in Texas in a single year would fill a solid train of refrigerator cars 233 miles long, according to Howard H. White of the National Livestock and Meat Board.

J. I. CASE COMPANY PIONEER THRESHER BUILDERS ANNOUNCES THE NEW MODEL 'K' COMBINE With Rasp Cylinder and Auger Conveyor

In Addition to Our 3 Spike-Tooth Models

Case Pioneered in the Threshing Machine business, first starting in 1842. Ninety-Six years ago it was Case that did away with the old flails that were used by hand to whip grain from the head. SINCE 1842 CASE HAS THRESHED 75 PERCENT OF ALL THE GRAIN PRODUCED IN THE 32 GRAIN PRODUCING COUNTRIES OF THE WORLD!

A COMBINE IS MERELY A THRESHING MACHINE THAT MOVES
... and if it's A Thresher,

It Has To Be A Case!

Come To Hereford Pioneer Day

And See The New CASE

MODEL 'K' COMBINE

On Display Now

See It In The

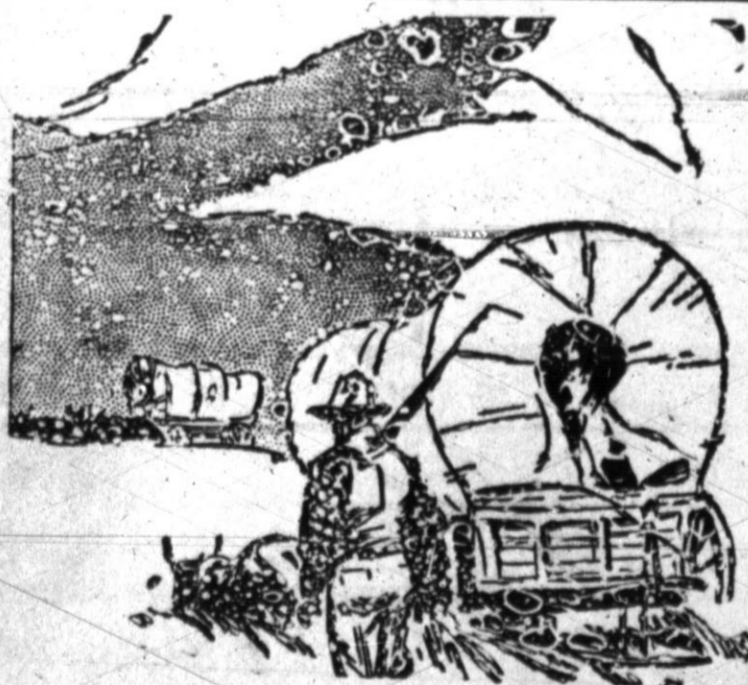
PIONEER DAY PARADE

C. A. Skelton, Case Implements

SALES

Hereford, Texas

SERVICE



TIMES HAVE CHANGED

Yes, times have changed a great deal from the time when the main mode of travel was a covered wagon. Today the fast moving automobiles have replaced the covered wagons, horse and buggies and other ancient vehicles.

Other things have also changed—Miller Auto Store has taken the place of the old livery stable in Hereford. The new automobiles of today require more parts than a wagon, because they travel further in a week than the covered wagon would travel in a lifetime. But always remember when you need anything in the automotive line you can find it at our store.

MILLER AUTO STORE

"IF IT'S FOR THE AUTO—TRY US FIRST"

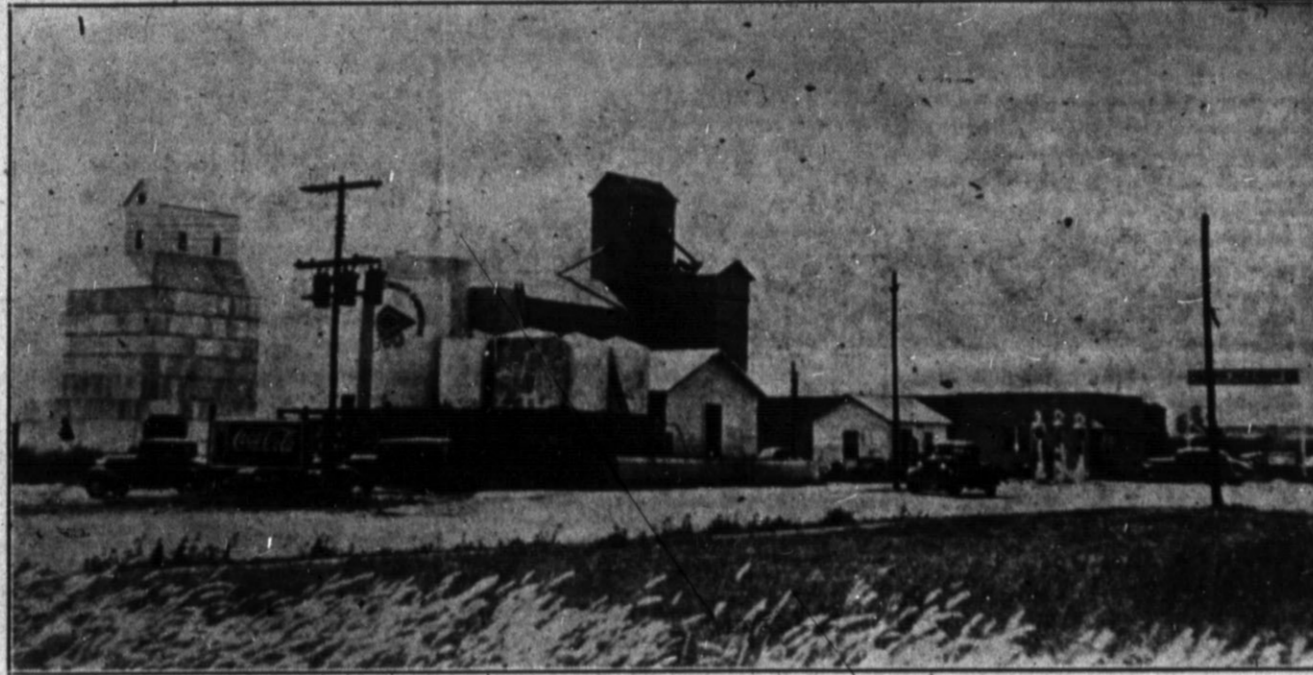
Fraser Oil and Grain Co.

... SERVING ...

GRAIN



RAISERS



CATTLE



RAISERS

Alive To The Needs Of The Field We Serve

DEPENDABLE Automobile SERVICE

TOILET... Fraser Oil & Grain Company have one of the most modern service stations together with a wholesale and retail agency for petroleum products. It was built for one purpose — to serve the people of this farming community, to make it a convenient place to service your car, buy your farm fuels, tractor tires and other accessories.

- : GASOLINE
- : MOTOR OILS
- : TRACTOR FUELS
- : TIRES and TUBES
- : ACCESSORIES
- : GREASES

COURTEOUS, EFFICIENT SERVICE!

Try a tank of that good

ROAD RUNNER GASOLINE



Wholesale

Retail

Modern Equipped Grain Elevator

It has been the policy of the Fraser Oil & Grain Company to progress with the community, which it serves. We believe in the resources and the future of this great farming community and we have shown it by investing in the most modern equipment and buildings to serve the farmers of this section as wholesale and retail distributors of petroleum products and as grain buyers.

True, Fraser Oil & Grain Company is not a Pioneer institution in years, but it was established under those Pioneer principles... HONESTY, INTEGRITY and FAIR DEALING... these ideals are not forgotten by this modern business. Neither have friendship, loyalty and conscientious regard for the welfare of our community been over looked in the conduct of this business since its establishment in Hereford.

MODERN ELECTRIC LIFT to DUMP ANY TRUCK OR TRAILER!

A TRIBUTE TO THE

PIONEERS

of DEAF SMITH, OLDHAM, PARMER and CASTRO COUNTIES

Upon the occasion of the Pioneer Reunion in Hereford on May 11th, we feel that we may, with pardonable pride, claim kinship of those stalwart citizens, who developed this community from a raw prairie land into the fertile farming region it is today. From the heritage of our memory has come an understanding — of the problems of the farmers of these four counties: Deaf Smith, Castro, Parmer and Oldham, who are gathered in Hereford.

To render varied interests, unselfish service is uppermost in our minds. To keep faith with that ideal, to always remain alive to the needs of the field which we serve will continue to be the policy of Fraser Oil & Grain Company.

Our Business is Based on Those Pioneer Ideals:

HONESTY--FAITH--SERVICE

The Greatest Commodity We Dispense

In Our Community

To A Progressive Territory

Bring Your Grain
to
FRASER'S
for
TOP PRICES!

FRASER
Oil and Grain Company

ALTON T. FRASER, Owner

MONEY
advanced on your
STORED
GRAIN!



A COMPLETE STOCK OF KODAKS and FILMS

DON'T FORGET MOTHER, Give Her Whitman's Candy FOR MOTHER'S DAY, MAY 8

Dealer for SCHICK Electric Shavers

Try one of our Delicious Malted Milks! AT OUR FOUNTAIN!

CITY DRUG STORE PRESCRIPTION DRUGGISTS Phone - - - 100

The Hereford Brand

Published Every Thursday. Our Slogan--"More People--More Farms"

HEREFORD, DEAF SMITH COUNTY, TEXAS TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager EMMIE GILLENLINE Editor

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NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas.

AFTER ALL IS SAID AND DONE

The true story of the pioneers will probably never be written. In the first place, they are often reluctant to talk about themselves; too, many of them have moved to distant points and some have gone from us to their final reward.

True, much has been written and said about the pioneers; about their fortitude, their faith and their character. These are merely generalizations. After all is said and done, who can depict the terror, torn to shreds by love, as a widowed mother saw a prairie fire sweeping toward her home to demolish herself and her beloved children?

As we live today to reap the rewards of valiant efforts of the pioneers, it is not our privilege to know the true meaning of these things. We can appreciate them--and justly so--but we will never really know them.

While we write of such hardships, also are recorded moments of happiness and gaiety; and it is probable that they felt a greater joy of living than the people of today. Those were not bad times, for their hopes were high and their hearts were strong; they lived, loved, worked and fought their battles just as we do of today.

In this historical issue of The Hereford Brand, the staff has endeavored to bring to the people of Deaf Smith, Parmer, Castro, and Oldham Counties, along with many others, something of the background and traditions of those men and women who made possible the degree of accomplishment found here today.

Although it is no more than this, a fleeting glimpse into the happenings of yester-years, much work has gone into its making. The entire Brand staff, including sixteen community correspondents, have worked for weeks to compile the events presented herein--and we hope that it may provide an understanding of the heritage left us by the Pioneers.

Special Badges To Be Provided For Old Timers

Special badges for Pioneers of this county will be available at registration headquarters at the Museum Display Rooms in the Buckner building, and at the Star Theatre.

The badges will be provided with a space to insert names of each pioneer to whom they are awarded--and will also have a space upon which to write the number of years in this section.

All pioneers were invited and encouraged to register here Pioneer Day and to secure one of these special badges, which is being provided for them. The offer includes Pioneers from Deaf Smith, Oldham, Parmer and Castro Counties.

Mesdames A. R. Posey and Louie LeGrand presided at the refreshment table, which was appointed with lace, spring flowers and pink and blue candles in groups of four. Appropriate decorations and games were featured, with Mrs. Phil Radovich in charge of arrangements. Approximately 75 guests registered during the afternoon.

COUNTY FEDERATION MEET SCHEDULED FOR FRIDAY

The fourth quarterly meeting of the Deaf Smith County Federation of Women's Clubs will be held Friday, at the Methodist Church. A covered dish luncheon will be held at 12 o'clock. Hostess clubs will be the Bayview Club and Progressive Workers Club.

A fine arts program will be presented and new officers will be elected. All members of federated clubs in the county are urged to attend.

"Hurricane" To Open Sunday At Star Theatre

The roaring hurricane, the thundering walls of sea, the cringing inhabitants of the South Sea paradise in "The Hurricane," have come to life.

A word image, conjuring up an awesome picture of terror and destruction in the imagination of the reader, throbs and bursts across the screen. The roaring beauty of a great love story again grips you. A tradition is satisfied. That Nordoff and Hall, authors of "Mutiny on the Bounty," are great story tellers. That the screen can do great stories. That Samuel Goldwyn, producer of "Dodsworth," "Stella Dallas" and "Dead End," strives to make better pictures and that the effort is worth while. Stirring adventure calls in this magnificent drama.

Showing at the Star Theatre, for the midnight preview, Saturday, through Sunday and Monday.

SOCIETY LEAGUE TO HAVE SPECIAL "MOTHER'S DAY" PROGRAM

Epworth League of the Methodist Church, will feature a special "Mother's Day" program at the regular meeting next Sunday evening at the church. Mothers of members are urged to be present.

Miss Irene Crawford led the program for the meeting, Sunday evening at the church. She talked on "The Early Christian," and led the round table discussion on "A Part of Our Lives for Today."

Others on the program, were Nellie Jo Strive, George McLean, Paul Lyon, Helen Ann Snyder, Nancy Millard and Mary Beth Hicks.

W. M. S. ENTERTAINS

The Woman's Missionary Society of the Baptist Church entertained Friday afternoon at the church, sponsoring Mrs. W. E. Barnes. Members of the Devotion Circle were hostesses.

Bippus News

BL. MRS. EDNA BURNS

Mr. and Mrs. Paul Nalley of Logan, N. M., were visitors in the J. E. Morrison home, Sunday night. Mr. and Mrs. A. D. Burns motored to Dumas, Tuesday.

The W. H. Flippin family went to Colorado Springs, Texas. Her mother and sister are ill. Clint Homfeld was a visitor in Amarillo, Tuesday.

The Bippus Club met at Mrs. Edna Burns' Wednesday evening. Eight members and three visitors were present. Miss Violet Bippus, Mrs. Emery Burks and Mrs. Johnnie Womble, all of Hereford, were the visitors.

The evening was spent piecing a quilt top. The club meets at Mrs. George Bippus' on May 25. Webb Adrian is drilling another well on his farm.

M. E. Morrison and mother, Mrs. J. E. Morrison, were Hereford visitors, Friday evening.

Charles Crowley has returned home from Missouri, where he has undergone treatment for cancer. Miss Violet Bippus spent the past week at the home of her parents.

We had a little rain in this vicinity this week. It was mixed with plenty of wind and dirt.

Sunday School will be postponed at Bippus next Sunday on account of the singing at Progressive and it being Mother's Day.

Some of the wheat looks good and some seems to be spotted. O. G. Hill moved cattle to Sand Point at Lanigans. Also some are being pastured at A. D. Burns and M. E. Morrisons.

Z. J. Steen was a Hereford visitor, Saturday.

Mr. and Mrs. Edwin (Buddy) Morrison, were visitors in Hereford, Saturday evening.

Mr. and Mrs. A. D. Burns were Hereford visitors, Monday.

RECITAL

The music pupils of Mrs. Carl Mountz will have a recital at the First Baptist church, on Friday evening, May 13, at eight o'clock.

O. E. S. NOTICE

The regular meeting of the O. E. S. will be Tuesday night, May 10. Officers will be elected and all members are urged to attend. Virgie Hunter, W. M.

TEXAS COMPANY WAS FOUNDED BY COGDELL

The Texas Company was founded here in 1912 by Wm. Cogdell, and today operated as one of the most aggressive oil companies in this section. The present manager, R. J. Richardson, came to Hereford in 1928 as manager of the local company, which has grown under his careful guidance.

Stencils, ink and office supplies at Brand Office.

Want Ads

For Sale or Trade

FOR SALE--Simmons Bed and one Dresser. Call at 705 Miles Ave. 18-1tc

FOR SALE--Two-row P&O Lister, with power-life, in good shape. Inquire at Hollywood Produce. 18-3tp

FOR SALE--One 12-foot Avery one-way plow, A-1 condition; one 4-row Dempster Lister Drill, A-1 condition; one International Row Weeder, A-1 condition. Miller Equipment Company, 301 East Third Street. 18-1tc

FOR SALE--1. 16-foot Model D Oliver Combine in A-1 condition. 16-foot Model B Avery Combine, A-1 condition. One used Oliver Special Tractor on Rubber, with starter and lights. Nearly new. Miller Equipment Company, 301 East Third Street. 18-1tc

FOR SALE OR TRADE--Several Registered Whiteface Bulls, will trade for Whiteface cows or heifers. See Vincent Friemel at Umlinger, Texas. 18-3tp

FOR SALE--Home grown plants: cabbage, tomatoes, sweet potatoes, and other plants. Plenty of bulk garden seed. Russell Daniel. 18-3tp

FOR SALE--Red top sorghum seed, \$1.00 per 100. Al Werner, 5 miles west on Harrison Highway. 18-3tp

AUCTION SALE--Just south of

MASONIC BULLETIN

Hereford Lodge 849 Stated meeting second Monday in each month. School of instruction each Thursday night. R. E. Perkins, W. M. E. L. Brady, Secy.

FOR SPRING



DIVINELY YOUNG, BRIGHT

DRESSES

Navy, black and brown Chiffons just unpacked--both plain and printed. \$12.95 and \$16.95

New Nelly Dons Miss Virginia's Georgianna's Frocks

PRICED UP FROM

\$1.98

Tailored! Dressy! Crepes! Sheers! Bembergs! Por-O-Spun! Needle Twist! SIZES 10 TO 52

Deliberately Flattering Styles!

Beautiful Silk Crepes, Laees, Bembergs, specially Priced at \$5.00

Try a pair of our BEST-BY-EVERY-TEST HOSE 79c

Ask About Our FREE HOSE!

Fashion Dress Shoppe

"WELCOME, PIONEERS, TO HEREFORD"

Furr Food, first Saturday of each month in afternoon. Bring anything you have. Will receive stuff all day. A. J. Ellwart, auctioneer. 18-1tp

FOR SALE--Sudan Seed, 60-day cleaned milo seed, ear corn. Fred Inman, Route 4, Hereford. 17-3tp

FOR SALE--Recleaned Alfalfa Seed, 20c per pound. See A. J. Schroeter, back of First National Bank. 17-1tc

FOR SALE--Beautiful home, fruit trees, shrubbery, chicken house, barn, 5 acres of land. Close in. F. J. Eberle, 130 Avenue G. 17-3tc

FOR SALE--Certified Seed; milo, begari and kafir. See "Uncle Jess" Roberson at Hereford, Obe Roberson, 3 miles west of Summerfield, on the highway. 17-6tp

FOR SALE--5,000 Bundles of Hegari, heavy grain, 3c per bundle; also 500 bales of Barley Hay. Call 980 or see S. B. Walker at Hereford Creamery. 18-1tc

FOR SALE--500 bushels early, 60-day type Milo Maise, and 1,000

bushels Kaffir Corn. Good for planting seed. T. F. Bohannon, 12 miles west of Ford School. 16-3tp

Wanted

WANTED TO RENT--Two or three furnished rooms for light house-keeping. E. Rogers at Hereford Poultry and Egg. 18-1tc

WANTED--Man with car. Route experience preferred but not necessary. Rawleigh's, Dept. TXK-352-M, Memphis, Tenn. 18-1tp

For Rent

FOR RENT--Furnished Apartment, 517 East Eleventh Street. 18-1tc

FOR RENT--Furnished Apartment, 506 Jackson Avenue. 18-1tc

For Lease

GOOD PASTURE for Cattle, by month. See Kye Higgins. 17-3tc

Lost and Found

LOST--Ladies' Coin Purse, containing over \$20 in cash. Lost be-

Confidentially

Boss . . .



My grandfather is not sick . . . I just want the afternoon off to go see CONSTANCE BENNETT, the "Topper" girl, and BRIAN AHERNE, in

"MERRILY WE LIVE" at the STAR THEATRE

Fresh FOODS At Summer Prices

PRUNES No. 10 Can 25c

COOKIES Fancy assorted. 2-Lb. Pkg. 35c

COFFEE Weir's, Fresh Ground-Lb. 23c

SALMON Fancy Pink, 2 cans 25c SUGAR Powdered, 3 lbs. 23c BROWN SUGAR 3 Lbs. 23c SOAP Big 4, 5 ars 15c SPINACH No. 2 can--3 for 25c

KRAUT No. 2 1-2 can--2 for 19c Orange JUICE Valvita, 13 1-2 oz. 10c Pineapple Juice Doles--Gallon 57c PEACHES No. 10 Can 48c Blackberries No. 10 Can 48c

BISQUICK--Package 35c 1 Pint Strawberries FREE!

SOFTASILK Cake Flour PKG. 29c 1.2 Lb. Hershey's Cocoa FREE!

VAN CAMP'S or WHITE SWON PORK & BEANS 16-OUNCE CAN 5c

PEP-ADE For cold drinks--6 Packages 25c BRAN FLAKES Red and White--2 Packages 19c TURNIP GREENS No. 2 Can--3 for 25c MUSTARD GREENS No. 2 Can--3 for 25c

WAX PAPER 40-foot roll--2 for 15c TOILET TISSUE Fort Howard--3 rolls 23c BLACK-EYE PEAS Fresh, No. 303 can--3 for 25c FRUIT COCKTAIL 16-Ounce Can 18c

Sugar PURE CANE. 10-LB. Cloth Bag 55c

Compound ANY KIND. 8-LB. Carton 88c

Chocolates Fancy for Mother's Day--4-LB. BOX 85c

Shoe Polish JET OIL. Any color--2 Bottles 25c

SUGAR CORN White Swan, No. 2 Can--2 for 25c APPLE JUICE Gilbert's Pure, 1 Pint 4 Oz. can--2 for 25c GREEN GAGE PLUMS No. 10 Can 39c (Limit) MACARONI and SPAGHETTI 2 Lbs. 25c

COCOMALT 1-Lb. Can 39c APRICOT BUTTER 2-Lb. Jar 25c ASSORTED PRESERVES 1 Pound 25c DOG FOOD 6 Cans 25c

Weir's



Rain Aids Wheat Prospect In Area

Crop prospects were materially bettered here Monday night, when 3/4 of an inch of rain fell over this area.

The rains reported as general, also brought considerable hail, but little damage was believed to have resulted from this source, due to the fact that very little wheat had matured to the extent to be damaged from hail.

The rain came in two downpours, the first around 12:30 o'clock, and the second around 2 o'clock.

Tractor Fleet Comes To Aid of Sick Neighbor

Friendship and good neighbors, two factors which went into setting of the Plains in pioneer days, still exists here in abundance, according to Wes Anthony of the Big Square community, near here.

Mr. Anthony has been seriously ill for several weeks, and has been unable to cultivate his land or work his crops. Last Wednesday morning, he reported the most pleasant surprise of his life—when Roy Haberer and Art Haberer, neighbors, drove their tractors into his field and started working. On Thursday morning other neighbors came to his assistance, and a fleet of nine tractors quickly completed Mr. Anthony's work, plowing all of his 175-acre field.

Not one word about the work had been spoken to Mr. Anthony, before the men arrived, and he today persists that friendship was never any greater on the Plains than today.

Political Announcements DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the action of the Democratic primary, July 23, 1933:

For State Representative, 123rd District:
G. H. (Jack) LITTLE
(Re-election)

For District Attorney:
JAMES W. WITHERSPOON
(Re-election)

For County Judge and Ex-Officio Superintendent County Schools:
EARL W. WILSON
(Re-election)

For Sheriff, Tax Assessor and Collector:
J. O. NEWELL
(Re-election)
R. B. (Bill) HUTSON

For County and District Clerk:
L. H. FOSTER
(Re-election)
RAY CONEWAY

For County Treasurer:
MRS. BESSIE L. SMITH
(Re-election)

For County Commissioner, Precinct No. 1:
C. C. BOWMAN
NOAH EWTON
L. H. SHORE

For County Commissioner, Precinct No. 2:
T. W. ROBERSON
(Re-election)
FRED G. BROWN

For County Commissioner, Precinct No. 3:
H. D. CULPEPPER
(Re-election)

For County Commissioner, Precinct No. 4:
E. T. ALLRED
(Re-election)
JOHN I. MORRIS

For Justice of the Peace, Precinct No. 1:
J. A. LOERWALD

Daniel News (7 miles east, 15 miles north)

BY PAULINE MOORE
We have been having lovely weather here the past week.

Mr. and Mrs. A. D. Moore entertained friends at an ice cream supper, Saturday night.

A Bible School will be held at Palo Duro every night this week. An examination over the studies will be given Saturday night. Everyone is urged to attend.

Mr. and Mrs. McBroom spent one night with Mr. and Mrs. Clarence McBroom, last week.

The Young Peoples' Class met with Jack Moore, Sunday.

H. J. Oglesby and family, Clyde Allen and family, Mrs. Dave Moore and family and Joe Moore attended the singing school program at Pierce last week.

Mr. Jack Vincent and John Williams visited in the Floyd Tomlinson home, Wednesday.

J. S. Moore made a business trip to Canyon, Saturday.

Mrs. J. T. Matthews was in Can-

Crops Grew Tall In Early Days



Extolling the merits of Deaf Smith County's soil in the above picture is J. H. Pitman, right; old timers will remember the other two men as Harry Yost and Mr. Dollar.

Hutson Enters Sheriff Race

R. B. (Bill) Hutson this week authorized The Brand to announce his candidacy for the office of Sheriff, Tax Collector and Assessor of Deaf Smith County, subject to the Democratic primary, July 23.

During his entire residence of 13 years in this section, Mr. Hutson has lived in the Ward Community. He makes the following statement in regard to his candidacy:

"To the Voters of Deaf Smith County:
"I wish to announce my candidacy for the office of Sheriff, Tax Collector and Assessor of Deaf Smith County. I have been a citizen of this county for the past 13 years and believe I need no introduction to the people of the community."

"I hereby solicit the influence and support of the voters, and I pledge myself, if elected, to fulfill the duties of this office in a fair and understanding way."

(Signed) R. B. (Bill) HUTSON.

you one day last week.
Mr. and Mrs. Travis Dunlap and Mr. Burk of Amarillo, called in the W. R. Moore home, Friday.

Mr. and Mrs. Floyd Tomlinson and daughters, were in Amarillo, Wednesday.

Mr. and Mrs. W. R. Moore, Mr. and Mrs. Clarence McBroom, Mr. and Mrs. Ervin Shugart and Will Shugart were shoppers in Amarillo, last week.

Walter Frye spent Sunday with his parents near Dawn.
Ruth and Pauline Moore spent the week end with Iris and Viola Dooley near Canyon.

Everyone is urged to attend preaching services next Sunday.

Adrian-Simms (18 miles north, 9 miles west)

BY MRS. J. M. CHAPMAN

The wheat here was slightly damaged by hail, last Tuesday afternoon. However, the rains which accompanied the hail, benefited both the wheat and the grass. A light shower fell here, Friday night.

Messrs. Clyde Allred and Miller, of Wildorado, representatives of the Panhandle Mutual Hall Insurance Company of Amarillo, were in this community, Monday.

Among those shopping in Hereford, Saturday, were Mr. and Mrs. Hotzler, Mr. and Mrs. Tom Bohannon, Mr. and Mrs. Clarence Holabaugh and Raleigh, Jim Lipscomb and family, Floyd Pittman and family, Alton Biggers and family and Willie Kleiver.

Messrs. Earl and Jimmy Hare visited in Hereford, Monday.
A singing school will begin here next Monday night and will continue for ten days. Everyone is invited.

Will W. Slater of Fort Smith, Ark., will conduct the singing school.

Mr. and Mrs. Clyde Walker and family, visited relatives near Kings Mill, Sunday.

Floyd Pittman and Jim Chapman, were business visitors in Hereford, Monday.

Easter Items

MRS. CARL FRYE
This community was visited by a small tornado in last Tuesday's storm. Out buildings on the Percy Estes and Paul Williams farms were overturned. The chicken house on Carl Frye's place was completely demolished.

Rev. Gilpin will be at Easter next Sunday for both morning and evening services. Don't miss

two good sermons.
The young peoples' meetings are increasing in interest. The program

for next Sunday evening will be Song by audience; prayer, Ben Medley; scripture reading, Dan Allen; solo, Annie Smith; reading, Hazel Chambliss; round table discussion, lead by Mrs. Woolery. All the young people in the community are urged to attend, at 7:30 each Sunday evening.

Rev. Redford of Hereford, called on Mr. and Mrs. M. Slemmons one afternoon, last week.

Mr. and Mrs. M. Carter and Mrs. Nolan were shopping in Amarillo, Tuesday of last week.

Mrs. Fred Walton visited with Mrs. Dewey Wright, Monday.

Messrs. and Mesdames Frank and Dan Allen and Harland Frye made up a picnic party at State Park, Saturday evening.

Mr. and Mrs. Carl visited in the Clayton Woolery home, Sunday.

The Harry Smith family were at State Park Sunday for a day's outing.

Dan Cupid visited our community again last week, when Frank Allen and Miss Wilma Parker motored to Clovis and were married. They were accompanied by Mr. and Mrs. Dan Allen, a twin brother of the groom, and a sister of the bride. At the present they will live at the home of Mr. and Mrs. Dan Allen.

Friona News (22 miles west)

BY ELLA MARIE LANDRUM

Bill Shirley of Lashbuddy, was in Friona on business, Tuesday.

Pearl Singletary of Hereford, was a Friona business visitor, Friday.

Messrs. Clarence Wofford and A. B. Cole and Misses Edna Redfeard and Georgia Lomax were Clovis visitors, Saturday night.

Buster Riddle attended a football game in Littlefield, Friday of last week.

Tommie Wilburn and Pat Terry were Amarillo business visitors, Thursday.

Ralph Smith of Amarillo, spent the week end with friends and relatives in Friona.

Mrs. Chuck Lillard was a Clovis business visitor, Wednesday.

A group of about 30 Friona young people motored to Hereford, Tuesday night to skate. They had the floor rented from 10 to 12 o'clock. An enjoyable time was had by all.

Waymond Maloney of Portales, N. M., visited friends in Friona, Sunday.

Henry Spence and Harmon Moore were Clovis visitors, Saturday night.

L. W. Giles of Amarillo, was in Friona on business, Monday.
Mr. and Mrs. Ray Landrum visited relatives in Dimmitt, Monday.
Walter Landers, Judge of Parker County, was transacting business in Friona, Friday.

Glenn Weir of Hereford, called on friends and attended to business in Friona, Friday.

Mr. and Mrs. C. J. Price of Vernon, were week end guests here of Mrs. Price's mother, Mrs. Minnie Goodwile. Mrs. Price is one of the teachers in the Vernon schools.

Garvin Thorn of Lashbuddy community was a business visitor here, Monday afternoon.

Rev. Joe Wilson, G. M. Baker and J. A. Wimberley spent part of last week in San Antonio, in attendance at the State Baptist Sunday School convention that was being held there.

R. A. Oliver, former local manager here for the Texas-New Mexico Utilities Company, but recently transferred to the same position at Dimmitt, was a visitor here, Saturday.

Leo McLellan was a business visitor in Farwell, Tuesday.

Miss Lucille Curry was a Hereford visitor, Friday.

Mrs. Lee of Muleshoe, was a business caller here, Monday.

Judge Russell of Hereford, was a Friona business visitor, Thursday.

HERE'S A BASKET OF REAL GROCERY VALUES!

BISQUICK
Large Size
32c
Pint Strawberries Free!

SOFTASILK
Regular Size
29c
Large Bottle Pure Extract FREE!

CORN MEAL
Great West—10 Lbs
22c

CHERRIES
No. 2 Can — 2 for
29c

WAX PAPER
2 Rolls
15c

CRACKERS
2-Lb. Box
16c

COFFEE SCHILLING'S PER LB. **26c**

SOAP BIG 4. GIANT BAR **3c**

COMPOUND 8-LB. CARTON **88c**

SUPER SUDS 10c. SIZE. 2 PACKAGES **15c**

BLACKBERRIES	43c	SYRUP	59c	MALTED MILK	49c
No. 10 Can		White American — Gallon		(Leather Ball Free!) — Lb. Can	
NAPKINS	15c	SOAP	19c	PEACHES	25c
Paper — 2 Packages		Camay — 3 Bars		No. 1 Tall can—3 for	
BEANS	25c	PEANUT-BUTTER	24c	TASTY DRINK	15c
Lima, No. 2 can — 3 for		Quart Jar		Large Bottle — 2 for	
MARGARINE	33c	PINEAPPLE JUICE	25c	COCOA	12c
Blue Bonnet — 2 lbs.		Tall can — 3 For		Hershey's — Lb.	
CANDY	24c	PEACHES	43c	TEA	23c
Fancy Chocolates — Lb.		No. 1Q Can		White Swan 1-4 Lb. (Glass Free!)	
SALAD DRESSING	10c	APRICOTS	48c	POPPED WHEAT	25c
Worth's — Pint Jar		No. 1Q Can		Large size — 3 Packages	
PEPPER	15c	PRUNES	28c	EXTRACT	15c
Lb. Can		No. 1Q Can		Canova, pure vanilla—2-oz. Bot.	

—: Meats :—		—: Produce :—	
STEAK	18c	SPUDS	19c
Per Lb.		New — 5 Lbs.	
ROLL ROAST	20c	TOMATOES	9c
Per Lb.		Per Lb.	
COTTAGE CHEESE	14c	LEMONS	19c
Per Lb.		300 size — Dozen	
HAMBURGER	25c	CABBAGE	3c
2 Lbs.		Per Lb.	
CHEESE	18c	CAULIFLOWER	9c
Louhona full cream — Lb.		Per Lb.	
SLAB BACON	28c	BANANAS	4 1/2c
Puritan — Lb.		Per Lb.	
BOLOGNA	14c	GRAPEFRUIT	25c
Per Lb.		Arizona — Dozen	
		2 Quarts for	29c

PIGGLY WIGGLY

ALL OVER THE WORLD

WELCOME PIONEERS to HEREFORD

Prices Good FRIDAY and SATURDAY

Pioneering

We hold in our hearts the greatest appreciation for the Pioneer fathers and mothers, who made it possible for we younger folks to enjoy a good Hereford and a good Community. We welcome you to our store and to our town. We sincerely wish for those Pioneers a heartfelt of joy on Pioneer Day

ROSS FULLER'S FEED STORE

HEREFORD POULTRY & EGG

Fraser Oil And Grain Company Growing Concern

COMPANY OPERATES ON LARGE SCALE IN NEW MEXICO

With the Fraser Oil and Grain Company in Hereford as headquarters, Alton T. Fraser today operates one of the largest individual business firms in this section.

Mr. Fraser came to Hereford in 1924 to look after land which he owned in this section, and since that time has founded and expanded his present business. At the present time, he operates as a wholesale gasoline and oil jobber in New Mexico as well as in Texas, with distribution plants in Glen Rio and in Albuquerque; he also has 20 jobbers in New Mexico. He has been in the gasoline business since 1928.

It was also in 1928-29 that he entered the grain business. Using portable elevators for track loading, he bought extensive amounts of grain.

In October, 1936, Mr. Fraser founded his present oil and grain company with the present location, which included retail as well as wholesale, of Road Runner gasoline, Pennsylvania and Mid-Continent oils and greases. The company operates 10 trucks at the present time, and carries a payroll of 30 men. He also features Goodyear Tires for cars, trucks and tractors.

In 1937, Mr. Fraser built a new 85,000 bushel elevator in connection with his 50,000 bushel elevator, giving him a storage capacity of 85,000. The new elevator is one of the most modern in this section, boasting the only electric dump in the county and one of the few in this part of the country. The old elevator has an air dump, and is in excellent condition.

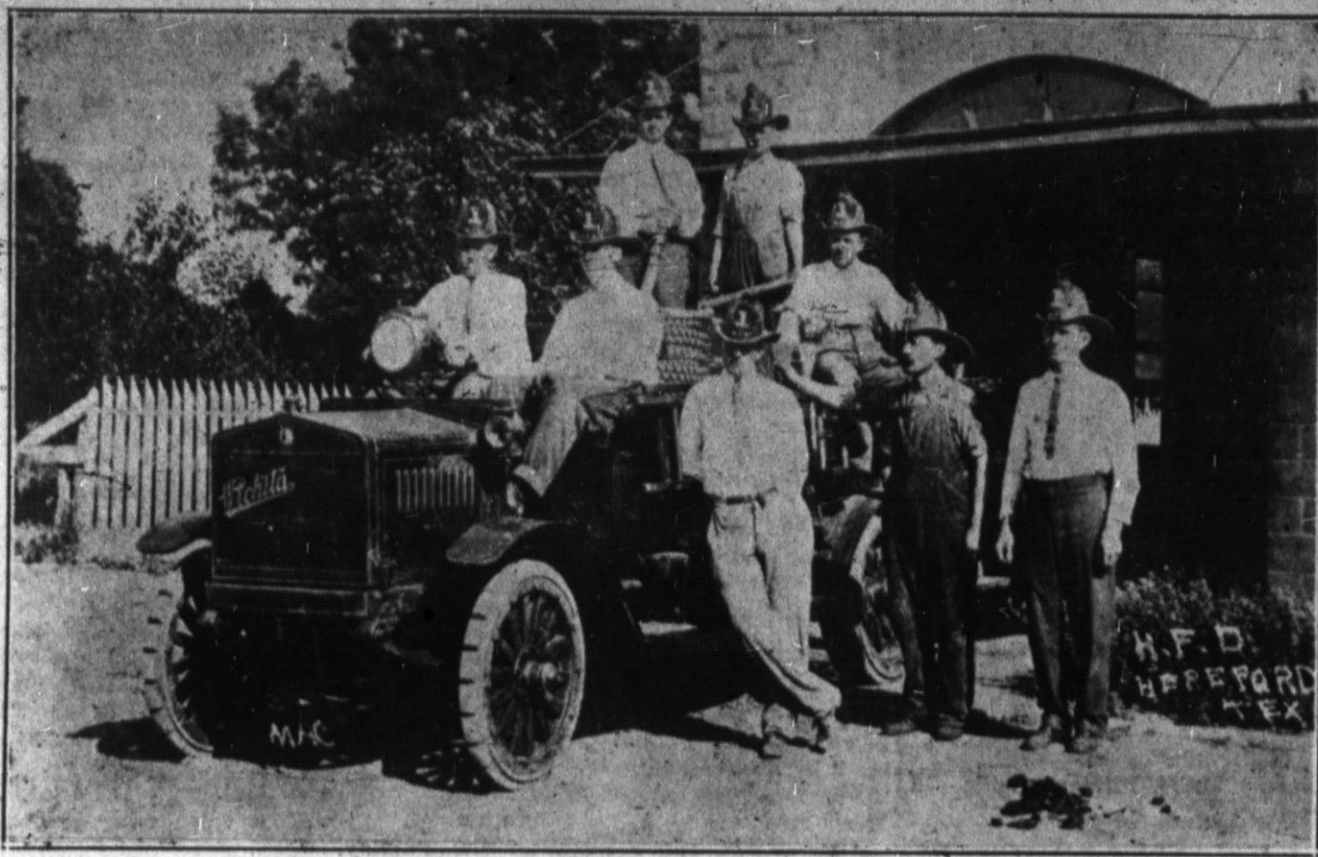
Recently associated with Mr. Fraser as office manager is Lyle Bianton, who came here from Gruver, April 1, succeeding Henry Stalcup.

In addition to his business in Hereford, Mr. Fraser also farms on an extensive scale and has an outstanding herd of Registered Hereford cattle. He has recently installed a new diesel engine on his irrigation farm six miles west of here. He pumps 1,800 gallons of water a minute to irrigate 500 acres, and operates at a cost of 20c an hour.

Packard Mill Serves Large Trade Area

While Hereford lays no claim to being a manufacturing center, the Packard Milling Co. stands as one of the most aggressive and

Hereford's First Motor-Driven Fire Truck



Shown above are a group of citizens grouped around Hereford's first motor-driven fire truck. Seated behind the wheel is Otis Park and beside him on the seat is Ray Barber; standing on the truck, left to right, are Carl Cockrell, Lloyd Kearns, and J. W. Barnett; standing on the ground, left to right, are: Bern Arnold, George Beams and C. H. Dyar.

successful flour mills in West Texas.

Founded years ago by J. L. Rogers, the mill first called its product "Flavo" flour. Sept. 1, 1930, the mill was purchased by H. M. Packard, and Harry Danforth came here as manager. Under his careful guidance, the business has steadily grown, until today it trucks flour over the entire Texas Panhandle and over Eastern New Mexico.

Today the mill boasts eight different brands, the leader of which is Packard's Best, the name of which is well known over a radius of 200 miles around Hereford.

Along with its growth in business, the mill has also increased in size, and Mr. Danforth, ever alert to maintain quality, has improved the milling equipment. The mill is housed in a large building south of the old Rogers location, and uses quality wheat produced in this area, which is a policy Mr. Danforth has kept foremost, despite the fact that only a small portion of the mill's products are marketed in this county.

"We do appreciate the fine support and patronage which the people of this section have given us," Mr. Danforth said, "and we promise in the future that we will continue to maintain our policy of quality, along with growth and expansion."

Perkins Has Modern Office

Dr. R. E. Perkins came to Hereford on April 21, 1930, from Amarillo, where he practiced two years prior to moving here.

He graduated from Standard Institute in 1926, from Richmond School of Manology in January, 1928, from National College of Chiropractic in 1932, and Camber College in 1936. He received his Oklahoma chiropractic license in January, 1936.

Last April, an X-ray machine was installed in his Hereford office, and he claims to be the first chiropractor this side of Kansas City to install colon irrigation equipment. Dr. Perkins' office is today one of the most modern to be found in the Panhandle.

Penney Operates Large Store In Hereford Today

Established here in 1934, J. C. Penney Co., today operates one of the largest and most progressive department stores to be found in this section.

C. F. Moore, manager of the local store, is an active worker and under his management the store has come to be recognized as one of the leading stores in the Penney organization.

The Hereford store is located on Main Street and at the present time carries an exceptionally large stock, including ready-to-year, piece goods, shoes and general apparel for the entire family. Through its aggressive policy, the store is attracting a large trade over this territory and is doing much toward bringing business to Hereford.

In addition to Mr. Moore, regular employees of the store are S. L. Harman, Miss Ona Hammer, Mrs.

Arthur Thompson, Mrs. Kuykendall and Mrs. Homer.

Mrs. Dameron Came To This Area In 1900

Mrs. W. B. Dameron came in 1900 from Gainesville, Texas, and located 20 miles southeast of the

present town of Hereford.

"It took two weeks to make the trip by wagon," she recalls. "We brought teams and saddle horses; our household goods were shipped by train to Hereford and stored in the barn at our present home site. This barn was originally a store building at La Platte, and was moved to Hereford in 1900."

The Dameron built their present home in 1900 and have lived in Hereford since that time.

She was born in Cook County, Texas, on Nov. 29, 1863, and has seven children: L. G. Dameron, Denver, Colo.; Mrs. W. C. Witherpoon, Dallas; Mrs. Jack E. Lester, Slaton; Mrs. A. M. Jones, W. E. Dameron, Travis M. Dameron and Frances Dameron, all of Hereford.

Mrs. Dameron is a member of the First Christian Church, having affiliated with the local church in 1901, and she is looking forward to visiting with old friends here next Wednesday.

Creamery Ships Into California

The Hereford Creamery company is today one of the most progressive on the Plains, and has grown by leaps and bounds under the present management of S. P. Walker and son, Dick Walker, since 1935.

The creamery was founded in 1930 as the Farmer's Creamery Association, with Ben Dickson as manager. He was succeeded by Herman Schultz, who continued as manager until November, 1934, when the creamery association was purchased by S. B. Walker, Herman Schultz, and S. O. Wilson. In 1935, Mr. Walker and Dick purchased the interests of the other members, and changed the name of the concern to The Hereford Creamery.

Mr. Walker installed a modern ice cream factory in his plant in 1935, and ice cream was named "Cream O' Plains," after the butter which made the local plant famous. Today, the firm ships butter to such distant points as California, and has a wide distribution.

The Agricultural Administration, Washington announces it has paid \$376,091,826 to about four million farmers for co-operating with the 1936 soil conservation program. Texas ranked first in farmer payments. 1937 Texas farmers received \$37,559,401 up to Nov. 1.

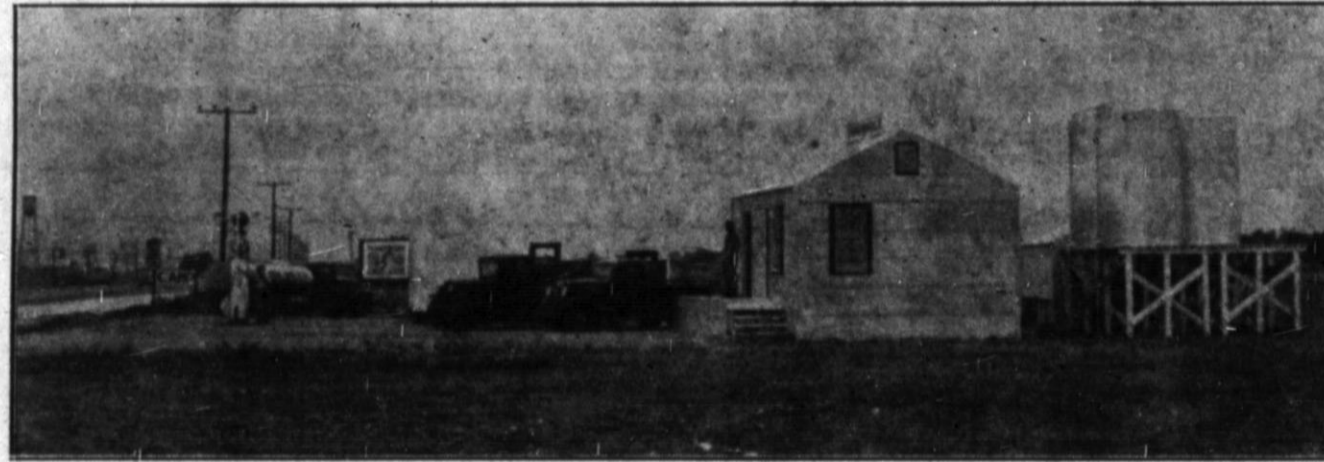


THEN as NOW . . .

Since time began, woman's glory has been in her face and hair. In Pioneer Days woman had few places to go. She worked hard under serious handicaps. There was neither time nor incentive for beauty culture. Today, hair styles are more comfortable and afford more latitude for adornment with the preparation of the hair itself. Skilled hands of the beautician in the care, treatment and attention of the hair mean much to the woman who would look her best. Let our beautician serve you.

Bill Knox
BARBER and BEAUTY SHOP

Achieving Our Aim . . .



Growing With Hereford

Beginning our ninth year in Hereford, our business is still growing and progressing with the City of Hereford. Yesterday there was Pioneering, when every venture was a dangerous speculation, but growth brought a new kind of Pioneering that develops our communities, our towns and our businesses.

Moore Independent has done that Pioneering of yesterday and has definitely shown itself worthy of the title of PROGRESSIVE. It has used the confidence gained by years and the spirit embodied in a growing concern. All of the things that made this section emerge as one of the leading farming communities in the world must be contributed by the citizens, organizations and institutions of that community and we are proud to be among those prime factors causing growth in this live farming community.

We feel that because of those Pioneer ideals
HONESTY -- INTEGRITY -- SERVICE
Our Business Has Grown

To Motorists and Farmers:

We feel that we have one of the most modern and efficient dispensing plants for petroleum products in the Panhandle. We handle only products of quality that will leave our customers satisfied every time. PANHANDLE PETROLEUM COMPANY have made us their distributor in this section, both wholesale and retail. Besides Panhandle Petroleum Products — we handle a complete line of the best oil and greases, tires, accessories. Let us save you money on these quality products that do the job—EASIER, BETTER, CHEAPER!

.....PHONE 161 — FREE DELIVERY SERVICE!

"ALL OUR INTERESTS ARE IN HEREFORD"

MOORE INDEPENDENT OIL CO.

PHONE 161

TROY MOORE, Manager

1-2 MILE EAST OF HEREFORD



OLD TIMERS
Welcome to
HEREFORD
MAY 11
PIONEER DAY

CHIROPRACTIC, as well as other endeavors in life does not stand still; we grow or decline.

Since it is our earnest desire to give our patients the very finest service obtainable in the field of Chiropractic, we will continue to contribute our share to the upbuilding of the community.

We wish to pay our deepest respects to the Pioneer men and women of Deaf Smith, Castro, Parmer and Oldham Counties as they gather in Hereford on May 11th, to hold their annual celebration and reunion.

Our greatest assets are the high ideals handed down to us by the Pioneers — HONESTY, INTEGRITY and SERVICE!

Dr. J. W. Hendrix

and Associate, Dr. L. P. PITTS

Chiropractor - Masseur

Local Delegates in Convention

Rev. W. E. Barnes, Miss Edah Parks, Rev. and Mrs. J. E. Ware of Dimmitt, and Mrs. J. M. Hicks of Canyon, left Wednesday morning for Richmond, Va., where they will attend the Southern Baptist Convention.

Rev. Barnes and Rev. Ware will attend a brotherhood meeting and attend the convention as delegates; the women will attend the W. M. U. Golden Jubilee, celebrating fifty years of service.

Summerfield News

(8 miles southwest)

MRS. ASA ATCHELEY

There were 57 at Sunday school, Sunday.

Mr. and Mrs. C. H. Butler visited in Dimmitt, Sunday.

L. Cannon spent Sunday in Bellview.

Messrs. and Mmes. J. A. Noland, Ky Lawrence, J. B. Noland, Misses Ruth and Dorothy Harding, of Hereford, accompanied Mr. and Mrs. J. B. Noland and Henry Kendall and children to Friona, Sunday, where they attended the singing convention.

Mrs. Sam Ratcliff and son of Amarillo, visited friends and relatives here, Saturday.

The last meeting of the Study Club for this year, will be in the home of Mrs. Guy Walker.

Those attending the Federation meeting at Childress last week end, were: Mmes. Ray Johnson, Lloyd Lookingbill, L. L. Cannon, B. E. Roberson and the delegate, Mrs. J. B. Noland.

Mrs. L. Hockett and sons, Louie and Mike, Perry McMinn, Charles Noland and Forbes Blakemore went to Conchas Dam near the Pecos River in New Mexico, Sunday.

The Study Club sponsored a tea at the home of Mrs. Ray Johnson, Monday afternoon. They plan to organize a Child Welfare Club among the mothers of pre-school age children.

Mrs. C. T. Cox of Bellview, N. M., spent Saturday evening in the J. A. Noland home.

Britt Clark and Yorena Storey were surprised with a birthday dinner given in the Britt Clark home, Sunday. Those present, were Messrs. and Mmes. Frank Roberson and Annabell of Hereford; Roy Coker, Alne Floyd, Bobby and Papp Duane, J. E. Roberson, Bill Roberson, George Storey, Lorena, and Everette Storey, Britt Clark, L. J. and Harold Clark, Mr. and

Mrs. J. F. Ward of Hereford, Doyle Vines and Bill Marsh of Black, visited in the W. A. Vines home, Saturday evening.

Mr. and Mrs. Melton of Spring Lake, visited in the Albert Cross home, Sunday.

Mr. and Mrs. Claude Ware and family have moved to the former C. B. Thomas home.

Progressive News

(1 mile east, 6 miles north)

BY OLIVE PERKINS

Mr. and Mrs. C. C. Bowman visited in Plainview, Wednesday night, with Mrs. Nellie Davis of Covina, Calif., who visited her brother, Mr. Bowman and family. They visited Mr. and Mrs. Clay Barrow and Miss Ruby. Mr. and Mrs. Barrow, Mr. and Mrs. Bowman and Mrs. Davis were schoolmates at Fort Worth, Texas. Mrs. Davis went from Plainview to Snyder, Thursday, where she met her party, and returned to her home in California.

Mr. and Mrs. H. T. Wedel and Miss Clara, visited F. D. Perkins and Miss Olive, Sunday evening.

Mrs. C. C. Bowman and Mrs. Mollie Davis of Covina, Calif., spent Tuesday afternoon with Mrs. Rogers in Hereford, and quitted on the quilt the senior mothers were making. Many from this community attended the Senior play at Hereford, Friday night. William Bowman, son of Mr. and Mrs. C. C. Bowman, and Glenn Ricketts, son of Mr. and Mrs. Ira Ricketts, took part in the play. This community is proud of the record that Glenn Ricketts made in the Hereford high school, and extend their congratulations to him in being chosen salutatorian of the class.

Roy Wagner attended the K. of C. initiation in Hereford, Monday night.

Search for old clothes and relics goes on in this community, for old settlers day.

Mrs. B. R. Anderson of Borger, visited in the Ira Ricketts home, Monday afternoon.

Mrs. Luke McBrayer helped her mother, Mrs. Ira Ricketts, can beef, Tuesday.

Margaret Ohlig spent Sunday evening with Louise and Lucille Wagner.

Ellen Marnell of St. Anthony's Hospital, Amarillo, visited her parents, Mr. and Mrs. W. Marnell, Sunday.

Mr. and Mrs. J. O. Nix and daughter, Mrs. Cecil Hayes of Childress, spent Thursday and Friday with Mr. and Mrs. E. Blakemore.

Mrs. Roy Wagner attended St. Anthony's Guild meeting at Mrs. Ed Loerwalds, Thursday.

Forbes Blakemore spent the

week end in the N. O. Rutherford home, at Hereford.

Miss Nancy Ann Gregory of Carlsbad, N. M., is visiting with Miss Augustine Gregory.

Mr. and Mrs. C. D. Carnahan and family, visited Mr. and Mrs. Hall, at Clovis, Sunday.

Mr. and Mrs. Roy Wagner and family helped Mr. and Mrs. J. Wagner celebrate their 55th anniversary, Sunday.

Louise Wagner visited with Margaret Weaver, Tuesday night.

Mr. and Mrs. V. E. Dodson from Claude, spent the week end with Mr. and Mrs. L. O. Beard, also looked after farming interests.

Ernest Hollenstein of Umbarber, was a business visitor at Roy Wagner's Friday and Saturday of last week.

The honor roll for the past six weeks at Progressive included the following students: First grade: Bettie Jo Carnahan, Virginia Green and Ola Faye McBrayer; second grade: Mary Catherine Edwards; third grade: Betty Jeanne McBrayer and Orval Edwards; fifth grade: Rosalie Powelson.

Visitors from Abernathy, and Mr. and Mrs. A. J. Schroeter of Hereford, spent Sunday in the R. Schroeter home.

Miss Agnes Hicks spent Sunday with Mrs. Ray Hershey.

Jumbo News

(13 miles southwest)

MRS. ULLMAN HUNTER

Bernard Wilder was winner in the district meet of F. F. A. Boys, Wednesday, at Plainview. He debated with Dee Amberson of Dimmitt on the question, Resolved, "That Farm Tenancy Problems in the South could Better be Solved by an Improved Leasing Plan, Than by Giving aid in Buying Homes." Bernard and Dee had the negative side. They will debate in Lubbock soon.

Mrs. Sam Ratcliff of Amarillo, and sister-in-law, Mrs. Adam Flowers, arrived Sunday for a few days visit with her.

Mrs. H. C. Baird honored Bob on his 21st birthday, Sunday, by having a few of his friends and relatives for dinner. Those enjoying the occasion were Mrs. Seth Holman, Fred Baird and Nola Margaret Blue of Hereford; Bhd Brady of Wycbe, Nathalie Fletcher of Canyon, Mary Ann and Mr. and Mrs. Baird.

Mesdames M. L. Simpson, J. J. Wilder, Sam and Ullman Hunter spent Wednesday with Mrs. W. A. Hunter of Hereford.

Miss Marjory Dickerson of Cordell, Okla., a niece of Mr. and Mrs. M. L. Simpson, came Wednesday

to visit them for two weeks.

Mr. and Mrs. Buddy Spencer are the new parents of a baby boy. The little fellow weighs 4 lbs. and has been named Jerry Dean.

Mrs. Ullman Hunter visited Mrs. S. J. Lovell of Hart, Thursday, and attended a meeting of the Hart Study Club.

Mr. and Mrs. Goodbar, Maxine and Flota Coy, and Mrs. Baxter of Mineral Wells, brought Mrs. Robert Stephens home, Sunday. Mrs. Goodbar is a sister of Mrs. Stephens and her mother is Mrs. Baxter.

Bill Barman of Bovina is irrigating for Ullman Hunter.

Rev. Gilpin preached here, Sunday. They had as their guests, Mr. and Mrs. Bill Logren of Canyon.

Mr. and Mrs. Addison Hunter spent Saturday night with her parents, Mr. and Mrs. E. O. Burks of Arney.

The families of M. L. Simpson, J. J. Wilder and P. H. Dyer were at Umbarber Sunday, to see the dam under construction.

Mr. and Mrs. Finis Hunter, their children, and Mary Jean Dyer visited with Orval and Lucille in Canyon, Sunday.

Miss Lucille Shultz of Dimmitt, called on Mesdames Clem Gilliam, and Ullman Hunter, Friday.

Fred Baird of Hereford, was a guest in the H. C. Baird home, Sunday.

Mr. and Mrs. Earl Matthews of Dimmitt, were guests of the Owens, Sunday.

Mr. and Mrs. Ozro Stephens of Dimmitt, called on Mr. and Mrs. Robert Stephens, Sunday.

Several from this community attended court in Dimmitt the past week.

Mrs. Jessie McGinnis and her father, C. Kring, visited Mrs. Lena Cane, Frank Road and his wife at Dimmitt, Sunday. The Canes have been ill, but are improved.

Mrs. W. W. Adams who underwent an operation at Northwest Texas Hospital in Amarillo, about two weeks ago, is much improved and will be brought home this week.

Delton Lovelace, who has been working for Jim Potter, has been quite ill in the Adams home, but is better.

DISCUSSION GROUP HOLD REGULAR MEET

The regular meeting of the Discussion Group was held at the Library Friday evening, with a program of informal discussion on topics brought out in Dr. Snodgrass' recent address the previous week. A large attendance was reported.

Travis Dameron will address the group next Friday evening at 8 o'clock on "The Philosophy that Solves."

GEORGE W. PARKERS HAVE BABY DAUGHTER

Mr. and Mrs. George W. Parker of Amarillo, announce the birth of their first born, little Miss Susanne, who arrived April 29. She

weighed 6 1-2 pounds and reports are that both mother and baby are doing nicely.

The baby is the first grandchild of Mrs. G. A. F. Parker.

KIMBALL KROGH PUMPS

Built to Endure

Mr. Farmer:

Here is a yard stick to measure the cost of power to operate an irrigation plant.

Mr. L. P. Shaw, who lives two miles north of Hereford, is pumping 860 gallons per minute with a 25-Horsepower Kimball electric, 2-stage pump, using 22 K. W. per hour.

A visit to this pumping plant should prove beneficial if you are in the market for a long-life, cheap operating pump.

BAKER PUMP CO.

LOCKNEY, TEXAS
C. B. THOMAS, Hereford Salesman



CANNED Goods!

VALUES YOU CAN'T AFFORD TO MISS!

Prices on this ad Effective for Friday and Saturday!

BABY FOOD

Libby's - 2 Cans **15c**

PEACHES

Chopped - No. 10 Can **43c**

CORN FLAKES

Kellogg's - 3 Packages **19c**

GREEN BEANS

Out. No. 2 Can - 3 For **23c**

PRUNES

Italian - No. 10 Can **29c**

PORK and BEANS

Van Camp's - 16-Ounce Can **5c**

SALAD DRESSING

Miracle Whip - Quart **37c**

PEAS

American Wonder, No. 2 Can - 3 For... **25c**

HONEY

Sander's - 5-Lb. extracted **55c**

PEN-JEL

2 Packages **25c**

VANILLA EXTRACT

Worth Brand - 8-Ounce Bottle **10c**

APPLE JELLY

White House - 2-Lb. Jar **21c**

MUSTARD

Prepared, Libby's - 9-Ounce Jar .. **9c**

APPLE BUTTER

Libby's - 26-Ounce Jar **15c**

PICKLES

Whole Sour or Dill - Quart Jar **15c**

—: Produce :—

CUCUMBERS

Per Pound **4 1/2c**

LEMONS

Dozen **17c**

CABBAGE

Per Pound **1 1/2c**

GRAPEFRUIT

Dozen **25c**

NEW SPUDS

6 Pounds **21c**

PORTALES YAMS

5 Pounds **19c**

ORANGES

10 For **29c**

APPLES

Dozen **15c**

VALUES

P and G SOAP

5 Bars
17c

COMPOUND

Mrs. Tucker's - 8-Lb. Carton
86c

OXYDOL

Large Package
19c

COFFEE

Schillings - Lb.
26c

SUGAR

10-Lb. Cloth Bag
55c

TOMATOES

No. 2 1-2 Can - 3 For
25c

JELLO

6 Flavors - Package
4 1/2c

SPICED BEANS

Geghardt's - 2 Cans **15c**

CATSUP

American Beauty - 14-Oz. Bottle **9c**

PEANUT BUTTER

Gold Craft - Quart Jar **23c**

PEAS

Libby's, No. 2 Sieve - No. 2 Can .. **15c**

KRAUT

Libby's - No. 2 1-2 Can **10c**

RIPE OLIVES

Libby's - No. 1 Tall Can **15c**

KRUMBLES

Kellogg's - 2 Packages **25c**

—: Meats :—

HOT BARBECUE

Per Pound **15c**

STEAK

Good - Per Lb. **15c**

FRANKS and BOLOGNA

Per Pound **15c**

PORK SAUSAGE

Per Pound **15c**

CHEESE

Longhorn - Per Lb. **18c**

BACON SQUARES

Per Pound **18c**

CHUCK ROAST

Per Pound **15c**

FRESH FISH!

FURR FOOD

Welcome Pioneers



OF

Deaf Smith, Oldham, Castro and Parmer Counties

TO

HEREFORD, MAY 11

FROM

"YOUR DEPENDABLE LUMBER DEALER"

R. H. Kemp Lumber Co.

Grant Fuller, Mgr.

Hereford, Texas

Cowboys To Play Mother Hubbards On Pioneer Day

FIREMEN AND LIONS IN THE FOR LEADERSHIP AS SEASON OPENS

Softball got off to a flying start here this week as the Firemen and Lions Club took victories over the WOW squad and the A&M team.

The two games left the following standing, Tuesday morning:

	P	W	L	Pct.
Firemen	1	1	0	1000
Lions	1	1	0	1000
WOW	1	0	1	.000
A&M	1	0	1	.000

The Firemen-Lion game, which is expected to be the outstanding conflict of the month, was scheduled for Friday night, May 6, being changed from the previous date of Monday, May 9.

Another change in schedule was reported on the Merchant-A&M game, which has been changed from next Wednesday to Friday, May 13.

The above change made in order that Lee Morgan's boys, clad in cowboy chaps, may contest J. M. Posey's Mother Hubbard team, as a Pioneer Day feature. The game is scheduled to begin at 8 o'clock Wednesday night, and is listed as part of the official Pioneer Day celebration.

The complete softball schedule through next week follows: May 5—Merchants vs. IOOF; May 6—Lions vs. Firemen; May 10—WOW vs. KC; May 11—Cowboys vs. Mother Hubbards; May 12—IOOF vs. Sunday School; May 13—Merchants vs. A&M.

Vega News

(23 miles north)

MRS. H. R. SHIELDS
Mrs. Philip McGeehan and son, Miller, of Breckenridge, were the guests of her parents, Mr. and Mrs. A. M. Miller, over the week end.

John Halburton returned several days ago from a visit with relatives in Breckenridge.

Mrs. Nora Bell and Mrs. H. R. Shields were Hereford visitors, Sunday afternoon.

Mrs. Allen Stagg were Amarillo visitors, Sunday, attending the Townsend Rally, while there.

Mrs. Iva Norton and son, Ronald, of San Bernardino, Calif.,

were the guests of Mr. and Mrs. J. T. Richardson, Sunday.

Harley Arts spent several days in Memphis, last week, attending to business.

Mrs. H. H. Weimhold returned Monday, from a visit with her daughter in Shamrock.

Mrs. Guy Barnett was hostess to the Tongue and Thimble Club, Tuesday. After enjoying a social hour, sewing and small talk, ice cream and cake were served to Mesdames Buck Vogles, James Walkins, Fred Cotton, Glenn Ivy, Wilbur Eastman, C. A. Throett, Jack Roberson, B. Bell, and Robert Cotton and one guest, Mrs. Glenn Boydston.

About one-fourth inch of moisture was the result of the rain Tuesday afternoon in Vega. Some damage was done on the W. A. Williams farm by the storm.

Mrs. Lester Dysart spent last week end with her husband in Wichita Falls.

The Oldham County Council, consisting of three units, Adrian, Vega and Wildorado, met at the high school auditorium, Tuesday night. Two numbers from each Parent-Teacher Association represented, made up a very interesting program. Lovely refreshments were served by the Vega group to about 50 people.

Mr. and Mrs. J. L. Hight of the Ford community, were in Vega, Sunday, for Sunday school and church.

Miss Rachel Shields of Vega, is the guest of her sister, Miss Edith Shields at Carlsbad, N. M., this week.

Mrs. J. D. Vaughn and daughter, Jimmy Louise, of Hobbs, N. M., were the week end guests of Mr. and Mrs. J. T. Richardson.

Mrs. Vaughn is Mrs. Richardson's sister.

Mr. and Mrs. Coy Barnett were in Amarillo on business, Monday.

Mr. and Mrs. O. R. Looney were in Amarillo, Sunday.

Mr. D. S. Larson and family visited relatives in Amarillo, Sunday.

Mrs. J. T. Richardson spent a few days in Amarillo with her daughter, Mrs. Nedra Gault, the first of the week.

Mr. and Mrs. Floyd Benson of the Ford community, were Vega visitors, Sunday.

Miss Wilma Jane Carlett from Chicago, was delightfully entertained by Mrs. Raymond Godwin, Tuesday night, with a slumber party.

Mr. and Mrs. Roy Ivy and Mrs. J. N. Ivy were in Amarillo, Monday.

Mr. and Mrs. Julian Glenn of Las Vegas, N. M., are the guests of Mr. and Mrs. V. T. Glenn of

Vega, this week.

Miss Lorene Turner, who is attending business college in Amarillo, spent the week end with Rowena Blanche Larson.

Mrs. Hugh Knox and Mrs. Glenn Boydston were Amarillo visitors, Thursday.

Mrs. J. N. Ivy, who is in a sanatorium in Amarillo, is improving at this date. Mrs. Ivy was operated on last Monday.

Mr. and Mrs. H. Pafford of Claude, visited Mr. and Mrs. L. L. Ledbetter, Sunday.

Mrs. L. L. Stevens returned Tuesday, from a visit with relatives in Lockney.

Miss Rowena Larson entertained the Sophomore Class with a delightful party, Friday night at her home, eight miles south of Vega.

The home was artistically decorated with the Easter motif. The young people played games until a late hour, when refreshments were served to the class members and several guests. Those present were, Miss June Farnsworth, the class sponsor, Katherine Linger, Margaret Loyd, H. L. Hooton, Clarence Taylor, Kenneth Roberson, Marie Ballard, Charles Mc-Nabb, Evelyn Wiseman, Annie Lee Wiseman, Marjorie Jean Jones, Tiny Houseman, LaRue Campsey, Fanny Sutz, Rodeo Morris, Joe Millican, Pete Live-say, Brian Williams, Charles Houseman, Lester Beasley and the hostess, who was assisted by her mother, Mrs. B. S. Larson.

Mr. Herman Larson was a business visitor in Amarillo, Saturday.

Miss Fern Freeman and Miss Velma Lloyd were in the graduating class of nurses at the Plain-view Hospital, Monday, May 2. Several people from Vega attended the graduation.

Miss Norma Faye Livesay gave a theatre party in Amarillo, last week for five of the Senior girls of Vega.

Adrian News

(40 miles northwest)

MRS. A. G. BELL
Sixty-seven attended Sunday School here, last Sunday. The two adult classes voted to combine and keep the same teachers, alternating the Sundays. The Young People will meet Sunday nights at the church and have singing when there are no other services.

The Senior Class and Mr. and Mrs. G. A. Syms left Friday morning for Carlsbad. Seniors who went on the trip, were Dorothy Spande, Nadine Whetstone, Earl Brown, John McVean, Marvin Long, Olat Bohannon, William Hollabaugh and Frank Fortenberry.

The Junior Class entertained the Sophomores at a picnic at Lander-grin Grove, Friday afternoon. Special guests were Miss Clemons, sponsor, Mrs. E. L. Brown, class mother, Mrs. Levi and Mrs. M. H. Zaring. Bacon and eggs were cooked over a campfire, while coffee was boiling. Those attending the picnic, were Bob Grunhkey, Jimmy Ross, Ray Long, Ervin Frost, Sarah Calhoun, Roxie Blassengame, Lot-

te Zaring, Neoma Reynolds, Mabelle Phillips, Lonella Fortenberry, Jean Spande and Clifford Chapman.

The Freshmen went to Lost Mule for their picnic Friday afternoon. They were accompanied by their sponsors, Mr. Baker and Mr. Morgan and had as special guests, Mr. and Mrs. Ed Jacobson, Mr. and Mrs. Joe Speed, Mr. and Mrs. Jack Monahan, Mrs. Paul Morgan and Velma Howard.

A surprise birthday party was given at the home of Mr. and Mrs. E. L. Brown Monday evening, honoring Mr. J. C. Baker. Many were dressed in kid costumes and kid games were played. About 25 guests were served cake and ice cream.

Mr. and Mrs. Oscar Bruce went to Tulsa, Monday night.

Miss Isla Bruce, sister of Rev. Oscar Bruce, returned to her home in Loraine, Saturday, after an extended visit here.

Mr. and Mrs. Howard, parents of Glenn Howard, have been visiting here for the past two weeks. They returned last week to their home in Enid.

Mrs. Levi and daughter, Nancy, spent Sunday in Amarillo with Mr. Levi.

Mr. and Mrs. G. A. Syms and Mr. J. Paul Morgan attended a discussion meeting in Friona, Wednesday night. The subject for the evening was "SixMan Football." Mr. Syms was appointed to serve on the executive committee.

The county council met at Vega Tuesday night. Those representing Adrian at the meeting, were Mr. and Mrs. Ed Jacobson, Norman Jacobson, Mrs. C. Chapman, Mrs. Levi, Mr. Baker, Mr. Syms and Miss Clemons. An interesting program was presented. Mrs. Chapman was elected president for the coming year.

Miss Clemons visited her cousin, Mrs. Jack Mitchell, in Tucumcari, over the week end.

Mr. and Mrs. M. H. Zaring have returned from Savannah, Mo., where he has been taking treatments the past three weeks. His health is greatly improved.

The bridge on Highway 66, six miles west of Adrian, was completed last week.

A half-inch of rain was accompanied by high winds Tuesday afternoon. A light shower fell Saturday night.

Mr. and Mrs. Bert Kinsey visited with Mr. and Mrs. W. W. Hill of Hereford, Thursday.

Haile Drug Is Complete In Every Respect

The Haile Drug Store today is one of the most modern and aggressive to be found in this section. During recent months, the store was purchased by Meade Haile, who previously operated a store in Dimmitt, along with a long career of activity in the drug store business.

Operating as a Walgreen System store, the Haile Drug carries a complete line of drug sundries, along with its modern prescription department and is gaining a wide reputation for its fountain service, which includes sandwiches and lunches.

An important policy of the store is its large stock, which is kept up at all times to offer customers a large selection at reasonable prices.

He handles Goodyear tires and does general tire service work. His slogan, "Steam is always up at Rice's," tells you the kind of service you will find at Rice's Tire Shop.

Ward News Notes

(9 miles north, 3 west)

BY MRS. CHARLES B. MILES
There was a large crowd at Sunday school.

Mr. and Mrs. Carl Jennings and Bessy Francis and Mr. and Mrs. Bill Smith, all of Hereford, called in the George Lewis home, Sunday afternoon.

Mr. and Mrs. Robert Veigle and children visited in Plainview the past week end.

Mr. and Mrs. James Blaine spent the week end in Lubbock.

Mrs. George Benson of Ford, called on Mrs. George Suggs, Saturday.

Mr. and Mrs. Sonny Ledbetter and daughter visited in Vega last week.

Mr. and Mrs. Ronald Matthews and children, and Mrs. A. B. Schulz were visitors in the George Lewis home, Monday.

Mrs. Lewis' health is very poor at this time.

Quite a number from here are planning to attend the singing convention at Progressive Sunday.

Mr. and Mrs. Jack Hutson called in the George Lewis home, Sunday afternoon.

Mrs. Jim Lipscomb will have charge of our booth Pioneer Day at Hereford. She requests that anyone having relics to exhibit, contact her as soon as possible.

Mr. and Mrs. Fred Moreman called in the George Lewis home, Tuesday morning.

Mr. and Mrs. Walter Schulz of

BEWARE OF MIXUPS!

SAY

MANY HEREFORD WOMEN!

Who now know... "The Way to Get Individual Wash Service."

No mixing family washes... each washing done separately when you send it to the HARLIN HELPY-SELY LAUNDRY. They do it the Hygienic way. All finished work, thoroughly washed and ironed, ready to be put away.

... SATISFACTORY SERVICE GUARANTEED! ...

A laundry that will finish your work or offer a convenient place to "Wash Your Own."

Let us call for and deliver your laundry today!

SATISFACTORY SERVICE GUARANTEED!

HARLIN

HELPLY-SELY LAUNDRY

PHONE 77

Messenger News

(27 miles west)

BY MRS. J. N. MESSENGER
A Home Demonstration club was organized at the home of Mrs. J. T. Gunn, Thursday. The following officers were elected: Mrs. Ray Coleman, president; Mrs. Wyley, vice-president; Mrs. Pat Brantley, secretary-treasurer; Mrs. J. T. Gunn, council delegate; Mrs. J. N. Messenger, reporter. The next meeting will be at the home of Mrs. Coleman, although the date is not set.

Reverend and Mrs. Pearson and Mrs. Abbott spent Thursday night with Mrs. Messenger, mother of Mrs. Abbott. They were enroute to Littlefield, where they will hold services. From there they plan to be in Canyon for a four-day meeting, which will be the beginning of their New Mission, plans for which have just been completed.

Mr. and Mrs. Lewis Smith and his mother, were visitors in Clovis Thursday.

Rev. Hardy delivered a soul-stirring message here, Sunday. He was accompanied by his wife and two children and Miss Wheeler, teacher at Friona. Rev. Hardy will be back here the fourth Sunday in May.

Mr. Barnes, teacher at Dawn, and his family spent Sunday evening in the Wells home.

Sunday School attendance was injured Sunday, due to the fact that several families from this community attended the all-day singing convention at Friona.

Seventy-five hundredths of an inch of rain fell here Tuesday afternoon. The hail that accompanied the rain did little damage and the wheat is looking good, although it is in need of more moisture.

John Turner of Hereford has been repairing the J. T. Gunn well, also the well at the school house.

J. T. Gunn, Jr., and Stephen Messenger were dinner guests in the J. N. Messenger home.

Wilson Wyley and wife have been visiting with her parents the past week.

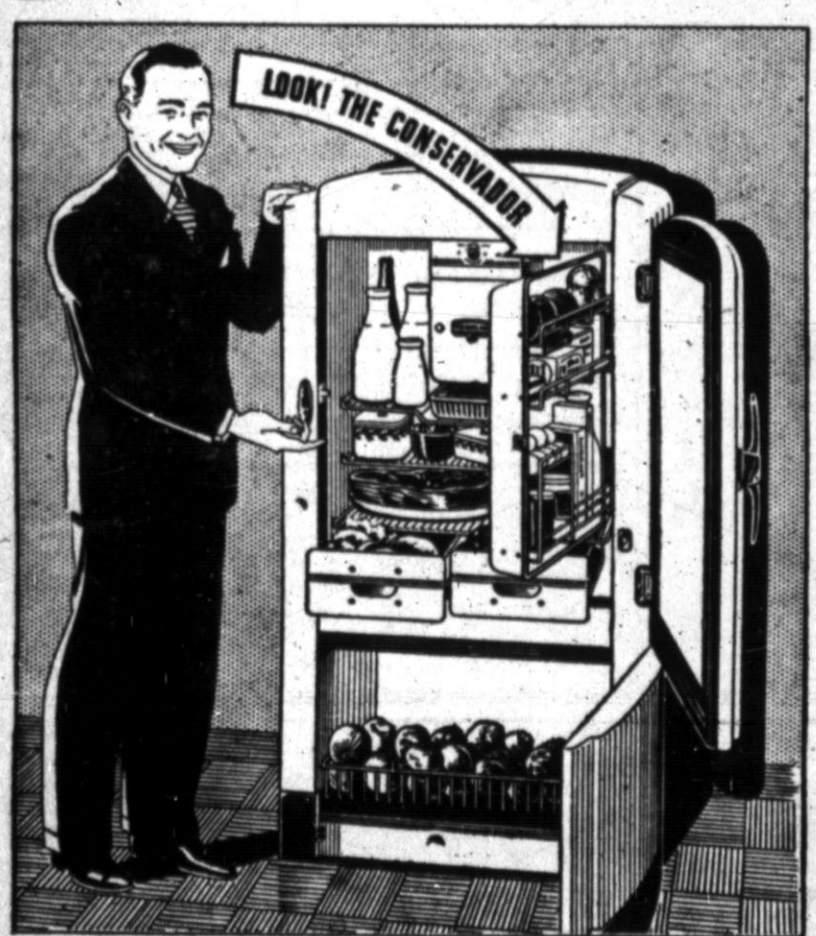
WITHERSPOON OLD TIMER IN THIS AREA

Vern Witherspoon is one of the old timers of this section, who is now operating a business firm in Hereford.

Coming to this county in early days with his parents, Mr. Witherspoon has spent most of his life here and recalls many interesting events which occurred at La Platte, first county seat of Deaf Smith.

Today Mr. Witherspoon is General Electric dealer for Hereford and adjoining territory, and carries a complete line of G-E appliances at his store on West Third Street.

Office supplies, typing paper, and typewriters for sale at The Brand office.



—: Welcome, Pioneers :—

PIONEER WEEK SPECIAL!
EVERY
Fairbanks-Morse Refrigerator
SOLD DURING PIONEER WEEK WILL BE
FITTED OUT WITH
—FREE—
Ice Box Dishes and Groceries!
... as displayed in our showroom! The only refrigerator in the world that gives you the time-saving, labor-saving, money-saving...
CONSERVADOR
... a shelf-lined "inner-door" that keeps the foods you need most, also the bottle of drinking water at your fingertips, without opening the "second" door into the main food compartment and exposing it to warm air!
PEVLEY-SEED
IMPLEMENT COMPANY

Field Seed

We always have the best Field Seed that can be obtained.

With a complete stock of Milo, Maize, Kafir, Hegari, 60-Day Milo, Sudan, Yellow Sure-Crop Corn, Yellow June Corn, Squaw Corn, White June Corn and Strawberry Corn seeds—we believe we can fill your seed needs at our store...Some of this seed is pedigreed seed. Be sure and see us about your field seeds for this year.

Bulk Garden Seed OF ALL KINDS

WELCOME OLD TIMERS, TO HEREFORD, MAY 11

WEST TEXAS FEED and SEED
PHONE 263

TRIPLE-DIP Ice Cream Cones

Blackberries No. 10 Can	49c	KRAUT No. 2 1-2 can, 2 for	19c
Fresh PRUNES No. 10 Can	39c	PINEAPPLE #flat, sll. or cr., 3 cans	29c
LIPTON'S TEA 1-4 Lb., 21c — 1-2 Lb., 40c 1 Lb. 79c (Glass Free with 1-4 Lb.)		Laundry Soap Big 4-7 bars	25c
Peach or Apricot Butter—2-lb. size	25c	BABO 2 Cans	25c
Post Toasties 2 Packages	19c	\$1 O' Cedar Mop 25c Polish—both for	98c
APRICOTS Whole—No. 2 1-2 can	19c	BROOM A good one—each	43c
Baking Powder K. C.—25-oz. pkg.	21c	TOMATO JUICE 18-oz. can—3 for	25c
Marshmallows 1-Lb. package	15c	5c CANDY BARS 3 For	10c
Chuck Wagon Beans—3 cans	25c	ORANGE Slices Fresh — Lb.	13c
Toilet Tissue Ft. Howard—3 rolls	21c	COMPOUND Crustene—4-lb. pan	49c
Ginger Snaps 2 Lbs.	25c	SALMON Sea North—2 cans	25c
CRACKERS Soda—2-lb. box	18c	Peanut Butter Quart	25c
COFFEE		DYANSHINE Barton's, all col., bot.	19c
ROAST Fancy baby beef, lb.	18c	Admiration Vacuum pack, lb	26c
STEAK Fancy baby beef, lb.	20c	SALT PORK No. 1—Per Lb.	18c
SAUSAGE Pure Pork—Lb.	18c	SLICED BACON Doids — Per Lb.	30c
		FRESH FISH Per Lb.	15c
		DRESSED FRYERS!	



FLOUR
48-lb. sack
PACKARD'S BEST
\$1.55
ICE CREAM
CONES 5c
PINTS 15c
QUARTS 25c

We Buy Cream, Eggs & Poultry!

TEXAS
Grocery & Market
"NOT HOW CHEAP—BUT HOW GOOD"
PHONE 353 - O. G. HILL, OWNER WE DELIVER
HERONIMO

BUTANE GAS SYSTEM

ELECTROLUX Refrigerators

You know what Electrolux means in refrigeration . . . it is the only automatic refrigerator that will operate anywhere in the world; runs on Kerosene, Butane Gas, bottled gas, or natural gas . . . and is guaranteed to operate on less than 2 cents a day, City of Hereford Gas Rates.

Butane Gas is now available to every farm home in the Hereford territory, offering comfort and the most economical means for farm cooking, heating, refrigeration and irrigation. In addition to making your home equally as modern as those in town, it also costs less per hour to operate on Butane Gas as a motor fuel; and too, motors last longer, have more power, and perform with less trouble. Call on us for a demonstration with your own motor, right on your own farm. We have an experienced Butane Gas man who will remain in Hereford to service your system, and we are offering this modern Butane Gas in

Deaf Smith, Parmer, Castro and Oldham Counties

We handle all Butane Appliances as well as Butane Plants. Remember it's cheaper to refrigerate your farm home with Butane Gas.

Household Appliance and Supply Co.

V. H. GLISSON, Manager

ACROSS FROM POST OFFICE

BENDIX Home Laundry

Here is the last word in washing . . . washes, rinses, damp dries, all automatically. Put in dry clothes, add soap and bluing. Your clothes come out ready for the line . . . hands never touch water — and you, too, will say this new Home Laundry is Amazing!

Masonic Lodge Started Here Back In 1900

PRESENT MEMBERSHIP OF LODGE REACHES 86 TOTAL

By Wes Brady
Early in 1900, while the City of Hereford was still in its "swaddling clothes," 10 Master Masons, who had moved here to make their homes felt the need of Masonic communication and secured demits from their respective lodges, then petitioned Robert M. Lusk, Grand Master of Masons in Texas at that time, for a dispensation to form a lodge here.

The dispensation was granted May 30, 1900, and on Saturday, July 27, 1900, the Hon. Geo. F. Morgan, past Grand Master, who at that time was District Deputy Master of the Thirty-ninth district, which was composed of 22 counties of the Panhandle and North Texas, set the lodge to work with the following officers:

W. S. McKnight, worshipful master; J. W. McQueen, Senior Warden; C. L. Davis, Junior Warden; R. R. Jowell, Sr., Treasurer; W. H. Boyd, secretary; W. S. Files, Senior Deacon; E. Carter, Junior Deacon; D. W. Dill, Tyler; additional members included, S. H. McCracken, when the Grand Lodge granted the lodge charter, No. 849. The first four petitions for degrees, received at the first meeting, were from D. F. Johnson, John E. Ferguson, Rat Jowell and Ed F. Connell.

The first meeting place of the lodge was in the room over D. R. Gass and Son store, which stood at the corner of First and Main Streets. The lodge continued meeting here until December, 1900, when they secured a hall above McGlothlin's furniture store, which was in a building that stood where E. B. Black operates today.

This building was destroyed by fire in February, 1903, after which time the lodge met in the court house until September, 1903, when they rented the hall above Garrison Bros. Hardware at Second and Main Streets.

In June, 1908, they completed their own hall and moved into quarters over the First State Bank, where they have their present home.

From a modest beginning of 10 members, this lodge enjoyed a steady growth until 1923, when it boasted a membership of 136; drought and depression took their toll, however, and like other organizations and business firms, the membership dropped. Today it totals 86 members.

CHOCOLATE SHOP IS 11 YEARS OLD

Occupying the same location for the past 11 years, the Chocolate Shop, operated by Phil Radovich, is still serving the public as a modern sandwich shop and light luncheon.

The Chocolate Shop features a fountain service in addition to his sandwich shop and has the agency for the Amarillo papers along with a complete line of magazines.

KNOX OPERATES HEREFORD BAKERY

Hereford today boasts a modern bakery, operated by Mr. and Mrs. Fred Knox. The line carried by the local bakery is complete, and compares more favorably to that produced by other bakeries in towns larger than Hereford.

Mr. Knox is an experienced bakery man, and has for many years been in the bakery business. The local bakery serves adjoining communities, and in addition to quality bread, turns out a complete line of pastries.

City Drug Is Modern Store

The City Drug Store of today is the outgrowth of a pioneer store, founded here in 1905, under the name of "El Merito." The store was founded by E. T. Woodburn, who operated it until 1905, when he sold it to Geo. E. Burns in January, 1912, and Mr. Burns in turn sold it to Geo. and Louie LeGrand. Associated with the store since its early days, Dr. G. F. LeGrand first came here in 1901, and purchased 13 sections of land; he returned in 1906 from the Valley to serve this country as a pioneer doctor, and recalls many experiences during his early days in this section.

City To Enforce Ordinances Here

Following numerous complaints, two ordinances were today cited by Ed Curtisinger, city marshal, who said that violations of both ordinances must be stopped immediately, and that violators will be subject to arrest.

The first ordinance cited was against the use of sidewalks upon which to ride bicycles and to skate. Numerous complaints were reported on this score, and Mr. Curtisinger said that both acts were in violation and will result in arrests.

He also pointed out that numerous persons are allowing their chickens to run loose, declaring this also to be in violation of city laws and subjecting violators to arrest. Persons having gardens and flowers are registering complaints, and steps will be taken toward enforcing the ordinance, he said.

Kemp Lumber Has Complete Stock

The R. H. Kemp Lumber Co., established here in 1926, is today one of the most progressive busi-

ness firms in Hereford. Grant Fuller, present manager of the yard, came to Hereford in 1931, and since that time the yard has grown rapidly.

At the present time Mr. Fuller boasts one of the largest lumber stocks in this section. With the closing out of the Kemp Yard in Texhoma, four full carloads of lumber have been sent to the Hereford yard—around 128,000 feet of lumber. This gives Mr. Fuller 400,000 feet of lumber in stock, which he believes to be the largest lumber stock in the entire Panhandle.

In addition to regular lumber, he has a large stock of sheet rock and fencing on hand at all times.

FASHION DRESS SHOPPE HERE NINE YEARS

Mr. and Mrs. W. F. Gillis, owners of the Fashion Dress Shoppe, arrived here in August, 1929. They were residents of Denton and were on their honeymoon but decided to remain here and put in the dress shop.

They have been in their present location since April 1931. Prior to that time they had occupied the building now occupied by Carl's Cafe.

The Fashion Dress Shoppe features the well known Classy Jeans, LeVine and Nelly Don dresses, Venus and Gossard foundation garments, Rawlins and Kayser hose, lingerie and custom jewelry of all kinds.

BILL SMITH IS LOCAL MAGNOLIA AGENT

Bill Smith, Hereford's Magnolia agent for the past four years, holds the distinction of 34 years residence here. He came here as a youth, attended the local schools, going for two years to the Panhandle Christian College, previously located here.

He was with the post office for two years, then with the Plainview post office until 1916, when he enlisted in the army. He received his discharge in 1921 and returned to Hereford, working for the old Williams Grocery, later he was employed by the International Harvester Company and made a splendid record with this company.

He went into the service station business in 1931 and after operating the station until 1934 became

Magnolia agent for this territory. Since that time Mr. Smith has operated the Magnolia wholesale business here.

Even back in the early days Bill Smith gained recognition as a competent musician, and during the time he has resided here he has ever been a good citizen, working for the welfare of the community and county. In addition to Magnolia products he also carries a complete line of U. S. Tires.

NOEL ANDREWS HAS MODERN STATION HERE

Phillips Station No. 2, located in Hereford on Highway 60, is operated by Noel Andrews, who has had active management of the station since 1933; he also operated Station No. 1 here for two years.

Mr. Andrews came here from Castro County in 1931, and since that time has been employed by the Phillips Petroleum Company.

CORNER DRUG WAS ESTABLISHED IN 1903

Established in 1903, the Corner Drug Store is one of Hereford's pioneer stores. During the past five years, it has been operated by J. J. Clark and Ralph Roden. Mr. Clark came here in 1907 from Fannin County and has been at various times interested in several drug stores here.

The store features Retail products and carries a complete line of drug sundries.

PIONEER HEREFORD WOMAN HAS POEM IN NEW YORK PUBLICATION

Mrs. E. J. Williams' poem, "Texas," appears in the volume of "Outstanding Poets for 1938," published recently in New York. Other publications, which include Mrs.

Williams works, are "A Century With Texas Poets and Poetry," published in 1934, and "Texas Writers of Today," published in 1935.

MILLER AUTO STORE HAS COMPLETE LINE

The Miller Auto Store was established here in 1937 to serve a need which they recognized, in supplying automobile parts in this section. The store is managed by Henry Williamson and carries a complete line of automobile parts, along with radios, tires, accessories and affiliated line.

The store specializes in Lion products and features this line along with other recognized parts and accessories.

FULLER OPERATES FEED STORE HERE

Ross Fuller, one of the county's boosters for quality chickens, operates the Fuller Feed Store in the Hereford Poultry and Egg building at the corner of Second and Main Streets.

Mr. Fuller carries a complete line of feeds for all kinds of stock and poultry, along with a line of poultry remedies. As dealer for Red Chain feeds in this territory, he has built a large volume during the time he has operated the store.

KIMBELL ELEVATOR SERVES BIG AREA

Featuring a complete elevator service, the Kimbell Milling Company operates a large elevator here, with J. B. Whitlow as manager.

In addition to their elevator service, the firm also carries a complete line of Kimbell feeds, including special feeds for all kinds of stock and poultry.

The elevator is modern and has a large storage capacity, offering service to residents of a large trade area.

NOTICE! TO POULTRY RAISERS

Some people have the mistaken idea that worms and other diseases are a fall and winter problem. Spring and summer is the time when every living thing multiplies and reproduces after its kind. By worming and vaccinating now, the young worms and other disease germs are killed. Then the young chickens do not get badly infected, for the old birds in the yard are clean of disease droppings. Now is the best time of year to cull birds.

The International Poultry Remedies Company has two poultry specialists in Hereford now, to do this work for you. They will call on you at your farm and post birds for you, showing you if they are wormy or what diseases they may have. No charge for this inspection. Contact these men at the Hereford Poultry and Egg, leaving word for them with Gene Rogers; also contact these men at the Haile Drug, leaving word with Mr. Haile for them. The Haile Drug handles a complete line of these remedies, as well as other good drugs.

Ross Fuller at the Fuller Feed Store also handles these remedies, along with a line of good feeds.

INTERNATIONAL POULTRY REMEDIES

TWO GALA EVENTS

PIONEER DAY

MAY 11th

ONCE IN A BLUE MOON SALE

May 7th to May 14th

Values In Every Department!

Meet Your Friends at Kelloggs on Pioneer Day!

Kellogg's

5¢ TO \$1.00 STORE

HEREFORD

TEXAS

Close Drug Store



Remember Mother's Day
May 10th Is Mother's Day
—What a treat you'll give your mother if you make your Mother's Day gift



Special Mailing Service.
Candy packed for shipping and mailed to your order anywhere in the United States. Add postage only.

Give MARTHAWASHINGTON CHOCOLATES for Mother's Day Gift!

WE HAVE AN ASSORTMENT OF BEAUTIFUL BOXES TO SELECT FROM—ESPECIALLY FOR MOTHERS!

When Company Comes



Special! Ideal Mixed Nuts - Selected Mixed, 7 - Week. With Peanuts 1/4 lb. 10c - 1 lb. 39c

PIONEER SPECIALS

\$1.50 Old Alarm Clocks 89c

60c Old Alka Seltzer 49c

25c Old Razor Blades. for Gillette 19c

75 Other Good Old Bargains!

Hereford News Is Discontinued Here This Week

PAPER WAS ESTABLISHED IN HEREFORD SEVEN YEARS AGO

Effective this week, The Hereford News will at least temporarily discontinue publication, it was today announced by A. A. Foster, publisher.

The paper was first established as an advertising medium in 1931, and carried no news at that time. In October, 1932, the name was changed to "News-In-The-Ads," and in May, 1937, it was established as The Hereford News.

Publication of The News is being discontinued in order that we may devote our entire time to commercial printing," Mr. Foster said. "At this time, The Brand is thoroughly covering the field and serving it adequately, and we feel that we can operate a modern commercial printing establishment to better advantage than by securing additional equipment."

Mr. Foster expressed his appreciation to business firms and citizens of the community for the patronage and courtesies extended him during the seven years he published papers in Hereford.

Order Listed

(Continued from Page 1)

Junior Band, 1933.
Campfire Girls and Boy Scouts. Starting Points

All floats and other entries will be arranged in the following order:

The Pioneers, flag bearers, 1903 band and Boy Scouts will gather adjoining Mother's Park on Main Street. All cowboys and horses will enter from East Tenth Street. Commercial and club floats will enter from B. Street. Automobiles, old and new, will enter from West Ninth Street; implements will enter from West Eighth Street.

ter from West Eighth Street. The Junior Band and Campfire girls will enter from West Seventh Street, and the High School Band will be grouped in Mother's Park. Nothing will enter the parade below the Christian Church, and all entries were asked to be on location at the above designated points and streets by 9 o'clock, or earlier, Wednesday morning.

The committee in charge of the parade includes Bill Smith, Frank Cogdell, Fred Brown, Miss Belle Harris and Mrs. Bessie Smith.

In the Cowboy and cowgirl division of the parade, the ribbons will be awarded winners in three divisions, as follows: to the best Pioneer fan, best pioneer woman; to the cowboy, and best cowgirl; also to the best boy and best girl in the "kid division."

All persons were invited to bring their horses and enter this division of the parade.

REA Project

(Continued from Page 1)

The following advice to prospective consumers of REA electric energy here:

"All who wish to get service from the new lines should sign up for it at once and make arrangements for wiring and plumbing installations. The route of the line is being laid out, and the network is planned to reach areas where enough customer service contracts have been signed to make construction economically feasible. If sufficient contracts have not been signed in any particular area, the lines will be routed another way."

The office also pointed out that construction of other lines must depend upon the availability of funds after the main project is built.

Old Timers

(Continued from Page 1)

Inclusive, float No. 4; all who came 1899 to 1900, inclusive, float No. 5. All who were born in Deaf Smith County prior to 1901 will ride on float No. 6, and out of the county visitors who lived in the Panhandle prior to 1900 will ride on float No. 7."

To Show Pioneer Relics
The museum collection, which promises to be one of the major attractions of the day, is also complete for a gala celebration. Working on this committee are more than 20 residents of this section, with Mrs. Dyalhia Brady as chairman.

"The museum committee will begin decoration on Monday, May 9," Mrs. Brady said. "All committees are asked to bring material for exhibits early and to plan to dismantle the building after 5 o'clock Wednesday afternoon."

Special cases are being prepared

to protect relics, pictures and other pioneer material which may be submitted—and two special policemen will stand guard over the relics Pioneer Day. The display will be open to the public in the Buckner building and will be free of charge. It will open at 10 o'clock and will remain open until 4 o'clock.

Ribbons for Pioneers

Special ribbons will be issued old timers—those who came to this section in 1900 or before—and different colors will designate the various periods in which they may have arrived. The ribbons will be issued at the two registration offices: one in the museum building, and the other at the Star Theatre, which has been designated as Pioneer Day headquarters.

Picnic Lunch at Noon

Another outstanding feature of the day will be a basket lunch at the noon hour. The State Park will be thrown open to the public for this occasion. In addition to this picnic lunch, the high school seniors and senior mothers will serve an old-fashioned Cowboy Church Wagon lunch. Commercial establishments will also offer special lunches on this occasion.

Following the lunch period, will come athletic contests from 1:30 to 2:30. These contests are under direction of Earl W. Wilson, A. R. Posey, Jack Wayland and Alex R. Bateman, who are planning plenty of surprises for the crowd. Prizes will be awarded in some of the contests.

Amateur Rodeo

Beginning promptly at 1:30 o'clock, and lasting until 3:30 will be the Amateur Rodeo. A contract has already been let for this rodeo, which will be open to all amateur contestants in this section. Already several applications for entry have been received, and the rodeo promises to be one of the best ever sponsored here. Prizes will be awarded winners in all divisions of the rodeo, which will include riding, roping and other feats of cowboy skill.

Always one of the most popular events of any old time celebration will be the Old Fiddlers' contest, which is being directed by Bill Smith, who reports several entries already. Fiddlers from over this section are to compete in the contest, and prizes will be awarded immediately following the contests, which begin at 3 o'clock in the Bull Barn.

Immediately following the Old Fiddlers' contest, Pioneers of this area will be introduced among the gathering in the Bull Barn. Elmer Dameron will pay tribute to the old settlers in a brief address, to which Judge Bishop of Amarillo, will respond.

At 4:30 o'clock, the crowd will adjourn from the Bull Barn to the corner of Third and Main Streets, where they will be entertained by a band concert, following which additional prizes will be awarded.

Special Softball Game

Beginning at 8 o'clock, a softball game between Lee Morgan's team, clad in cowboy chaps, and a team dressed in Mother Hubbards, led by J. M. Posey, will be the headline feature of the evening.

Closing the celebration will be two big dances—an old time square dance to be held in the Buckner building after it has been cleared of the relics display, and a modern dance, which will be held at the city hall.

One of the largest crowds to ever gather in Hereford is expected for the annual event, which will be given notice in 19 Panhandle newspapers; broadcast over Amarillo and Clovis radio stations. A special tour will also leave Hereford at 9:30 o'clock Friday morning to visit Dimmitt, Friona, Adrian, Vega, Wildorado and other points to advertise Pioneer Day. More than 100 residents of this section are expected to take part in the tour, and special programs will be presented at each of the points visited.

Ray Coneway In Race for County, District Clerk

Ray Coneway today authorized The Brand to announce his candidacy for the office of County and District Clerk of Deaf Smith County, subject to the Democratic primary, July 23.

A resident of this community for the past 20 years, he has been associated in business here for the past 12 years. In making his announcement, he said:

"I feel that my qualifications for the office should be known to practically every voter in the county, and it is upon the basis of my merits to fill the office capably and efficiently, that I ask your consideration in the coming election. If elected, I will do my best to make you the kind of clerk you want, and I will deeply appreciate your vote and influence."

Fairbanks-Morse Special Offer For Pioneer Week

Mrs. Harry Seed this week announced that she will be special sales representative for Pevey and Seed in the refrigeration and appliance department.

Mrs. Seed stated that the firm is making a special Pioneer Week offer on the famous Fairbanks-Morse refrigerator line, and that from May 9 through May 14, all persons who purchase a new Fairbanks-Morse refrigerator will be given all of the food and special dishes and equipment shown in the 1933 refrigerators on display in the showrooms of the company.

PERSONALS

Miss Dorothy Harding of Shamrock, visited her sister, Miss Ruth Harding, last week.

In Amarillo, Saturday were Mrs. William Bell and daughter, Lois, Mrs. S. E. Eskren, Miss Madeline Bell and Miss Ruby Dutton.

Signs for Pioneer Day. See Aubrey Daniel at Phillips Station, No. 1, 300 East Third St. 18-1tc

Mr. and Mrs. Arthur Davis and family, were Amarillo visitors, Saturday.

Mr. and Mrs. Henry Hastings and daughter, Mrs. J. T. Glibreath, Jr., were in Amarillo, Monday.

Mrs. Levin Gray and small son of St. Louis, Mo., arrived last week, for a two-weeks visit in the home of her parents, Mr. and Mrs. H. H. Boardman.

Signs for Pioneer Day. See Aubrey Daniel at Phillips Station, No. 1, 300 East Third St. 18-1tc

Herman E. Charles left Monday for Rotan, Texas, on a business trip, and plans to return to his office, Thursday night. He will try several cases at Rotan Wednesday.

Mr. and Mrs. J. R. Overstreet, accompanied Mr. and Mrs. Charles Overstreet of White Deer, to Eagle Nest Lake for the Fish Fiesta there, Friday. They returned Sunday.

Signs for Pioneer Day. See Aubrey Daniel at Phillips Station, No. 1, 300 East Third St. 18-1tc

Carl Dean Mountz of Amarillo, spent the week end here in the home of his parents, Mr. and Mrs. C. J. Mountz.

Mr. and Mrs. George Brumley are in South Plains transacting business this week. They are also visiting in the home of their daughter, Mrs. Early Joiner.

Signs for Pioneer Day. See Aubrey Daniel at Phillips Station, No. 1, 300 East Third St. 18-1tc

rey Daniel at Phillips Station, No. 1, 300 East Third St. 18-1tc

Expected Here

Mrs. O. W. Covington of Temple, Texas, is expected to arrive some time this week for a visit with her son, Worth Covington and Mrs. Covington. Mr. and Mrs. Worth Covington, who were married here, last Friday, are now making their home at the Jones Apartments.

Miss Oressa Hastings spent the week end at her home in Canyon, with her mother, Mrs. W. R. Hastings.

FREE refrigerator dishes and groceries, with every Fairbanks-Morse refrigerator sold Pioneer Week. See our ad. Pevey & Seed. 1t

Arizona Man Visits Relatives Here

Here last week for visits with his sister, Mrs. E. W. Harrison, and brother, George Turrentine, was Joe Turrentine of Yuma, Ariz. He also visited Mrs. Harrison's son, David and his family in Farwell, and her daughter, Mrs. J. M. Simpson, Jr., and family, in Amarillo, while here, Saturday morning. The two brothers left for Corpus Christi for a short vacation trip. They plan to return by El Paso, where they will visit another sister, Miss Frances Turrentine, who is an instructor in the El Paso public schools.

A woman who KNOWS the Conservator, will demonstrate the Fairbanks-Morse Conservator refrigerator. Come in for information. Pevey & Seed. 1tc

Mr. and Mrs. Earl Wilson, Mr. and Mrs. F. W. Roberson and Mrs. Ralph White, were in Amarillo, Friday.

Mrs. Jeff Roberson is in Hot Springs, N. M., where she will receive medical treatment for about four weeks. She was accompanied by Mr. Roberson, who returned Saturday, with Mr. and Mrs. Joe Kendall, who had been at that place for two weeks.

26 Percent more quickly usable space is available in Conservator refrigerators. Pevey & Seed. 1tc

Mr. and Mrs. A. M. MacGill of Ontario, California, stopped for a brief visit with his uncle, O. P. Arthur of Hereford, Sunday, enroute home after a visit to Florida.

Mr. and Mrs. O. B. Carpenter of Washington, D. C., and Messrs. Fred West and Reuben Thomas of Amarillo, were dinner guests, Monday evening in the home of Mr. and Mrs. F. R. Walker.

Singers To Meet At Progressive Sunday, May 8

That the semi-annual Deaf Smith County singing convention will be held at Progressive, Sunday, May 8, was today announced by C. O. Bowman, president.

"The convention will be opened promptly at 10 o'clock Sunday morning," Mr. Bowman said. "Everyone is invited to attend and bring basket lunches for the picnic dinner."

He also stated that several quartets are expected out of the county and urged all local quartets and special number presentations be made where possible.

Officers of the convention are: Mr. Bowman, president; Kelly Gray, vice-president; Virginia Bowman, secretary; Chas. Gatlin, Millard Gregory, Lewis Smith, Mrs. Howard Morrell, Tom Welch and Geo. Messenger, advisory board.

STAR
TUESDAY
Warden Lewis E. Lawes TELLS YOU WHY
Desperate men take the million to one chance!

No words... no force... no failure can keep these desperate men from trying to beat fate... from trying to outrun a machine gun bullet!

DICK FORAN OVER THE WALL

plus:
MUSICAL and PICTORIAL REVIEW

BRADFORD COMPANY IN TURBINE PUMP BUSINESS

One of the newest and most aggressive firms operating in Hereford today is the Bradford Company. The firm deals in Fairbanks-Morse irrigation pumps and similar equipment.

Don R. Combs, branch manager, is one of the most active men in the irrigation field and during the past few months the firm has been in operation, has installed 25 new irrigation pumps here. Wells equipped with the Fairbanks-Morse pumps are proved with a portable Waukeschau engine, which is maintained for that purpose.

AIR MAIL WEEK

From Charlotte, N. C., comes the announcement of National Air-Mail Week to be observed May 15-21.

We, the people of the United States, own the greatest system of air transportation in the world today—the fastest, safest system of superspeed, not only for air-mail, but for the safest and most comfortable method of rapid transit for passengers known to the imagination of mankind since that era of Greek and Roman mythology—when story tellers and poets dreamed of winging through the air like Gods of their myth.

Our forefathers would stand in awe of this marvellous bird of transportation, flying under the control of a man, the modern eagle of the air, should they see it today. Theirs was the fast pony express, the coach, and as time brought about its development, the railway.

How easily the history of every great nation could be written in the history of its transportation; and the history of our great country could be written—from Christ-

Meeting Adjourned!



Now boys, let's go... I don't want to miss that swell picture the Star Theatre is going to show.

"MERRILY WE LIVE" with CONSTANCE BENNETT and BRIAN AHERNE
STAR THEATRE May 22-23

topher Columbus to Wells Fargo—from the Wright Brothers at Kitty Hawk, just a few years ago, to the thundering speed of the United States Air-Mail from coast to coast this very night.

Did you know that we, the people of Hereford, are only hours from the furthest points in this great nation?—that a letter mailed to New York City this afternoon at 2:50 o'clock, will arrive tomorrow morning at 6 o'clock?—that a letter mailed to Los Angeles this afternoon at 2:50 o'clock will arrive this evening at 11:43 o'clock?—and at 10:18 o'clock tomorrow morning will be in Seattle, Wash.? It is possible with the service of the United States Air-Mail; and the fastest service possible is air-mail-special-delivery.

Acting Postmaster, Jessie W. Pickett.

PANHANDLE PASTORS EXCHANGE PULPITS

Pastors of the Christian Churches in the Panhandle exchanged pulpits last Sunday night. The Hereford pulpit was occupied by Rev. John S. Mullen of Pampa. Rev. H. M. Redford, the local pastor, preached at the First Christian Church, Amarillo. This exchange of pulpits will be carried out each year.

A MAN'S FAITH

Napoleon said, in effect: "Have faith in the Lord, but put your reliance in the Army." We say: "Have Faith—but in Adequate Insurance."

So many situations are beyond our control, fires, windstorms, burglaries, explosions, automobile accidents, that complete insurance protection is the only safeguard. Equally important is it to put your insurance reliance in a strong, sound "Capital Stock" company and its Local Agent.

Insurance which falls to pay a loss is expensive no matter how cheap you buy it. Be insured and buy the best.

SEE US TODAY!

Hereford Ins. Agency
General Insurance - Auto Loans
Herman E. Charles, Owner
Star Theatre Bldg. - Phone 555
HEREFORD, TEXAS

STAR
THURSDAY - FRIDAY

Little Caesar throws away his Tommy Gun and goes society!
The first gangster comedy... and the Hollywood reporter says, "We've never seen a funnier picture!"
EDWARD G.
Robinson
"A SLIGHT CASE OF MURDER"
Will Give You a Slight Case of Hysteria!
HE'S DRESSED TO KILL!

On The Stage: FRIDAY NIGHT!
AMATEUR CONTEST
30 Minutes of Fun and Entertainment!
plus: PETE SMITH SPECIALTY
Miscellaneous and Travel Talk

SATURDAY
Gene Autry and SMILEY BURNETTE
... Your favorite smilin', singin' sons of the saddle... galloping along the action trail to their greatest western adventure.

GENE AUTRY
in "SPRING TIME IN THE ROCKIES"
with SMILEY BURNETTE
plus: FORKY FIG, in "WHAT PRICE FORKY" and Mysterious Pilot No. 3

TWO BIG DAYS **STAR THEATRE** SUNDAY and MONDAY
Midnight Prevue Saturday

PRIMITIVE!...
On tropic isles they fight and live and love, and take their fun where they find it... children of nature, free, happy. Their paradise is yours! It's the full life... yours for an unforgettable hour! Adventure... a man beating the law... what he'll do for his woman... the magic of the tropics... a setting that you will dream about for years.

THIS IS A MUST-SEEN PICTURE!
Adventure!
Flight before the storm and the law... the greatest of South Sea adventure dramas by Nordhoff and Hall, authors of "Mutiny on the Bounty."

SAMUEL GOLDWYN presents
THE HURRICANE
with DOROTHY LANOUR, JON HALL, MARY ASTOR, G. AUBREY SMITH, THOMAS MITCHELL, RAYMOND MASSEY
plus ROBERT BENCHLEY
in "HOW TO FIGURE INCOME TAX" - A Laugh Riot!
Cartoon and Paramount News

Welcome Pioneers
The Star Theatre
IS YOUR HEADQUARTERS!
"Come On Pioneers!"
Red-Hot Action Blazes When These 3 Mesquiteers blast the Outlaws off the Range!

THE THREE MESQUITEERS SHOOT IT OUT WITH TWO-GUN CATTLE CULPRITS!

"HEART OF THE ROCKIES"
with Robt. LIVINGSTON, RAY CORRIGAN, MAX TERHUNE

plus: "BASHFUL BUCKAROO" and Historical "THE FACE BEHIND THE MASK"

Churches Played Important Part In Pioneer Life Of County

John Higgins Is Millet Grower Of First Quality

OLD TIMER WAS JUROR IN EARLY DAYS AT TASCOSA

By Mrs. C. B. Miles
John Higgins was born in Benton County, Tenn., Jan. 13, 1867. At the age of three he came to Texas in a covered wagon with his parents. His parents settled at Whitesboro, Texas, and there John grew to manhood. He married Miss Mattie Burns in 1884 and came to Deaf Smith County in 1888. People were few in this county at that time and had to go six miles to borrow fire or other necessities.

They first lived 13 miles from their present home, on what is now known as the old Troy Womble place, near Dawn. After living there for ten years, he moved his family of five children to the place where they have lived for the past 38 years.

On this land he built a dugout, consisting of three 10x12 rooms. They were built three feet under ground and with four feet of plank wall above. The lumber was hauled from Amarillo, 50 miles over rough canyons and mesquite flats; it required four days to make the round-trip. His first barns, or horse sheds, were also dugouts, which he built for the four horses. He also had a large number of Hereford cattle.

All mail came from Amarillo and was received only when someone went for supplies. To see a newspaper was a real treat. There were plenty of antelope and wild horses when he came here, and coyotes would come up at night and sit on the door of the dugout and howl. Court was held at Tascosa and it took every man in the country to have enough to hold court. If any failed to appear, the court was postponed until another time. Those were great days. The chuck wagons were taken and they camped in the court house until court adjourned. At this time there were only seven girls in the country, and three of them were Mr. Higgins' sisters.

Mr. Higgins has always farmed and is the champion millet raiser of Deaf Smith County, having raised 250 tons on 40 acres of land on his farm.

After living in a dugout 12 years, he hauled lumber from Amarillo and built a four-room house with back and front porches; he also built barns and houses until he had the best equipped and modern farm buildings in this part of the county for a number of years. He still lives in this house.

One of his sisters, Mrs. Mattie Conrad, was the first woman to live in Amarillo.

He has a belt and scabbard that belonged to a horse thief who was killed by Bill Ross of Texico, in 1910.

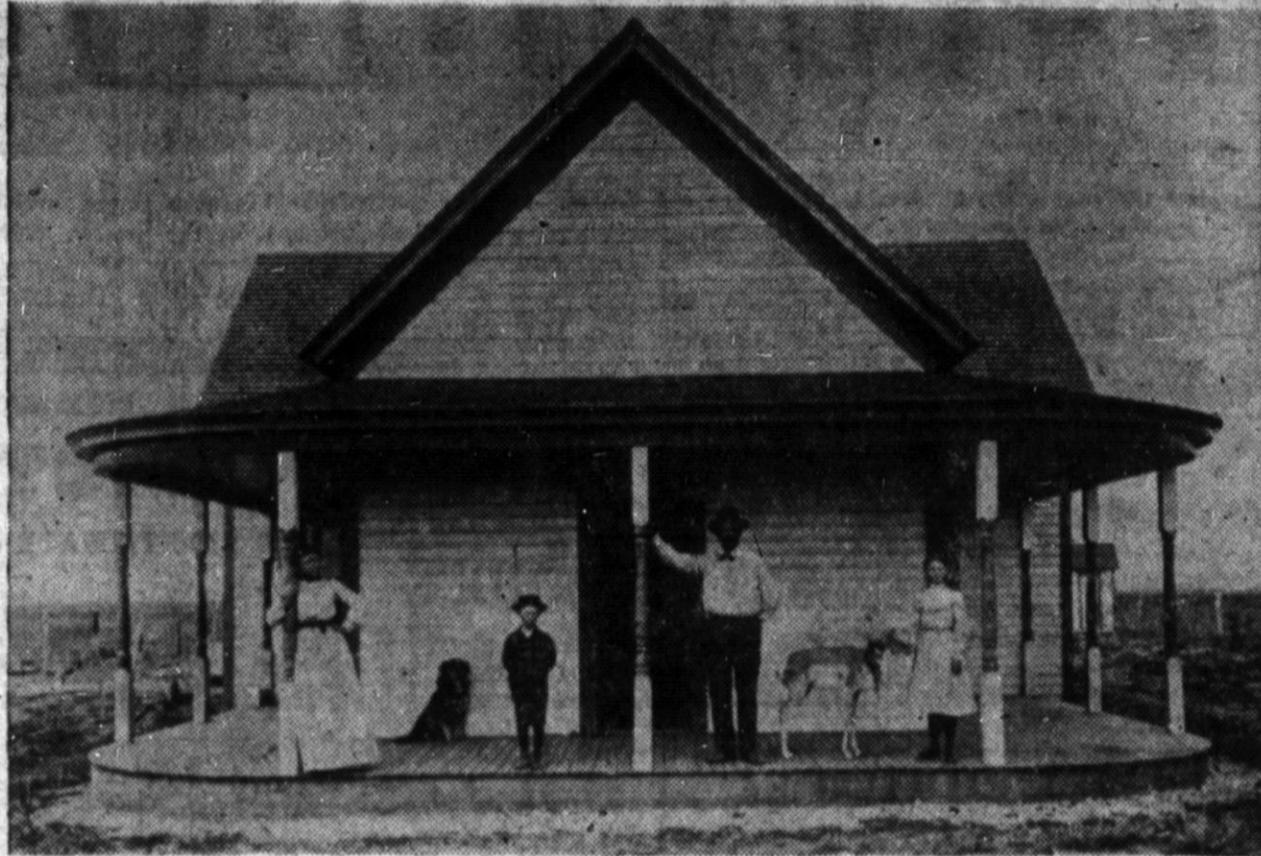
There are very few people here now that were here in the first few years Mr. Higgins lived here. Walk Bradley came two years after Mr. Higgins.

Huge Twinmills Watered Cattle In Early Days

To accommodate its huge trail herds, the KIT Ranch upon occasions erected twin windmills at convenient watering places, old timers of this section recall. Many of the wells are still in use, one leads formerly included in the Escondido division of KIT, and a few of the gigantic mills were torn down in recent years. The mills were from 20 to 30 rods apart and pumped water into reservoirs; they were the old Eclipse type with a wooden wheel and tower, and wooden tank. KIT lands had few natural water sources other than the Canadian River, small creeks, springs and dry prairie lake basins after

(Continued on Page 12)

First Woman To Be Married in Deaf Smith County Recalls Early Experiences



At the top may be seen the Cal Walker Ranch house, which was the pride and joy of the pioneer couple after having withstood the hardships of life in a crude dugout; at the left with the pet deer may be seen Alice, the first white girl born in Deaf Smith County.

The photograph on the right is the wedding picture of Mr. and Mrs. Cal Walker; the marriage occurred January 14, 1890, and they were the first couple to be married in Deaf Smith County. The ceremony was read by Rev. Jackson, an old Methodist circuit rider. The wedding was a big event for this entire section of the Panhandle.



Meeting Place Was Problem In Early Days Here

SEVERAL DENOMINATIONS HELD SERVICES HERE IN SAME BUILDING

Older than Hereford is the history of church organization in Deaf Smith County, for it was only a few brief months after organization of this county in 1890, that the first church was organized June 14, 1891, by a small band of Presbyterians at Old LaPlata, the former county seat.

The progress of religious activity, however, reached a height in 1899, after the establishment of Hereford, for it was in that year that three churches were organized here, representing the Christian, Baptist and Methodist faiths. In 1902, the Church of Christ was organized; the Catholic faith gained sufficient following here to establish a parish in 1910, and the Assembly of God Church was organized in 1927.

Today Hereford boasts some of the strongest churches, finest buildings and most active congregations to be found in West Texas.

Presbyterian Church
Served now by a modern building, which was constructed in 1931, the First Presbyterian Church congregation, has indeed grown from an humble beginning. On June 14, 1891, a Cumberland Presbyterian Church was organized with 16 charter members at Old LaPlata, and was the first church organized in the county. The charter members were: William D. Witherspoon, John M. Witherspoon, James F. Witherspoon, Colman G. Witherspoon, Henry N. Wiley, Ada Wiley, Mrs. Sarah F. Wilson, Mrs. Rachel Berrey, Emma Witherspoon, Mrs. America Witherspoon, Mrs. Mary Witherspoon, Mrs. Mand Witherspoon, Robert Humphrey, N. J. Humphrey, Eva Humphrey, Geo. E. Burns, Sallie A. Burns, L. E. Beaver, F. H. Witherspoon, Emma N. Mercer, E. W. Tinsley, Abbie Tinsley, Mrs. W. A. Witherspoon.

When the county seat was moved to Hereford, this church was also moved, and at first served as a worship place for all faiths; it was located at the corner of Third and Miles Streets. The building was constructed by C. G. Witherspoon, Judge Gough and G. T. Jewell—and is now used as a warehouse by the Gulf Refining Company.

Christian Church
Although no Christian Church was organized in this area until 1890, old timers will recall that F. T. Denson preached in pioneer homes in the early days, including that of G. R. Jewell in the Valley east of town. Early in the spring of 1899, under leadership of Mr. Denson, a group of followers met in the Western Union Land Co. building, near the present post office, and organized the first church congregation in the vicinity of Hereford. Charter members were: F. T. Denson and wife, L. Gough and wife, R. H. Norton and wife, C. B. Davis and wife, G. R. Jewell, Ferd Gough, Troy Womble and possibly one or more others. G. R. Jewell, L. Gough and R. H. Norton were elected officers. Of the charter members Troy Womble and R. H. Norton are still here.

In the summer and fall of 1899, the church group financed, and the community at large labored, in the erection of an attractive frame building on the corner of Third and Miles. This building was used by the congregation until it overflowed in 1907. This building was used also by other church groups until they were able to provide other accommodations.

June 1, 1907, found the congregation meeting in the auditorium of the College building, because of crowded conditions of the first building; and a committee was appointed to draft plans for a larger building. So the present building site was purchased in 1907. The first dirt was moved in 1908, and in 1909 a superstructure was erected and basement finished and occupied soon after.

During the ministry of Bro. Puris, 1912 to 1915, the community at large contributed to a fund which was used to finish the auditorium and the first Sunday school

(Continued from Page 1)

Pioneer Mother Saw "Women With Parasols" In Mirage As She Came To Make Home In Dugout

MINNIE WALKER DROVE WAGON IN TREK TO PANHANDLE AREA

The following article was written by Mrs. Minnie Lamorah Walker, daughter of Joseph C. Cox, early resident of Deaf Smith County. Mrs. Walker first lived in the Big Square section, 8 miles east of the present town of Hereford, and later lived on the Ed East place. In the early days (1870), she recalls as closest neighbors: the old T-Anchor headquarters, a distance of 20 miles; in 1888, the G. R. Jewell family moved to Sulphur Park, and the Harlin family came also in the summer of '88; the Deans were also early neighbors on the Palo Duro, 18 miles north.

When she married Calvin Vance Walker at the Cox home on Jan. 4, 1890, Deaf Smith County's first Christian wedding was performed, and the birth of her daughter, Alice Lamorah—now Mrs. Alice McCord, marked the birth of the first white girl in this county.

In the following article will be found an account of some of her experiences and impressions gained in the early days:

By Mrs. Minnie Walker
It was a beautiful morning in the latter part of April, 1887, when my father finished loading the two one of these covered wagons and wagons at our place in Stephens County, near Caddo. I was to drive a neighbor was to drive the other. I was crying because I had to leave a box that contained my doll clothes; it was a dark walnut box, 12x12x24 inches, with a slide top and was a relic owned in the family.

We started on our journey for the Llano Estacado, or Staked Plains, and ate dinner near Caddo—one of the great oil fields in its day. I had attended school there off and on for years.

There were six wagons in our caravan, three belonging to my father's brothers; two were mar-

ried, and the other an old bachelor, and then there was the extra man, Pope Hixon, who had come ahead in the fall and brought cattle. My father and my uncles had brought cattle out to the Plains the year before and turned them loose near Estacado in Crosby county. My Uncle Eff Cox and family and his son, Jim Cox and family had come out the fall before to look after them.

We were several days on the road, camping the first night near Breckenridge, county seat of Stephens. My Uncle Andrew there lost a \$20 gold piece, which he never found.

We had very little trouble on our way out until we camped on Double Mountain Fork, half mile from Spur Ranch fence. The fence rider said we could not go through the pasture with our cattle; that we would have to go around—and he was there bright and early next morning to see that we did not go through.

One wagon started around. It was 25 miles around, and no water Pope said he would hold the man down while the other drove through—so it wasn't very long before the Spur outfit came to see us again. They brought suit against them—and it cost the caravan \$300.

From the Spur Ranch to the foot of the Plains it was three miles. We had to double our teams to climb out.

It was afternoon, and oh my, the ladies I saw parading with their parasols on the far sides of lakes—and they were plentiful. But we kept on going, and I never did find them. Later I found that I had merely seen mirages.

It was on May 19 that we landed at my Uncle Eff Cox's on Blanco Canyon; they had built two dugouts with five places in the Canyon. I think there were 19 of us who ate supper with them that night—and I often think that was the best supper I ever ate—noting extra—but it was all cooked over the fireplace and in Dutch

ovens. We camped out a little piece from the dugouts for the next two months. One beautiful morning in July, when the meadow larks were singing, father loaded mother and my children, along with a few garments, bedding and provisions into the wagons and we started north. We drove to the Matador Ranch, where we camped for the night. We traveled on across South and North Pecos Rivers to Childress, Texas, then just a wide place in the road. Papa drew water with a rope and pulley. I don't think we crossed but one fence and did not see another house until after we left the Matador Ranch until we arrived at Childress—about three days travel.

The next day we drove southwest and crossed Prairie River, and another prong of Red River. Mother and my children waded across as our team was heavily loaded and there was lots of sand. From there we came on the Fort Worth and Denver Railroad to Washburn, then we cut across toward where Canyon now stands.

We camped on a hill north of the T-Anchor Ranch; next morning two cowboys saw our wagon and came over to us. They asked where we were going, and Papa told them he was looking for a location for his cattle. While the cowboys did not like for nesters to invade their ranches, they invited us down to stay a few days at the ranch. There was a family there by the name of Cook, who were cooks at the headquarters and they had two little girls, Addie and Metie. We camped there about two weeks. The cowboys' names were Bud May and "Cayenne" Arthur Wisotek. We had two or three dances while there; one of the boys was a good fiddler.

At the ranch there was a man named Jim Moore, the time-keeper; Charles J. E. Lowndes and two wagon bosses, Bill Baird and Cal V. Walker, and about 35 extra

cowboys. They were running around 125,000 head of cattle; I don't know how many head of horses and mules.

The wagon bosses and their men would gather cattle and take them up the trail to Dodge City, Kansas, two or three times a year.

My father decided on the Big Springs section as a home. We moved up there July 31, 1887. It took us nine days to dig our dugout; our crew included: papa, mother, myself 16, my sister, Birdie, age 12, brothers, Tom, 10, Jim, 4, and Edgar, nine months.

The dugout had a fire place and walkout—no steps. It was about 16 x 20 feet. The roof was made with a big, long cedar ridge pole, covered with brush; two sacks were sewed and spread over, and then covered with dirt. We had a toe-sack carpet and a cloth partition. We never did have a door, but we thought it was mighty fine after living in the wagon so long. We used a wolverine coverlet for the door during the 18 months we lived there.

My father was away from home much of the time. We tried to get cows to milk—our cows having been driven across the Canadian River into the LX pasture, where my uncles and cousins were looking after them. The T-Anchor boys put cows in the lot two or three times, but the animals were so wild my sister and I could do nothing with them. Some days later an old black and white cow with only one horn drifted by with her calf. She had a "TCL" brand on her side, but we penned her up and milked her for a while. I guess we got about a quart of milk a day, but it helped—and then one morning the calf was missing. I went to look for it and found it about a half mile from the lot. The coyotes had run it down and killed it—they had torn its flank out, and eaten most of it. I dragged its bones and hide, up close to the dugout,

COWBOYS WERE FRIENDS OF WALKER FAMILY IN EARLY DAYS

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(Continued on Page 12)

Will Rogers Made Good Hand On Williams Ranch In Early Days

Pioneer Mother Knew Hardships Of Ranch Life

WATER TOO SCARCE IN AMARILLO TO WASH BABIES' FACES

By Mrs. E. J. Williams
When I stepped off the train in Amarillo on that raw November day in 1896, I asked myself, "Mercy where have I landed with four girl babies?"

The houses had windows stuffed with old quilts, pillows, etc., where panes of glass had been shot out by "Drunks"—or broken by hailstones.

The Yellow House district was flourishing. Cowboys shot up the town that night when I stayed in the hotel in Amarillo. I was furnished one quart pitcher of water with which to wash five faces, bathe four babies, and quench our thirst. The kind lady apologized and said "We have no water for coffee for breakfast."

Mr. Williams and I had talked of buying a home site there, but I balked. I refused to live in such a place; no dependable water supply. I still refuse to live where I can't be assured of water for household and bath facilities.

On to Deaf Smith County we traveled in a white topped hack and once there we found oceans of water for all purposes. We stopped over night with the Kellhor family; they had a windmill and I bathed the babies and quenched our thirst in that hospitable home. I have had varied experiences in raising my family here, where they learned to swim like fish in the Tierra Blanca creek. One laughable incident was my refusal to ride a balky mule to pull out sand buckets from the well in Castro County. I retired from the scene gracefully, as a wet hen. The men folks finally got the well sanded, a common occurrence preceding heavy storms. Another try-out was for me to drive that balky mule to a slide from where we hauled water two miles in "beetle" time, while the well at the house was being sanded.

I raised fine gardens; my cabbages weighed sixteen pounds and were of fine quality; artichokes grew as large as quart cups for hog feed. Sugar Beets grew large and as long as good sized sweet potatoes, with little culture; of tomatoes, none were ever better flavored. Poultry was plentiful. Fruit grew fine, and we had all we needed for home use; our onions were equal to best Bermudas.

I had fine neighbors: Mrs. Mathias came from Cook County, dragging planks for floors in her dug-out, which she and her children dug behind her wagon. She used that three rod sod plow—the plow that broke the plains land—to tear up the sod; a stick made the holes, into which she dropped corn and other grains; she raised a fine crop. She hauled water from our mill for all uses in her family and for her milk cows. I say this world needs more mothers like her.

Back In 1912 — When Hereford Was Known as "The City of Windmills"



Things have changed a lot since this picture was made 26 years ago, but the scene will be familiar to many old timers. For the convenience of more recent arrivals, the picture was taken from a point on West Sixth Street, looking east toward town. In the extreme left corner may be seen the old Hereford Christian College, which stood just east of the present Whiteface football field.

She met the ups and downs with smiles where I often frowned—she was a better woman than myself.

Mrs. Chill Slaton, and Mrs. L. Gough were my neighbors on the east; The John Turners, Ben Turners, B. T. Bells, Jim Carters, Tate family, W. B. Beachs, Harlands, Moores, and many others lived near Dimmitt. All reared good families; honest, hard working, God-fearing souls. They were equal to meeting emergencies, sufficient anyway to carry them through the everyday affairs of life.

They organized church worship and schoolwork; each felt the need of more education, and none were satisfied with the sum of their knowledge. Churches and Schools were erected; characters were moulded to put all attainments to their highest use, they not only broadened and elevated their own minds, but they have a radiating influence upon all people who they contacted. Our pioneers were practical souls, well poised, melodious and wholesome creatures receptive of all the refining influence of life, the aspiration of all wise reformers, raising the standards of their race, to develop, to hand down to generations characteristics responsive always to higher nobler activities.

No one sighed because they could not scale the topmost summit of perfection, they were satisfied with a pleasing mediocrity. Life without our pioneers would be like a world without the sun, if we cannot all be pioneers, let us at least be moderate ones.

Knew Will Rogers

Will Rogers worked for us on the Castro County ranch. Will was a diamond in the rough at that day in his life. A genius of another sort from the regular cowboy. I heard no oaths fall from his lips. He had a tender almost womanish heart, that loved to linger over the domestic joys and sorrows of our neighbors. Best of all, perhaps, he had an exuberant sense of humor, which cast a golden glow over the most common place and sordid scene of

Mrs. Matt Gililand Fished On Tierra Blanca Creek Before Hereford Was Founded

CASTRO ELECTIONS WERE HIGHLIGHTS IN EARLY DAYS OF PIONEERS

Winding Tierra Blanca Creek held attraction for residents of early days, long before there was a Hereford, according to Mrs. Matt Gililand.

As Miss Willie Dyer, a resident of Castro County, she recalls that many times she came to the Tierra Blanca to fish and to enjoy outings.

Mrs. Gililand came to Castro County in 1890 from Grayson County, Texas, and lived in Dimmitt until 1900, when she moved to Deaf Smith County. She recalls L. Gough and Ira Aten as two of her closest neighbors at Dimmitt.

In addition to meeting some of her old time friends and spinning yarns of the early days, she says that she would like to see the theme of "Progress" stressed at the Pioneer Day celebration Wednesday, and in coming years.

Mr. Gililand came to this section in 1903 from Cook County, Texas. Among her most vivid recollections of Pioneer activities are the Old-Time Picnics, the Cowboys and Old Soldier's reunion at Can-

yon, and the baseball games. In reference to the ball games, she says: "Amarillo never did and never could beat Hereford. They still hold it against us." She also recalls the county election at Dimmitt as an exciting incident. Her uncle, W. B. Beach, held the office of County Clerk there for 14 years—and the race was never an easy one. Since she came here Mrs. Gililand has been an active worker in interest of the community and of the Baptist Church, of which she is a faithful member.

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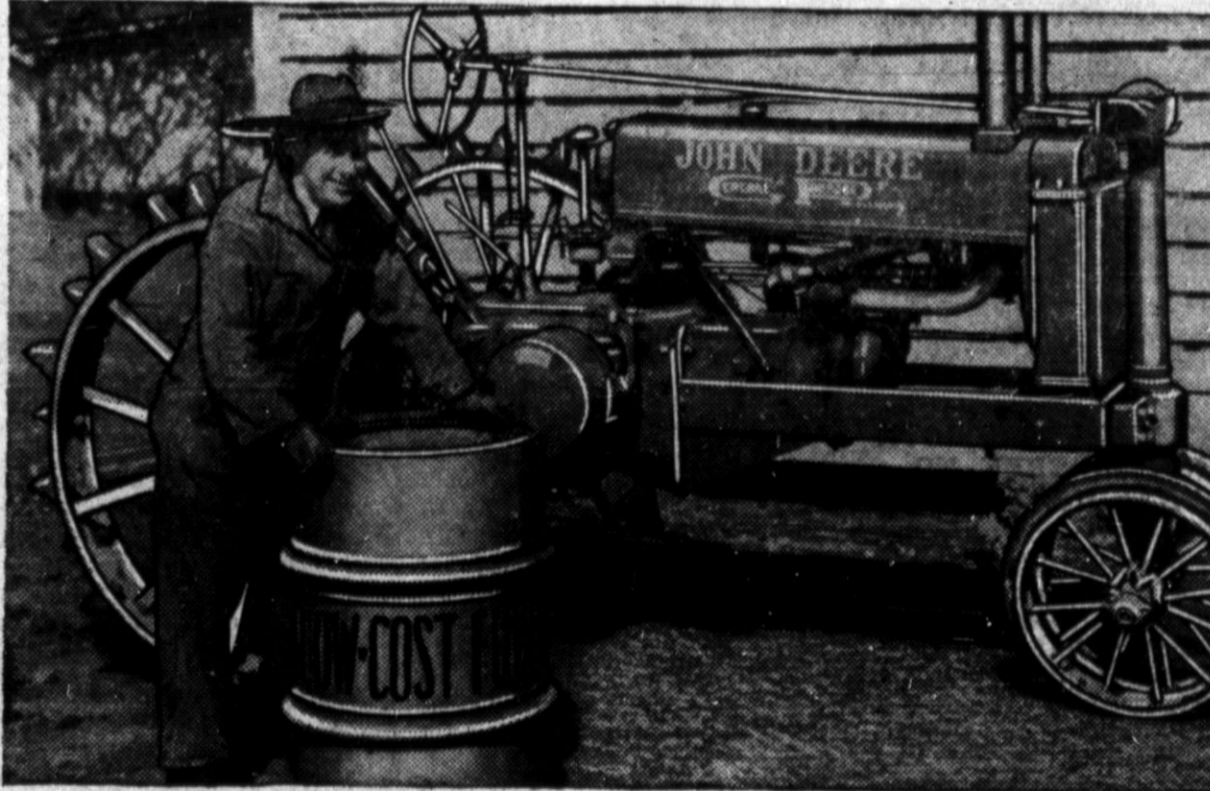
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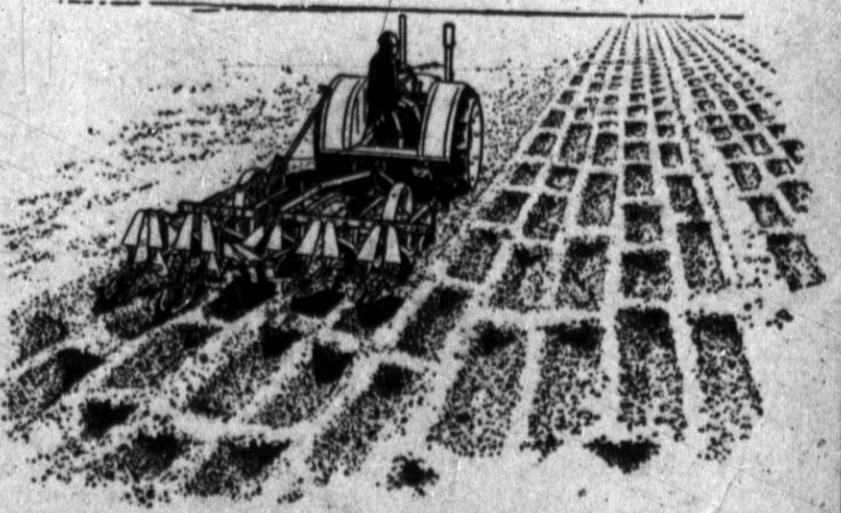
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When John Deere says Old Timers, we mean OLD FRIENDS — for we know that John Deere made your tasks easier in those early days, and we know that John Deere implements stood you in good service then just as they will today. Welcome to the Pioneer Celebration, and accept this personal invitation to visit our modern display rooms and shops, one block south of the City Hall, when you are in Hereford.

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The Panhandle Lumber Company is today an institution in Hereford and Deaf Smith County. A store which throughout its entire existence has depended upon the goodwill of its friends, the quality and value of its wares and its service and courtesy to its customers. It has flourished and progressed with the community, taken the lean years with the fat, and has continued to conduct its business on sound Pioneer principles.

Today Panhandle's traditional past is but a stepping stone of progress and development to the future. Although times and materials of all kinds have changed completely, you can always be certain that at The Panhandle Lumber Company you will find quality materials at fair prices—offered to you in an atmosphere of sincere friendliness.

PANHANDLE LUMBER COMPANY, Inc.
PHONE 656

Mrs. Hattie Rutherford Came To This County 38 Years Ago

Helped Organize Early Church In Ward Community

J. T. RUTHERFORD BUILT FIRST BRICK OFFICE IN HEREFORD

The old timer who is eagerly looking forward to Pioneer Day next Wednesday is Mrs. Hattie Rutherford, who came to this country with her husband, J. T. Rutherford, and three children on March 4, 1900.

Hereford was at that time two years old, but was served by the same railroad which serves it today. Mrs. Rutherford recalls—although many improvements have been made since that time. The Rutherfords settled on the ranch, which she today owns, 14 miles northwest of Hereford, and they resided on the ranch until 1907, when they moved into Hereford. They came to Hereford from Denton County and made the trip on the train.

Hattie Rector was born near Salville, Va., July 21, 1905, and she married J. T. Rutherford, a native Texan, at Denton, Texas, after the Rector family came west into Texas.

Although the country was far from being settled when she came here and moved to the ranch, Mrs. Rutherford was fortunate in having a large number of neighbors near her in the early days. Within a radius of two to four miles from their home were: Mr. and Mrs. J. F. Ward, Mr. and Mrs. Phanstiel, Mr. and Mrs. Johnston, Mr. and Mrs. Charlie Williams, Mr. and Mrs. Kesse.

The group organized a church in the present Ward Community, and she recalls that it first boasted five members: Mr. and Mrs. Ward, herself, and two others. Hereford had just one church house when the Rutherfords came to this county, she recalls—and no bank at all.

"Everybody just put their money in a big safe that belonged to Smith—Walker Mercantile Co.," she said. "The safe is now in the old Western National Bank, and

should be rolled out on the street for inspection on Pioneer Day."

Despite the fact that she had several neighbors in the early days, Mrs. Rutherford recalls that she sometimes became lonesome.

"After I moved out on the ranch I lived there six weeks before I saw another woman," she says. "I looked out one afternoon and saw two ladies coming in the yard—and they were dressed in black silk, all beaded and fancy—my first callers on the ranch."

Mr. Rutherford embalmed the first body ever embalmed in Hereford, and built the first brick office in the country at our home; he shipped a car of brick from the Denton brick factory; lumber for the house and shed was shipped from mills in Louisiana.

Hard Times For W. S. Dixon Here In Pioneer Days

ODD JOBS FOR RANCHERS HELPED TIDE OVER MANY OLD TIMERS

By Lurline Dixon

W. S. Dixon came to this county in 1902 from Brazos County, Texas. He first located 33 miles south of Hereford, but later moved to the place seven miles south of Hereford, where he still lives to the present day. When he first moved here he came in a covered wagon and his family later came by train.

He and several of his neighbors located around a small school house when they first came. His closest neighbor was A. J. Owens, who lived a mile and one-half from him; his next closest was W. P. Boyd, who lived five miles from him.

He helped organize the W. O. W. organization in Dimmitt in 1902, and was later an active member of the Baptist Church there.

He married Irene Obenant in Millican, Brazos County. They reared five boys: Emmett, Clarence, Harvey, Elmer and Ollie, who have helped make Hereford what it is today.

Hard to Farm

Mr. Dixon says, "My most vivid

experience in this area was trying to make a living for a family of seven; as we did not know how to farm in this dry area, it was not long after I had begun trying to improve my section of land that I found myself out of money. I had to go out and get a job; it was not much trouble to get work here as there were plenty of cowmen and sheep men, who were in need of help. I sheared sheep, built fences, made tanks, fixed up windmills—as the wind blew nearly as hard then as now. I did almost anything they could find for me to do.

"If it had not been for the stock men here, myself and many other people would have had to leave. My hat is still off to the stock men of this country for they still keep the country going."

Sheared Sheep

"I worked for J. L. Vaughn of Plainview, Chihl Stator of Flagg, and others on cattle ranches in Castro, Lamb and Bailey Counties. I have sheared sheep for such

Main Street in Hereford — 26 Years Ago



The photographer was standing across First Street at the railroad, looking north — above is what he saw in 1912. Old Timers will remember the Hereford House, first building on the right where a filling station today stands; and those who want to go even further back will remember the same hotel as the "Tygret House." Few are those who today can name the buildings in the order which they came.

Olive Smith Came Here In 1900

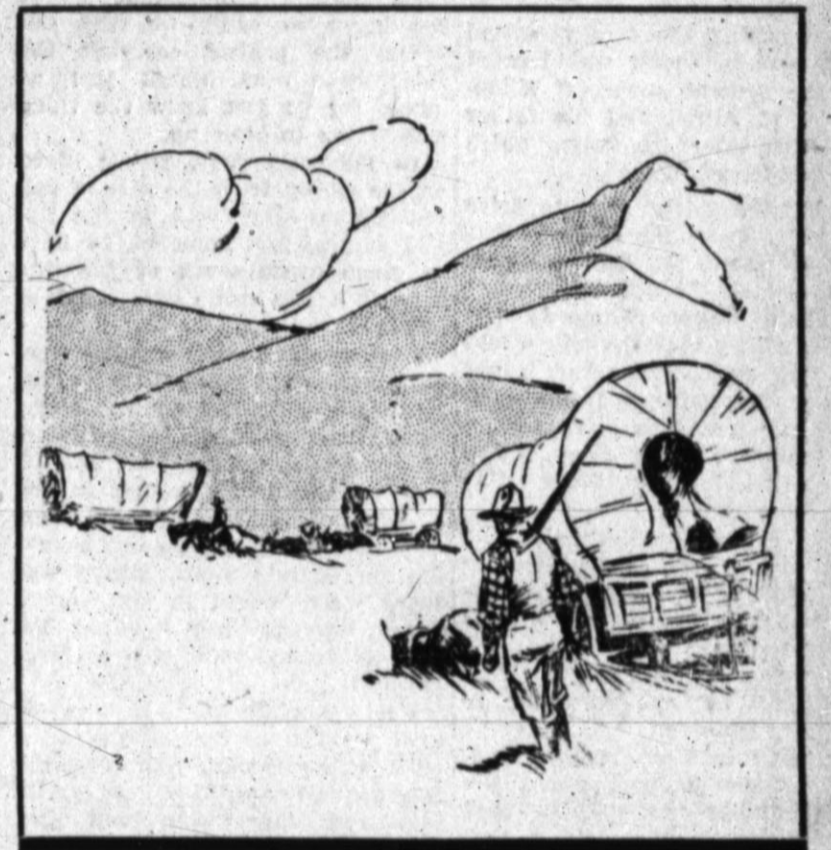
Mrs. Olive Smith came to Deaf Smith County in 1900 from Modena, Mo., and settled on a place one mile west of here on Harrison Highway. Since then she has resided in Austin and Houston, Texas, but is glad to again call Hereford her home.

When the Smiths came to this county 38 years ago, she recalls that Jim Coker was their closest neighbor; he resided about a half mile from their place.

She and Mr. Smith were married at Mt. Moriah, Mo., in 1880, and prior to her marriage, she was Miss Olive Stoner. Their six children are: Mrs. O. E. Ridgeway of Cripple Creek, Colo.; Roy E. Smith of Childress; Carye Smith of Big Springs; Mrs. S. M. Poole, Jr., of Washington, D. C.; Paul Smith of Pearsett, Texas, and Mrs. Wallace Harris of Galveston.

homes transformed into modern houses. I've seen the country from Old Mexico to New York City, and I still prefer the plains. So here's my hat off to the plains, Hereford and to the Hereford stockmen in particular.

THE SMOKE FROM MANY CAMPFIRES HAS BURNED ITS WAY INTO THE HISTORY OF DEAF SMITH COUNTY... BUT NONE OF THOSE FIRES WERE BUILT BY MEN WITH MORE GENUINE ENTHUSIASM FOR SERVICE, DEPENDABILITY OR HONESTY THAN YOU WILL FIND TODAY AT THE FIRST STATE BANK



The personnel of the First State Bank is proud to be among those to congratulate the Pioneers, as they gather in Hereford for their annual celebration.

The Pioneers believed in progress with safety, in building with security, in expansion with due caution and in reserve strength for emergencies they knew would come.

The policies of the First State Bank is patterned along the same ideas and ideals of those sturdy Pioneers, to whom all of us owe an everlasting debt of gratitude.

Today finds the First State Bank in a position and prepared to meet the banking demands of this region.

We join in extending an invitation to everyone to attend the Pioneers annual reunion at Hereford on MAY 11th.

Steady Growth

LIKE that of a tree, the growth of an individual, a business, a farm, a ranch or even a City must be healthy. Deep rooting, careful pruning, proper nourishment... all are necessary.

NATURE, in the case of a tree, can be counted on to care for adequate growth of an individual, a business, a farm, a ranch or city, but individual effort is needed; co-operation and careful planning may play a part.

FOR YEARS the people of the Hereford Area have turned to the First State Bank for the solution of financial questions, and we are proud to have played a part in the successful development of this section.

Capital \$50,000

Officers:

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- MILES ROBERSON, Vice-President.
- C. C. ACKER, Cashier.

Directors:

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- J. A. PITMAN,
- E. S. IRELAND,
- H. G. CONKWRIGHT,
- MILES ROBERSON.



First State Bank

SINCE 1907

IN HEREFORD

SINCE 1907



—for—

BETTER HEREFORDS

FEED

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COTTON SEED CUBE CAKE

The Perfectly Balanced Ration for Beef and Dairy Cattle that Keeps Feeding Costs down!

Cattlemen in this Territory will find us in position to give Immediate Delivery Service on All Kinds of

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IN HEREFORD

Wildorado Old Timers Used Fences for Phone Wires in 1900

Allred Tells Of Days When Cattle Reigned Supreme

COWBOYS WENT COURTIN' ON SUNDAY AND NO OTHER TIME

By Mrs. Carl Wimberley

One of the few old timers living in the northeast part of Deaf Smith County is J. O. Allred. He was born near Fort Worth, Oct. 23, 1864, and when only eight years of age his parents moved near Vernon.

His father was always a cattleman never having anything but Hereford cattle, although they were not thoroughbreds. Quite naturally he followed the grass, so when the country around Vernon began to get rather thickly settled, he packed up and started for the plains. This was in 1900.

The family made the drive through in a covered wagon. It had the old chuck wagon on the back and the lid let down to form a table. J. O. and a brother rode horseback.

After getting the family settled on the ranch, which was located near the present town of Wildorado, J. O. Allred and his father went back after the cows, which numbered about 250.

It required thirty days to drive them here. The route followed was by Jago's store, the Quitaque post office, and on through Silverton.

Trains Caused Stampede Allred states that the trip would have been much easier had it not been for the trains, which always roused the cattle to stampede—even though a mile away. The cows would lay the fence flat on these occasions.

After they got on the plains, the cattle almost ran themselves to death, chasing mirages. Their tongues would be hanging out of their mouths and many times when the cows were very thirsty, the riders would have to head them off to stop their running.

At that time there was a Bock pasture below Canyon, which the owners refused to let cattle that came below the quarantine line pass through. To go around this pasture required twenty-five extra miles. Soon Allred and his father camped just below the pasture and waited until night, and then began to shoot the cattle through the gates. A terrible electrical storm came up when they were about half way through the pasture; lightning was striking everywhere, and balls of fire played on the horses ears. Each man stayed under his horse. This storm lasted two hours, after which it began a frizzling rain. Mr. Allred described the darkness as being that he felt he could take a knife and slice it off.

They circled the herd all night and early the next morning pushed on through the pasture to the creek below Canyon. While they ate breakfast, the cows grazed on up to the spot where W. T. S. College now stands. They reached their home April 16, 1900.

Some of the early neighbors of the Allred family were Albert Combs, Thompson Worley, W. P. Phillips and the J. C. Womble family. Only three of the Womble boys, Mac, Clarence and Grand, were at home at this time.

Very little farming was done in those early days, consisting only of a small amount of feed for the stock. However, they never did have a complete failure. Mr. Allred recalls. Since there were no weeds, about all people had to do was plant the seed. There was much more rain then than now, but the wind blew more. This story sounds unbelievable, but it is said that the wind would blow with such force that a man could hardly stay on a horse—yet there would not be one speck of dirt in the air.

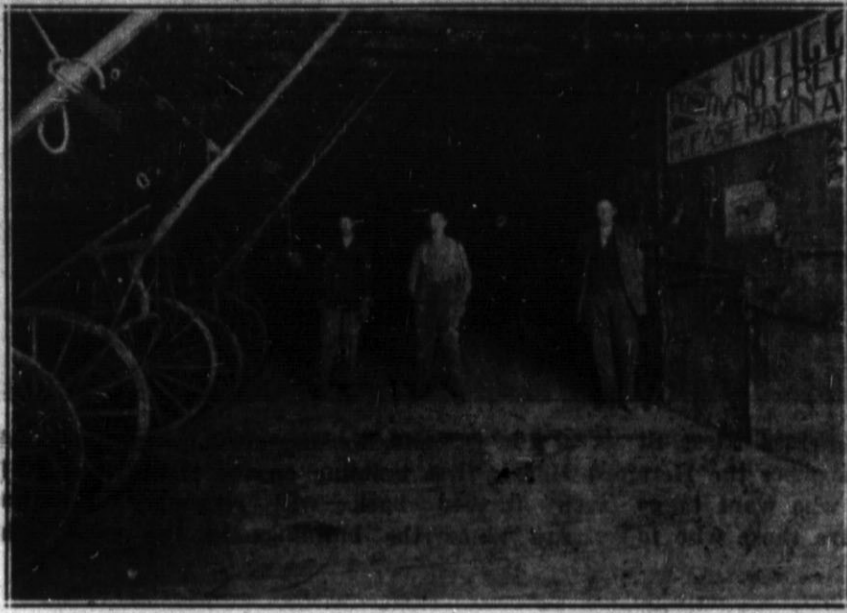
Fences for Phone Wire People all over the neighborhood could communicate by means of telephones, connected to barbed wire fences. One could talk as far as Amarillo over these. "However," Allred recalls jokingly, "the barbs caused a man to stutter."

Cattle were the biggest menace to their telephones; they were always tearing down the fences and grounding the wires. It was not always an easy task to find the place grounded, but Mr. Allred used an extra telephone box which made it much easier.

All the people in the northeast part of the county got their mail at Amarillo in what was called the Deaf Smith County box. Whenever happened to go to town brought out the mail, and left it in a box at the Allred home. Then the neighbors would come and get it. Two weeks was considered a long time to go without the mail.

It was on a trip after the mail that Mr. Allred met his first car—or horsepower carriage, as it was then called. It happened out in what is now the west part of San Jacinto in Amarillo. The car was a one-cylinder Cadillac, the wheels

Want To Rent A Hack?



Purcell's was the place back in 1911. In this picture is Ray Smith on the left. Just to the right (or center), stands G. C. Major, and leaning against the wall on the left, is F. E. Purcell. Remember the sign: Positively No Credit—Please Pay in Advance.

of which were about the size of those on a bicycle, and it was the first car in the city. It was popping and sputtering, making more noise than a combine. It scared the horse so badly he took out across the prairie carrying the rider, who was scared just as much, for he just knew the thing was fixing to blow up.

In the early days, people lived on the money from the sale of calves. Calves were sold in the fall and it was not unusual to have to graze cattle south of Amarillo a week before cattle cars could be obtained.

Groceries and other supplies were all bought on a gear's time, paying up at the end of the year. Everything from clothing to hardware was bought at the same store. Each family had its own garden, raising a supply of beans and peas. No one ever sold an egg. Syrup was bought by the barrel; flour, coffee and sugar were bought in large quantities. Two or three hundred dollars a year would run a large family.

Fuel was cheap. Many people used wood from the brakes and a lot of coal was picked up along the Denver Railroad. In the earlier days, cow chips were used very extensively for fuel, and every house had a large box behind the store to hold them. However, when these were used it took two people to carry out the ashes. A common sight along the road was the rack swung underneath the wagon to keep the cow chips dry.

"Dog Town University" Mr. Allred recalls that his school days were spent chiefly in a one-teacher school, with an enrollment of 60 or 70 pupils. The teacher taught from the A-B-C class through the eleventh grade. He ruled with an iron hand and pupils never tried any rough stuff the second time, but learned their lessons. Mr. Allred attended Union School, which was on the place where he now lives. The pupils nicknamed it "Dog Town University" from a prairie dog town nearby.

In 1901, the present Palo Duro Baptist Church was organized with eight charter members of whom Mr. Allred was one. It was the first rural church in Deaf Smith County and J. F. Killman of Goodnight was the first pastor. In 1903, the present building was constructed. Citizens paid for it by donations and hauled the lumber from Amarillo. B. T. Johnson and W. P. Phillips supervised the carpenter work. This church has never ceased to function down through the years.

Hail, Fire and Brimstone In those days everyone went to church, even the most hardened cowboys, since this was about the only chance to see people and talk. No one sat on the back seats except a few cow boys. Preachers preached "hail, fire and brimstone" sermons. People had more respect for the church in those days.

This is shown quite plainly in

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CITY DRUG STORE Hereford, Texas

THE IDEAL TONIC PURSANG

when the preacher gave the invitation, a very pious woman started, one at a time. As each one left, the preacher would say very solemnly, "There goes one straight to hell." No one in the congregation laughed or even smiled.

No one would pay very much attention to the finest car now if it should drive up to church, but once a man drove a new, red-wheeled wagon to the Palo Duro church and it almost broke up the service.

On Sunday afternoons there were antelope chases on horseback or bronc riding. Both boys and girls were present. The girls made up the audience and as Mr. Allred relates, "The boys really had to show their stuff." Several times he had reached for his saddle horn only to pick up grass.

Courted on Sunday The most foolish thing he ever did was when he chased a coyote across the Canadian River. His horse was not used to water, but into the swollen stream he plunged, intent only on catching the coyote, scarcely noticing the logs and other debris going downstream. The coyote got away, despite the fact it had a trap on one foot, and Mr. Allred was a scared boy when he faced the river from the other side. This happened just below Tascosa, where a number of men have disappeared in the

treacherous quicksand.

When Mr. Allred was a young man, boys did not know they could court the girls except on Sundays. Everyone thought weekdays were made to work in. This had its advantage as the old folks did not learn so much about a young man. A Fourth of July picnic was the only week-day date Mr. Allred ever had.

People only went to town about once every two months in those days, so the young men would buy a supply of various kinds of candy and take a sack each Sunday when they went to call on their lady friends. Sometimes in the Spring the chocolate candy would get soft and, perhaps partly melted, but it was taken and eaten just the same.

In February, 1907, Mr. Allred and Miss Della McClain were married at the old Dick Ellis ranch, which Mr. McClain had bought. A missionary from Hereford, officiated, and it is recalled that he was scared worse than the bride and groom, since it was his first marriage to perform.

Before, and several years after he married, Mr. Allred worked on various ranches in the neighborhood. Since his father always raised cattle, he does not remember when he began to ride. This probably accounts for the fact he worked chiefly breaking bronses.

Even in those days, drug store cowboys were the only ones who wore traditional cowboy garb, although everyone wore boots except on Sunday, and a few in the brakes wore chaps. The joy of a cowpuncher's life was to put an eastern tenderfoot on the very worst bronc.

Perhaps the most thrilling bronc ride Mr. Allred ever had was on one occasion when the horse stepped into a blind hole with both front feet and turned a complete somersault. He tried to jump off but one spur caught in the leather above the stirrups so his head and shoulders were left dragging the ground. His foot came loose only about twenty feet from a four-wire fence.

Old Settlers Reunion The Old Settlers Reunion was a great occasion each year. It was held in Canyon and everyone came from far and near, bringing their tents. It looked somewhat like Uncle Sam's army as the tents were all arranged in rows. Cowboys came horseback and slept on their saddle blankets. The first reunion was held where the College now stands, but some times it was down on the creek. There were speeches and a rodeo, much the same as now. But Mr. Allred remembers, particularly, the delicious biscuits baked in the old Dutch oven.

Prairie fires constitute the greatest danger the people had to face during the early days. Men would sit up all night many times watching fires. The exact location of a fire could not be determined, since the flames would reflect in the sky. Many that seemed to be near would be found later to have been in New Mexico. There are still traces of fire guards that were thrown up years ago. Mr. Allred estimates that there were probably as many as fifty big fires which swept over a large portion of the county in the early days.

In 1903, Mr. Allred helped Mr. J. C. Womble operate the only horse power threshing machine in the county. This was the latest model out and it took twelve horses to produce the power.

The next thing in threshers was power by steam engines, one of which Mr. Allred bought. It took 14 men to operate a threshing machine of this type. The engine used sixty-five barrels of water a day, and a carload of coal did not always finish a season's run. The operating expense was about \$100 a day, but as much as two thousand bushels of grain could be threshed in one day. The fire whistle on the engine could be heard for miles, and it is now the one heard at the Hereford Laundry. The engine was sold recently to be used in a laundry.

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There's Nothing "just as good" as ELECTRIC COOKERY and Certainly There's NOTHING Better!

The covered wagon, in which many of our forefathers came to Texas, has for years been a thing of the past — a relic of old days, when this country was without modern conveniences. Hand-in-hand with Covered Wagons went dreams of better lighting facilities, dreams of comforts and conveniences — which we have come to accept as common place today.

It was with such dreams in mind that those hardy Pioneers strung the barbed wire fence around their homesteads. Today, when the rolling plains is replaced by towns, farm homes and factories, you will find besides many of the fences, towering poles which make possible electrical transmission lines.

Today, Hereford, Dimmitt and Friona are fortunate in being served by an electric company which Pioneered with the IDEA of furnishing an Adequate, Dependable Source of Light, Power and Heat. Serving the Deaf Smith REA project is an example of how this company can meet the needs of growing communities — and no matter how large these communities may become, they will always find an ever-present source of electrical energy extending an invitation of welcome to manufacturers, merchants and growing population.

WELCOME, Pioneers to Hereford May 11

Texas-New Mexico Utilities Company



as one **PIONEER** to another

Every member of The Brand staff joins in congratulating the Pioneers of those four great Panhandle Counties — Deaf Smith, Castro, Parmer and Oldham — those stalwart citizens who developed our counties from a raw prairie land into the fertile farming region it is today.

The progressive spirit of those Pioneers have given us the incentive to progress along with the community. We feel that a good newspaper is in keeping with the development made by farmers, business men, stockmen and wage earners.

Unselfish service is uppermost in our minds as we strive to render varied interests to the community. To keep faith with that ideal, we try to remain alive to the needs of the field we serve — this will always be the policy of The Hereford Brand.

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VIRGINIA BOWMAN, Bookkeeper	STANLEY SCOTT, Shop Foreman
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THE HEREFORD BRAND

“Your Pioneer Newspaper”

Hereford Now Boasts Modern, Attractive Church Buildings

Church History Reveals Growth Of This Section

PIONEERS OFTEN WENT MANY MILES FOR SERVICES

(Continued from Page 1)

and church services were held there May 15, 1917, though Dr. Farris had conducted the funeral service for Mrs. A. W. Gregg there on Easter Sunday preceding. Soon after the erection of the first building, a Union community Sunday school was started, under leadership of Judge C. G. Wither- spoon.

In 1900 the Ladies' Aid went to work with Mrs. Debnson leader. In 1902 Miss Zula Vanderburg, now Mrs. C. R. Smith, organized a Christian Endeavor society. In 1903 the Missionary Society got to work, Mrs. L. A. Ricketts, leader.

The following is a list of past- ors: F. T. Denson, H. M. Bandy, J. B. Hastings, J. N. Wooten, S. T. Shore, G. A. Farris, J. M. Ash- bell, Thurman Morgan, J. W. Bonlingboise, R. M. Johnson, E. R. McWilliams, H. M. Redford.

Baptist Church

The Baptist Church was organiz- ed here October 15, 1899, and services were held for several months in a store building that was moved from La Plata to Hereford. Shortly after the church was organized Rev. J. T. Burnett of Canyon was called here as pas- tor at a salary of \$180 a year. There were 19 charter members, and were Mmes. Maggie Stanley, Dora Meeks, Ollie Bradley, Mary Killough, Ollie Hodges, W. S. Hig- gins, Lucinda Higgins and Miss Joyce Womble and Ann Stamp; Messrs. W. A. and W. S. Higgins, John E. Ferguson, Emmett Rice, C. R. Moreman, Arthur and John McKnight, A. J. Lipscomb and Chas. Adair.

In June, 1900, a committee was appointed to make arrangements to build a church, and in July, 1907, lots were secured at Jackson and Fourth Streets. The church was opened to the public for a town Christmas tree and musical program at Christmas, 1901. Rev. J. A. Moore was pastor at that time.

Rev. H. B. McGee was next pastor and those following were John F. Elder, E. A. Weason, H. Dillon, O. W. Dean, J. C. Boyd, H. H. Purser, R. E. L. Farmer, J. E. McClurkin, W. R. Hill, V. M. Choyd and B. N. Shepherd.

The church was wired for elec- tricity in July, 1905. In July, 1907, the lot next to the church was bought, also a plot of ground near the Terra Blanca for baptismal services. March, 1913, a move was made to build a baptistry and a dressing room.

Ground was broken for the pres- ent church building on June 18, 1928, following a campaign which was started March 11, 1928. First services were held in the new church May 19, 1929. Rev. W. E. Barnes is present pastor of the First Baptist Church.

Methodist Church

The Methodist Church of this city came into existence in the

second Sunday in March, 1899, or- ganized by Rev. T. F. Robeson, now a resident of Canyon, and had the following as charter members: J. D. Bratton and wife, Tom In- mon and wife, Elisa Carter and wife, Asa Martin and wife and son, Mrs. Ina Holderness and Mrs. Bassett, 13 members.

Mrs. George Sachse was the first addition to this number and she played an important part in developing the church.

The church was organized in a small school, located where the Christian Church now stands; ser- vices were held there until the court house was built, and the congregation moved there until the old Christian Church was built. Both organizations held services in this structure until the Metho- dist Church was constructed in 1902.

This organization was then in the Clarendon District, which in- cluded all the country from Quan- ah to New Mexico, with Rev. G. S. Hardy, presiding elder, and Rev. C. A. Clark, circuit rider.

Hereford was made a station in 1902, with Rev. J. M. Sherman as presiding elder and Rev. C. L. Cartwright, pastor in charge. Bishop E. R. Hendrix, having in the meantime dedicated the church.

It was about this time that the first Sunday school was organized by E. B. Black, who has served a greater part of the time from then as superintendent.

The following pastors and pre- siding elders have served success- ively:

Pastors: Revs. T. F. Roberson, Bennett, C. A. Clark, C. L. Cartwright, Thos. Barcus, A. O. Smith, J. W. Story, J. M. Sherman, J. R. Hen- son, George Wyatt, W. H. Terry, M. M. Beavers, L. N. Lipscomb, W. P. Garvin, J. O. Haymes, A. B. Davidson, E. B. Bowen, J. M. Pul- ler, E. E. Robinson, and T. C. Willett.

Presiding Elders: Revs. G. S. Hardy, J. M. Sherman, G. S. Hardy, O. P. Kiker, E. E. Robinson, A. L. Moore, G. S. Hardy, Wm. Lane, and Guy Pierce.

The building committee of the old church was composed of E. Carter, W. G. Ross, Wm. Patton, Marvin McGlothlin and J. C. New- man. The new church was begun in 1919 and dedicated in 1926 by Bishop John M. Moore.

In December, 1899, Mrs. George Sachse organized the first Home Missionary Society, and was elected its first president.

Mmes. Martin, Carter, Inman, Holderness Ross, McGlothlin and Sachse were charter members, Mrs. Holderness was elected sec- retary and Mrs. Elisha Carter treasurer.

Three other presidents of this auxiliary before the union were Mmes. Geo. Barcus, D. W. Hawk- ins and John De Atley.

In 1902 the Foreign Missionary Society was organized by Mrs. J. D. Coulter, the district secretary, with Mrs. D. E. (Mother) Tur- rentine as president.

Two other presidents of this organization were Mother Bullock and Miss Lula Edwards.

In 1911 the Home and Foreign Auxiliaries were combined into the organization called the Woman's Missionary Society.

Following is a list of the presidents who have served since the two Auxiliaries were united:

Miss Lula Edwards, Mmes. Nettie Price Slaton, J. I. Walker, J. B. Jones, Chas. Chenoweth, J. A. Stegall, D. F. Ashbrook, J. Frank Potts and J. F. Ward.

About 1910 Mrs. Nettie Price Slaton organized the Y. P. M. S. The names of Mother Turrentine, Mother Betts, Mother Coulter, Mother Buttram, Mrs. Percy Well- iver, Mrs. D. F. Ashbrook and Mrs. W. B. Farmer are an inspiration to our best efforts and most con- secrated service.

Other pioneer women who have always been zealous, courageous and faithful and who are still with us are Mms. E. B. Black, H. H. Hawkins, J. T. Rutherford, G. A. F. Parker, F. T. Rotson, J. B. Hammer, Nettie Price Slaton, I. H. Spratt, E. W. Harrison, D. H. Bryant and L. P. Landrum.

CHURCH OF CHRIST

With 15 charter members, the Church of Christ was organized here in 1902, and for the first few years of its existence met in the homes of members over the com- munity.

Charter members of the church were: Aunt Anna Johnson, Mrs. Bill Falwell, Grandma Falwell, Mrs. M. A. Daniel, J. M. Cypert, Mr. and Mrs. E. B. Orr and the Megers. So far as known there are only two charter members living, Mrs. Bill Falwell of Friona, and Mrs. M. E. Orr of Hereford. E. B. Orr, J. M. Cypert and Wm. Megert were the first elders.

The first building was erected around 1907 on the same lot on which the church today stands.

The new building was built in the fall of 1934, while Fred Ross was serving the congregation as minister.

For several years there was no regular minister, but many able preachers conducted revivals for the church from time to time. Ira S. Winterrowd was one of the first ministers. Others who have served either in located work or in revival meetings include O. M. Reynolds, Bro. Huff, Bro. Bur- lerson, J. W. Brents, T. P. Burt, O. E. Phillips, T. E. Millholland, J. W. Dunn, Robt. C. Jones, A. E. Freeman, S. E. Templeton, Early Arceneaux, H. Earl Smith, Fred Ross, Ebb Randol, Jas. O. Wilburn, and L. C. Chapin.

Present officers of the church include A. S. Higgins, W. A. Knox,

and B. F. Reeves, elders; S. B. Walker and W. A. Knox, deacons. Sunday, or Bible school was conducted from the organization of the church under the supervi- sion of the elders. The church has also supported mission work, charity and orphans' homes.

Recently the church has com- pleted a modern pastorate, and under leadership of Minister E. M. Borden is today one of the most active churches in the com- munity.

CATHOLIC CHURCH

Although meetings were held here much earlier, a movement for build- ing St. Anthony's Church in Here- ford started with construction of the present court house. Father Campbell, seeing the need of a Catholic Church, obtained the old court house building October 1, 1910.

However, St. Anthony's church was first served by secular priests out of Amarillo. Father Dunne came more regularly, but occa- sionally Father Beers said mass hereabouts. These priests said their masses in the homes of Catholics in this vicinity. The late Mr. and Mrs. Kellehor were among the pioneers whose homes were used. Succeeding the Rev. Father Dunne, Rev. Father J. A. Campbell first established himself at Umberger in 1908, and served Hereford, Bovina and Friona, with a bicycle as means of travel. While stationed at Umberger, Father Campbell set up a printing press in order to print a paper, The Antidote, which served to offset the falacies published against Catholics by the Menace.

Early in 1910, Father Campbell stationed himself in Hereford. He had no rectory in which to live, therefore lived in private homes. He had about 75 souls here.

The few parishioners were un- able to pay the second payment, therefore Father Campbell had the Antidote Publishing Co. take over the indebtedness. During the con- struction of the new county court house the lower floor of the old building was used for the work of the court and for publishing the Antidote. The upper floor was used for church services.

About 1916 Father Campbell's work grew beyond his own bounds and his health began to fail. Con- sequently, he sought assistance from the Very Rev. Paul James Francis, S. A., founder and super- ior general of the society of the Atonement, a missionary society, with headquarters at Graymoor, Garrison, New York.

In the years following, three Teritary Brothers, I. L. Gemewell, Edward Panquet and James Boy- (Continued on Page 7)

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 MORRIS SOWELL HUGHES MILLARD

Church History Reveals Growth Of This Section

PIONEERS OFTEN WENT MANY MILES FOR SERVICES

(Continued from Page 6)
 lan, were sent. In 1911, Mrs. F. J. Eberle taught catechism to about 20 first communicants, Mrs. Eberle and Mrs. F. A. Bone collected donations from people of the community in order to establish four sisters of the Atonement who were sent in July, 1917, to aid Father Campbell. Within a short while they acquired the property adjacent to the court house and the church as their house. The present convent on 25-Mile Avenue was also obtained at this time. In June, 1918, two more sisters came, one returned to Graymoor and two more came in August, making a total of seven.

James Boyland was called to the colors in September, 1918, and the Sisters took over the printing of the Antidote. They had begun teaching in 1917. Rev. Campbell left Hereford in August, 1918. Rev. Dolje, resident pastor at Umbarger then served this parish until the arrival of Father Salvator di Giovanni, S. A. in June, 1920.

On his arrival, Father Salvator found 14 families, and in the school 30 pupils. Among the families were Messrs. and Mrs. Joe Huckert, Louie Huckert, W. D. Kellehor, F. J. Eberle, Washkoski, Henry Hellman, John Zinser, Ben Hornis, Hasser John Gaetz, John Halon, J. A. Bone and Marvell. The pastor soon changed the appearance of the church and grounds and in 1923 remodelled and stuccoed the church and rectory.

Father Salvator acquired the property next the church June 11, 1927. The present steam heated, four room brick school building with hall in basement was built in 1927. During his pastorage in Hereford the number of families in the parish reached 65 and the number of students was 75.

Rev. Father Matthias Gilberg S. A. came here in September, 1932. He spent most of his time in organizing the people of the parish. Since his arrival the Atonement Society has been re-organized. The organization of the Sodality of the Blessed Virgin Mary, begun by Father Salvator, has been completed. The latest organization is the Council of the Knights of Columbus, instituted April 25, 1937.

The Rev. Nathaniel Madden, S. A., ordained in 1883, another Friar of the Society of Atonement, is at present in charge of St. Anthony's Parish, assisted by Father Stanley. There are four Sisters of the Atonement at the convent, three of whom teach children primary grades.

The remodelled two story court house, Spanish mission style, is now one of the most beautiful churches in the Panhandle. It has a seating capacity of over 200. There are about 400 communicants in the church today.

Some of the pioneers are still with us. They are Mr. and Mrs. Louie Huckert, Mrs. Joe Huckert, Messrs. and Mrs. F. J. Eberle, Henry Hellman, John Gaetz and Marvell.

ASSEMBLY OF GOD

Growing from the meeting of a group of people in 1924, who met at the home of Mrs. Ollie Olson to pray, the Assembly of God Church in Hereford stands as one of the newest congregations in this area.

The cottage prayer meetings continued and though assistance of John Hull, who moved here, the group was able to secure the Morton Sisters, and to hold a revival meeting. The house was filled to overflowing. The cottage prayer meetings continued and the next year the group sponsored a revival in the Presbyterian Church; a Sunday School was organized, and various preachers visited the assembly; Rev. Hickman, a Nazarene preacher of Amarillo, came every Sunday for over a year.

In January, 1927, the Marton Sisters held their third meeting in Hereford, and the church was set in order with around 30 members.

Deacons were elected and one of them, E. M. Rice, was appointed to act as pastor. In September, 1927, Bro. and Sister Hansburger, with Bro. G. O. DeMerchant and E. R. Foster held a tent meeting. Shortly after this meeting closed services were held in the home of E. M. Rice.

Attendance increased and after repeated failures to find a lot down town for a church building, the present location one block north of the high school was purchased and the first service was held in the unfinished building the first Sunday of April, 1928.

Bro. A. Chamless came from Amarillo to pastor. Bro. M. R. Colas pastored during 1929 until August. Bro. J. A. Thomas held a meeting here in September and accepted the pastorate. Continuing until 1932, when he resigned to take a larger church. That fall Bro. William Coxe came from Wilmington, Del., and took care of the church for a year. Bro.

E. E. Manney was pastor for two years. After he resigned the church was without a resident pastor, but the Lord blessed the ministry of Mrs. Opal Wiley of Amarillo, who supplied the pulpit for three months.

In January, 1936, Bro. W. A. McCann came and served as pastor until 1937, when he was succeeded by Rev. J. J. Grubbs, the present pastor.

The building was begun in the spring of 1928, by donations of money, material and labor under the supervision of E. M. Rice. The building has been used continually although it has taken several years to complete it.

The building was hardly adequate for the growing Sunday school, so in 1931, under the leadership of Bro. Thomas, the brethren excavated under the platform

Glenn Snyder Operates Modern Service Station

Glenn Snyder will in July, 1938, observe 22 years of residents in this area, the past 13 years of which he has spent in the service station business.

While Mr. Snyder operates a modern service station in every respect, he is especially proud of the washing and greasing division of his station, which is located at 119 East Third Street. In this division, his work has been so outstanding as to attract state-wide comment from Texas Company officials, which company he represents. Mr. Snyder and his employees give particular attention to every car which comes into the station for service, and to this factor he attributes the sensational growth along this line.

The Texas Service station also carries a complete line of Texaco products, including gasoline, oils and greases—and features equipment parallel to that found in larger cities.

Young baboons ride jockey fashion on the backs of their elders.

CONGRATULATIONS

TO THE

PIONEERS

OF DEAF SMITH, CASTRO, OLDHAM AND PARMER COUNTIES . . . from FRANKLIN'S



PIONEER DAY CELEBRATIONS serve a useful purpose when they are used to evaluate the past and envision the future. Today we can look back at the hardships our Pioneer fathers, who were cattlemen and ranchers, when disease would hit their livestock and leave thousands of cattle and other livestock dead. Today FRANKLIN'S SERUMS have made it possible for ranchers and stockmen to immune their livestock against disease.

THOUSANDS of STOCKMEN DURING THE PAST 20 YEARS HAVE FOUND THAT FRANKLIN'S COSTS LESS TO USE!

Franklin Serum Co.

AMARILLO, TEXAS

310 POLK STREET

HALL MEDFORD, Manager



When Pioneers Came To Texas

The Early Settlers of Deaf Smith County Had Only a Covered Wagon for Protection!

Since those trying days, however, the steady increase in population, the continual growth in Commercial Industry in our county and the introduction of the automobile have created Hazards far too great to be assumed by any one individual.

Now we have the individual commodity of INSURANCE! Insurance, like the wand of the fairy tales, has delivered us from the ever present fear of those giants of Disaster. Insurance is the friend of man; a friend that stands by and helps him, cares for his family, even in death when all other friends are helpless.

Make Your Home Brighter with a Policy on Your Home and Car in one of the Good Companies represented by

John McLean

INSURANCE

W. L. AYERS

OWNER - MANAGER



298



298

OUR SALESMEN

MANAGING OFFICE

TEXTILE Laboratories

SERVICING Laboratories

PLANT OF HEREFORD LAUNDRY & DRY CLEANERS

Helpy-Selfy Laundry

Hat Cleaning & Blocking



Why muss up your own home when our Helpy-Selfy Laundry has 10 Maytags, steam equipped with hot and cold soft water. It's also cheaper than washing at home!



We employ the most modern methods of hat cleaning and blocking. Our blocking system is one of the finest rejuvenating systems in the world!

Rug, Furniture Cleaning

We are equipped so that we can thoroughly clean your carpets, rugs or most any item of this type. Give us a try on this service and your rugs will be returned to you—thoroughly cleaned—sterilized—and with a soft, glossy finish that will make look like new!

LAUNDRING



Our expert laundering service is unexcelled, and too, our prices are the most reasonable you will find anywhere in the Panhandle! When your clothes are laundered at our plant they come home to you immaculately clean and sterilized. Special low rates on family washings.

DRY CLEANING

Our dry cleaning process enables us to give you absolute Moth-Proof cleaning for garments to be put in storage, complete with the new moth-proof cedarized bags with window to enable you to see what the garment is without tearing the bag open. Have your furs attended to by this process—it will pay you!

FREE DELIVERY!

AIR CONDITIONED!

"Be Cheerful--Eat Onions" Is Theory Of Hettie Cochell

Pioneer Woman Has Seen Three Important Wars

EARLY RESIDENT OF THIS SECTION LIVED FIRST AT UMBARGER

"Don't take things too seriously, live right, be honest—and eat plenty of onions."

Such is the creed of Mrs. Hettie Cochell, 84-year-old pioneer of this area, who has lived through three major wars and who has seen civilization become a reality in West Texas.

Miss Hettie Combs was born in Richland County, Illinois, December 19, 1853.

Civil War Days

Among the most vivid pictures in her memory is that of conditions which resulted from the Civil War. Then a tot eight years of age, she recalls that she and her brother would go down to the bank by the old O-M railway tracks and watch the trains laden with blue-clad soldiers on their journey to camps and front lines.

Her family was represented in the Civil War by her father, her brother, and four uncles—all of whom came out of the war uninjured.

"Once in a while, the boys would come home on a short furlough," she recalls. "Mother would fix pies, sweets—and hard boiled eggs. It seems they liked the eggs best of all, for some reason she would fix up packages of eggs for the boys, and would place a small container of salt with each three eggs."

"Hard times. My goodness, you just don't know what the word means," she declared. "The depression wasn't anything compared to conditions which followed the war. We always had white-flour bread and real sugar on Sundays; on week days we used molasses for sugar—and many is the time I remember parching rye, which we ground and used for coffee."

On June 8, 1875, she married T. P. Cochell at Olney, Ill., and in that same year the couple moved to Marshall, Missouri, to make their home.

Charlie Houser, another old timer of this area, happened to be Mr. Cochell's uncle; it was through a visit of Mr. Houser, that they learned of the vast, undeveloped space in West Texas. Things were dry in Missouri, and discouraged with prospects, they boarded the train for Texas.

Came West In 1902

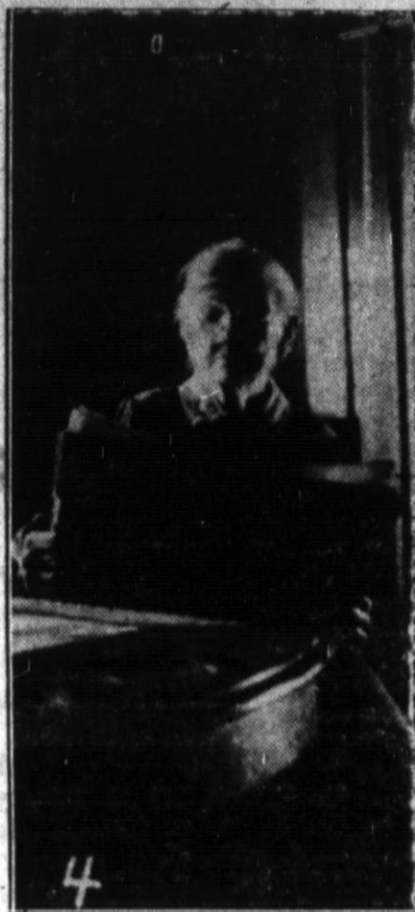
Mr. and Mrs. Cochell and five children arrived Jan. 23, 1902, in the Umbarger Community, Randall County, where they were to make their future home.

"It was a long, tiresome trip, and I must admit that I was discouraged at first," Mrs. Cochell admits, "but things had been so bad back south that we were able to see it different from some others."

"Things looked pretty wild to me, but I didn't say a word because I didn't want to discourage the girls."

When the Cochells settled at Umbarger, there were two freight cars which marked the community.

Eats Onions



the day they moved. They took an active part in community affairs, joined the Church of Christ and were both charter members served the local lodge as vice grand and her sister was noble grand; Mr. Cochell was secretary and she was chaplain in later years. In fact, she filled practically every office in the lodge during her long membership.

It was during their residence here that the World War occurred. Chell, her son, lost his life in the World War, and Mrs. Cochell is one of the few Gold Star Mothers in this section today.

This was the third war which she lived to see—the Civil War in 1860, Spanish-American War in 1898, and the World War.

It was during the World War that the influenza epidemic raged over the country—and that she saw articles by two prominent physicians recommending that all persons eat onions. She observed the

diet and was rewarded by escaping the dreaded "flu."

In 1919, the Cochells moved to Plainview, where Mr. Cochell died December 4, 1919.

Began Eating Onions

Mrs. Cochell was living with her daughter, who objected seriously to the odor of onions—and she gave up eating them for a short time. It was during this period that she acquired pneumonia fever and almost died.

"Since then I have eaten an onion a day," she said. "If it is a large onion, I usually eat a half onion, and to this fact I attribute my good health during recent years."

Mrs. Cochell eats her onion with her noon meal each day—and when she visits her children they know well enough to have a sack of onions on hand. She always keeps a sack of onions in her kitchen here in Hereford.

"It seems as if I have always pioneered," she says. "In Illinois and in Texas, but I have enjoyed it. I always try to make the best of everything—and I think that is essential to a pioneer woman; don't take things too seriously."

Of all the presidents who has served during her life, Mrs. Cochell likes best Abraham Lincoln, and

J. H. Williams Came To This Area In 1896

OLD TIMER RECALLS EARLY GRASS FIRES AT LA PLATTA

James H. Williams came to Deaf Smith County in 1896 from Marfa, Presidio County, Texas, and located 13 miles west of Dimmitt, Texas. Later he lived on four sections west of Dimmitt; he also resided near La Platta on the Nath Ford place, at Endee, New Mexico, on the Poth place, and has had wide experience as a cattlemen and early rancher.

Mr. Williams was born at Austin, Texas, Sept. 20, 1866. He came into this section with trail herd and owned ranches here from 1896 to 1919.

In the old days he remembers

next comes Teddy Roosevelt.

She is looking forward to the big Pioneer Day celebration here May 11, and says, "I wouldn't miss it for anything in the world."

as his neighbors: G. Abbot, two miles west; Knight and Slaton, seven miles east; Will Reagan, two miles southeast; Tom Vaughn and Blev Hinton, about three miles south in Castro County. In Deaf Smith County were the Jackson Brothers, the Chapmans and Chas. Donald on the West; the Rutherford and Fulkersons were on the south.

Mr. Williams plans to be here for Pioneer Day if possible, and would like to see the theme of "Good Will" stressed as it was in the early days of the county.

He is a member of the Masonic Lodge, I. O. O. F. Lodge, and Woodmen of the World; also a member of the Presbyterian Church.

On Oct. 9, 1890, he married Eliza Jane Myers at Lockhart, Caldwell County, Texas; she was the daughter of Col. J. J. Myers.

Mr. and Mrs. Williams have 12 children: Mary E. King of Panshandle, Irene Sweet of Fort Worth, Ethel Williams of Albuquerque, Ruby McBride of Dallas, Edna Collier of Salt Lake City, Utah, Lela Wilmet of Ft. Sumner, James H. Williams, Jr., of Montoya, N. M., Ray H. Williams of Austin, Tex., W. D. Williams of Cody, Wyo., Jacob J. Williams of Albu-

querque, Jim Williams of Belen, N. M., and George Fintz Williams, Thermopolis, Wyo.

One of the most vivid recollections Mr. Williams has of the old days at La Platta was the big prairie fire—an unbroken column 65 miles long. The old timers fought to save their grass, their feed stacks and their homes; they fought the fire with all available articles, slickers, brooms, and hundreds of others.

A first-grade schoolboy in Springfield, Pa., stands for considerable teasing from his classmates, but he takes it good naturedly, explaining: "What else can a guy do?" His name is Donald Duck.

House Wiring



Household Appliances

Witherspoon

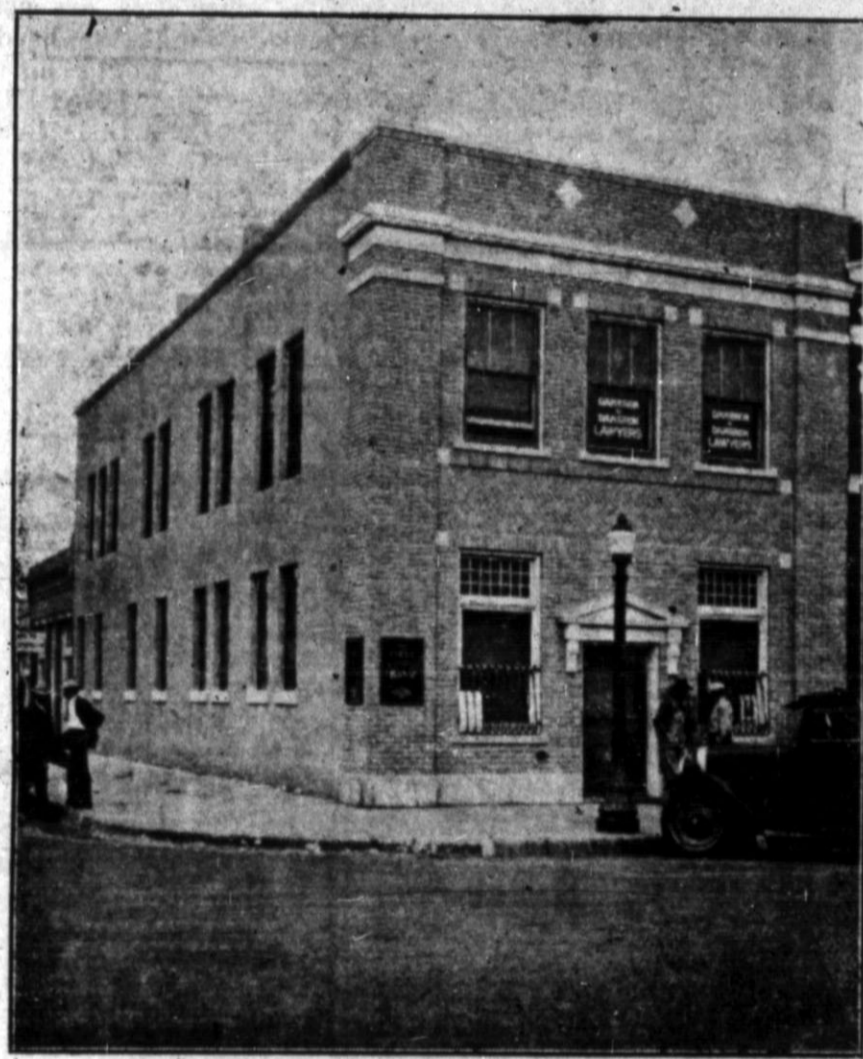
ELECTRIC 102 W. 3rd St. — Phone 68

: SERVING HEREFORD SINCE 1906 :

33 YEARS

Of Financial Service
in the

Hereford Area



A Pioneer Bank

The Pioneers of yesterday established a tradition of hospitality and a principle of substantial growth. That tradition is inherent in this institution's ideal—to offer a friendly service.

OFFICERS:

- GEORGE L. MUSE, President
- E. B. HEDRICK, Active Vice-President.
- A. R. POSEY, Cashier.

DIRECTORS:

- TROY WOMBLE
- F. A. GYLES
- MRS. L. R. BRADLY
- J. L. FUQUA
- GEO. L. MUSE
- J. S. ORR

This year the Pioneer Bank of Deaf Smith County passes its thirty-third milestone of active service to the people of the Hereford territory.

Through successive years of prosperity and depression that service has been continued, and the sound policies of this institution tested and proved. It is the oldest financial institution in Hereford today. We have seen the Hereford area transformed from a state of barren lands to progressive farms and ranches, until now the town stands as the modern capitol of a great agricultural and cattle empire.

We are gratified that we have been able to contribute to that development by providing the financial facilities of a sound and progressive nature that are considered essential to the development of every community.

We invite the co-operation of all progressive business men and farmers and cattlemen in maintaining the high standards of business and industry that will open up before us the greatest progressive era in our history as developments reach a new peak in this section. In the future, just as in the past, we will be concerned with serving you efficiently, honestly and safely.

CAPITAL, SURPLUS and UNDIVIDED PROFITS \$65,131.00

The First National Bank Of Hereford

MEMBER: — FEDERAL RESERVE SYSTEM and FEDERAL DEPOSIT INSURANCE CORPORATION



Then the joyous Hiawatha
Cried aloud and spake in this wise:
"Beautiful is the sun; O strangers,
When you come so far to see us,
All our town in peace awaits you,
All our doors stand open for you;
You shall enter all our wigwams,
For the heart's right hand we give you."
—Longfellow.



WELCOME,
Pioneers!

HEREFORD
CREDIT ASSOCIATION

DOROTHY H. ROSS, Mgr.
Local Affiliation of
NATIONAL RETAIL CREDIT ASSOCIATION

Temple Houston, Son of Texas Hero, Was Famous Texas Orator

Plea For Fallen Woman Brings Fame To Lawyer

HISTORIANS WHISPER OF ADDRESS TO JURY IN PIONEER DAYS

Traditions of the Houston family, from those established by Gen. Sam Houston through each successive generation, always will be a part of Texas' history. The father was most colorful, of course, as the leader of pre-independence fighters who successfully wrested the state from Mexican control and established first a republic and then a state.

As president and then as governor, General Houston's career was erratic and spectacular.

Less successful as a statesman, perhaps, but fully as colorful in his own way was Temple Houston, a son of the noted general.

Recognized as one of the state's premier orators, the younger Houston was for one term a senator from the Wichita Falls district. He was elected to office in 1896, according to Judge J. T. Montgomery, veteran Wichita Falls attorney and an acquaintance of Temple Houston.

The senatorial district at that time was composed of 57 counties which included all of those in the Panhandle and the south plains, and several in the immediate Wichita Falls area. The entire territory north and west of Montague, Clay, Wichita, Archer, Young and Baylor counties was in his district.

Although not intimately acquainted with the senator, Judge Montgomery said he was with him during a part of his campaign tour and had met him on various other occasions.

Moved to Oklahoma

Judge A. H. Carrigan also was slightly acquainted with Houston.

During his term as senator, Houston lived at Mobeetie. He later moved to Woodward, Okla., and established a law practice, but he was well known through the state and his career gave him the opportunity to practice over a wide area.

Considered by both of the veteran Wichita Falls attorneys as one of the most brilliant speakers

ever to practice law in Texas, his most noteworthy speech probably was that made when he made the acceptance address as the state officially took over the newly-constructed capitol.

The talk was brief, Judge Carrigan recalled. It was delivered in the spring of 1888 and is considered by both men to be a masterpiece of its kind.

It is not known whether Houston ever participated in a case in Wichita Falls. He was engaged in a hearing at Vernon, however, when a minister was on trial for slaying of his wife. Of more than common importance, the trial attracted wide attention, according to Judge Montgomery. The man on trial eventually was given the death sentence, he said.

Houston died several years ago at his home in Oklahoma.

Although he made many brilliant addresses during his life, and was engaged in numerous cases of colorful character, he probably gained most notoriety in the defense at Woodward, Okla., of a woman who was charged with plying her profession and operating a bawdy-house.

Gain Attention

Of comparative unimportance in the usual run of trials, the case gained widespread attention when Houston undertook to defend the woman. The trial was held in the district court at Woodward, Friday, May 5, 1890.

Following is a script of the attorney's plea and the comment of one who attended the hearing:

Last Friday there was tried in the district court of Woodward, Okla., before Judge Burford, one of the most remarkable cases, in certain respects, ever disposed of in the territory.

Minnie Stacey was prosecuted for plying her vocation and running a bawdy house. Something about the case aroused the indignation of Temple Houston, who instantly undertook her defence. Exposure had impaired his voice, and he only addressed the court and jury in a calm conversational tone. After discussing the evidence, he bent over toward the jury so he could almost have laid his hand on the shoulders of each, and in a clear low voice closed his address with these words:

Gentlemen, you heard with what cold cruelty the prosecution referred to the sins of this woman, as if her condition were of her own preference. The evidence has

painted you a picture of her life and surroundings. Do you think that they were of her own choosing? Do you think that she willingly embraced a life so revolting and horrible? Ah, No! Gentlemen, one of our sex was the author of her ruin, more to blame than she; then let us judge her gently. What could be more pathetic than the spectacle she presents? An immortal soul in ruin—where the star of purity once glittered on her girlish brow, burning shame has set its seal forever; and only a moment ago they reproved her for the depths to which she had sunk, the company she has kept, the life she led. Now, what else is left her? Where can she go and her sin not pursue her?

Promises Denied

Gentlemen, the very promises of God are denied her. He said: 'Come unto me all ye that labor and are heavy laden and I will give you rest.' She has indeed labored and is heavy laden, but if at this instant she were to kneel down before us all and confess, her Redeemer and beseech His tender mercies where is the church that would receive her? And even if they accepted her, when she passed the portals to worship and claim her rest, scorn and mockery would greet her and those she met would gather around them, their skirts more closely, to avoid the pollution of her touch. Would you tell me a single employment where she can realize?

"Give us this day our daily bread? Our sex wrecked her once pure life—her own sex shrunk from her as they would the pestilence. Society has reared its relentless walls against her, and only in the friendly shelter of the grave can her betrayed and broken heart ever find the Redeemer's promised rest. They told you of her assumed names, as fleeting as the shadows on the walls, of her sins, her habits but they never told you of her sorrows, and who shall tell what her heart, sinful though it may be, now feels.

"When the remembered voices of mother and sisters, whom she must see no more on this earth fall like music on her erring soul and she prays God that she could only return, and must not—no, not in this life, for the seducer has destroyed the soul. You know the story of the prodigal son, but he was a son. He was one of us, like her destroyer; but for the prodigal daughter there is no return. Were

she with her wasted form and bleeding feet, to drag herself back to home, she, the fallen and the lost, what would be her welcome? Oh, consider this when you come to decide her guilt, for she is before us and we must judge her. They sneer and scoff at her. One should respect her grief, and I tell you there reigns over her penitent and chafed spirit a desolation now that none, no none, but the searcher of all hearts can ever know.

Speedy Acquittal

"None of us are utterly evil, and I remember that when the Saffron scourge swept over the city of Memphis in 1878, a courtesan there opened wide the doors of her gilded palace of sin to admit the sufferers; and when the scythe of the reaper swung fast and pitiless she was angelic in her ministering. Death called her in the midst of her mercies and she went to join those she tried to save. She, like those the Lord forgave, was a sinner, and yet I believe that in the day of reckoning her judgment will be lighter than those who per-

secute and seek to drive off the earth such poor unfortunates as she whom you are to judge.

"They wish to fine this woman and make her leave. They wish of wring from the wages of her shame the price of this mediated injustice; to take from her the little money she might have; and God knows, Gentlemen, it came hard enough. The old Jewish law told you that the price of a dog nor the hire of such as she should not come within the house of the Lord, and I say unto you that our justice fitly symbolized by a woman's form, does not ask that you add ought to the woes of this unhappy one, who only asks at your hands the pitiful privilege of being left alone.

"The Master white on earth, while He spoke in wrath and rebuke to the kings and rulers never reproached one of these. One he forgave, another He acquitted. You remember both, and now looking upon this friendless outcast, if any of us can say unto her, 'I am holier than thou' in the respect with which she is charged with sinning,

who is he? The Jews who brought the woman before the savior have been held up to the execration of the world for 2,000 years. I always respect them. A man who will yield to the reproaches of his conscience as they did has the elements of good in him, but the modern hypocrite has no such compunctions. If the prosecutors of this woman whom you are trying had but brought her before the Savior they would have accepted his challenge and each one gathered a rock and stoned her in the twinkling of an eye.

"No Gentlemen, do as your Master did twice under the very circumstances that surround you. Tell her to go in peace."

The jury acquitted her as soon as they reached their room.—Donley County Leader.

Distyle is a composition in classic architecture showing two columns in front.

There are 20,000 Salvation Army bands in Great Britain.

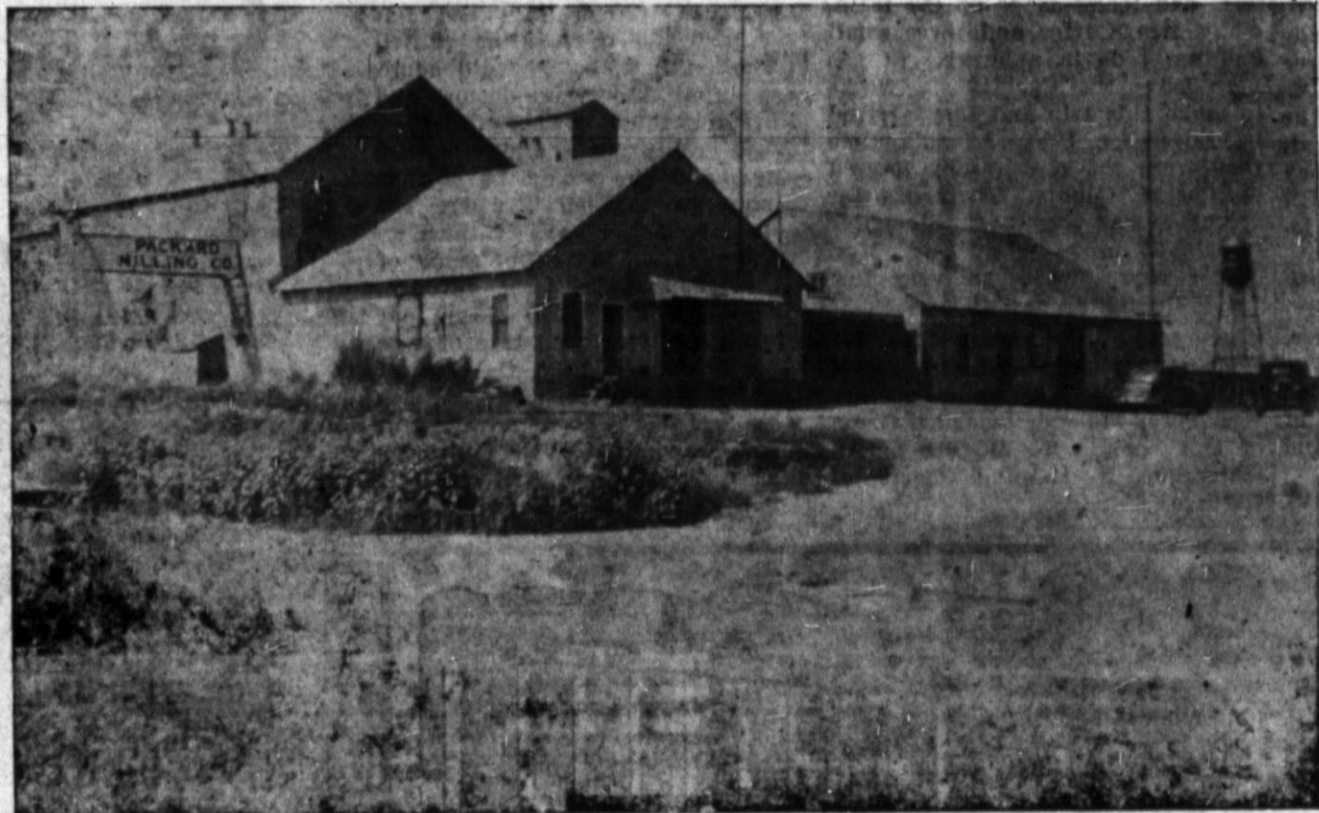
L. Baskin Was Early Land Man In This County

L. Baskin, one of Hereford's earliest real estate men, plans to be on hand next Wednesday and to greet old time friends.

Mr. Baskin, a native of Missouri, came to Hereford in 1906, and has since made his home here. He belongs to the Old Settler's Association, and probably knows as many of the Old Times in this section as any other man alive today.

The influx of new settlers during the first few years after his arrival here is one of the things which Mr. Baskin says he shall never forget. As an early land agent, Mr. Baskin personally helped to settle this country—and to him is owed a tribute for the degree of civilization and improvement which this country knows today.

PROGRESSING with HEREFORD



...Since 1930

Pioneering in any industry is a fascinating mission in life — when that pioneering makes possible the service of a people and helps in the growth of a country.

From a meager start in years of the past, has grown the Packard Milling Company; today, it is one known throughout the entire Panhandle for the superior products which it produces; today, it stands as one of Hereford's largest and most progressive commercial institutions.

Perhaps our products have gained their reputation through the fact that they are milled from hard, flour wheat which is produced right in the Hereford area; perhaps it has been because we exercise so much care in handling and milling them. Anyway, it is an established fact, and one of which we are most proud.

PACKARD'S BEST FLOUR

Packard's Best Flour, along with other products of this mill, become a table by-word in this region . . . and a flour with a distinctive flavor that is popular with housewives throughout this entire area.

Packard's Best CORN MEAL



PACKARD MILLING COMPANY

—: A Hereford Institution :—

Welcome PIONEERS

— to the —
BIG CELEBRATION

May 11



WE CAN FIX PRAIRIE SCHOONERS, TOO

Back in the gay nineties or the Prairie Schooner days, there was no need for auto repair work. Back in the horse and buggy days of 1909 there was no need for auto repair work. But those good old days are gone forever for replacing the Prairie Schooners, the horse and buggy are the fast-moving modern automobiles of today and an ever increasing demand for expert automobile work. We are prepared to serve that need.

Our place has the reputation of "Where Auto Repairing Is No Guesswork." When you bring your automobile or tractor to Beams and Marrs — we think you brought it to us because you really want it fixed — and for that reason, we have equipped our mechanics with the proper tools. The result is that we know and do not have to guess.

—: Visit Us Pioneer Day— May 11th :—

BEAMS & MARRS MACHINISTS

Grasshopper Scourge of 1893 Disheartened Greer Family

Traded Section Farm Land For Horse and Saddle

GREERS CAME WEST TWO TIMES TO MAKE HOME IN PANHANDLE

By Mrs. Carl Frye

In the month of June, 1893, Mr. and Mrs. C. Greer of Rosebud, Texas, with their family, arrived in Hale County about 25 miles west of Plainview, near Hale Center. They shipped their household goods to Amarillo, but personally made the trip in a covered wagon. They were six weeks on the road, stopping for a week visit in Abilene with former neighbors from Falls County.

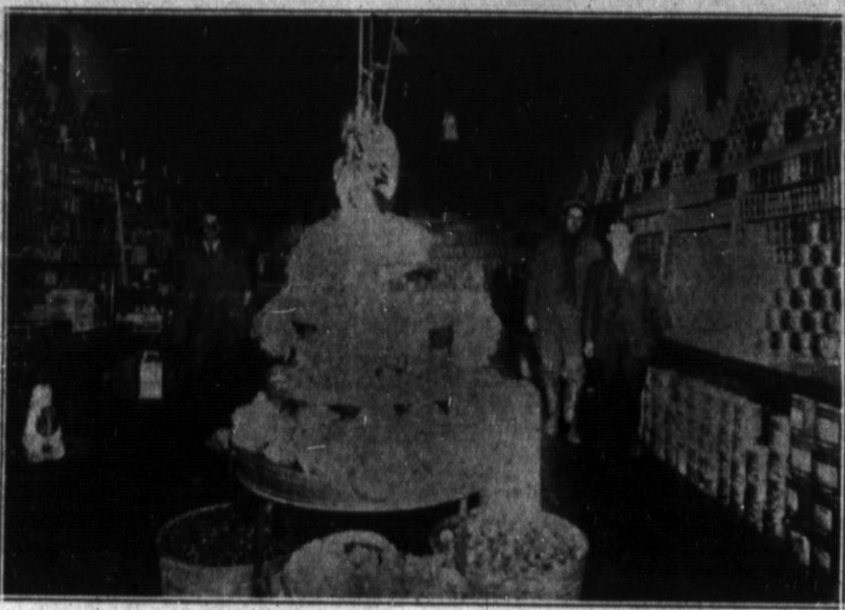
Mr. Greer did not see any Indians or buffalo on the trip, but she remembers one night, while sitting around the camp fire just below the Caprock, they heard the scream of a panther which made cold chills go up their spine and their hair stand on end. Coming up on the plains they saw hundreds of antelope.

After picking out a good location on Runningwater Draw, Mr. Greer filed on a section of land, began work on a dugout and put down a well. Mrs. Greer remembers that D. R. Gass was in business at Hale Center at that time. Soon after they were settled in their new home, the grass hoppers came — the year 1893 is known as grasshopper year. The Greers became very discouraged because of the loneliness and barrenness of the country and at the end of the first month, Mr. Greer traded his section of land for a horse and saddle; not having yet received his household goods from Amarillo, he had them sent back to Rosebud. He and his family made the return trip by wagon in three weeks.

Again in 1901 the Greers got the "go west" fever and came by rail to Canyon; in a few months they settled on the section of land still known as the Old Greer Place, located in the Easter community.

Their neighbors in the early days were the Curtsinger family, now of Hereford; also Mr. Tucker, owner of the O. Y. O. Ranch. Five years later they moved to the Cleo community and were neighbors of Jeff Glibbreath, W. S. Dixon and the Burch families. They moved to Hereford in 1918,

Buying Groceries Back In 1911



Remember the Hubbard Grocery. On the left may be seen Homer Wilkinson, while on the right stands Lester Wilkinson, and just to the rear is Roscoe Davidson.

"NO TALE OF WOE HAS PASSED

** THE LIPS OF MOGGIE CARTER **

By Mrs. Carl Frye

What a strange sight it must have been to have looked across the prairie on an afternoon and see a long train of wagons, followed by a lone buggy and team, and still farther back, a herd of a thousand head of cattle. Such was the scene presented when Mr. and Mrs. E. Carter arrived in this section of the country and settled where the old Flagg Ranch is now located. They had come all the way from Taylor County—bringing with them carpenters, lumber enough for a four room house, and a year's supply of groceries. Fourteen wagons and teams made up the train, while Mrs. Carter and three small children rode in a buggy.

It took the Carters six weeks to make this trip and they arrived in November 1884. At this time they were the only family located in Castro County. Their nearest neighbor was the C. C. Slaughter Ranch, 25 miles away. Still, Mrs. Carter says, "we spent very few

where Mrs. Greer still resides, her husband having passed away several years ago. The children are Mrs. Percy Estes of Dimmitt, Glenn of Hot Springs, N. M., Joe of Albuquerque, N. M., and Charlie of Chicago.

nights alone as cowboys found a welcome at our house." She also tells of the first antelope she killed and the time when she fed the cattle in a blizzard, which caught her husband away from home.

Colorado City was their nearest railroad until the Denver was put through Amarillo in the fall of '87-'88—it seemed then that they had service right at their back door. In 1890 the Carters moved to where Dimmitt is now located and they still own the farm which is known as the old Carter place.

When asked if she did not wait upon the sick lots in the early days, Mrs. Carter said she felt that it would be boasting to tell of those things, but she did admit that often she was doctor and nurse for those cowboys who received broken limbs and other injuries, and she would have them brought to her home, where she could take better care of them.

When asked to tell of some of the hardships she went through, she replied, "Just tell them that in all these years, no tale of woe has ever passed from the lips of Moggie Carter"—the novelty has never worn off, even to this day.

Mrs. Carter saw the organization of Castro County in 1891, with L. Gough as their first County Judge,

More Boots And Spurs, Says Old Time Cowhand

A. B. London was born at Ardmore, Oklahoma, July 24, 1896, and came to this county in 1903, locating here in Hereford.

During his first years of residence here, Mr. London worked on several ranches in this section, including that of P. H. Gilliland at Tombstone Camp, and for Mr. Shelton. In fact, one experience which he says he shall never forget was the dipping and working of cattle for Mr. Shelton with the Jackson Brothers, in 1913.

He married Miss Gertrude Robinson, daughter of Mr. and Mrs. W. B. Robinson of this city, and they now have two children, Jack and William.

He is at the present time a barber in Hereford, and takes an active interest in community affairs. He has been a member of the Methodist Church here since 1907, and is also an active worker in the Band Parents organization. "I would like to see old time clothing stressed more in the Pioneer Day celebration," Mr. London says. "I think this adds much to interest in the celebration and it goes a long way to bring back

and, in the first year their court was held in a small school house.

The Carters in later years owned and operated the Castro Hotel. Mr. Carter passed away June 23, 1916.

Her children are Jim, Oklahoma City, Okla.; John, Amarillo, Texas; Ellen, who was Mrs. Press Burnam, died in 1922; Elizabeth, Mrs. McIntyre of Amarillo; and Jennie, Mrs. Cleve Tate of Dimmitt.

things just as they looked in the old days."

J. H. Harris Came Here When Town Was New

Shortly after Hereford became a community, J. H. Harris of Johnson County, Texas, arrived in 1898.

Mr. Harris settled on a section one mile west of the City of Hereford section, and remembers as his closest neighbors: Rube Norton, L. Gough, R. J. Kibbe, Robert and Nancy Mounts, five miles to the west.

Mr. Harris joined the Baptist Church in 1899 and since that time has been a devoted member. He remembers Old La Platte well, about the time it was moved to Hereford, along with several other buildings.

Children of Mr. and Mrs. Harris are: Mrs. Donia Falres, Burleson, Texas; A. B. Harris, Hereford; W. L. Harris, Gerome, Ariz.; W. A. Harris, Hereford; Mrs. Maggie Morrell, Hereford; Mrs. Myrtle Witherspoon, E. B. Harris, Vega; and J. F. Harris.

Mr. Harris well remembers Old La Platte along with the time that it was broken up. The old court house was moved to Hereford, and now serves as a steeple on the Catholic Church.

The Jewish population of the world has been estimated at more than 14,621,000.

The Crimean War took place in 1854-56.

The packing of peas is growing in popularity with California food manufacturers.

Mrs. Boone Here Past 32 Years

Another old timer who is looking forward to Pioneer Day is Mrs. J. M. Boone, 72, who came to this county in 1906, from Whitesboro, Texas.

Mrs. Boone was born in Lamar County, Texas, Jan. 8, 1866, and during her 32 years in this county has been active in general improvement of this country. She is a member of the Baptist Church.

Mrs. Boone has two children, Mrs. Paul Barnett of Wichita Falls, and Mrs. Frank Barrow of Plainview.

Ducks have increased 15 to 30 per cent in number in the last year, according to Hugh M. Worcester, agent of the biological survey.

Old time cooks used clean white flour sacks for aprons.

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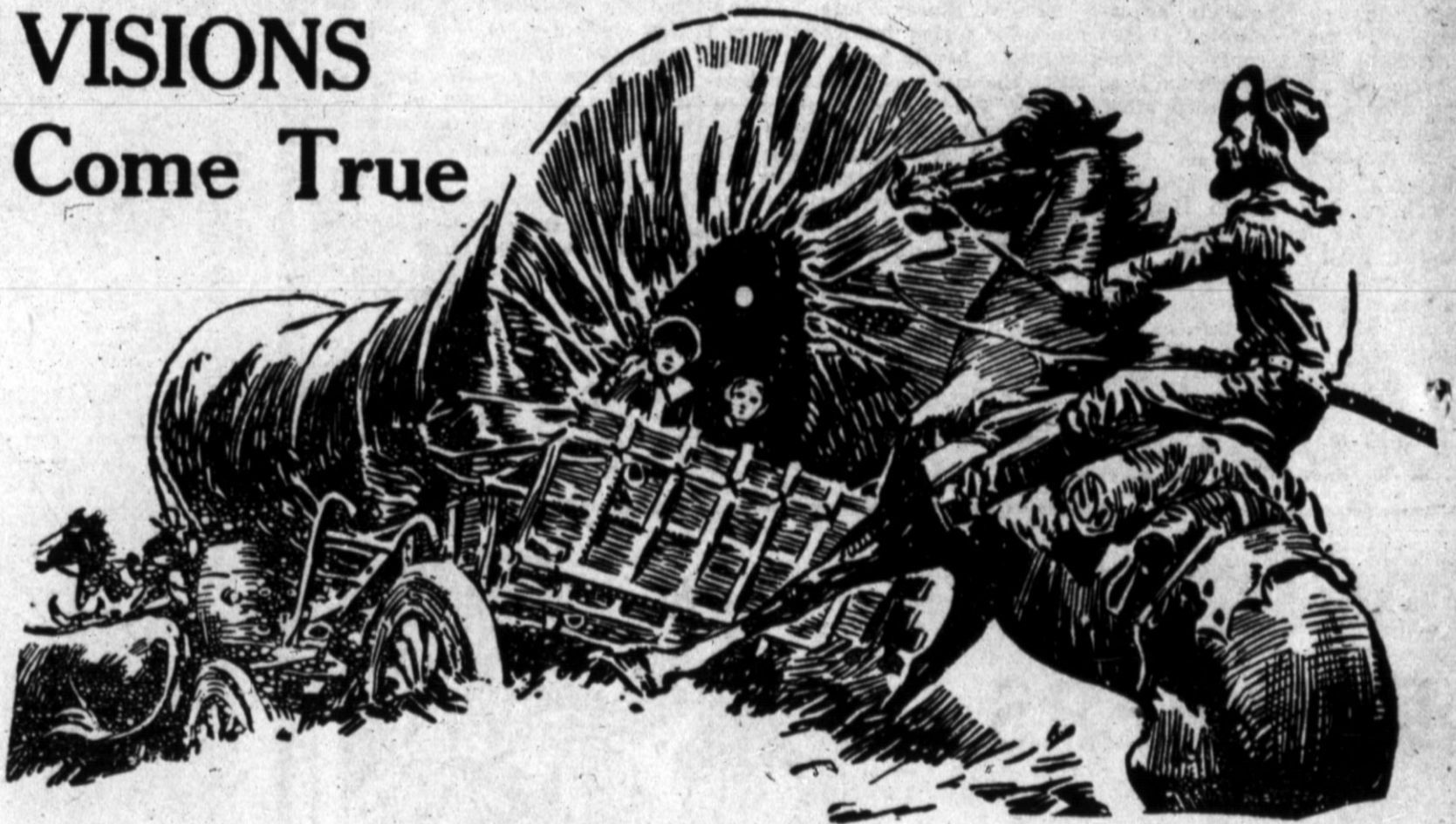
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From the Land of Plain and Sky To A Land Of Contented Homes

There has been a big transition from Land of Plain and Sky — of few people and few developments — to a Land of Contented Homes such as may be found in this section today. The Old Timers who we will honor Wednesday, May 11, played an important part in this big change, and we are indeed proud of each of you.

When you visit Hereford, you will have an opportunity to see Rural Electrification Lines, which will soon bring comforts of which you dared not dream in the olden days; you will see irrigation wells flowing out streams of life-giving water to crops which otherwise might perish.

You already know, of course, of the fine lands and wonderful opportunities which are offered people who come to this area to make their homes and to grow with the community. Just as you believed years ago, we still believe, and know, that with fair treatment, reasonable work and honest effort, that this land will yield more than fair returns.

Today, the land in Deaf Smith, Castro, Parmer and Oldham Counties offers you more for your money than any other section of the United States. This country represents the Last Frontier of America.

SEE US

If you want to buy, sell or trade. We have some excellent buys on

FARMS

ALSO

CITY PROPERTY

ON EASY TERMS

OFFICES:

Over Close Drug Store Phone 358

Hill & Ricketts Realtors



An Institution Founded on Uniform, Quality Products



Sold Exclusively in HEREFORD

at FURR FOOD STORE

It has been our policy to make Everlite Flour a "BUY-WORD" in every thrifty kitchen. To do this we first went into the matter of quality; we have skilled millers and have supplied them with the latest types of machinery. We also insist upon the highest quality of PLAINS GROWN wheat, much of which comes from the counties which are joined in celebration of their Pioneers. Because of our efficient machinery, we are in a position to offer you this high quality flour at prices which are surprisingly low...Visit your dealer and try this flour — it will become a BUY-WORD in your kitchen, too.

Congratulations, Old Timers

OF DEAF SMITH, CASTRO, OLDHAM AND PARMER COUNTIES

Old timers, we are proud of you — and of the part which you played in making possible such modern business firms as our own. Therefore, it is with pleasure that we extend our congratulations to you upon the occasion of May 11, 1938, as you gather in commemoration of days gone by.

Harvest Queen Mills

PLAINVIEW, TEXAS

Shack Pulled Across Prairie Was Hodges Home at La Platta

Hail Storm Of 1901 Remembered By Hodges Family

NEWS OF INDIAN RAID FRIGHTENED EARLY RESIDENTS

By Pauline Moore
 "The Experiences of Mr. and Mrs. Charlie Hodges."
 Miss Ollie Higgins was born in Grayson County, February 1876, and she attended school in Cook County. Charlie Hodges was also born in Grayson County, but on April 3, 1873. W. S. Higgins, who is the father of Miss Ollie Higgins, came to Deaf Smith County with his family in 1891 and has remained here since. During the years that he first lived here, word came to the people of Deaf Smith County and all over the country that Indians were on their way to kill everyone as they came to them. Several wagons were rigged up and furnished by the neighbors in order to take everyone to Amarillo, but Mr. Higgins along with several other men, did not believe the tale; therefore they did not go, but Mr. Higgins and the other neighbors kept climbing on top of the windmills, houses or anything else that was high, to see if the Indians were any closer. It turned out to be a false alarm, and the cause for this scare was found to be a few boys in Wellington, who had been playing cowboy, and were yelling and acting like a bunch of wild Indians, thus the people heard, without seeing them, and started the signal across the country that Indians were coming. Mrs. Hodges said that was the worst scare that she had ever witnessed.

Miss Ollie went back to the old home place in Grayson County in 1894 and visited the friends living on this place for several weeks. While she was visiting there, she met Charlie Hodges, and they were married in the first part of the year 1895. Mr. and Mrs. Charlie Hodges made their home in Grayson County, where they lived until 1898. The oldest son, Cecil, who is now living in the north part of Deaf Smith County, was born to them in October 1897. In February 1898, they came to Deaf Smith county and settled 12 miles north of the present location of Hereford. The first shack in which they lived was a 10x12; Mr. Hodges had taken his horses and pulled this shack across the prairie from Ayre. Later he brought another one from Ayre the same way. They lived near La Platta, which was the county seat of Deaf Smith county at that time. Mrs. Hodges said she did not enjoy living in shacks so well, but she was glad that they did not have dirt storms then like we have now. A daughter, Inez, was born to them in 1902; they also built a small three-room house during the same year, and they lived there for four years. During this time another child was born to them, whom they christened LeRoy. Mr. Hodges farmed about sixty-five acres in the beginning, but he acquired enough during his stay there to amount to three-hundred and twenty acres before leaving the place. "The feed crops were excellent and we made more money then than we can now," stated



Seen above are a group of old timers who were snapped 26 years ago. Old timers will recognize (left to right), Roy Jowell, Harry B. Webb, Uncle Jerry Jowell and J. W. Barnett. The jars of fine fruits and vegetables can be seen on the desk.

Mr. Hodges. The feed was cut with slides. Mrs. Hodges would ride and guide the horse, while Mr. Hodges would work the slide.

Bad Hail Storm
 "The most severe hail that has ever been witnessed by me, came on May 2, 1901," said Mrs. Hodges. He had just arrived from where he had been helping build the Ward school house, when an awful black cloud with a forceful wind, struck and hail stones fell that were as big as goose eggs. The hail stones beat holes in the roofs, broke window lights and killed many cattle and horses. We had a time keeping the dishes on the dining table from being broken. In order to prevent many of them from being destroyed, Mr. Hodges and I kept moving the table across the floor."

The fuel and mail were hauled from Amarillo. It was a distance of about fifty miles, and when a neighbor went, he would bring back all the mail for that community. Later there was a mail route put through to La Platta from Amarillo and they got their mail then, every Thursday and Friday. The people thought that things were really getting modern to have their mail so close and could get it so much more often.

Many Wild Animals
 There were many wild horses, antelope and wolves roaming the prairies at that time. The wild horses would often drive off the farmer's mules and horses and sometimes their cows. The wolves destroyed chickens, but antelopes made good pets. Mrs. Hodges said, "we had three pet antelopes and really enjoyed having them." Mr. and Mrs. Hodges used a wagon and horses for their transportation for two years and a buggy was shipped to them from Whitesboro in 1920. They bought their first car, which was a Studebaker, in 1910, from J. A. Fox, who lived in Deaf Smith County at that time, and traded six good horses for it. They have had several cars since, but all have been quite different in their styles.

The railroad was built in 1899 and at that time Hereford received its name. "Hereford" originated from the many Hereford Whiteface cattle in this community.

When Hereford was established, La Platta courthouse was moved there and is now a part of the Catholic Church building in Here-

Early Land Office

Checks Served As Range Currency

Checks, written on linen paper and highly durable, were used almost entirely for currency by high plains cowboys in the late 1800's and early 1900's, recalls Jess Jenkins, now of Corona, N. M., and believed to be the Panhandle's oldest living pioneer. Jenkins came to Tuscoma in 1881.

When checks ran low, merchants would go to the larger ranches and get them to issue 500 or 600 checks in \$2, \$4.50 and other small denominations. Once, he remembers, a man bought a hundred head of cattle and paid for them in checks of two and three dollar amounts that had been written over two years before.

One check circulated seven years without being cashed, Jenkins recalls. The outfit writing it went out of business, but the LX Ranch, with which the outfit had been identified, paid it promptly when it was presented.

the Hereford Hotel, and a very few houses. After Mr. and Mrs. Hodges had lived in Hereford for three years, a fourth child, C. L., was born to them.

Mr. and Mrs. Hodges are now living in the north part of Hereford, near the Hereford High School in their own home. They are both active and still carry on social and mutual relations with their friends.

G. M. Suggs Is Pioneer Abstractor Of Panhandle

SUGGS IS TODAY PROUD OF FINE LAND AND PEOPLE OF AREA

On Nov. 5, 1905, G. M. Suggs with G. W. Barcus arrived in Hereford for the purpose of going into the abstract business. Mr. Barcus was an attorney and had preceded Mr. Suggs a few days, and had made all preparations necessary to begin work.

The second day he was in the county, Nov. 6, Mr. Suggs made the first records of abstract, a record of Deaf Smith County for their files. It was a few months later that they made the first abstract under the firm name of Barcus and Suggs, and Mr. Suggs recalls that it took at that time about eight months to copy the records.

Early Insurance Agent

After operating for a period of three years, Barcus sold his interest to A. M. Jones and the firm name was changed to Suggs and Jones, under which it operated for some time before Mr. Suggs sold his interest to J. Frank Potts; he then bought a half interest with D. F. Ashbrook and went into the fire insurance business, which ran under the firm name of Ashbrook and Suggs. After a few years they sold this business to T. K. Wilson.

Mr. Suggs next entered the real estate and land business. He was and active member of the Presbyterian Church and was sent as delegate to several Presbytery and synods, and to the highest court of the church. The General Assembly, at one time.

To Many Conventions

He is also a member of the Masonic Lodge, having served in all stations in the local lodge—from Tyler to Worshipful Master, and was several times a delegate to the Grand Lodge of Texas.

Mr. Suggs founded and operated the abstract firm now operated by A. O. Thompson; also the insurance company now operated by John McLean. He also did good work in locating a number of

families in this county—and they are all friends of his today. He has seen this county grow from a barren area into its present state of development—a comparison that might not seem possible, he stated, and he is glad that this county is filled with some of the finest people to be found anywhere, boasting some of the finest farms and ranches to be found in the entire state—despite the fact that Deaf Smith County is still in its infancy.

Protect What You Have INSURE John McLean Insurance Agency Phone 273

SEE US...

... if you want to buy or sell. Have buys in any size tract; also city property on easy terms.

HILL-RICKETTS COMPANY

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CONGRATULATIONS to the PIONEERS on your mark of ACHIEVEMENT



Homes Are More Comfortable When GAS Does The "4" BIG JOBS

WOMEN

LIKE THE WORK-**SAVING** AUTOMATIC GAS RANGES

THE SILENT REFRIGERATORS

Today's gas ranges set the pace for the kind of housekeeping every woman wants—easy housekeeping.

The new gas ranges are equipped with automatic oven heat control and clock control; high speed, smokeless broilers; insulated ovens that pre-heat in 10 minutes; top burners that light automatically.

The silent gas refrigerators with their freedom from moving parts offer the utmost in simple, modern automatic refrigeration at lowest cost — an important consideration to the home-maker.

MEN

ARE ATTRACTED BY THE EFFORT-**LESS** GAS HOUSE-HEATING AND WATER HEATING UNITS

Tell a man there's "no furnace to tend" — no problem of fuel delivery or storage — and his interest is awakened immediately. Hot water troubles, too, are a thing of the past when a gas water heater takes over the job. There's always plenty of hot water for showers and shaving, as well as household tasks.

These modern gas units are handsome in appearance. They do not need an "extra room," but can be part of an attractive playroom. Improved operation has made these units even more efficient and economical than those of a year ago.



Dr. Miles Nerve

(Liquid or Effervescent Tablets)

Soothes irritated nerves, permits refreshing sleep, helps you to "get hold of yourself."

NEARLY everyone is nervous these days. Financial worries, street and home noises, late hours, hard work and exciting recreation put a strain on the nervous system that brings on Sleeplessness, Nervous Headache, Nervous Indigestion, Restlessness, Irritability.

An attack of nerves may make you lose friends, quarrel with your husband or wife, appear a tyrant to your children.

DR. MILES NERVINE has been soothing the nerves of the nation for nearly 60 years. If you are nervous, get a bottle or package at your druggist. He will refund your money if you are not entirely satisfied with the results.

Large package or bottle—\$1.00. Small package or bottle—50c.

West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE!

Gas is Your Quick, Clean, Economical Servant

Minnie Walker Recalls Life Here In 1887

FIRST PICNIC IN THIS COUNTY WAS EXCIT- ING EVENT

(Continued from Page 1)
During the winter from the gen-
eral round-ups to different ranch-
es.

One morning mother said there was just enough flour and bacon for dinner. I told her I would saddle up old Bankins and go over to camp on dugout arroya after some, but she said "No." Along about dinner, John Dean came from camp. John ate dinner with us, then mother told her troubles so he said, "Mrs. Cox, I'll just go back to camp and bring you some bacon and flour. Along about 4 o'clock that afternoon he came back with supplies, then returned to camp. Then came three cow outfits, T-Anchor, L.X. and Clay-mans; all three outfits killed T-Anchor calves and each one gave us a quarter. And still later about dark, along came Papa and Tom with flour, bacon, sugar and coffee—and always candy of some kind and dried fruit, but never any butter or canned milk. They had gone to Colorado City for supplies, and were gone two weeks. We lived like kings for awhile, but that is the way of pioneers; feast, then starve. I had forgotten the incident until a short while before mother died; while visiting me, she reminded me of it.

People now days might wonder what in the world we did to pass the time away. We washed, patched and ironed once a week; Fri days and Saturdays I did the sewing for the family—even made suits for the little boys, knitted wool stockings for them. I made a few shirts for the cowboys. I sent to Ft. Worth for Zepher to crochet collars and lamp mats and then I crocheted trimming out of spool thread for all of my underwear and aprons. Sometimes mother and we children would walk for miles, and then sometimes my sister and I would go by ourselves. Once I took Papa's Winchester and started in the morning about 10 o'clock and went west about two miles then north three miles. I found a bunch of antelope and got a good shot at a buck, but missed as usual. I turned east until I hit the trail home. I heard someone speak and looked around. It was Mr. Willis, a young man who had just filed a claim west of us. When he came up he said he had trailed coons, possums, and a lot of things, but this was the first time he had ever trailed a girl—and then I was furious because mother had sent him after me. It was about 4 o'clock when

we got home. Mother and the girls were trying to get one of our horses out of one of those little pockets which extend out from the creek; the ground was hollow underneath and would shake for 20 feet around, and it was very deep. We put a rope around his neck, pulled and heaved with all our strength until the horse got his side and two feet out, then he worked himself out.

After the Jowells moved up from Tutia in the spring of '88, we had the company of two grown girls and two boys, about 10 and 12; also two smaller ones. We visited often, riding horseback.

In the fall of '88, we had a couple of candidates from Tascosa. One of them was Jim East, out for sheriff. They stayed one night, and according to custom they brought along treats. They left cigars and a half quart of whiskey, a custom of candidates in those days. I told mama that papa couldn't smoke the cigars so I believed I would smoke them. I did and to be sociable, I also took a drink of the whiskey. It wasn't long until I was in bed.

It was in December, 1888, when we got our section fenced and the new well dug. Father and Tom would dig and fill the bucket, and mother and I would turn the windlass and draw it out, empty it and send it back down. We also built a two-room house, and moved into it in the year 1888. On New Year's night we had a supper and dance. Every-one within 40 miles came.

Cal Walker had never had much to do with me until after the dance; he had liked me all of the time but he was one of those boys that hated the thought of being tied down. And I had given my thoughts to him for some time, as he was the only one I cared for of all the boys.

Then July 9, 1880, Cal brought his chuck wagon boys up to Big Springs with lumber, ice cream and lemons; they killed a beef, too. The boys built a platform and the next morning, the tenth of July, we had the first picnic ever held in Deaf Smith County. Those present included: the Harlin family from Umbarger, W. D. and C. A. Witherspoon families and two of the W. A. Witherspoon boys; Al and Willard Frisby families; three girls and boys from the Dean family, two Cox girls and the cowboys. We had lots to eat, then danced all evening. It was a beautiful day and we all had a big time, and went home after the round, laughing moon arose in all its glory over the hills.

When Sister Birdie and I got home we found the cutest little red-headed baby brother, and he was the first white child ever born in Deaf Smith County. Our boy friends were shy and did not tarry long. Father was away but we got along fine. I did the roust-about work.

On January 14, 1890, Cal Walker and I were married and we were the first couple married in Deaf Smith County. Rev. Jackson, a Methodist preacher and circuit rider then, performed the ceremony. He now resides in Miami. Cal kept on working for the T-Anchor outfit for several years. I would stay with papa and mama through summer, then in winter would move in the old dugout that we had fixed up when we first came here. It had been remodeled with a shingle roof, door and window.

Our daughter, Alice Lamorah, was born May 17, 1891, and she was the first white girl born in the county. On November 29, 1896, Cecil Walker came to bless our home. Cal and I never had much of this world's goods, but we spent some very pleasant days together. Like everyone else, we had our troubles. I was always first in his thought I could not go on, but the Lord has seen that I carry on. I hope I have done some good.

I have had some wonderful times being with my friends and going places, seeing things—not in South America or Europe or foreign places—but here. My children and grand children have been wonderful and dear to me, but there has always been an empty chair that no one can fill.

Mrs. Walker is planning on a big time at the Pioneer Day celebration here next Wednesday. She is looking forward to meeting with old time friends and chatting of the things which occurred years ago.

She remembers Old LaPlata well—and most vivid in her memory of the former Deaf Smith county seat are the prairie fires which started in Mexico, and swept raging over the prairie with nothing to stop them.

In addition to her two children, Mrs. Alice Lamorah McCord and Cecil Rhone Walker, she also has three grandchildren, Mary Lamorah McCord, Dora May McCord and C. V. McCord.

Beams and Marrs Have Modern Shop

Operating one of Hereford's modern business firms are two old timers, George Beams and Frank Marrs. The firm was founded 20 years ago with its first location in the old Renfro building, and for the past 10 years it has been in its present location on East Third Street.

Mr. Beams has been in this county since 1908, and Mr. Marrs came here in 1914. They specialize in general repair work, automobile repairs, and irrigation engines—and with increasing demands have continued to increase their equipment until they now have one of the most complete shops in the Panhandle.

Mrs. Orr Lived In Tent Here 48 Years Ago

MAUDE HIGGINS ORR WAS CHILD WHEN PARENTS CAME WEST 1890

"To peer out from behind a tent flap and see a huge lake of water on the hot prairie land, was fun until you recalled that it was only a mirage," says Mrs. Maude Higgins Orr — "but that was much better than having your tent blown down in the midst of a rain and wind storm."

Such experiences as these are tucked away in the memory of this pioneer woman, who was christened Maude Higgins at Dexter, Texas, Aug. 22, 1887.

She came to Deaf Smith County with her parents in 1890, the little family making the trip from Grayson County in a covered wagon. They settled eight miles northwest from the present town of Hereford and later lived 20 miles north from this city. She recalls as their early neighbors, the Witherspoons, the Bassetts, Jowells and the Wombles family.

"I would like to see the parade stressed more on Pioneer Day," says Mrs. Orr, "it reminds me of old timers, and I thoroughly enjoy this division of the celebration."

She married James Elias Orr, and has one son, James Duane Orr of Houston.

Mrs. Orr is a member of the First Baptist Church — and has dedicated 48 years of her life to this section, which she has seen grow from a barren prairie into one of the most prolific and fertile communities in Texas.

Huge Twinmills

(Continued from Page 1)

The Syndicate bored wells, provided drinking troughs and reservoirs. Over 200 wells in depth from 10 to 400 feet were bored with an average of about 125 feet. The XIT also built dams across draws to hold water.

For unmounted units, a flag is a color; for mounted or motorized units, a standard, and for ships it's an ensign.

Thomas Jefferson died on July 4, 1826; exactly fifty years after the adoption of the Declaration of Independence.

PIONEERS TODAY



Gone are the days when old timers wrote home and told their relatives of the hardships and privations of a new country... of the trials and tribulations which they faced in improving the range.

Still Improving the Range

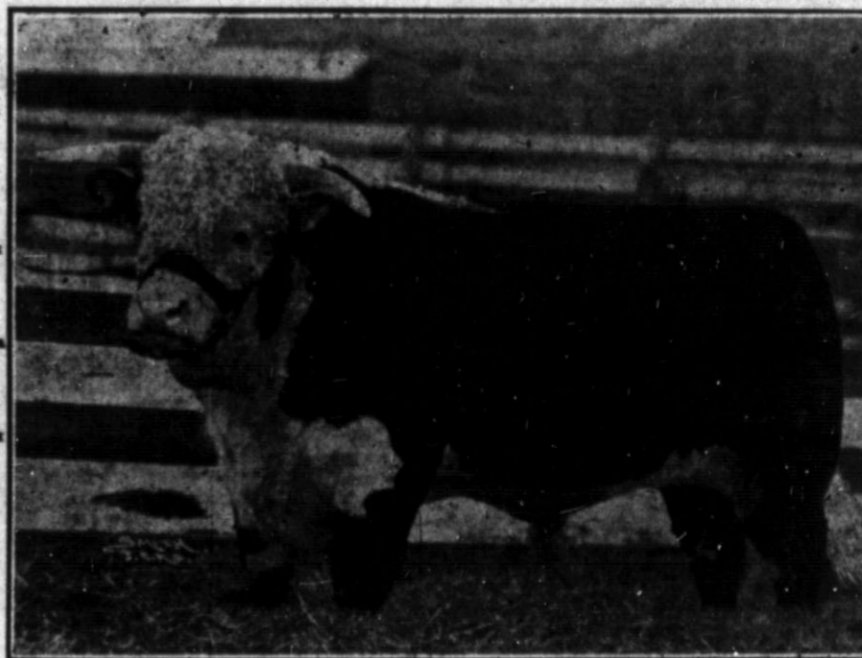
There are, however, Pioneers of Today — men and women who still hold the ideal of improving the range. These men and women have banded themselves together in a Cooperative, through which they are realizing the oft dreamed ideal of Rural Electrification. Through their efforts are coming true dreams which lingered in the hearts and minds of their grandmothers and grandfathers.

The 197 miles of REA lines now under construction in Deaf Smith and Castro Counties are the first to be contracted on the Panhandle Plains, another mark that they are pioneers of progress.

Pioneering today, like pioneering in olden times, holds its rewards, for in a few short months the household drudgery, need of proper lighting facilities, and handicaps of farm life will be a thing of the past to these people. They will realize an unfailing source of power, Electricity, to pump water over parched crops; and their homes will be brighter.

Upon the occasion of the 40th Anniversary of Deaf Smith County, it is with Pleasure that the Pioneers of Today Pause to pay Tribute to the Pioneers of Past Years.

Deaf Smith County Electric COOPERATIVE, Inc.



Phone, Write or Call on Us
For Prices on Cotton Seed

CAKE • HULLS • MEAL

Our Location in the Center of the Hereford Breeding Sections, Enables us to give you

IMMEDIATE DELIVERY

We will be glad to answer inquiries by mail on your Feeding Problems!

Amarillo Cotton Oil Company

GRAND STREET

PHONE 2-3340

JUST SAY

"Amarillo Hotel"



and

THE CATTLEMEN SAY,

'That's My Home'

and has been since 1889

C. S. PRYOR, Manager

Early Cowboy Had Important Part In Oldham County History

Land Was \$500 Section When McMinn Arrived

DROVE 600 HEAD CATTLE UP RED RIVER ON PLAINS TRIP

By Mrs. Carl Wimberley An early settler of this region is J. B. McMinn, who came here when only 19 years of age. He was born May 10, 1852 at Portland, Miss., which was 60 miles south of Memphis, Tenn. His parents, Mr. and Mrs. W. P. McMinn, moved to Texas when he was only nine years of age, so his recollections of life in Mississippi are rather dim. His father had negro sharecroppers and as was quite usual in those days, a negro boy was his chief playmate.

Sand Was Bad The McMinn family arrived at Childress, Texas, January 3, 1891, during a big snow storm. They settled near Kirkland, where his father began wheat farming, an occupation he did not continue very long, as they had sand storms even back in those days and crop failures were numerous. Mr. McMinn recalls that they had two sections of land, one sandy and one black land. After each rain they would hurriedly plow the sandy land to keep it from blowing and by the time they got it done the black land would be too hard to plow.

In the summer of 1901, the McMinn family began its trek to the plains, driving 600 head of cattle. Two wagons accompanied the herd, one a chuck wagon with the household goods, the other one carried the calves. Because of a tick quarantine, the cattle had to be driven up the Red River bed from Childress to Estelina. This required three days. Mr. McMinn says they had a road of some kind all the way except when they would cut through to save mileage.

It was Saturday noon when they reached the caprock, near Quitaque. After a brief pause for lunch, the climb was begun. It took almost the whole afternoon to reach the top, a distance of about two miles. Naturally, the cows were very thirsty when they got on the plains, so the men, beholding a lake in the distance, started for it. They chased a mile or so all the rest of the afternoon and for several days before learning what it was.

However, there were enough lakes along the route to water the cattle. In the Tulla draw they not only found water, but a lot of fish upon which they fared with zest.

West of Tulla the travelers came to a place where several acres were fenced because of loco weed. They did not know the effects of it, so the cattle were turned in there for the night, but through sheer luck they failed to eat any of the weed.

From his brother's place, 25 miles southeast of Hereford, to their ranch four miles west of Summerfield switch, Mr. McMinn says they passed only three residences. Summerfield was then composed of one section house, which was a box car, and two half dugouts. Only one house was in the neighborhood; it had only two rooms, but was very nice for those days.

A shack was the living quarters of the McMinn ranch, which was composed of nine sections. Land at that time sold for \$500 a section, but due to the fact that it took three years to get satisfactory survey, this land cost an additional \$2 an acre.

Saw First Automobile Grass in those days was good. High winds were common, but there were no sandstorms in this country. Rain was not plentiful, but some feed was raised on almost every ranch. In fact it was while cutting feed with a slide that Mr. McMinn lost his finger and had to face a cold norther three miles home to get first aid.

In February, 1902, Mr. McMinn entered Polytechnic College at Fort Worth. It was while there that he saw his first moving picture, also his first car. One day a yell went forth that a car was coming on the Dallas pike. There was a mad scramble to get out of the dormitory and across the campus they

Covered Wagons Brought Settlers To This Country



Above may be seen an actual photograph of old timers on their westward trek. Standing in the picture from left to right, are: Mrs. G. L. Davidson, E. H. Cook, Mrs. Cook, Mrs. W. A. Ricketts and Mr. Ricketts. Grouped to the left and in front of the Cooks, are: Inez (now Mrs. B. R. Anderson of Border), Ruth Ricketts (now Mrs. Forrest Parks of Los Angeles, Calif.), Ima and Hattie Cook; on the extreme right and sprawled on the ground are Claude Ricketts, who today resides in Hereford, and Ira Ricketts, a resident of the Progressive community.

Ricketts Family Was Glad When Rain Stopped In 1900

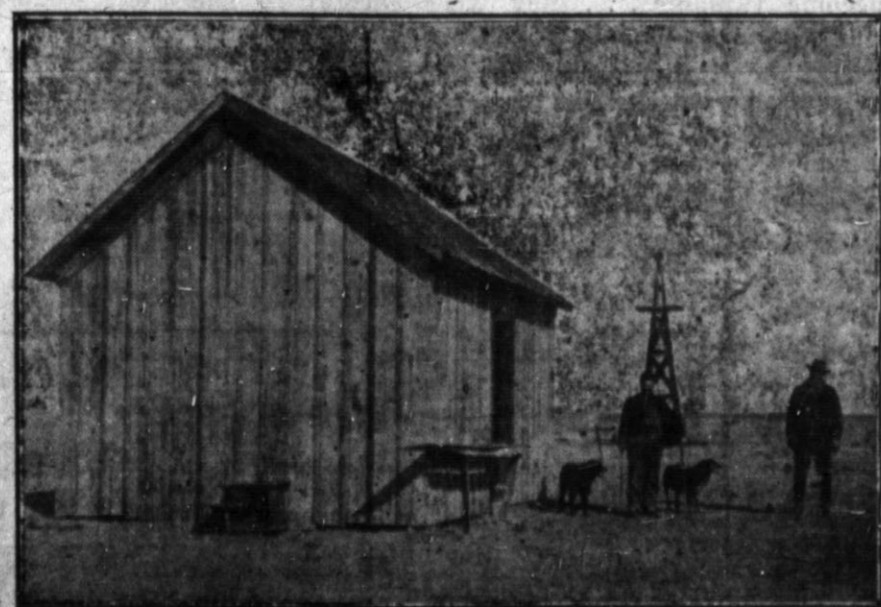
W. A. RICKETTS FAMILY DROVE COVERED WAGON TO PANHANDLE

By Miss Olive Perkins In the summer of 1899, I left Ellis County, Texas, with my family for a visit to the plains of Texas. This trip was made in a covered wagon and consequently we saw a great deal of the country, much more in fact, than you can see now while driving 70 miles an hour on our highways. This trip was made chiefly for scouting purposes for I had previously seen the plains and was favorably impressed by them. This scouting proved quite successful, for in the fall of 1900 we loaded our possessions into a covered wagon and started for our new home on the Panhandle-Plains. When we left Ellis County, we planned to come to Hereford and followed the Fort Worth-Denver railroad. It rained on us from the time we reached the plains at Quitaque until we reached Hereford — and still it kept raining. Each night when we stopped we had to stretch our tent in order to keep dry. The tent was about 12 feet square and this required considerable time. Mrs. Ricketts says that each time she closed her eyes she could see mud and water and could hear the horses splashing through the mud. Before we reached Hereford, I, my wife, Ira, Claude, Ruth and Inez, were all so tired of mud and water we could almost have turned back. The water was running from one lake to the other and had been loaded heavy, we would never have made it. It took three weeks to make the journey.

Brought Money in Box Before leaving Ellis County, I took all of my money and placed it in a small wooden box and put it in the back of the wagon. This

(Continued on Page 8)

Alex Thompson's Homestead



was Alex Thompson's homestead in 1902; the house was located about 18 miles northeast of Hereford. Geo. L. Muse is standing on the left and Alex Thompson, Sr., stands on the right; the two watch dogs. Old timers will recall visiting in this humble home above, which were widely known as Fannie and Gus.

Wagon Sheet Is Treasured Today By Annie Diebel

OLD LA PLATTE RESIDENT IS FAMOUS FOR HER EMBROIDERY WORK

Mrs. Annie Diebel, one of the distinguished pioneer women of this section and of Texas, was born in Fayette County, Texas, Oct. 23, 1861. Both of Mrs. Diebel's parents came to the United States from Germany in 1848, landing at Galveston. They settled with their family's about 100 miles up-state in Fayette County, Texas, and were married in 1852; they spent their lives there, farming with ox-teams.

When Mr. and Mrs. Diebel were married in 1885, they moved near Austin, Texas, making the trip in a covered wagon, drawn by a yoke of oxen; she can still remember the two steers coupled together with a wooden yoke across their necks, and a heavy chain between them. The chain was hooked to a wagon or plow. After several days travel, they landed at Manor, Texas, bought 100 acres of prairie land and four more yoke of oxen, also an old time gang plow—and started breaking land.

"Some might say this was funny," she says. "Well, sometimes it was funny, and sometimes it wasn't."

It was while living at Manor that they were called upon to enter the Pioneer celebration and dedication of the new State Capitol in 1888. With their covered wagon and ox-teams, Mr. and Mrs. Diebel and little daughter (now Mrs. C. C. Bowman) figured as immigrants. The wagon sheet used on this occasion is today one of her most prized possessions, and she says, "At that time I did not dream of ever buying any of the Abner Taylor land that helped to build that new capitol."

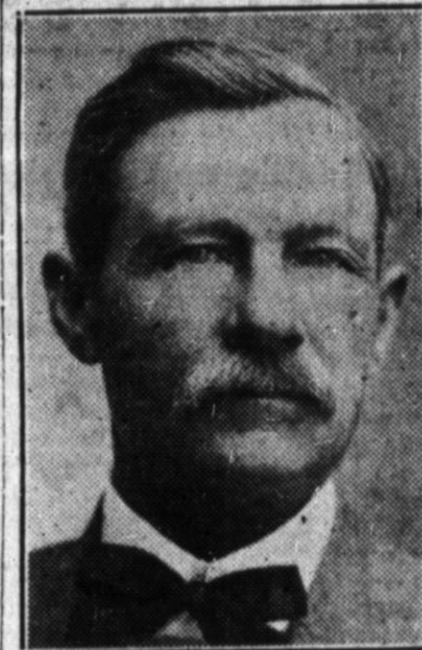
After living at Manor for several years, they sold out and again started in the covered wagon; about 25 miles distance away they bought 200 more acres of prairie land, which they broke out with the ox-team, which consisted of Texas Longhorn steers. She recalls that they made good crops.

There was no kind of harness for the oxen, which were trained to go left or right and forward by the words, "Jie," "Ha," and "get up." After several more years they sold out and moved to Fort Worth, where they bought 400 acres, improved it and lived for nine years. It was in 1906 that they came to Deaf Smith County, making the trip by train. They bought three sections of prairie-land from XIX, and located near Old La Platte. After residing there three years, they moved to Hereford, which has been a permanent home. Mr. Diebel died in 1921 and Mrs. Diebel has since lived alone and managed her affairs.

When they first came here, their nearest neighbors were the Witherspoons — Vern Witherspoon and Myrtle Bowe were married the first Sunday after they arrived; other neighbors were Mr. Baker, Mr. Hall, Dillard and Shelton. They often attended Sunday school and preaching at the Walcott

(Continued on Page 8)

Will Be Here



Judge L. Gough, pioneer of Deaf Smith and Castro Counties sent word to The Brand this week that he will attend the Pioneer Day celebration here Wednesday, May 11. Judge Gough cancelled an important date at Dallas to attend the celebration and "spin yarns" with his old time friends and neighbors.

Paddock Stayed Here When His Neighbors Left

HEREFORD'S MAYOR ALSO SUCCESSFUL BREEDER OF FINE CATTLE

"The worst experience I can remember in the history of Deaf Smith County occurred in 1910, when all my neighbors left the country — and we began getting letters telling us how sorry they were that they left here, and how they found things worst where they went."

The above statement comes from C. J. Paddock, Mayor of Hereford, who has improved three farms in the Wyche community, and who has, even to this day, sought to better this section, and with reluctance seen any capable and honest man or woman leave.

Mr. Paddock was born in Quincy, Michigan, 1874, and on June 11, 1890, married Miss Alice Spencer at Cowwater, Michigan. They have five sons, Faye Paddock, who now resides in Hereford.

In 1908, Mr. and Mrs. Paddock left Quincy, and came to Hereford to make their home, locating one-half mile south and four miles east of town. Their nearest neighbors were J. Walker Bradley, L. B. Bradley and Harvey Hayes.

"Trying to make a living, occupied most of our time in the first years after we came here," Mr. Paddock says.

Bought Two Cows It was in 1911 that he bought two registered cows and started in the Hereford cattle business. He made it a policy to sell his bulls at a reasonable price, and to keep the heifers. From this start of only two cows, his herd grew to such an extent that he sold out for

(Continued on Page 8)

Former Oldham County Sheriff Early Cowboy

OLD TIMER CAME TO TASCOSA COUNTRY BACK IN EARLY DAYS

By Mrs. H. R. Shields "The cowboys of the early 80's and '90's, compared to the Drug Store variety as depicted on the movie screen today, living in luxury on Dude Ranches, are as a \$1.98 felt hat is to a Stetson; as the Mustang is a parody on a real horse, just so are the cowboys of fiction on those in real life," declares Mr. Allen Stagg of Vega.

He was born in Missouri, May 25, 1868. He came to Clay County, Texas, in 1885, and there began his career as a cowboy on the 3-Block Ranch. From that time until 1902, he worked continuously as a cowboy on different ranches. Among those he worked for were the 3-Block in Clay County, Chain-C in Indian Territory (Oklahoma), T. I. P., of which he was the foreman until the ranch was sold in 1893. He began working on the XIX in 1894. Later on the L. B., which was partly owned by the Landergrin heirs, from 1897 to 1902. Mr. Whitman was the owner of the LS ranch and upon his death, his wife took over the management.

The following amusing incident occurred while Mr. Stagg was a cowboy on the LS ranch. Soon after Mr. Whitman's death, the widow went to England for a visit. Upon her return, she brought to the ranch a retinue of servants: an Irish maid, an English governess and an Irish cook. It was soon discovered that none of these servants could milk, so the Irish girls asked John Bland, a bunk buddy of Mr. Stagg, to milk. He refused in no uncertain terms. Then they asked Mr. Stagg; he could not afford to milk for them, for that would get Bland in dutch, but after the girls had gone on to the milk lot, Mr. Stagg slipped out there to see the fun. He soon discovered the girls did not know where or how to begin. Swearing them to secrecy, he not only showed them how, but milked for them. They were so grateful for his timely aid that they always addressed Mr. Stagg as "Allen, me Darlint," ever after that episode.

Organizing Oldham County Mr. Stagg came to the Panhandle in 1890 and in 1895 went to Tascosa, Oldham County. Soon after his arrival, the following story was related to him about how Oldham County came into being.

This section of the country was known as "Jack District" and for all legal procedure, the people were compelled to go to Mobeetie, a distance of 100 miles. The cattlemen were anxious to organize a county and have a county seat nearby that they could call home. One of their problems was that they only had a few men to send as petitioners, but one of the ranch owners had a bright idea. They dressed up a number of Mexican men in new suits, hats and shoes — and to make the picture complete — gave each a gold watch chain, but no watch. They did make a nice appearance, but the rub came after they had arrived in Mobeetie. Seeing their bright new watch chains, different men would ask the Mexicans the time. The Mexicans could not speak English, so all the would do would be to repeat glibly, "Me no savvy, me no savvy." However, the plan worked anyway and the new county of Oldham came into being. It was named after a Texas Scout.

The first commissioners court of this newly formed county was held at Tascosa, in 1881, Feb. 14, with James McMasters, county judge, presiding. Mr. Stagg has a copy of the original proceedings and the following is some of the data found therein:

Old Court Record C. B. Vivian was clerk, C. B. Williamson, sheriff, and C. S. McCarty, George Strohan and two Mexicans, Pablo Herara and Juan F. Charvez, were commissioners.

As there was no court house, or jail, at that time, a tax was levied to build one. And it was ordered that the Judge should provide a clerk's office and a room to hold prisoners, whenever necessary.

(Continued on Page 8)

FIRST BARBED WIRE CAME TO THIS AREA 1881

The first barbed wire brought to Deaf Smith County, a portion of which was included in the XIX ranchlands, was brought in by the LX ranchers about 1881, according to an interview with G. R. (Rat) Jowell, early Deaf Smith County sheriff, appearing recently in the Hereford Brand. Wire was about three-eighths of an inch wide and was flat, Jowell recalled. The barbs, also very sharp and flat, were spaced about a foot apart. Wire for the first fence in the country, which was 52 miles long, was brought from Dodge City, Kan., and the posts were cut out of the canyons in Randall County on the east. On the XIX ranchlands proper, over 780 miles of fence had been put up by 1886, and by the late 60's over 1500 miles of fence had cut XIX lands into 94 pastures. Wire used would have stretched over 6000 miles in a single strand, it was estimated.

An Early Quail Hunt



Old timers liked to hunt, and from the number of quail, seen in this picture, they were apparently adept at the sport. The men in the picture will be remembered as Rev. Shore, L. W. Ricketts, W. A. Ricketts, A. W. Gregg, George Beams, Mr. Renfro, and Geo. A. Stambaugh. This is one of the many hunting parties which made life pleasant for old settlers around 1900 to 1910.

Former T-Anchor Cowboy Came To Plains In Covered Wagon

Walk Bradley Is Beloved Figure Of Panhandle

EARLY T-ANCHOR COWBOY RECALLS INCIDENTS OF EARLY DAYS

By Mrs. R. C. Valentine
 Away back in 1887 a covered wagon bumped into view over the prairie horizon, bringing to this country a man, then in his youth, who was to become a great character in the building of a great country.

The curtain rises and the young man steps forth. The crowd is silent, awaiting an introduction. There is none, and after a while the curtain sinks again. They as we wait, it rises slowly and we behold a man aged with the years, his hat pushed back, his flowing white beard against his chest. This man needs no introduction. Children's voices, mingled with those of their mothers and fathers cry out "Howdy, Uncle Walk!"

Yes, we all know "Uncle Walk" Bradley, unbent with the years. He is a beloved figure; a part of the plains. He needs no introduction to us as he is today, so let us turn back the pages of time and become acquainted with this valiant youth, who has become this man, beloved loved by all.

Upon his arrival to the Plains, Walk joined a band of cowboys. For months at a time he rode the ranges, wrangled horses, branded cattle. About once a year, he went, with the others, to town where they forgot their worries and spent their entire earnings.

In 1888, the Fort Worth-Denver railroad scanned the plains and the city of Amarillo came into existence, proudly displaying a post office, a water tank and a tent-covered grocery store.

Spring time was "Round-up Time in Texas," in those days, for often the cattle drifted as far as Lubbock. When spring came, cowboys from all adjoining ranches gathered and divided so that each outfit consisted of a chuck-wagon, a cook, a wrangler, twelve men and fourteen horses apiece. They started at the Lubbock fence and worked this way, rounding up a herd in a half a day, branding the calves, and moving on to another herd the next day. This went on for months.

When they reached Hereford again, the herds were separated and returned to their home ranges.

During these round-ups, the chief interferences were the wild mustangs. When the horses chanced to get loose and join the mustangs, there was but one way to recapture them, and that was to chase the herd until the same horses gave out, then rope them.

First Camp Meeting
 The cowboys never knew when Sunday came until Reverend Nance, father of Mrs. C. H. Dyar, held his first camp meeting on the creek just east of Hereford.

Walk Bradley and Rat Jowell were working on the T-Anchor when the Fourth of July was declared a holiday. The cowboys planned a big picnic, but their boss, John Hudson, insisted they wait until the round-up was over.

The boys worked hard, but it was the tenth of July when at last their work was finished and they could carry out their plans for the picnic.

Mr. Bradley was among the group selected to go to town for provisions for the picnic as well as for a new outfit for every cowboy on the ranch. When they left, Mr. Hudson handed them a ten-dollar bill for his share in buying supplies for the picnic.

It was hard to decide what to buy for drinks, as whiskey was strictly prohibited. Finally they returned with a box of lemons for lemonade.

The celebration, held on what is now the Tom Ivy place, was a tremendous success. Ranchers for miles around came, bringing plenty of food, their wives, and their much-welcomed daughters.

In 1891, Mr. Bradley left the plains for a visit with his family in Grayson county. Five years later he returned with his bride, Miss Willie Bynum.

Pioneer days were not easy for anyone, but the Bradlys took the hardships with their chins up. They bought two sections of land, nine miles southeast of Hereford, and started ranching with 98 head of Texas cattle.

By the time their two daughters, Madge and Mary, were old enough to attend school, the Wyche school house was built a few miles east of their home. When they had finished the grades there, Mrs. Bradley moved to town in order to give them the advantage of further schooling.

These were lonely years for Mr. Bradley. Twenty of them. But his stock had been bred with White-faces and had become quite valuable. It was necessary that he be on the ranch and care for them.

Last Cattle In 1918
 In the fall of 1918 he refused an offer of \$100 a head for sixty

PUNCHERS PRAISE TEXAS RANGE WITH FOLK SONG STILL POPULAR

When the XIT cowboys set out from Texas range for the long drive to Montana they wore most of their wardrobe on their backs. From the day they left Buffalo Springs until they reached Montana they were with the herd day and night, often pulling off nothing but their boots and hats to sleep, and with no change of clothes unless they stripped to bathe in the muddy waters of the Platte or Yellowstone.

They told the time by the sun and stars and pointed more than one greenhorn, as unversed in astronomy as in the pranks of the range to the north star and told him to call the next guard when it "went down."

As they turned back down the trail from Montana, they sang:

Oh, I am a Texas cowboy
 Far away from home,

If I ever get back to Texas
 I never more will roam.

Montana is too cold for me
 And the winters are too long,
 Before the roundups do begin
 Our money is all gone.

All along the Yellowstone
 'Tis cold the year around;
 You will surely get consumption
 By sleeping on the ground.

Come all you Texas cowboys
 And warning take from me,
 And do not go to Montana
 To spend your money free.

But stay at home in Texas,
 Where work lasts the year round,
 And you'll never catch
 consumption

By sleeping on the ground.

Close Drug Is Strictly Modern

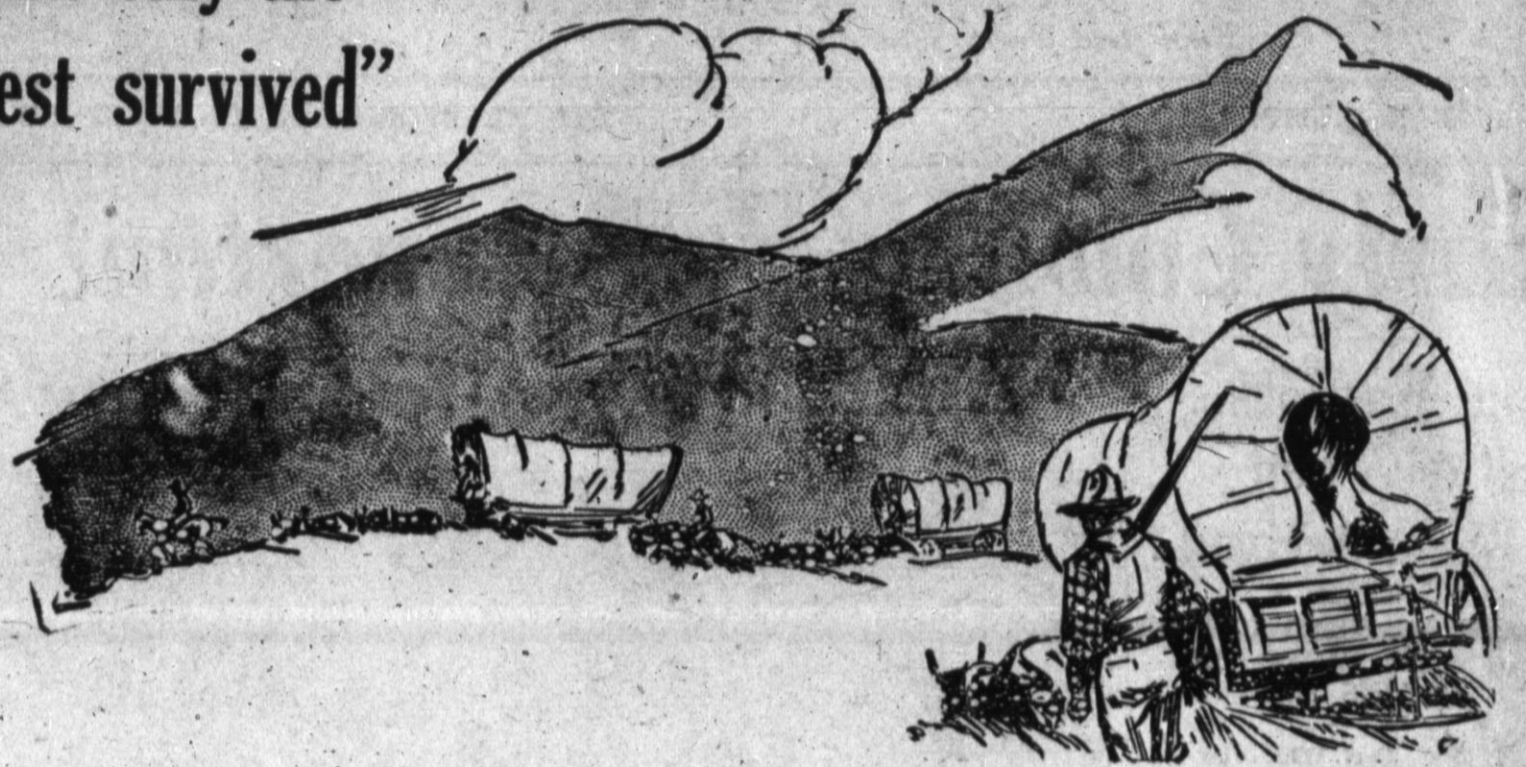
Although he has been in Hereford only since Sept. 9, 1931, Harold Close started in the drug business back in the days before modern conveniences.

Coming here from Dalhart, he purchased the Dean Rice stock and fixtures in 1931, and set out to give Hereford a thoroughly modern drug store. Keeping abreast with advancements, he has improved the store from time to time, and now maintains one of the most modern drug stores to be found in the Panhandle. The store was completely remodeled in 1935, and has since seen numerous additions in the form of new equipment and new lines.

While the store features Nyal products, the big stock also includes hundreds of items of other nationally advertised merchandise, along with a modern fountain service and complete prescription department.

Despite the rapid growth of the business, both Mr. and Mrs. Close are active in community affairs, and are ever-willing to contribute their share toward the advancement of the city and community.

"and only the fittest survived"



OUR FOREFATHERS, who blazed the trails of the Early West were of a sturdy stock. Their very existence bore witness to their strength and courage. But whether it was oxen, wagons or men, only the fittest were able to survive the wrath of the elements.

- PRINTING
- LITHOGRAPHING
- TYPEWRITERS
- OFFICE FURNITURE
- BOOKS
- GIFTS

Today as Yesterday strength and quality play a significant part in the endurance of both men and merchandise. Russell Stationery Company throughout a quarter of a century has enjoyed the confidence and patronage of those who think of tomorrow's satisfaction in service.

Welcome To The
PIONEER COWHAND REUNION
 at Hereford

RUSSELL STATIONERY CO., Inc.

Across from Postoffice in Amarillo



Welcome to
**HEREFORD
 OLD TIMERS**

TODAY IS YOUR DAY!

Drop in
 "Sociable Like"
 Next Wednesday

Throughout the development and growth of both Farmer and Business man — INSURANCE has continued to provide security for farmers and business men alike.

In selecting your insurance there is a great satisfaction in dealing with strong, reliable and established Insurance Companies.

We are glad to provide this kind of protection in all lines of insurance, including Life Insurance.

"TO BE OR NOT TO BE" — That is the Question
 BUT Be
 SAFE! — PROTECTED! — INSURED!

PLAINS INS. AGENCY

JOHN PATTON

PHONE 50



HOWDY FOLKS,

A Pioneer Greeting

... that still rings true!

Times have greatly changed since the Covered Wagon days, when many Old Timers made their appearance in this section. Back in those days a section of land could be had almost for the asking.

However, today land in Deaf Smith County is valuable. Right now, more than ever before the price of land is in a position to rise rapidly. As the first county in the Panhandle to receive Rural Electrification, it now stands for just the opposite of what it meant in the early days.

Where the pioneer once drove his covered wagon, now passes the streamlined automobile, the airplane, and the fine trains. In a few more months, hot and cold water will be available in most farm homes; by merely pushing a button, the farmer will send a silver blanket of water swirling over his parched crops. Those trying days which our pioneers knew have given away to civilization of which they dreamed and hoped.

Even in the old days, those Pioneers knew that the land would some day become valuable . . . they were careful to file their claims and to secure clear titles. There have been many changes, but your land in Deaf Smith County is today more valuable than ever before. Take care of it and pass it on to your posterity. If you need any information as to your title, then call upon us.

A. O. THOMPSON

Complete Tract Index of All Lands in
 Deaf Smith County. Write us for
 Information Concerning Land
 Ownership.



ABSTRACTS

County Maps 25c

Transition From Early Days Traced By Mrs. L. R. Bradley

Mrs. Bradley Has Lived On Plains Past 47 Years

NEWS OF INDIAN RAID MET OLD TIMERS IN AMARILLO HOTEL

By Mrs. Ullman Hunter
A most pleasurable afternoon was spent when I interviewed Mrs. Ollie Bradley, a pioneer lady of the Panhandle. So vividly did she give me this colorful story of the early days, I almost felt I was there. Her charming personality, the elated spirit shown, and the happy twinkle of her eyes made me understand full well the happy by-gone days, interspersed with hardships overcome by faith, this gracious lady of Deaf Smith County has experienced.

This is Mrs. Bradley's story as told to me:
"We, the J. C. Womble family, consisting of 12 members, arrived from Huntington, Tenn., in Amarillo, January 29, 1881, at midnight, after making the trip by rail. Accompanying us were three neighbors making 15 in the party. We stopped at the City Hotel, but before retiring my father went to the depot to await news of our immigrant car, which we had passed below Newlin on our way up. Brother Troy was a stowaway in this car and we were concerned about his safety. While waiting, news came that the Indians were coming from the south, headed north on a rampage. Daddy never told us of the news and we slept quite undisturbed through the night. But all communities, families and nearby towns, very small, threw up barricades and prepared to best of their ability, for the Indians. Staunch pioneer men stood on guard ready to defend their homes and possessions. Daddy

slept huddled down in one corner, firmly holding his little single barrel shotgun ready to charge—but no Indians came. Finally, after about two days, word came that a woman, probably fresh from the east, had heard and seen many cowboys from afar killing a beef, and her excitement became so great her imagination swelled to the extent that they must be Indians, so she reported them as such.

Made Own Tent

Well, in two or three days, Mr. Sanders, who had preceded us from Tennessee by about three months, invited us to camp in his home, five miles each of Amarillo, until we filed on land and got established. This home, very modern, was 14 by 14 feet, made of boxing planks and was slated. All claims either had homes of this sort, or dugouts. In preparing for our home-steading, Daddy and Mother had made a fair sized tent of strong ducking and brought it along for us to use to cook and eat in. With much vigor and enthusiasm, we stretched our tent by the side of Mr. Sander's shack and were quite comfortable for awhile. About the second morning when we awoke, to our surprise, it had come a sand and snowstorm such as we have had recently, and completely demolished our tent, scattering cooking vessels far and wide. For three weeks until we moved, all 15 of us cooked, ate and slept in this 14 by 14 shack. We would move the table outside at night to make room for our beds.

Daddy then filed on land, six miles south of where Wildorado now is located and set out to build our home. A 14 by 16 foot house was snugly built of popular lumber, which we had cut down and prepared before we left Tennessee, and had brought along with our other provisions. Into this happy pioneer home went ten boys and girls.

About the first of April, another of "them things" came and we

were, by then, beginning to know just how thoroughly Panhandle weather could really act up.

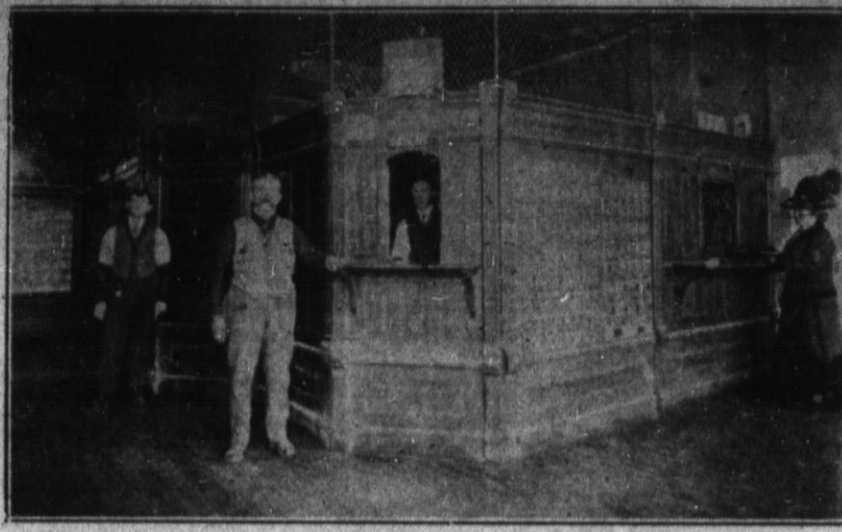
In 1896, I became the bride of L. R. Bradley, who had come to the Panhandle in 1883. Mr. Bradley had been a cowboy on the Frying Pan, the L. S. and the T-Anchor ranches—but at the time of our marriage, he had established his own home and was batching there. I moved into the bachelor's camp, which consisted of a two-room adobe house, with a half dugout for a kitchen and soon it was a real home. This place is known now as the "Old Bradley Ranch" on the Tierra Blanca Creek about five miles east of Hereford.

Deaf Smith County was organized in 1890. All of the old timers had a hard time trying to hold their land, which they bought very cheap, but they had hardly any income to pay with. Little did we realize the difficulties to be encountered: fighting prairie fires, burning prairie wood (cow chips), living in dugouts, administering to the sick and trying to rear a family. When fighting a prairie fire, two cowboys would kill a cow, split her in half, tie a long rope to a fore leg and one hind leg, then drag her over the side fire, one cowboy riding inside the fire about 12 feet, thus causing it to go out. The cowboy riding inside had to change horses quite often, as the horses' feet would get very hot. Of course fire guards were run, too.

All of the time, people were moving in—bringing more money along with bonus crops. This was when a man, usually single, would file on land, improve it a little, and sell out at a small profit—that was his bonus crop. The cattlemen were aggravated by these nesters, as they were called, and began to increase their herds.

Mr. Bradley and Rat Jowell, in January, 1893, went to Emporia, Kansas, and brought back the first registered Hereford cattle to find homes in this county. Mr. Bradley ran from five to six hundred head

Where Old Timers Got Their Mail



The Hereford post office is seen above as it appeared a quarter of a century ago. Old timers always got the mail for the entire community in those days. On the extreme left may be seen Leslie Smith. Next is Clarence Smith, and behind the window is Lloyd Snyder. The lady on the right, and under the big hat is Maggie Harris Moreman.

of beef cattle in his 25-section pasture, leased and owned, in and around where Hereford now stands.

Hereford had begun to take the shape of a busy little town in 1898 when the railroad came through.

In 1905, we built a nice 10-room house with all modern conveniences, just south of where the state club house now stands.

By this time, five children were ours to care for and educate: Clara Shore, Wes Bradley, Lola Rose,

Brucie Rose, and Egbert Bradley. Schooling was a problem when the oldest children started. Clara first went to school at the old Dawn school house. The Dawn post office was then a few miles south of where it is now located. This did not work out so well, and we hired a governess for our children for a year. After that we sent them to school in Hereford.

In 1911, Mr. Bradley died quite suddenly and I was left with four children at home and the responsibility of running a large ranch and farm. This, along with other things, really educated you in the ways of the world and you assumed your duties heretofore shouldered by the man of the house.

Time passed on and this soon became a flourishing and busy country and community, built on the foundations of perseverance, faith, hope and love.

I'm proud of this fact, I'm a charter member of the Baptist church in Hereford; also the Order of the Easter Star. Too, I've given of my time and efforts in service as a member of the Board of Managers of the County Hospital for sixteen years. I was appointed by Dr. Price, long since dead, before the new hospital was built. I have been a member of

the board of Directors of the First National Bank since 1915.

When I drive over the country and see the great changes, I sometimes wonder would we be better off had we left our lands as open spaces for our grazing Whiteface cattle, instead of cultivating spacious wheat fields. When I behold such fine schools, wonderful churches, hospitals, comfortable homes, my heart swells with pride to think that "me and mine" had a part in pioneering the way. All things must pass away and we must move forward, work out our problems and overcome our hardships, just like we have always done."

League of Nations find that women of French Cameroons, West Africa, approve of polygamy because it means less work for each wife. Their philosophy: it's nice work if you don't get it.

New York State Senate fines bridegrooms who don't tell the truth in obtaining marriage licenses. Once wedded, the bridegroom is still free to make up his own stories.

The New Jersey cafe that offered "all you can drink for a dollar" was appealing to people's Scotch instincts.

The Years bring EXPERIENCE



ERNEST O. THOMPSON

Experience brings SERVICE

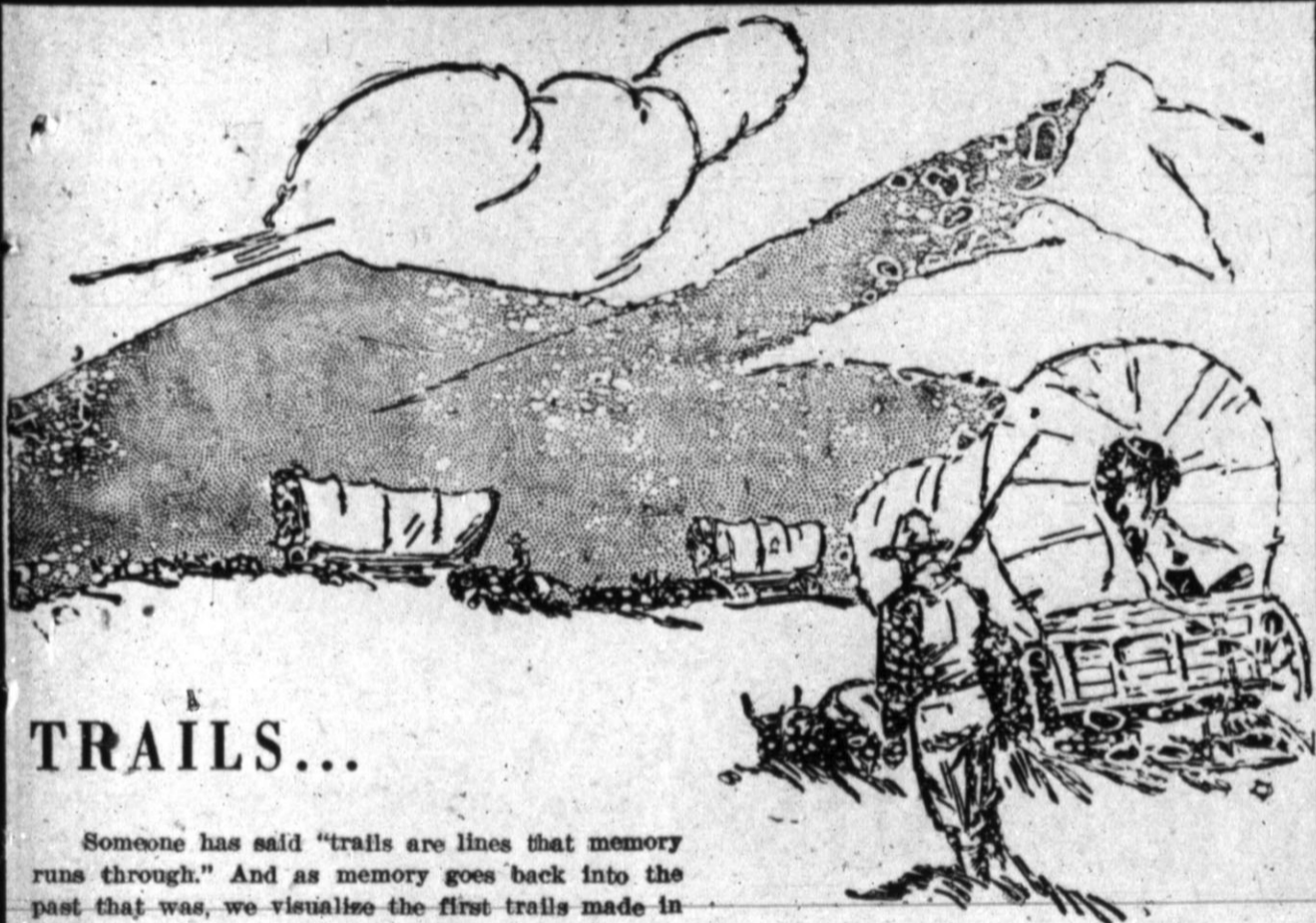
TO THE PIONEERS OF DEAF SMITH, PARMER, OLDHAM and CASTRO COUNTIES

I, too, am an old timer in the Panhandle and I am filled with genuine pleasure when I am referred to as such. The years have brought with them many changes, but all for the better. We would not want to go back to the old days regardless of their reflected glamour, now that we recall them. I do believe, however, that the principles of thorough-going, integrity, honesty, hospitality and good will toward our fellowmen are necessary today and as vital and important to the well-being of this section as ever. Then in the spirit of the present, which is, in its essence, the spirit of the past, I salute each and every one of those grand old men and women, who pioneered in Texas, together with their sons and daughters.

"HOME FOLKS", I ask Your SUPPORT!

Ernest O. Thompson

WEST TEXAS CANDIDATE FOR GOVERNOR



TRAILS...

Someone has said "trails are lines that memory runs through." And as memory goes back into the past that was, we visualize the first trails made in this western country by the buffalo, the Indian. Dim trails they were, but still well-defined as they paved the way for migration and settlement.

Over these same trails came the rumbling wagons of pioneers, intent on making a home for themselves in a new land. The Chisholm trail, the Santa Fe trail—and others—became famous markers and over their routes flowed the traffic toward the setting sun—Westward Ho, all.

These rude roads gave way, within our own time to paved highways. Towns and cities became closer together. Distances were shattered. Neighbors—miles apart—were at each other's back doors.

Automobiles replaced wagons and buggies, and made speed and comfort, utility and service, the trademarks of their makers. In this latter phase of development, Conoco has had a hand. A pioneer motor fuel, it has given new pick-up and acceleration to the demands of the motorist of today down the trails of concrete that stretch in an unbroken ribbon into that civilization we know, appreciate and understand.

Welcome

PIONEERS

To Hereford



O. E. EASLEY

Your Local Conoco Dealer

from Your Mileage Merchant

Land Was \$500 Section When McMinn Arrived

DROVE 600 HEAD CATTLE UP RED RIVER ON PLAINS TRIP

(Continued from Page 1)

all dashed to see it pass. However, it was several years before he rode in one, Mr. McMinn relates.

When he got home in June, he found a school house at Summerfield switch and a postoffice which was then called, "Boom." There were also a number of new settlers among whom was Miss Burnette Witherspoon, who was later to become his bride.

Sundays were now no longer like Monday, for there was a church and Sunday School. There were singings and it was not unusual for young people to drive 10 miles in a buggy to a party, even in cold weather. A popular place of resort was Sulphur Park, a few miles below Hereford. It was here at a picnic that Mr. McMinn got the top blown off his buggy during a storm.

During the fall and winter sessions of 1902-1903, he attended the old Goodnight College. The town had one store, a postoffice and stock yards; also a few residences, including that of Charles Goodnight. The college was made of a one-story administration building and two dormitories of two stories each.

Visit Goodnight Family

Mr. McMinn remembers Mrs. Charles Goodnight quite well since she was his Sunday school teacher, and she entertained the class frequently at her home.

At this time, Mr. Goodnight was building up his herd of buffalo and on one occasion shipped three more in to add to the group. One whole Sunday afternoon was spent trying to get the last one out of the cattle car. This was a real show to the college students and town folk and all turned out for the event.

It was in 1903 that Mr. McMinn attended his first roundup. There was to be one at Garcia Lake, and he was sent over there to look for some missing calves. There he found them in the horse pasture at the Escrivata Ranch, but he helped with the roundup. As the horse pasture included 15 sections, the cowboys got the calves started down the Tierra Blanca draw early one morning, and he made the 21 miles home by night, passing only one fence on the way.

In 1906, Mr. McMinn was married to Miss Burnette Witherspoon, daughter of Mrs. P. Witherspoon, and in 1907, when Farmer County organized, he became the first tax assessor. This work was interesting, but required long, lonesome drives. On a one-day drive from Farwell east across the county, he saw only one house.

In Texico, the gambling places were wide open, so many people lived in Farwell and worked in Texico. It was not uncommon for men to classify their occupation as that of professional gambler.

A few years later Mr. McMinn settled two miles west of Summerfield and began farming on a large scale. He bought a steam plow and began to turn up sod, putting in 300 acres of wheat, which was a large crop in those days. Wheat did not always make, so the steam plow did not prove to be practical.

Recalls Big Fire

Perhaps his most vivid recollection of the early days is that of the great prairie fire of November, 1906. It burned from as far north as Bellview, N. M., where it originated, and south to the railroad which stopped it. A man burning weeds allegedly started the fire, and a high wind out of the west swept it across the country with such terrific speed that horses could scarcely outrace the flames.

Remember Hereford's Liberty Girls Of World War Days?



While everyone in this section did his share with enthusiasm, during the World, the Liberty Girls were outstanding for the manner and willingness with which they served their country. The organization was sponsored by Mrs. John P. Slaton, and in addition to making bandages and similar activities, appeared in programs and special presentations to raise funds. Although many of the girls are now married, they are listed under the names which they enrolled as Liberty Girls. From left to right, they are: Ina Gregg, Elizabeth Black, Margaret Estes, Douglas Wilson, Mattie McClurkin, Helen Sisk, Clyde Estes, Bonnie Channess, Hazel Wilson, Johnnie Estes, Mary Gallagher, Mabel Betts, Annie Price, Ethel Fuqua and Jane Gregg.

All the men rushed in to fight the fire, some using ropes soaked in kerosene to burn fire guards, while others on horses swept the grass with brooms to put out little fires. It has been said that not one good broom could be found after the fire.

In the afternoon, the wind changed to the north and seeing that it would reach their houses, Mr. McMinn and his neighbors started for home but the fire was there almost by the time they arrived.

The people managed to save the houses, but the fire swept on, destroying all the grass and feed, even that shocked in the field. This time was just getting started

in this country at that time and they helped to carry the fire from shock to shock. Some cattle were saved by herding the cows onto burned fireguards—but many were burned standing in the fence corners, where they had drifted. As the Syndicate fences were six and seven wires high, there was no way of escape. During the night a sleet fell and froze the most of those that remained alive.

Mr. McMinn recalls that he had intended to buy a bunch of cattle that morning, but instead had rushed on to fight the fire or he would have had the cows and no feed to even start the winter with.

While John Bull courts Madame Italy, he should recall that it was an Italian who wrote an opera with the song, "Woman is Fickle,"

Wedding Styles

Long svelte simplicity of line is the basic note for wedding ensembles this season.



I Eat BREAD FOR FOOD ENERGY

I'm serving more Bread—this is TEXAS BREAD WEEK

"I KNOW that bread and other baked wheat foods provide quick energy for building up vitality. I know that everyone in my family gets through the day better when we eat lots of bread.

"I expect to observe TEXAS BREAD WEEK. I'm going to serve plenty of toast, sweet rolls, and lots of good bread and butter — bread and milk, and sandwiches for the children — and bread pudding or a nice cake for dessert. My family will benefit from these energy foods."

You, too, can benefit by observing TEXAS BREAD WEEK. See your baker and serve the many delicious products he makes for you.

WELCOME, Pioneers!

HEREFORD BAKERY

MR. AND MRS. BOYD KNOX

PIONEERS...

Welcome to Hereford!

A LONG TIME AGO... WHEN THE



POMPADOURS and the FRIZZES were popular — REMEMBER?

The young ladies did their own hair, shampooing it and then curling it with kid curlers or the old fashioned curling iron.

NOW, this Modern Beauty Shop can, by using the most modern methods, give the newest in shampoos, permanents, wave sets, manicures—in fact, the newest in all beauty work.

VISIT US WEDNESDAY AND SEE FOR YOURSELF!

ALMA'S BEAUTY SALON



OLD TIMERS

We Welcome You To Hereford

The mode of travel has gone far, in the change from the old horse and buggy days to the new, fast driving automobiles of today.

There was no need for expert repairmen during this first era, but there is a BIG demand for them now for the modern cars of today.

EXPERT REPAIRMEN—RELIABLE SERVICE!

We have been here since 1920 and we have tried to give to the people of this trade area, a reliable service on all repairs. We specialize in relining and adjusting Brakes, Glass Work, Valve Work and Body Work of All Kinds.

BEAVERS BROS. GARAGE

"OUR WORK STANDS — WE MAKE IT"



Minneapolis -- Moline

Has Revolutionized FARMING



HARVESTORS

PROVED — APPROVED — IMPROVED

That's the new M-M HARVESTER MODERN COMBINE, which is made in three sizes. This combine has definitely proved its superiority in every way. In 1935 it was the biggest seller of all combines. In heavy crops, down grain, light stands and practically every kind of crop... the M-M HARVESTER did a superior job of getting, threshing, separating and cleaning all the crop at a lower cost.

In 1936 and 1937 the 12-foot M-M HARVESTER was again the biggest seller of its size. The 12-foot HARVESTER is an economy combine that meets all conditions. It is made for one or two-man operation and will handle the whole range of combined crops efficiently. It does a real job of threshing and cleaning.

See us today about this new M-M HARVESTER, which has been a complete sell out for the last three years in succession.



TRACTORS

MINNEAPOLIS-MOLINE makes a Tractor for your farm needs.

The new "Vision Lined" "Z" is the most up-to-date and economical thing today in Farm tractors. Fewer parts, economical operation, easier accessibility, better operating vision put it ahead of the tractor parade... yet it has the power to operate a three-bottom plow under most any and all conditions.

An all round 3-4 plow tractor is the M-M Universal "M," which offers all the modern and advanced improvements. It's just another tractor with more years of service and more power at lowest fuel cost. Before you buy any tractor be sure and investigate the M-M Tractor line, even try it and you'll want to buy it.

"Welcome Pioneers, to Hereford!"

DAVIS-McCRACKEN

PHONE 380



FARM MACHINERY HEADQUARTERS



HEREFORD, TEXAS

IT'S NEWS....



WHEN
**STREU
HARDWARE**

HAS A

Sale!

**Our Sale Starts Saturday, May 7th and
Lasts Through Saturday, May 14**

**In Business In Hereford For 14 Years
YET THIS IS OUR SECOND SALE**

STREU HARDWARE COMPANY Having been in business for the past 14 years in Hereford are proud to announce their second sale — you might call it "The Once-Every-7-Years Sale". Streu Hardware is joining 14,000 other recognized Hardware Dealers in the United States in observing National Hardware Week and due to the many items in our big, complete stock, we are forced to use this limited space to tell you that every item in our complete stock will be on sale at specially reduced prices, during the week of May 7 to 14, which is National Hardware Week. Visit us this week and take advantage of the special prices we will have on all merchandise in stock. We will have items that housewives, farmers, merchants and people of all walks of life will need. Our Sale Starts SATURDAY, May 7th. and lasts Through SATURDAY, May 14. We have EVERYTHING in our Store REDUCED!



National **HARDWARE WEEK**
MAY 9 to 14
✓ CHECK OUR STORE for VALUES & VARIETY



Welcome Pioneers

Remember the Old General Store, where you used to come for all your needs... well Streu Hardware Company is just the modern version of the "Old General Store" — where the people of this community can find all their hardware needs.

From a modest start in the Hardware business, this store has grown to its present proportions, carrying a complete line of merchandise in order that the people of this community may buy their needs at home, and buy them at fair prices.

Our growth can be attributed to the continued patronage of customers, who began trading with us several years ago and found that our business policy pleased them and to an added number who came after them. For the confidence and good will of these customers we are indeed grateful and we intend to render the same type of service on the old basis of a full dollar's worth for every dollar.

It has been our good fortune to live and work with the good people of this community through both good years and bad years. We have tried to do our part at all times, and we look forward with pleasure to the continued relationship that the future will bring.



What Helps
Business
Helps You!

Streu Hardware

Means Of Transportation Were Numerous Here In Pioneer Days

Pleasant Life Is Recalled By Mrs. Mary Palmer

ATTENDING SCHOOL WAS PROBLEM FOR CHILDREN OF PIONEERS

By Mrs. Ullmant Hunter
The cheerful disposition and cunning smiles of Mrs. Mary Palmer portrayed a most interesting story, as she told of her first days in Deaf Smith County. Her experiences have marked upon her character untold happiness, rich in humor and everlasting faith in the Plains. To know her is to love her, and as she recalls so well her days spent here, one marvels at her loyalty to her family and to her maker. Her story is told, in part, in the following paragraphs:

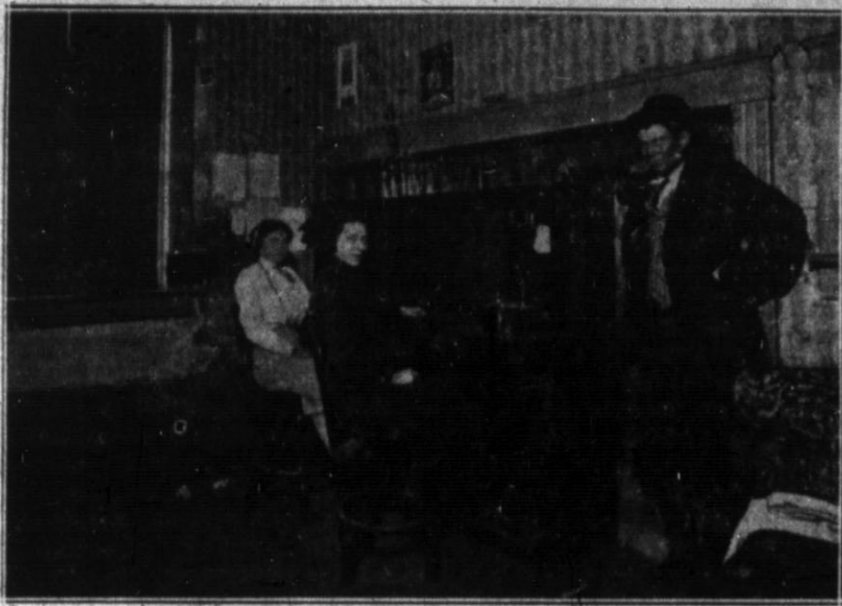
Our family consisted of Mr. Palmer, the children, Walter L. Avis, Della and myself, when we came to Hereford, April 7, 1890. We made the trip by rail from Wichita Falls, and all the track from Canyon here was under water. You can hardly believe such. It rained and rained, until we thought this to be the wettest country we ever beheld.

Our first impression of the country was amusing, as I think of it now. I said to the children, who were bewildered at the baldness of the land, "where do the poor birds roost?" The children couldn't understand what had become of the trees and just why they had been cut down.

My brother and Mr. Palmer bought an improved section about two and a half miles southwest of Hereford and then filed on 16 sections further out. We drew straws to see who would be permitted to live on the improved section. We, unfortunately had to move to the "shanty" on the ranch seven and one-half miles southwest of Hereford. Faithful to the lot cast upon us, we began to establish a home. Everything we stuck or planted in the ground, grew. It rained bountifully all year.

We stocked our land with cattle and broke out a small farm. We prospered materially and were never homesick. That fascination of the plains land had gotten in our

Hereford's First Telephone Exchange



Made around 1912, the above picture allows a glimpse into the first Hereford telephone exchange. On the left sits Miss Nannie Davidson; Miss Bill Woods is in the center and on the right stands Raleigh Lovelace.

bones and into our hearts, we became fastened to our days of experiences in faith and hope in our new found home.

Our means of conveyance were just all right. Mr. Palmer was known throughout the community as "Maud (his mule) and Si," because every where he went, he drove this mule to his little cart. I had a horse and buggy, and if the children wanted to go alone they had horses to ride.

Each Sunday morning, without fail, we were dressed in our best clothes ready to go to Sunday School and church. The presbyterians worshiped in the old court house, and it was there the entire family assembled every Sunday. It was here Avis and Walter were baptised. We went to church in a most daring and fashionable surrey drawn by horses, which was the popular way of traveling in that day.

Imagine my embarrassment, along with a flare of temper, when one morning we were all dressed for Sunday School and church, and came out to the surrey to find the upholstery absolutely torn into shreds. After much questioning and scolding, the children confessed their little puppies had gone on a rampage and sought pleasure in tearing the surrey's

best dress to pieces. I felt like our most treasured luxury was ruined; we had gotten it from a mail order house. We went on to church and the puppies went away, too; I saw to that.

Schooling was a big task. My brother's children came from their home to ours for my children and then went from there to school. In the afternoon, they came to our home first and on to theirs, making a trip of nearly 20 miles per day in a buggy, pulled by an old white mule.

We hadn't been in our shanty but a year or two when we built a house nearer town, now known as the Jackson place. We thought our new home was the finest ever, and it was nice for its day.

An annual event was that of the old settlers' reunion at Canyon. We went in a covered wagon and stretched our tents in rows like streets are laid. There tall yarns were swapped, very much like we celebrate the occasion now. The first year we went was in '90; it rained and rained, but we went ahead with our yarns just the same. One time we came home from this gathering and to my horror found almost all my chickens (a lot big enough to eat), lying in piles, either dead or dying. A skunk had certainly played havoc

and that reminds me of Mr. Palmer's experience, I believe, with the same old skunk.

One morning I was sitting in the well house churning and saw the scoundrel under the house. Mr. Palmer had gone down into the fire pit for something and as he came out he saw him, too. Well, he began to think of ways to snare him without enduring that putrid and everlasting odor. He worked and worked. We had fresh meat and when he'd toss some to the black kitty, he would snatch it, go back under the house and eat it, then "urp" it all up—Alas, he would be ready for more. In the afternoon I went to town and left him still trying to get his "varmint." When I reached home in the late day, he had caught him. He took a long pole, but heavy wire on the end, stuck it to the tip of his tail and began twisting, thus using the tail up as he went along. In using this method the skunk was unable by the muscle of his tail to throw out his defense. In this manner the day was saved and the usual odor of our ranch prevailed without Mr. Skunk's assistance.

He had blizzards then very much as now, and often neighbors and travelers would seek refuge in our home during the storms. These kind of experiences molded one's character into that friendly spirit of "Love thy neighbor as thyself."

Antelopes were numerous in our pasture and I've seen them many times come up to the corrals and lick salt with the cattle. They would come so near you could almost see the color of their eyes.

Walter was our farm hand and when he wasn't in school he plowed with a walking plow, drawn by an old mule. In the evening when he quit work he would get the milk cow, "Old Pet," and ride her home, leading his mule, for the

mule would not let Walter ride him. I can just see him now, riding "Old Pet" and leading his mule.

Our gardens were good. We raised everything. Our neighbor, "Uncle Summy" Higgins raised cabbages as big as a good sized tub—and did we all make kraut?

In 1906 we moved to town and built us a new house. We certainly felt like we had traveled a long way. Mr. Palmer bought a lumber yard at auction and from this lumber we built our house. The plan-

ing mill we used is still in use at the Panhandle Lumber Yard.

You might know as time came and went we bought a car, the second one bought in this county. Mr. Palmer ordered it from Massachusetts and it was a "honey!"

Rumble seats are not modern at all, for ours had one in 1912. Had one big seat beside the rumble. I've ridden in almost all the modern ways of travel, including the airplanes, but never has anything ever thrilled me as much

as my first ride in that car. It was a Metz. The children were somewhat reluctant to ride, but were amused at it's going without a mule or a horse pulling it. I have the bill of sale to this car and I certainly do treasure it among my souvenirs."

Massachusetts proposes to substitute machines for scrubwomen in the state house, but some senator will soon wake up to the fact that machines don't vote.

WELCOME! PIONEERS!

We have Always Been On Our Toes to Serve The People Who Saw Fit to Trade With Us!



We hope to continue to serve our many friends and patrons in the future as we have in the past.

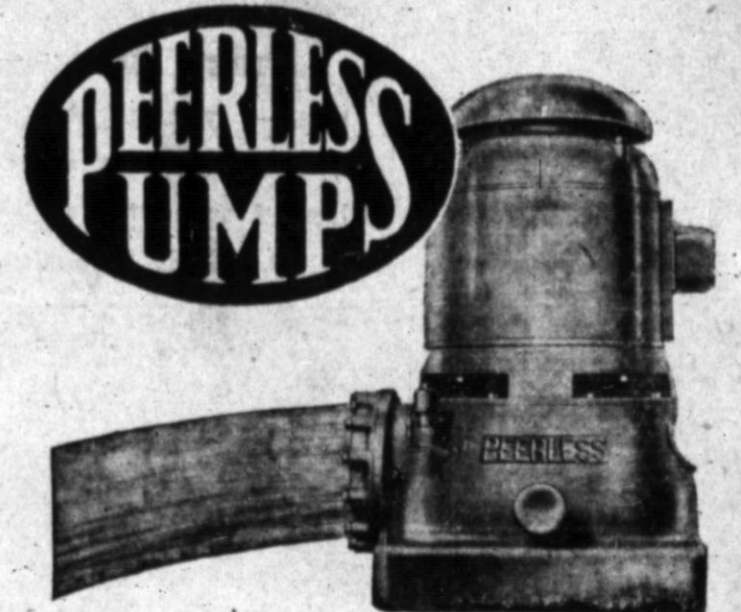
WILLARD
Battery Station

JEFF ROBERSON, Owner

SEE

Albert Carter

Local Representative
Hereford, Texas



FACTORY SERVICE

PUMP and INSTALLATION
Guaranteed by The World's Largest Manufacturers of Deep-Well Turbine Pumps!
TURN-KEY JOBS
on Reasonable Terms!

Insure Your Feed Crop

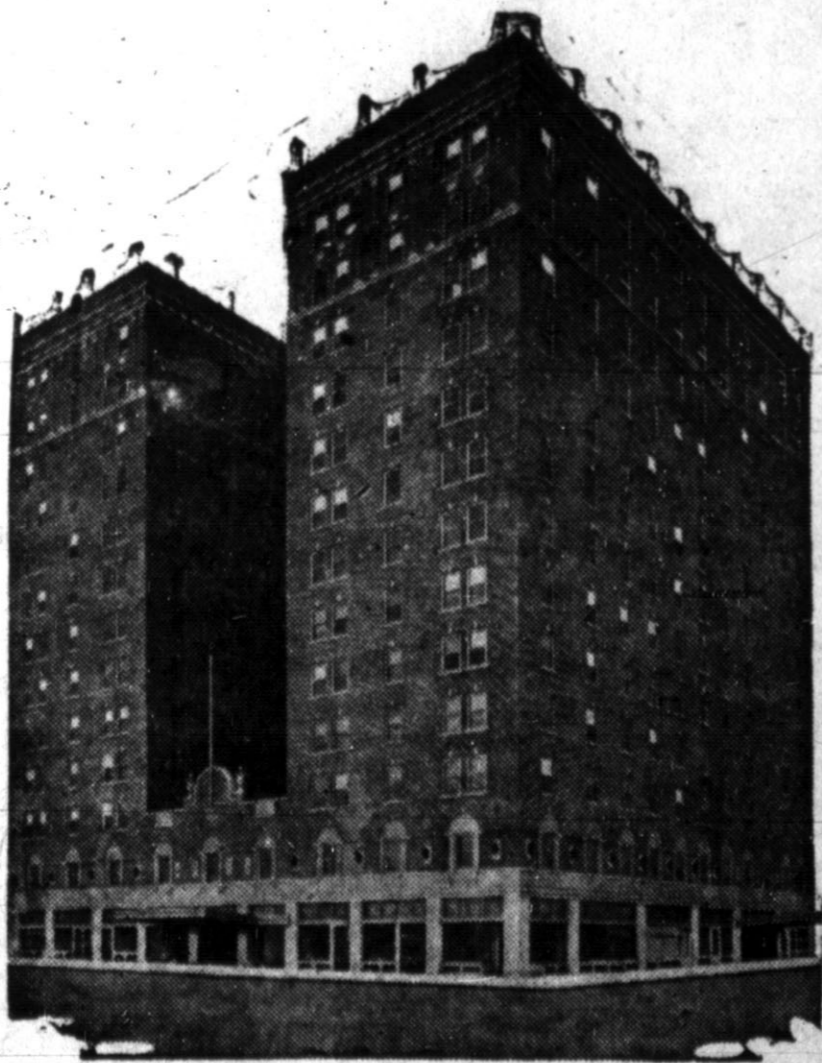
You have had to buy feed at high prices or sell stock at a sacrifice

A Peerless Pump

Makes You Independent of Weather Conditions
Turnkey Jobs—Well, Pump and Engine
Reasonable Terms!

FROM a Hotel of Progress TO a City of Progress

Best Wishes and Welcome



600 Rooms -- 600 Baths

\$2.00 UP

HERRING HOTEL

AMARILLO G. OTHO THOMPSON
Managing Director

Peerless Pump Division

FOOD MACHINERY CORPORATION

Plainview Branch

5TH and BEECH STREETS

PHONE 927

"Belle Of Ten Counties" Was Title Given By Coach Driver

Mrs. J. E. May Was First Woman In Old Tascosa

WOMAN RODE 60 MILES TO PAY RESPECTS TO NEW NEIGHBOR

By Mrs. H. R. Shields
Mrs. May was Mary Ada Russell before her marriage. She was born in McCoska County, Michigan, May 26, 1863. With her parents, she moved to Dallas, Texas, in 1876, later moving near San Angelo, then to Tascosa, Texas, in 1879.

The Russell family were the only white people in Tascosa for several months, though within a year six other families had moved there. A few Mexican families were living in Tascosa when the Russells arrived there.

At first, Mr. Russell ran a restaurant, called "The Wagon Tire," which a little later became the first hotel in the county.

Soon after they were settled, a stage driver remarked one day, "Miss Mary, you are the Belle of ten Counties." Then in his droll way and with a chuckle he added, "Yes, you shore are, because you are the only girl in ten counties." That was 59 years ago.

Toughest Town In Texas

Judging by some of the things that happened during these pioneer days, Tascosa has often been called "The toughest town in the state." Mrs. May declares emphatically that the statement is not true, usually the following incidents are cited as proof. "The Cemetery in Tascosa is called Boot Hill, because a number of men were murdered and buried there with their boots on." Only a portion of the statements are true says Mrs. May. The cemetery is called "Boot Hill," and several men were killed with their boots on, but in every instance the men were given decent and Christian burials.

An uncle of Mrs. May was a carpenter and made the coffins for

these early settlers. As a girl, Mrs. May often was called upon to assist in putting the finishing touches to the coffins. The nicer ones were lined with white chambric and trimmed with pleated lace ribbons. The outside covering was black calico.

Anything But Lonely

One might gather from what has been written that Mary Ada Russell had a very lonely girlhood; such was not the case. During the first months of her life in the Panhandle with her family, she was busy helping get their home habitable, which was quite a different task from today.

Lumber, as well as all other provisions, were hauled from Dodge City, Kansas, or Springer, New Mexico, a distance of 250 miles. It took a month to make the round trip, so of course prices were breath taking. Flour was six dollars per sack and a single head of cabbage cost one dollar and eighty cents.

All of the houses were adobe, and most of them had dirt floors. When, after a time, the Russell's had a plank floor laid in their dining room, their home was considered the show place of the country. Wall paper was almost unheard of, but the women of that day were just as anxious to make their homes cozy and attractive as the women of today. Mrs. Russell and Mary took unbleached muslin and sewed the strips together and stretched this material across the ceiling of the rooms. Gyp rock was plentiful on the hillsides and they collected sacks of this rock and melted the substance and after putting it on their walls, it dried into a snow white, glistening surface which added to the beauty and warmth of their home.

Went On 60-Mile Visit

The mail was brought twice a week from Mobeetie, a distance of 125 miles. The latter part of that first year in Tascosa, the stage driver informed Mary one day that a young girl had moved to Dixon Creek, 60 miles away, so in true western friendly fashion, Miss Russell, chaperoned by one of her

One Big Family

These pioneers were not without their social and religious life. As soon as a few families had moved in, they began to have Sunday School and singings around at the different homes. Mr. Russell bought the first organ in the county and folks came for miles around to see and hear the music. Once in awhile a circuit riding

Senior Class of 1927



Only 11 years ago, but how times do change. Clothing and hair dress in the above picture were right in style when the 1927 class graduated. Most of this class are sons and daughters of Pioneers—and many of them reside here today. They are: top row, left to right: Pauline Wilson, Nina Powelson, Bessie Wright, Marie Brumley, Vera Lee Ellison, Marguerite Bowman, and Frances Guinn; second row: Annabelle Sawyer, Louise Jacobsen, Lorene Atchley, Zelma Dunn, Ida Mae Knox, Nellie Dunn, Lillie Sawyer, Pauline Jackson, Beth Millard; third row: Ella Broadwell, Bettie Carter, Lala Connell, Ruth Haberer, Norma Powelson, J. C. Gilbreath, Pricc Barrett; top row: Clyde Renfro, Hubert McInfire, Homer Thompson, John Wherry, J. W. Spradley, Jess Russell, J. D. Burkett, Claude Norton, Cyril Layne, William Parker, Cawthon Bryant, Gordon Witherspoon, Edwin Mauk and E. V. Miller.

young married lady chums, made the trip to Dixon Creek, to bring the new found friend home for a visit.

Another instance of such western hospitality was shown the day in 1880, when Tascosa was having an election to make Tascosa the county seat of Oldham county. The Russell Hotel, a store keeper and the foreman of the L I T Ranch, cooked and furnished food for all the voters, which numbered about 100. The task was no small one when one considers all of the bread was hand baked, meat, butchered; canned goods and prepared foods, as we know them today, had not even been dreamed of.

preacher would come into their midst and the glimpses and news he gave them of other places, brought them almost as much satisfaction as the stirring spiritual messages. Mr. Russell played the fiddle; often when neighbors would gather in their home they would play singing games and dance the Virginia Reel and Square Dance. Mrs. May repeated several times that although they had only had a few friends, in those days, yet they were very dear to one another. In times of joy and sorrow, they would always come together to rejoice or sympathize as one large united family group.

Mary Ada Russell was married to J. E. May in 1887. They moved

to Vega in 1905. Mr. May served three terms as County clerk and two terms as county judge. Five children were born to this union, four of these are still living. Mr. May died in November, 1935.

Mrs. May will be 75 years old, next month. What a helpful, busy and colorful life she has lived. It can be said of her, she has used the clouds and disappointments that have come to her life to form a background for a beautiful sunset.

All that's needed now for a first-class war is someone to try to make the world safe for democracy.

Riches and Strength
Men seem neither to understand their riches nor their strength; of the former they believe greater things than they should; of the latter much less. Self-reliance and self denial will teach a man to crawl out of his own cistern, and eat his own sweet bread, and to learn and labor truly to get his living, and carefully to expend the good things committed to his trust.—Bacon.

A Smart Hat
Pillboxes are smart. They offset the low crown and forward pitch that many women long for again. They come in close-woven straws or felts and are nearly always dark in color, accented with some bright by trims.
Ruthless hunters have practically exterminated the South American chinchilla.

CHARM-AID STUDIO

WELCOMES

THE PIONEERS

... and extends an invitation to visit us on Wednesday — Pioneer Day!

Do you Remember When We



used such beauty aids as the old-fashioned curling tongs and the coal oil lamp?

AND NOW . . .
Let us show you the new styles of permanents that we can give in such a short time and they will stand the damp weather and the hot weather, too.

We are equipped to give you the very latest and most modern beauty treatments of all kinds.

VISIT US AND SEE HOW MODERN WE ARE!

CHARM-AID STUDIO

Verna Culpepper
Eva Greeson

Ruth Harding
Beatrice Nolan

A COMPLETE CHECK-UP NOW Will Save You a Lot of Money This Summer!

I Always Bring My Car Here Where I Get The BEST SERVICE AT LESS COST!

TIMES HAVE CHANGED SINCE THE HORSE and BUGGY DAYS

Modern filling stations have taken the place of the Old Livery Stables. People are living in a much faster age and time is more important. Therefore, fast, efficient service is necessary in filling stations. The Texas Service Station is one of the most complete in the Panhandle. Our business was founded on those Pioneer ideals . . . Honesty, Quality and Service.



GREASE:

You'll know the difference in grease jobs after you have a TEXACO MARFAK grease job. Our attendants are skilled in giving high-pressure grease jobs. You can rest assured your car will be thoroughly greased in our station.



OIL:

Let us drain your crankcase of old, worn out Winter oil and fill your car up with new Summer weight TEXACO MOTOR OIL. This is a better oil and gives your car summer motor protection!

TIRE S:

Safety on the highways depends upon the tires you buy. You'll feel safer and know you are safer with a set of dependable FIRESTONE TIRES. In all sizes for all cars, for sale here.



WASHING:

Our enclosed wash and grease rack enables us to wash your car and give it that new, glossy finish without the dust settling on it before it dries. Try one of our wash jobs — if it doesn't please you — we'll refund your money!

TEXAS SERVICE STATION

GLENN SNYDER, Owner.

PHONE 440

Pioneers of Yesterday and PIONEERS TODAY

Today, as Then,
Our Business Principles Are Those Pioneer Ideals

Honesty • Faith • Service

REMEMBER WHEN . . . you brought your eggs and your cream to town in the old horse and buggy. True enough it was in the days long ago but it was also in those days that we came to the Panhandle. Since that time our business has grown and prospered for three outstanding reasons:

FIRST—We had FAITH. An everlasting Faith in the West; a Faith unparalleled in the farming class of people, who after all is said and done, are the "Backbone of the Nation."

SECOND—Because we were always strictly honest, fighting at all times for the welfare and benefit of the farmers of this section . . . and doing our bit to promote the growth and prosperity of our people.

THIRD—Due to the fact that we have insisted on your growth with our growth.

Down through the years we have insisted on FAITH, HONESTY and GROWTH. Again as we step forward into another era, we again promise you to uphold those Pioneer ideals . . . HONESTY, FAITH and SERVICE.

Then in the spirit of the present, which is, in its essence the spirit of the past, we salute those Pioneers of Deaf Smith, Castro, Parmer and Oldham Counties, who will hold their annual reunion in Hereford on May 11th.

Visit Us When in Amarillo!

KILLOUGH & DAVIES

AMARILLO 516 POLK STREET TEXAS

Former Oldham County Sheriff Early Cowboy

OLD TIMER CAME TO TASCOSA COUNTRY BACK IN EARLY DAYS

(Continued from Page 1)

Another interesting fact recorded in these proceedings was "order No. 12." Four Mexicans were appointed as constables and justices of peace in Precinct No. 3 and No. 4.

The court house and county seat were moved from Tascosa to Vega in 1915, by popular vote of the people.

Mr. Stagg says he spent some of the happiest days of his life in Tascosa, where no limitations were placed upon hunting quail, which were plentiful; there were also many good fishing places close by, and many happy hours were spent hunting and fishing. Words of high praise came from the lips of Mr. Stagg as he told about the big hearted, kind and friendly people of Tascosa.

Though it took all kinds of people to make a community, just as it does today, this instance of graft was related: A storekeeper was selling a lady a paper of needles. When asked by the customer how much the needles would cost her, the storekeeper said 25 cents. "My goodness," the lady said, "isn't that awful high?" "Oh, no," the owner said, "you know we have to pay awful high freight rates, its 250 miles to Dodge City."

The following story portrays another side of Mr. Stagg's versatile nature. In 1893, while he was foreman on the TIP ranch, he had a pet wolf. More like a dog in characteristics than a wolf, it was as destructive as a young pup, when articles were left within his reach. He was a one-man dog and Mr. Stagg was the man in the case; in return for the pet's affection, he grew very fond of the animal. One day one of the boys left his saddle on the ground, and the pup had begun to make havoc of it. Mr. Stagg warned the fellow that if he didn't keep his saddle put up the pet would destroy it. The saddle was put in a safe place that time, but later while Mr. Stagg was away from the ranch, the saddle was left on the ground again and this time the pet wolf demolished it completely. The irate cowboy killed the pet and when Mr. Stagg returned and learned of the incident, he promptly

fired the cowboy, justifying his actions by telling the cowboy it was all his fault because of his carelessness; that he was supposed to know better after having been warned, and that the wolf didn't know any better. It was his way of playing.

Another interesting fact Mr. Stagg brought out was that it took about 150 men to run a ranch, the size of the XIT. The manager, foreman, fence riders, chain gangs, about 14 to each chuck wagon; cowboys, and hunters. The duty of the hunters was to kill coyotes and bobos. Unless this was done regularly, the bobos became a real menace to the herds of cattle, often doing more harm than cattle thieves. Mr. Stagg says he does not recall any cattle rustling being done on a large scale in those days, but of course it was true then, as now, and probably always will be, some petty thieving was done.

In 1902, Mr. Stagg entered politics. He ran for sheriff of Oldham county, was elected and served until 1908. He ran again in 1912 and served four more years. It was during his race for re-election, that a friend who was electioneering for him, was talking to a voter, who had always voted for Mr. Stagg. This friend heard he was going to vote for the opponent, and in arguing the matter, said "Why, you know Allen has been the best sheriff Oldham county has ever had." "That's true," the voter replied. "He is too good, he not only does the right thing but he expects everyone else to, that's all I've got against him." Mr. Stagg's political career began and ended before woman suffrage was in effect. When asked jokingly, "hadn't the fact that women couldn't vote during his race saved him from a lot of baby kissing and idle chatter with the women," he smilingly but proudly replied, "Some of the women were my staunchest supporters in my race for sheriff."

The association that Mr. Stagg had with the cowboys and men on the open range caused him to have a very warm spot in his heart for them, as well as for all men. It helped him to a keener insight,

so be wiser in his judgments, and to have more sympathy and a better understanding of their problems and difficulties; in fact, it made him better qualified to render justice more capably in this official capacity.

Since 1918, Mr. Stagg has been sole owner and manager of the Oldham County Abstract Company, which he purchased from Lee Kinyon.

Allen Stagg was married to Miss Addie Thompson of Bowie, Texas, in 1907. She died in 1908, leaving a baby boy, Sam, who lives at Fritch, Texas, now. In 1916, Mr. Stagg was married to Mrs. Ollie C. Stoll of Kentucky, and they now reside in Vega.

In social, business and religious circles, Mr. Stagg has always stood and still stands for high ideals. He has a wonderful bass voice, one of the best in the State of Texas, and although he is almost 70 years old, he still sings with the Methodist choir on Sundays and with a quartette on many occasions. If he had been paid for every performance, his bank account would have reached very large proportions by this time.

R. W. Baird

(Continued from Page 1)

year old steers. We swam the Missouri River with our herd and drowned 16 steers. This was the first time shipment was made from these pens.

I came back to Texas and Grayson County and finally back to the Panhandle again in 1892. I bought a place, improved it, sold out, and bought my present home 12 miles southeast of Hereford.

Those days on the ranch were hard, for we had no amusements and scarcely ever saw anyone but a neighbor rancher now and then.

When I moved to Hereford for school in 1903, L. R. Bradley and I ran a feed store. In 1910 I was elected sheriff and served three terms.

I often think of our early days and our hardships and various ex-

periences, but we were such that "liked it and could take it."

Wagon Sheet

(Continued from Page 1)

school. They have only one daughter, Mrs. C. O. Bowman, who is today a resident of the Progressive community.

Among her numerous experiences as a Pioneer mother and early settler, Mrs. Diebel has always found time for "fancy-work" and few are those today who can equal her in this art. In fact people have often told her:

"You make your own monument, for we shall always remember you because of your embroidery and fancy-work."

Ricketts Family

(Continued from Page 1)

money came in quite handy when we reached our destination, for it was used to buy a section of land one mile east of Jumbo; also some cows. Our first home was a half-dugout. We lived in this for about six months, then built a house which we used for sleeping purposes. We continued to use the half dugout, however, for a kitchen and dining room for three years.

In 1901, Mr. and Mrs. J. H. Boydston, who we had previously known down east, moved to Hereford, and until they could find a place of their own, moved in with us.

In 1900 we ate Christmas dinner at the old Humphrey Hotel. We had been helping J. H. Head move and being in the "city" we did not take the trouble to drive home for dinner. There was only one house between our place and Hereford, and there were no fences. We lived in the place which we bought near Jumbo for eight years. We then bought a place in Hereford in the spring of 1908.

Because my brain is not as quick as it once was, and because several years have passed between 1900 and 1938, I can remember but very few happenings of interest to other people who might read this — except this — "It really did rain here many years ago, so much in fact, we were glad to see it stop."

Paddock Stayed

(Continued from Page 1)

\$30,000 in later years and went to California for a vacation. Upon returning here, Mr. Paddock secured two more Hereford cows of good quality and again started in the Hereford cattle busi-

ness. Operating on his same policy with the first herd, he now boasts a Hereford herd, which he values between \$10,000 and \$15,000.

During his service as Mayor of Hereford, Mr. Paddock has managed the city affairs with the same success with which he managed his own affairs, and today the City of Hereford is in excellent financial condition, boasting more improvements, parks and community "show points" than possibly any other town of its size to be found in the Texas Panhandle.

The Paddocks have been even more than good citizens of Deaf Smith County; they have been builders and boosters—and they foresee an even greater future for this area than they dreamed when they came here 30 years ago.

First State Bank Has Record Of 31 Years Service

Founded to serve a definite need, The First State Bank which today stands as one of the community's most important institutions was created in 1907 with a capital stock of \$30,000, divided among

300 stock holders.

The bank started with a policy of thoroughly understanding the conditions of the country and problems faced by its patrons—a policy which the bank still maintains.

The charter, issued in 1907, to the First State Bank of Hereford, shows W. B. Beach at the first president; W. H. Russell as secretary and C. G. Witherspoon chairman of the board of directors; other directors were T. M. Palmer, J. M. Garner, H. B. Webb, W. S. Higgins.

In 1916, to meet community expansion, the bank followed the example of numerous other West Texas banks and added a trust department, which resulted in a new charter issued Jan. 26, 1916, changing the name to First State Bank and Trust Co. The bank operated under this name until October, 1927, at which time the trust department was discontinued and the name was then The First State Bank of Hereford, Texas.

Still in its original location at the corners of Second Street and Main Street, it also retains its original building.

Present officers of the bank are C. B. Williams, president; Miles Roberson, vice-president; C. C. Acker, cashier; C. B. Williams, J. A. Pittman, E. S. Ireland, H. G. Conkright and Miles Roberson are directors.

First Among the Hardships was A Place to Live

A Prairie Schooner

Was a luxury when the first wagon trains squeaked its way across the purple prairies of the great Plains. Even though they were hot in summer and cold in winter they were better than a tarp for covering and a saddle for a pillow.

The settlers who lived in half dugouts, adobe huts and crude shacks were eternally at the mercy of the elements.



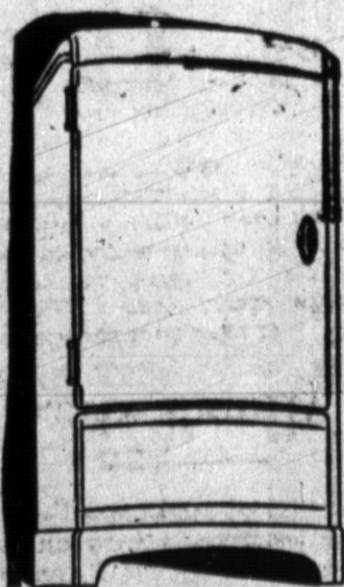
Today the Scene has CHANGED

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HAS PLAYED AN IMPORTANT PART IN THIS CHANGE!

People often refer to all electric refrigerators as FRIGIDAIRE — because FRIGIDAIRE was the Pioneer in modernization of refrigeration. Now FRIGIDAIRE has stepped out with other modern household appliances, such as the FRIGIDAIRE STOVE, operated by electricity. These appliances have done their part in the modernization of homes today and have made it so much easier for housewives to prepare meals. Delicious meals that only take a few minutes, that in Pioneer days would have taken a half day.

1938 FRIGIDAIRE With New SILENT METER-MISER



The new 1938 FRIGIDAIRE refrigerator saves amazingly more on food, on ice, and on modernistic designed refrigeration with a 9-way adjustable interior.

In every refrigeration duty, the new 1938 FRIGIDAIRE saves more — offers more! Come in and see the proof today.

FRIGIDAIRE Electric Range



End baking uncertainties! Cook better at less cost! Cook a whole meal for less than 2 cents! Buy a new FRIGIDAIRE Electric Range — the range that offers more advanced cooking and baking features than any other 2 ranges combined. Compare FRIGIDAIRE'S advantages with any other range. You'll find that FRIGIDAIRE offers more... and proves it!

GET BOTH FOR AS LITTLE AS 30c a day

FRIGIDAIRE is the PIONEER of ELECTRIC REFRIGERATORS!



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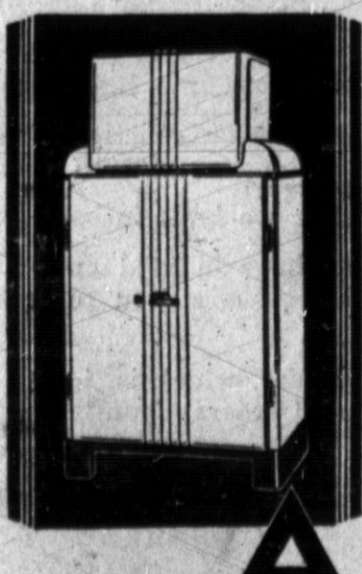
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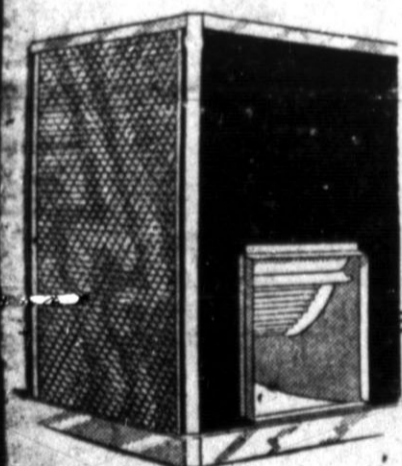
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Low first cost, low operating cost and high efficiency are the outstanding features of Essick Air Coolers, for both residential and commercial cooling. Manufactured only by Essick Machinery Company, Los Angeles.

HEREFORD Implement and Appliance Co. HEREFORD, TEXAS

Hereford Implement and APPLIANCE CO.

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HEREFORD, TEXAS

Land In Deaf Smith County Helped Pay For State Capitol

Abbott Helped Organize Parmer County In 1906

FORMER SYNDICATE EMPLOYEE WELL KNOWN IN THIS SECTION

By Mrs. J. N. Messenger
B. P. Abbott of Bovina was born in Walhalla, South Carolina. He moved to Hood County, Texas, with his parents when he was just a small lad, January, 1886. They moved to Parker County in 1892, where his parents lived for the rest of their lives.

B. P.—better known as Press—came to Amarillo by train in April, 1894, and caught the freight wagon for Spring Lake Ranch. The freight wagon was driven by W. A. Tate. He drove six mules with one line, known as a jerk line, and had two wagons, one of which trailed. The first half-day out they came to Palo Duro Creek at noon. A short time before reaching the creek, L. Gough, Castro County Judge, overtook them as he was returning home from Amarillo in his buggy. Press rode with Mr. Gough and when they reached the camping place, he gathered the fuel—cow chips—in his arms. Judge Gough laughed and said, "You'll make it alright kid."

In going from Amarillo to Spring Lake, a distance of 85 miles, they passed only two residences, those of Mr. Umbarger, and Mr. Kellough; also Dimmitt, the county seat of Castro County.

Mr. Abbott went to work for the Capitol Freehold Land and Investment Company, Limited, with Spring Lake as headquarters. This division, Spring Lake Division No. 6, covered a part of Lamb, Bailey, Parmer and Castro Counties. It was 85 miles from the Southeast corner to the northwest corner of the division; 8,000 head of calves were branded in this division the first year he was with them. He worked there until the winter of 1898-99.

Two Injured Men
One day while working, his horse fell with him and badly sprained one of his ankles. A couple of days later, Thomas Turnbow came in with a sprained shoulder. The two were loaded into a buckboard and started for Plainview to see the doctor, a distance of 45 miles. Press did the driving and Thomas opened the gates.

The railroad from Amarillo to Roswell was laid in 1898-99 by the Pecos Valley and North Eastern Railroad. This same year Deaf Smith County seat was moved from La Platte to a switch on the Tierra Blanca draw, called Blue Water. The name of the town was later changed to Hereford.

The ranch headquarters were moved to this new railroad and complete improvements were built, some of which still stand just north of the depot at Bovina. There were only two half-dugouts in Parmer County at this time. One was a half mile from the New Mexico line and the other one was 17 miles southwest of Dimmitt.

Mr. Avery Turner, superintendent of the Santa Fe, in obtaining the right of way for the new railroad from A. G. Boyce, manager of the ranch, agreed to establish and maintain an office at the place where Bovina now stands.

Mr. Boyce wished to build up a herd of cattle with more bone, but did not wish to change the color. Several carloads of Durham Bulls were purchased from Iowa and Nebraska and brought to the new headquarters. All cattle were taken out of the Southwest Capitol picture and all red cows were cut out and brought to be used in this experiment. As cold weather set in the bulls began to hunt shelter, as they had been barn raised and would crowd around the box cars on the railroad tracks. The trainmen on the Construction Company would have to stop their trains and drive the bulls from the tracks before they could go through; they dubbed the switch "Bull Town." When the road was completed and turned over to the operating company it was necessary to name the switch. They used the same name but spelled it in Latin—hence, Bovina.

Bovina was at one time the largest cattle shipping point in the United States.

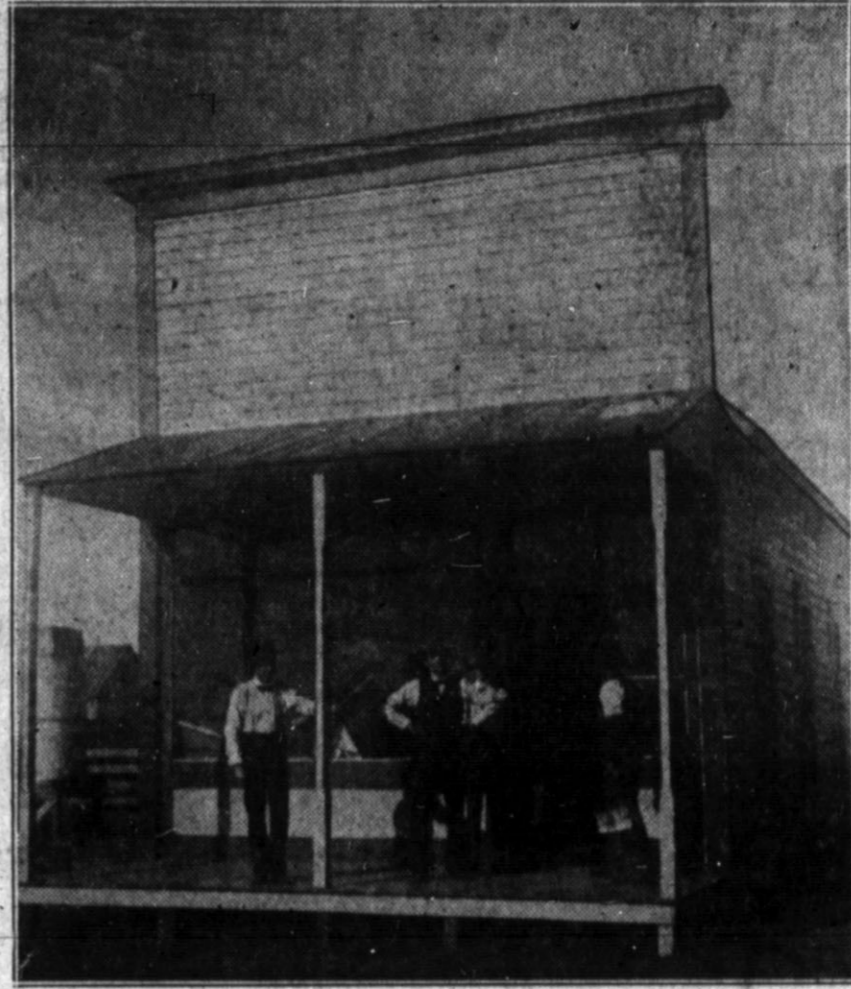
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History of "The Hereford Brand" Dates Back to "The Reporter," Established Here in Year 1901



In the top photograph may be seen the composing room of the old "Reporter" office, established here in 1901 by Frank Vanderburgh; Volume 1, No. 1, was published on Feb. 23, 1901.

On the left is an exterior view of the same office; the picture was made in 1902, and the men in the picture (left to right), are: Louis Arnold, Frank Vanderburgh, Ed Manson, Clovis publisher who then worked for The Reporter, and entering the door is Troy Womble, "Hereford's ice man."



Dimmitt Ladies Paid Organization Dues With Eggs When Mrs. B. T. Bell Was Charter Member

MRS. B. T. BELL AIDED NEIGHBORS IN CASES OF SICKNESS

Mrs. B. T. Bell and five of her children, Grayson, Hester, James, Albert and Emily reached Amarillo on April Fools Day, 1894, coming on the new Fort Worth-Denver Railroad. A narrow white two-story building served as the hotel in which they stayed. The usual dust storm was blowing with a fearful wind, when they arrived, and the building shook as if it would topple over, Mrs. Bell says.

Antelope For Supper

"Mr. Bell met us with a team and covered wagon and we started on an endless trip over the fire-swept plains to the OYO Ranch, near Dimmitt, where we lived two years. That trip will always remain in my mind as the very peak of desolation; no trees, no grass, no nothing, except the endless sweep of burnt prairie. However, it came to an end just before sundown and we were HOME! God save the word.

"A good supper of antelope steak, hot biscuits and coffee soon brought humor and cheerfulness — so ended the first day.

"The next morning was bright and clear and the old Plains looked innocent enough. 'But look out; the day is only a weather breeder,' the natives said.

"James, Albert, Emily and I set out to explore the ranch. We found a fine windmill, a tank of water, barn, a good house; plenty of rich loamy soil that could be easily watered. 'We must have a garden,' I said.

"It did not take long to stretch a barbed wire and plank around some space near the tank. It was not much bigger than a room, but how we dug and planted and watered. That garden gave us greens, onions, radishes, lettuce, and other vegetables, all summer, when everyone else was living out of paper sacks.

"We planted a big patch of ker-shaws and they were as bitter as gall. I asked Judge Gough the reason; he said they have mixed with devil claws.

"We soon got a "locoed" pony, a good cow and a dozen hens. Then it seemed life was worth living. Summer came, and with it came lambs. One day, Grayson was herding lambs and one of them fell in a badger hole. He crawled after it and the rim of the hole caved in and threw him to the bottom with a load of dust and dirt on top. After a time he managed to back out inch by inch. He came near choking to death, resting for

a while, he twisted a piece of wire around the lamb and pulled it out.

"That fall the lakes were all full of water; we could stand on the windmill tower and count nine full lakes. There was always antelope, beef or mutton hanging on the tower.

Cow Chip Stories

"One day I went in a wagon with the boys to pick up cow chips — our only fuel. That night Barclay wrote to his aunt in Austin, 'Mama has joined the O. Y. O. Chip Association,' and aunt wrote back, 'Where in the world do you get chips, if there are no trees.'

"The cowboys were branding calves and the ranchman's wife fried a platter of steak for dinner. She saw it was not eaten, but thought they were tired of beef. That night the same thing happened and taking the meat to a lamp found a nicely browned cow chip in the center of the platter. It had fallen in while filling the stove with fuel."

Ranch Near Dimmitt

In 1897, Mr. Bell traded his place in Williamson County for the Aten place, three miles from Dimmitt, and was a neighbor to

Judge Gough, their places joining. The Bell ranch became a landmark in the country, noted for its spirit of hospitality. People passing through never failed to take advantage of a night's lodging. There was one family that made a habit of stopping there at such regular intervals that finally Mrs. Bell reminded them that there was a perfectly good hotel in Dimmitt. Preachers of all denominations made it a point to reach the Bell ranch at meal time, or nightfall. At one time a Baptist minister stopped for the night nearby frozen. Mrs. Bell set about thawing him out and was making a warm drink when he said, "I just want kettie tea, not store bought tea."

The first few years everything was freighted from Amarillo. It took three days to make the trip. Sometimes they were out of supplies. Often they were out of coal oil, so Mrs. Bell made candle wicks out of wrapping cord and melted mutton tallow, dipped these wicks in hot tallow until it was large as your finger. Her children made their Christmas-candles the same way and then would color them.

"Another case of typhoid fever that took me for a week from my

Ladies Aid Society

Mrs. Bell organized the first Ladies Aid Society in 1898. Money was scarce, so the dues were paid with eggs. A dozen eggs a week were required of members in good standing. The peculiar type of dues caused it to be called "Ladies Egg Society."

Mrs. Bell was known far and wide for her kindness and assistance to neighbors in cases of sickness. In the following paragraphs she tells of some of her experiences along this line, in the early days:

"One night a ranchman came and said his wife was dying and wanted me to come. I rode in the bottom of a wagon five or six miles behind a team of running horses. They had sent to Hereford for a doctor, but he had not come. After putting a lamp in a window as a signal, I did all I could for the woman, and she got better. Way after midnight the doctor and driver came in, both were drunk. They sat by the stove and slept until morning. Then I told him what I had done, and he said that I had saved her life.

"Another case of typhoid fever that took me for a week from my

PIONEER LADY RECALLS INTERESTING EVENTS OF PAST YEARS

home. It was a large family and the mother was the sick one. At night in going to the kitchen to fill hot water bottles, I would step over cowboys rolled in their tarps. The woman was delirious and desperately ill. One night her mother was there, and said 'Mrs. Bell, you get some sleep, I'll sit here.' Then she added, 'I don't know where you can rest unless you lie on that pallet by the side of Pa.' I drew a chair to the window and watched the stars until daylight. The woman recovered.

"Then the little Gough child, Barber baby and Hastings baby all died. The whole winter through was filled with nursing. "Nursing in the pioneer days meant going into homes to care for contagious diseases, pneumonia, broken bones and often women suffering in child birth. Mrs. J. W. Carter was my co-worker in this field.

"It was so far to Amarillo to get coffins, that an old Carpenter would make a coffin of pine and the ladies lined it with white cloth inside, and with black cloth outside.

The young people had many interesting amusements, one being singing school. These meetings would continue over a period of several weeks. Chicken fries were occasions for much fun. The boys would steal the chickens from their mothers' hen roosts and take them to a central meeting place. The girls managed for salt, shortening and some bread. Later, they would explain to their mothers the reason for the empty roosts."

First Christmas Tree

Mrs. Bell's ability to solve problems is best illustrated in her first Christmas on the plains. She sent chickens to Amarillo to trade for a barrel of apples, cranberries, raisins, etc. The kin in Austin sent gifts of clothing and toys, nuts and oranges. Mrs. Bell had one of the boys to dig a bunch of bear grass or gucca and place it in a wash tub and the roots covered with soil, then cranberries were stuck on the spikes. They put a pyramid of pie mellons around the base and covered with apples.

Mrs. Bell, the wife of a pioneer sheepman, can give many experiences of her family. She spent sleepless nights walking the floor during plains "blizzards" not knowing whether or not her men folks would return home safely.

One of her problems was to furnish enough cover; this meant utilizing every suit of underwear, coats, dresses, etc. One of her sons, Barclay, jokingly said years later, "mother tears up all our

(Continued on Page 5)

Escarbada Ranch Foreman Went To XIT Job In 1900

NEWSPAPER'S NAME WAS CHANGED WHEN EDITOR VISITED XIT CAMP

By Mrs. Merila Kaul
One hot summer day in the early '90's a group, consisting of Mr. and Mrs. E. F. Connell, Miss Zula Vanderburgh and her brother, Frank Vanderburgh, all of Hereford, drove out to a round-up on the Escarbada Division of the XIT Ranch.

The Vanderburghs had come from the East—from Ginghamton, New York—in 1901 and to them the sight of cowboys, branding irons and early ranch life furnished plenty of excitement.

Frank Vanderburgh was the editor of the town paper, The Hereford Reporter, and his paper office, like most of the buildings in the little town, had a high porch with four or five steps in front. More steps led down to the street from the side walks, probably to keep the cows and hogs from getting on the porches, for there was no stock law then. High fences were built around the trees to keep the cows and horses from eating them.

On the way home from the round-up, Frank remarked, "I've decided to change the name of the paper. From now on I'm going to call it 'The Brand.'"

Romantic Introduction

But Zula wasn't listening. Her thoughts were back at the ranch, which they had just left, and she could still see the friendly smile of the Division foreman as he was introduced to her.

Yes! He too, remembered. And in August, 1906, Zula Vanderburgh became Mrs. Crystus Riley Smith.

C. R. Smith had been born a Texan—in Milam County on February 27, 1881, on a farm halfway between Cameron and Rock Dale—where the town of Minerva now stands.

He attended school in a little backwoods school house and when he was nine years old, his parents came to the Panhandle. They came to Amarillo, and there a freight wagon met them. The freight wagons consisted of two wagons pulled by six mules and were used here in those days to carry goods for the settlers.

The Smith family settled in the southwest part of Swisher County, 70 miles southwest of Amarillo. The father and one brother had filed on a section of land apiece and the father had come ahead and built improvements on his claim. (This one-section act was later repealed and the settlers got the privilege of claiming four sections). Mr. Smith didn't file on another section until the settlers began coming in, however. The first section was then known as the "home place."

Drove Herd Through
The next spring after the Smith family moved to the ranch, Mr. Smith and one of the boys went back to Milam County and drove their livestock—horses and cattle—straight across country. There was no farm land, no fences, just open country. Cattle could be driven straight from Amarillo to Yellow House (Labbock).

There were seven children in the Smith family and C. R. was the third child. Two or three other families lived nearby so they built a school house and hired a teacher, who stayed around in the neighborhood.

About 1898, C. R. left home and went to Midland and in 1900, on the first day of August, he went to work on the XIT Ranch, a unique and interesting history.

It started back in the days when cattle raising was operated on a large scale and immigrants were coming in so rapidly. The functions of the state government increased and the need of an adequate state building was apparent. In 1875, a law appropriating 3,050,000 acres of the 5,000,000 acres known as the Capitol Reservation.

The Reservation started at the northwest corner of the Panhandle and extended south adjacent to the New Mexico line for over 200 miles, also through Dallas, Hartley, Oldham, Deaf Smith, Parmer, Castro, Lamb, Bailey, Cochran and

(Continued on Page 4)

Hereford's First Baseball Team Passes In Review



Remember Hereford's first baseball team which gained wide-spread fame over the Panhandle Plains in 1902? This picture shows the team, bottom row, left to right: Hopson, Bob Parker, Frank Vanderburgh, John Clark, and Rat Jowell; top row: Gene Dyer, Allan Bell, Artis Daniel, John Royd and Jess Marcus.

Order Of Eastern Star Was Founded February 7, 1906

Local Chapter Has Been Active Over 32 Years

OFFICERS OF LODGE ARE LISTED SINCE CHAPTER ORGANIZED

On January 24, 1906, at a called meeting held in the Masonic Hall in Hereford, arrangements were made for organizing a chapter of the Order of Eastern Star.

George E. Hay was appointed as chairman of the meeting and H. B. Webb as secretary. They elected for Worthy Matron, Mrs. Emma Higgins; Worthy Patron, Geo. E. Hay; Associate Matron, Mrs. May Googer. It was moved and seconded that the chapter be called Tierra Blanca; a vote of thanks was tendered Mrs. Higgins for getting the chapter started, and the meeting adjourned.

At a called meeting, Feb. 7, 1906, the chapter was organized by Mollie Gray of Clarendon, Texas. The Associate Grand Matron was assisted by Ella Williams of Clarendon, who was appointed Grand Marshal for the occasion. W. H. Russell was appointed temporary secretary for the called meeting.

Charter members of this chapter were: Emma Higgins, Laura Hicks, Hattie Buckner, Essie Beach, Carrie Black, Dora Lackey, Kate Canterbury, May Googer, Mollie Webb, Eliza Graves, Nora Russell, Dr. J. W. Hicks, J. A. Buckner, E. B. Black, C. B. Googer, J. A. Canterbury, J. T. Graves, W. H. Russell, H. B. Webb, and Geo. E. Hay.

On Oct. 27, 1906, after the charter had been granted the Hereford chapter, officers were elected, and following are Worthy Matrons and Worthy Patrons from that time on to the present day: Lena Bell, W. H. Russell, 1906; Cora Kirkpatrick, and A. M. Jones, 1907; Jennie Thompson and W. H. Russell, 1908; Jennie Thompson and John C. North, 1909; Effie Edwards and H. B. Webb, 1910-11; Effie Snyder and E. F. Connell, 1912; Essie Cardwell and A. P. Murchison, 1913; Nora Russell and A. P. Murchison, 1914; Jessie Morris and A. P. Murchison, 1915-16;

Pevley And Seed Maintain Modern Implement Firm

Operating here since 1930, Pevley and Seed, Hereford dealers for Allis-Chalmers machinery and farm implements, today boast one of the city's most modern business firms. They also carry a complete stock of Fairbanks-Morse appliances.

Both Mr. Pevley and Mr. Seed have records as successful farmers before they entered the implement business, and both men are thoroughly interested in the advancement of this section as agricultural country.

Mr. Pevley is an old timer in this section, and still operates his farm here. He is a native of Tennessee, but came here early enough to work as a ranch hand. Mr. Seed came here from Illinois and before going into the implement business established an enviable record as an irrigation farmer. They both have a thorough understanding of farming in this section, and the problems which it presents, an invaluable aid in their present business.

church and is actively associated. His general attitude seems to say, "This is a great place for me and my wife and my children. I like it. I think I'll stay and see if I can't help make it even a little bit better."

Rosson Has Sold International Line Since 1924

S. P. Rosson, present owner of the Rosson Implement Co., came to Hereford on Dec. 31, 1924, and since that time has sold International implements and machinery.

When Mr. Rosson first went into the implement business here, it was as a partner in the R-B-R Implement Company, which operated in Hereford, Friona and Dimmitt; this company existed until 1922, when the company was changed to Buchanan and Rosson. In 1935 Mr. Buchanan dropped out of the firm, which since that time has operated as the Rosson Implement Co.

At the present time, the Rosson Implement Company is one of the most active agents for the International Company, and along with Farmall tractors, International and

McCormick-Deering Implements features the new D-line International trucks which are finding popular favor over the Plains area. The company carries a large stock of parts, and maintains a complete repair shop.

Mr. Rosson, in addition to his duties as a business man, is also a civic leader and takes an active part in community affairs, working at all times toward general advancement of this section.

BEAVERS BROS. GARAGE MODERN REPAIR SHOP

Established here in 1922, owned and operated by Hall and Lama Beavers, the Beavers Brothers Garage is one of the most modern and best equipped garages in Hereford.

Lama Beavers came here in 1920 from Canadian, and Hall came in 1922 from Burk Burnett, where he worked in the oil fields. These brothers are the sons of Rev. and Mrs. M. M. Beavers. Rev. Beavers is pastor of the local Methodist church.

Specializing in motor rebuilding, this garage also gives the best of service in brake work, glass work, and body work of all kinds. Their motto, "Our Work Stands Up—We Make It," is the foundation of the service given.

WELCOME, PIONEERS!



We do all kinds of blacksmithing, trailer building, welding and farm implement work. All kinds of Sheet Metal work — nothing too large or too small for us.

E. T. SHREVE
BLACKSMITH

Piggly-Wiggly Has Grown From Pioneer Grocery

Hereford's modern Piggly-Wiggly grocery store, operated today by Frank and Wilson Gyles, holds the distinction of being the oldest grocery firm—and one of the oldest stores in Hereford.

Although it has operated under several different firm names, the store has been operated continuously in Hereford since 1901.

The store was started by J. H. Cardwell, who operated it until 1919, when it was purchased by Frank Gyles and J. R. Rutherford, who returned here after service in the United States army during the World War.

In 1921, Mr. Gyles purchased the Rutherford interest and at that time changed the name of the firm to Piggly-Wiggly. Wilson Gyles has been associated with his brother for the past nine years in the store.

Featuring a large stock at all times and offering farmers of this section a market for their produce, the store has advanced with the times and now stands as one of the best grocery stores in this section.

Conoco Agency Started In 1927 By Oscar Easley

Oscar Easley came to Hereford from Chillicothe, Texas, in 1921 and worked at stock farming on a ranch six miles south of here, for three years. As a cowhand, he can recite scores of good points for this section of the country, and while Mr. Easley says he wouldn't live in West Texas for scenery, there are other factors more important.

When the Panhandle began to push up and forward in 1927, Mr. Easley took the agency for the Continental Oil Company and established the business here. He first located near the camp grounds, across the Santa Fe tracks, but two years later moved to his present location.

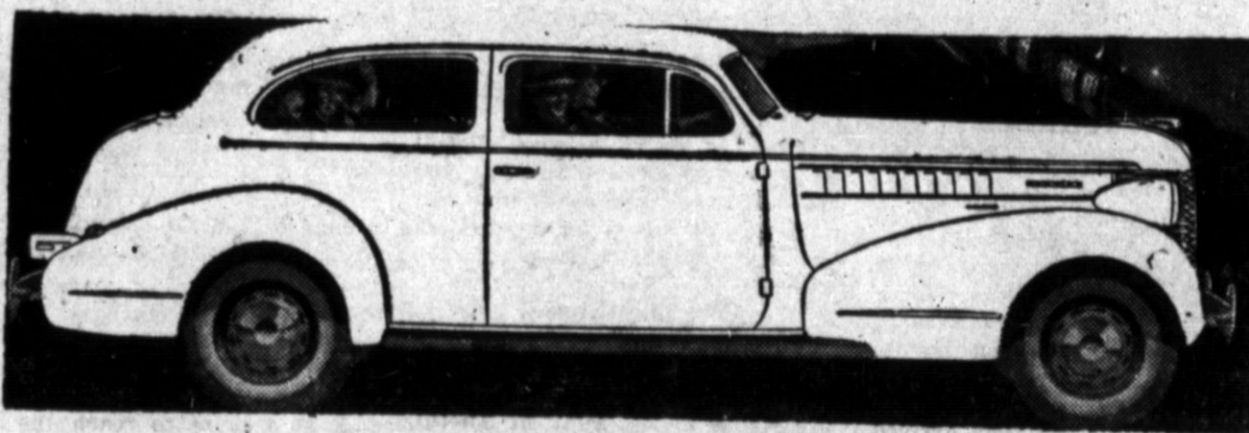
With the growth in business, he watched schools and churches develop and thinks Pioneer Day is something to challenge the spirit of ambition and work in every good citizen. He expects to be on hand for the celebration, ready to help in any way he can toward making the day a success. He is a member of the Methodist

The Three Pioneers Of Today BUICK -- PONTIAC -- GMC

1938 PONTIAC SILVER STREAK

A PIONEER Made New!

AMAZING NEW SAFETY SHIFT GEAR CONTROL!
One of 100 Reasons why —
THE MOST BEAUTIFUL THING ON WHEELS
AGAIN OUTVALUES THEM ALL!

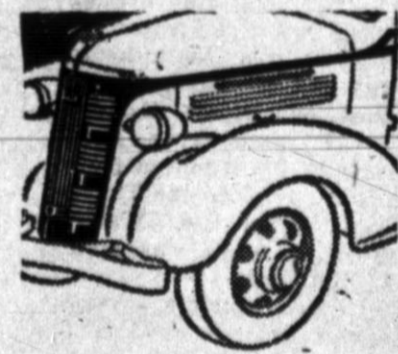


Pontiac is not a new automobile, but never before has there been a more beautiful car than the Pontiac for 1938. Progress demands great changes and Pontiac has given the motoring public those features that have been proved and tested. Watch for the new Pontiac in the Pioneer Day Parade at Hereford on May 11.

3 NEW G. M. C. TRUCKS for 1938



If you are in the market for a new truck or pick-up—be sure to see and drive the new GMC Trucks before you buy. GMC for 1938 offers three new light and light-heavy trucks, a new 3-4 ton, a new 1-ton, and a new 1-2 ton—which are built for lowest cost service. GMC also offers many heavy duty model trucks, including a lowest priced Cab-Over-Engine models, with capacities of 1-2 tons to 12 tons.

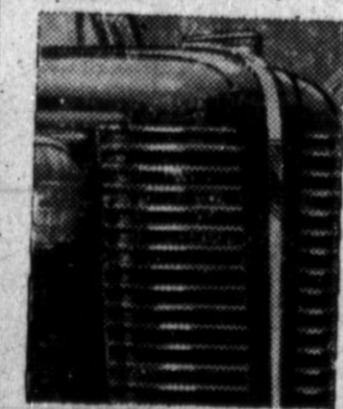


BUICK

30 YEARS AGO

and Now!

1908 - 1938



Buick again leads the parade of better automobiles. Buick today is the greatest automobile and the most outstanding in its field. In 1908 as now, Buick was the greatest automobile of them all. At the right you see the old 1908 two-spot Buick, driven by Alex Thompson. Watch for the new Buick in the Pioneer Day parade, May 11th.

WELCOME PIONEERS TO HEREFORD, MAY 11
Visit Your Buick, Pontiac and GMC Truck Dealer

Norton Motor Company

317 N. Main St.

Hereford, Texas



WELCOME PIONEERS!
We Are Pioneer GROCERS in HEREFORD

We Have Been Doing Business In Hereford For Years...

There is NO PROGRESS IN PRICES AT THIS STORE

We strive to give the people the best in groceries at the lowest possible prices at all times. We only ask you to give us a chance to serve you!

We are glad to welcome Pioneers and Old Settlers to Hereford for their Annual Reunion on May 11th. We feel they are the ones responsible for the great development of our community as shown in the past 40 or 50 years.

We cannot boast we are as old as the Pioneers in years of service, but we will say we have been serving the people of this area for a number of years.

Just as we started out in the grocery business, we still cling to those primary business policies of honesty and integrity. Service is our aim, and we always have and always will continue to offer the people of this community Quality Groceries at a price which will meet with their approval.

- Quality Groceries
- Selected Meats

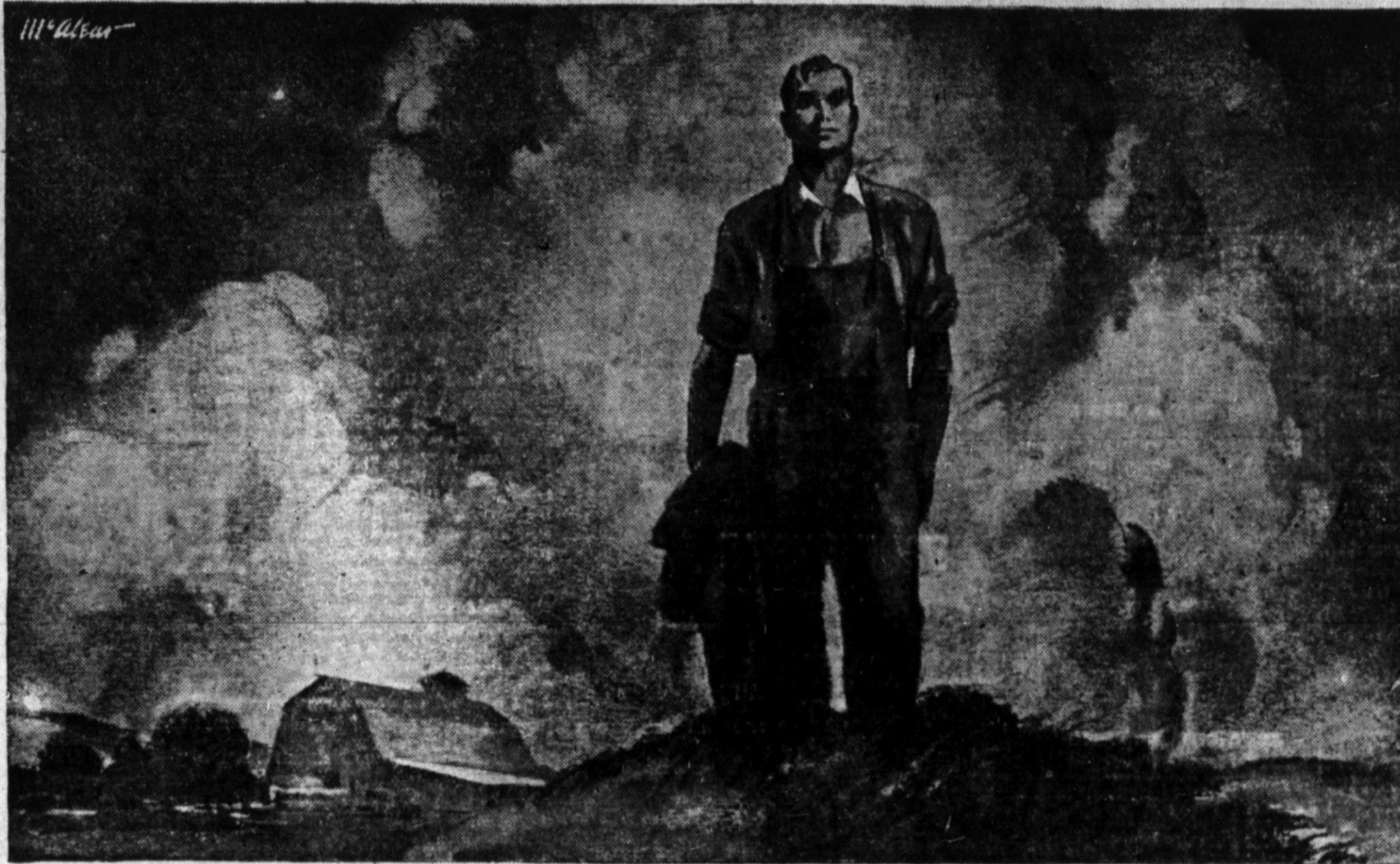
Quality Food Store

J. W. ROBINSON, Owner

PHONE 120

Time Is Only A Measure ---Progress Is Life

1898



1938

40 YEARS of PROGRESS AND STILL THE SAME IDEALS

With the occasion of Pioneer Day, 1938, comes a retrospective through which we may look back and take stock of the achievements of the past.

In the Parade we see the transition from the ox-cart to high-powered automobiles; from scarcely discernable trails to smooth, paved highways and adequate railway lines; from a sparsely settled country to a land of diversified agriculture, cattle, and industry; the strides of courage and vision are reflected in our community through fine schools, strong churches, and an ambitious people.

It's an inventory of forty years of progress . . . a reminder that progress is incessant; an inspiration to carry on. And as we face forward again we see Opportunity as our guide beckoning us to follow in his train to greater achievements. It's a challenge to knowledge, to vision, to ingenuity.

It spurs men on to quicken their pace to keep abreast of the march, and it inspires youth to keep their energies and talents bent to win laurels in fields ahead.

It broadens vision. It proves that the dreamers are actually the doers . . . the Pioneers, the restless, the ambitious find ways of turning what is apparently intangible, into things that are practical to better living and a higher culture.

It is for these reasons that the City of Hereford pauses in pursuit of daily tasks to pay tribute to the Pioneers—the men and women who made possible our present civilization—and to extend a hearty welcome to all Old Timers from Deaf Smith, Parmer, Oldham and Castro Counties. We believe your faith well founded, and we, the people of a community you made possible, pledge our lives to "Carry On."

Welcome Pioneer Settlers Of DEAF SMITH, OLDHAM, PARMER, CASTRO

CITY OFFICIALS

Mayor _____ C. J. Paddock
Commissioner -- Vera Witherspoon
Commissioner _____ N. E. Gass
City Clerk _____ Eva Pittman
Attorney _____ F. T. Rolison

CITY OF HEREFORD

CITY EMPLOYEES

Marshal _____ Ed Cursinger
Water Engineer --- W. A. Dobbins
Water Dept. _____ Onias Carroll
Fire Chief _____ John Patton
Street Maintainer --- Bill Morton

Escarbada Foreman Recalls Life On Famous XIT Ranges

C. R. Smith Has Long Record As Cowboy for Ranch

MRS. SMITH WAS SISTER OF COUNTY'S FIRST NEWSPAPER EDITOR

(Continued from Page 1)

Hockley Counties. The land was surveyed and divided into Spanish leagues of 4428 acres.

Land Paid for Capitol

On November 9, 1881, the old capitol burned and the need for the capitol building was imperative. The contract was awarded to Schell of Illinois and he assigned his interests to what was known as the Capitol Syndicate Company. The new building was delivered to the state in April 1888—a building second only to the capitol at Washington.

The 3,000,000 acres which the company had received in exchange, was fenced—marks of this fence can be seen about two miles west of Westway school house—and it was necessary to go to England to borrow money to stock the land with cattle. A company was formed called the "Freehold Land and Investment Company, Limited." John V. Farwell was appointed as managing director of the ranch. The headquarters were located at Buffalo Springs. They were later moved to Channing in 1890.

The first herd of cattle reached the ranch in July 1885, and the brand XIT was chosen because it was easy to make, but difficult to turn or alter. XIT means "Ten (Counties) in Texas." Waddles rode over that many counties without leaving their home ranch.

So it was on the XIT that C. R. Smith learned "ranch life." The herd maintained from 125,000 to 150,000 head of cattle. The ranch was cut into pastures with 1,500 miles of fence, which in a single strand, would have reached 6,000 miles. There were 335 windmills and 100 dams—artificial facilities to water the herd easily.

There were two round-ups—in the spring and in the fall—and along with it came the branding. This was C. R. Smith's first work. They branded 10,000 calves during the summer. The cattle were branded with XIT on the side, the last numeral of the year on the shoulder, and the number of the division on the jaw.

For more rapid and efficient handling of the cattle, the XIT was divided into seven and later, eight divisions, each under a foreman, who was responsible to General Manager Boyce. Beginning at the north end and going south they were as follows: (with the use of cash) — 1. Buffalo Springs, steer ranch; 2. Middle Water, bull ranch; 3. Bold Springs, breeding range; 4. Rito Blanco, beef ranch; 5. Escarbada, breeding ranch; 6. Spring Lake, breeding; 7. The Yellow House, breeding; 8. Bovina (ten years later).

Bovina Was Named

When the Santa Fe Railroad came through, it crossed the ranch in a southwestern direction and about midway across the ranch a little switch sprang up, where cotton seed was shipped in. As the right of way was unfenced, a bunch of Hereford bulls gathered at the switch to eat the spilled cotton seed and they lay on the track to chew their cud. When the train came by the engineer frequently had to stop and let the brakeman chase them away. The switch had not been named, but trainman spoke of it as "Bull Town." Being too vulgar for the railroad men, they put it on their maps as Bovina, and it became the headquarters for division eight.

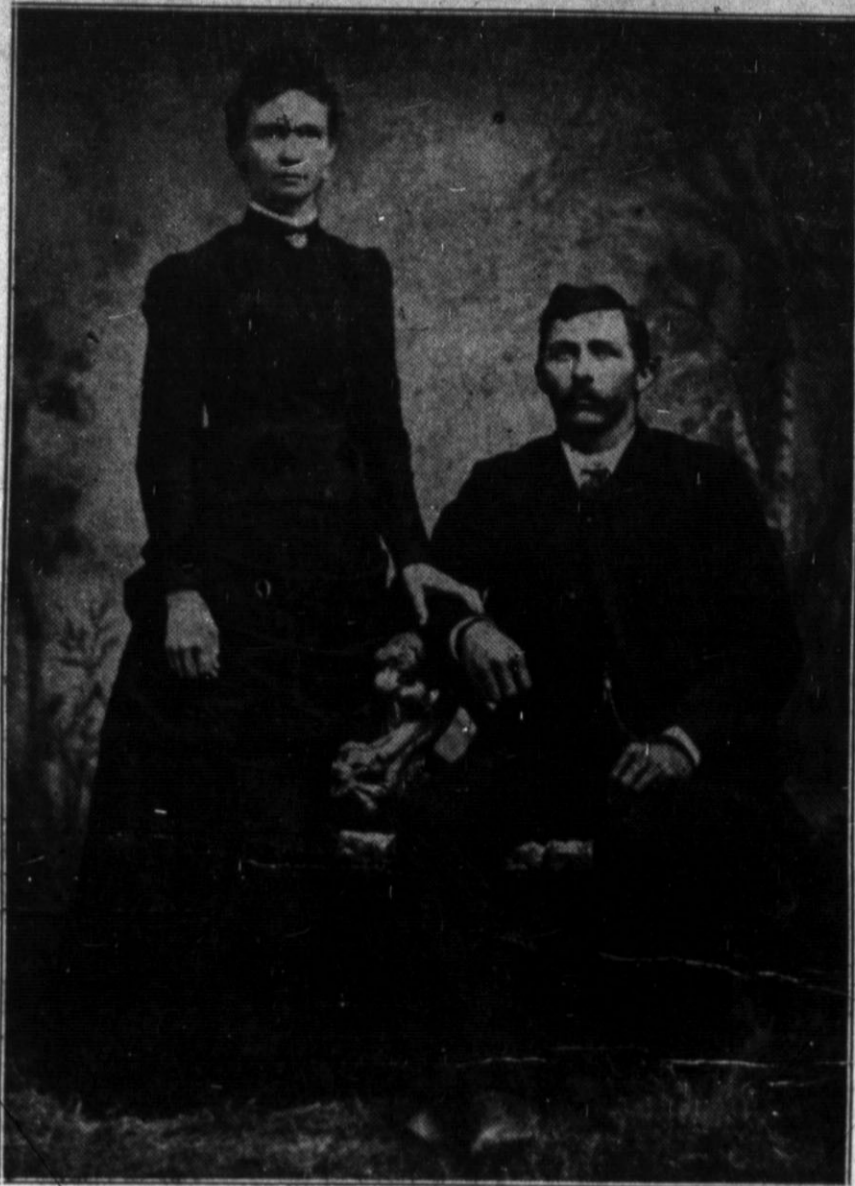
All the herds were sent north and shipped out to Kansas City or Chicago. In 1903 over 40,000 head were sent to the Chicago market.

In the summer of 1903, Ira Aten, division manager of Escarbada Ranch went to California and C. R. Smith succeeded him as division manager. It was a lonely, yet exciting life. Every day was "recreation" of its own. There were no dull moments. In the evening, the boys would gather around the camp fire and tell funny stories, have supper then go to bed.

When the first of May arrived, the "chuck" wagon started out on the roundup. The outfit consisted of 20 cowboys, 150 saddle horses, a cook, "coosie," and a horse wrangler. They would travel 10 or 12 miles a day or more, if water was scarce. As soon as the yearling steers were gathered and sent to Buffalo Springs, the branding began and all through June, July and August the work went on—seven days a week—rounding up, roping, cutting and branding calves. Sometimes as much as 150 square miles were rounded up in one day and from 300 to 500 cattle branded.

At night, the cowboys took two hours guard shifts and a favorite cowboy prank was to tell a "greenhorn" to call the next guard when it (pointing to the North Star) went down.

Wedding Picture of Pioneers



Shown above are Mr. and Mrs. W. F. Diebel in their wedding picture, made in 1885. Mrs. Annie Diebel came west in a covered wagon, drawn by oxen and after having celebrated the opening of Texas' new capitol, later came to this section and lived on land which helped pay for the structure.

"Chuck" fare consisted of sour cowboy didn't have a dollar in his dough biscuits, potatoes, beans, coffee, beef, dried fruit, a small amount of canned goods. The ranch hands were paid \$25 a month, and the trail hands \$35; bosses got \$75.

When the fall roundup was over some of the boys went home for Christmas. Some took a week off and "blew in" his year's wages and went back to the ranch ready to do work for another year. Cowboys could not drink whiskey or gamble while working on the ranch. They wore hand-made boots and Stetson hats—and good ones. If a deal didn't go through.

Was Early Inspector

He then went to work as livestock inspector on quarantine work. He made inspections on the Santa Fe from Amarillo to Texico. He had moved to Hereford when he left the ranch and has continued to live here. In fact, the Smiths have always lived in the same house in which they went to house-keeping. Mr. Smith built it in 1906 when they married.

In 1912, he leased some grass and stocked it with cattle, and continued in the ranching business until 1927, at which time the Capitol Company decided to make a special effort to sell out the acreage left. The herds had been sold to redeem the bonds of the English Company, as had also much of the land. Heavy sales of the land to cattlemen caused the Company to direct its interest toward colonization.

Mr. Smith worked in Parmer County and finished in the fall of 1928. In 18 months, five men had sold 100,000 acres of land. They then started on Deaf Smith County and today C. R. Smith is still in the real estate business for this county. Associated with him in his office in Hereford is his son, Roy, other members of his family, a daughter, Ruth (Mrs. W. J. Wilson), lives on a farm east of Hereford.

Once a year, five of the "boys" of the XIT get together for a real old western "pow-wow." They are J. D. Hamlin of Farwell, who for 25 or 30 years had charge of the South end; Mr. Finley, who was financier for the entire ranch; Sam

Roberts, general land commissioner; Walter Farwell and Cyster Bag, New York, and C. R. Smith.

Mrs. Ross Is Progressive Business Woman

The Hereford Credit Association was organized in February, 1930, under the name of the Business Men's Association, with John A. Coffee, president; W. R. Coffee, vice-president, and H. L. Graham, secretary and treasurer. The business was sold to B. F. Egger in 1931, and to Mrs. Harry Sherrod in 1932. On October 5, 1933, Mrs. Dorothy Ross became the owner and changed the name to The Hereford Credit Association. At that time there were seven members of the organization, and today its membership numbers twenty-nine. S. P. Rossion is president, Woodrow Ireland, vice-president, and Mrs. Ross is secretary and manager.

The purpose for which the association was founded is to acquire, preserve and disseminate valuable business information. This is brought about through the co-operation of the business men of the city.

Mrs. Ross is a staunch booster for Pioneer Day and thinks the annual celebration a splendid way to keep before the people the history and progress of the town.

Mrs. Ross is also secretary for the Hereford Benefit Association, local insurance group, organized in 1908.

Laundry Offers Modern Service To This Section

Hereford today boasts one of the most modern and complete laundries to be found in the Panhandle, and W. I. Ayres, manager, is improving and adding to the laundry from time to time.

The laundry was founded in 1929 by Marion Howard and started in the location where it stands today. In September, 1931, W. I. Ayres came to Hereford and purchased the laundry. He was born in Brazos County, Texas, Oct. 26, 1900, and on Nov. 8, 1934, married Miss Hazel Thompson, daughter of Mrs. R. W. Thompson of this city.

Mr. Ayres started in the laundry business 19 years ago at College Station, later operating laundries in Houston, Orange and at Bryan, coming to Hereford from the latter. When Mr. Ayres took over the Hereford Laundry, it consisted of power laundry service, only. In 1933, he added the cleaning and pressing department, and in 1936 the Helpy-Sely division, both of which are today important phases of the business.

This week he announced the addition of a rug-cleaning department, and last week he installed an air-conditioning machine in the Helpy-Sely rooms, which are thoroughly modern. Mr. Ayres also plans to install a new steam distribution system to the laundry in the near future.

The Hereford Laundry is strictly modern in every respect today, and Mr. Ayres' policy of service and quality work is supported by his aggressive method of adding new equipment to keep abreast with modern times, rendering the business up-to-date at all times.

PIONEER MILLINERY STORE

Mr. and Mrs. N. C. Vogele came to Hereford in 1909, and 1910 Mrs. Vogele entered the millinery business, and has been thus engaged since that time.

Mrs. Vogele caters to the individual, always having a particular customer in mind when she buys her hats and her many customers throughout this territory will tell you that she always knows the hat that will please them.

She carries a complete line of pattern hats always, and if you cannot find the hat in her stock, she can always make it for you.

Indiana candidates for mayor says he will campaign on the slogan, "Soft water in every tub." Sounds like soft soap.

Take a look at the line of rifles on the Rhine. And, then emit a yippee for the peaceful Mississippi.

A Tribute to the PIONEERS



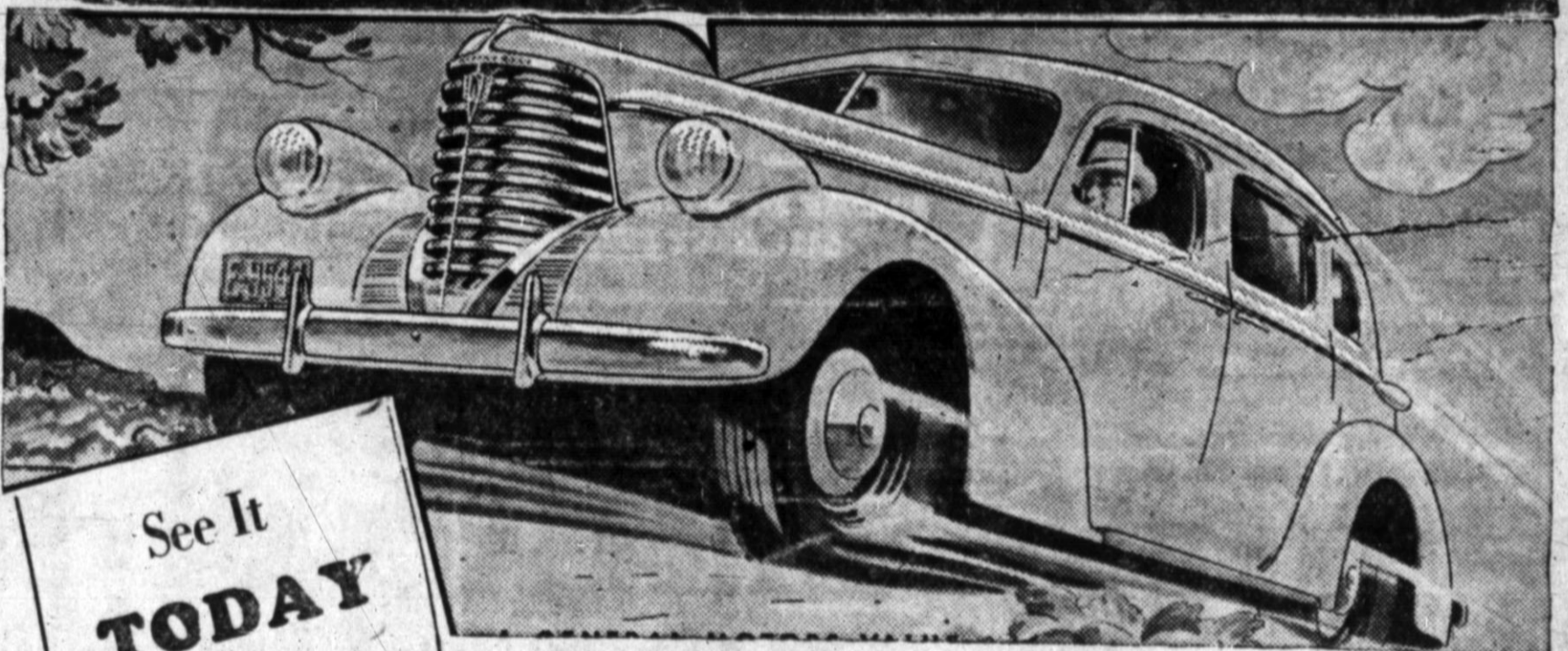
I am glad to be able to pay tribute to the Old Timers, when they get together in their annual reunion at Hereford, Wednesday, May 11th.

The tireless efforts of those sturdy pioneers who came here 40 and 50 years ago, made the foundation on which all that we have rests. They built well and their traditions and ideals light the trail for those of us who have followed.

L. H. FOSTER

County and District Clerk

Drive an Oldsmobile! LET THE CAR SPEAK FOR ITSELF!



See It TODAY on DISPLAY

OLDSMOBILE... Just ask to drive one of these most modern automobiles on PIONEER DAY... you'll thrill to live, when you enjoy a ride of Eager Power, Restful-Comfort and the latest Safety Features, from KNEE-ACTION WHEELS to Big, Roomy FISHER BODY — for here are all the essentials for real motoring enjoyment.

Pioneering

Someone has to lead the way!

CHEVROLET, today leads the field in sales, as it has in the past several years... there must be a reason!

OLDSMOBILE, leads the upper class in Beauty of Design, in fact it's the ideal heavier, roomier car in the medium priced automobiles.

Be sure and watch for these two great cars in the PIONEER DAY PARADE on May 11th.

Sales — CHEVROLET-OLDSMOBILE — Service

"YOU'LL BE AHEAD WITH A CHEVROLET"

THE ONLY COMPLETE CAR-PRICED SO LOW

Brumley-Woodford Motor Company

HEREFORD, TEXAS

"SINCE THE DAYS OF THE PIONEERS" 1888-50 YEARS OF DEPENDABLE SALES AND SERVICE - 1938
OUR SLOGAN—To Build a Business that will never know Completion; to efficiently Serve every person with whom we have relations; to create a personality that will always be known for its fairness, honesty, strength and friendliness.

FORT WORTH STOCK YARDS — National Livestock Commission Company, of Texas

FORT WORTH, TEXAS

1938 — OUR GOLDEN ANNIVERSARY — 1938

Dimmitt Ladies Aid Society Gives With Eggs

(Continued from Page 1)

clothes to make covers, then we need clothes she tears up her cover and makes us clothes."

Early Prairie Fires

Prairie fires were numerous in the early days. They were more of a menace to the sheepman than to the cowman. A flock of sheep belonging to the Bell family were saved by Allan Bell's presence of mind. He saw the prairie fire coming toward the sheep; he set fire to the grass some distance away. After it burned off, he drove the sheep on the burned area and saved them.

Another time, Calvin was tending 1500 sheep and Mrs. Bell saw a prairie fire coming. She stopped a passing covered wagon and asked the driver to unhitch his horses and drive the sheep into a lake. Mrs. Bell helped, too, and in a short time the sheep were safe, but the fire was nearing their home by this time. She hurried to the house and placed her bedding in the water tank. The fire burned part of their orchard but was put out before it reached their house.

"We have lived through it all and can look back with gratitude for all God's mercies," says Mrs. Bell, after 44 years on the Panhandle Plains.

Pioneer Residents of Castro County



Mr. and Mrs. B. T. Bell, above, are remembered by old timers of this section as early residents of Castro County, where they operated an extensive ranch in the early days.

times to please her customers. Associated with her in the salon are Mrs. Bess Jennings and Mrs. Bobbie Seed.

Furr Food Has Modern Store

Operating one of the most modern food stores to be found in this area, Furr Food opened the Hereford Store in 1933, and since that time has enjoyed a nice volume of business.

While the store features a large selection of groceries, meats and vegetables, they hold with equal importance, a steadfast policy of service and reasonable prices.

Charley Felts, manager of the local store, came here in 1937 from Dulhart, and is an experienced groceryman. He joins other firms of the city in paying tribute to Pioneers of this section next Wednesday and in welcoming residents of this section to Hereford for the celebration.

John Patton In This County For Past 38 Years

John Patton came to Deaf Smith County 38 years ago, when he was only nine years of age, and since that time has made this section his home. When he first came here his father was in the dry goods business, and as he grew up in Hereford, John worked in the dry goods store and in a grocery store operated by his uncle, John Garner; he also later worked in the old Cardwell Grocery, where the Piggy-Wiggly is today operated.

Mr. Patton was born Feb. 16, 1891, in Breckenridge, Texas, and on Feb. 21, 1917, he married Miss Virginia Lisle, a native of Kentucky, in Kansas City, Mo. Mr. and Mrs. Patton have one son, Bill Patton, who is now a student at Texas A. & M. College.

After his marriage Mr. Patton farmed for eight years on a place 13 miles west of Hereford. Later they moved to town and have since made their home here.

About 12 years ago, Mr. Patton purchased his present insurance business from Lee Biggs, and has since operated the business here, assisted by Mrs. Patton.

After 38 years in Deaf Smith County, he is still a firm believer in the future of this section and today holds the position of Fire

Chief of the Hereford Fire Department, along with that of President of the Hereford Lions Club.

Stambaugh Has Modern Shop

The son of a pioneer, as well as a pioneer within his own rights, is Geo. V. Stambaugh, who today operates a modern cleaning establishment in Hereford.

Mr. Stambaugh, after years of experience in the dry goods business here with his father, entered the cleaning business in 1935 and today boasts a strictly modern

shop. In addition to regular cleaning work, he specializes in cleaning and blocking knit dresses and boucles, and has gained an extensive reputation along this line.

IMOGENNE'S BEAUTY SHOP

Hereford's newest beauty shop was opened in February of this year by Mrs. Imogene Whitehead, daughter of Mr. and Mrs. Ky Higgins, who are truly pioneers of this county.

Imogene's Beauty Shop occupies the north side of the Whitehead Barber Shop, conveniently located. Mrs. Whitehead has had six years of experience in beauty work and specializes in Helen Curtis permanents as well as all other beauty work. Associated with her,

as operator, is Mrs. Gladys Corroll.

MILBURN HERE 6 YEARS

N. E. Milburn came to Hereford in 1932 from Altus, Okla., and bought the Service-U-Like Station from W. F. Karr and has since operated it in the same location, Third and Miles Streets.

Mr. Milburn sells Texaco Gas and Oils and specializes in washing and greasing jobs. He also sells Firestone Tires.

James Madison was the first president to habitually wear long trousers.

Austria's 1938 fairy tale: Once upon a time.

Ernest Medkief Auto Dealer Past 19 Years

Starting in the Model "T" days, Ernest Medkief has been in the automobile business since 1919.

Mr. Medkief, owner of the Hereford Motor Company here, came to Hereford on August 1, 1931, from Dimmitt, where he had operated an automobile agency for two years. He started in the automobile business in 1919 at Pampa, and worked there for the Ford agency for 10 years.

Shortly after his arrival in Hereford, Ford came out with the V8, and so popular did the new automobile prove in this section, that the Hereford Motor Company has frequently been cited as outstanding in the organization. He is equipped over the 1935 models, which feature two different price ranges of V-8 cars, along with a

Chas. Ferguson Came To This County In 1892

C. C. Ferguson came to this county in 1892 from Sedalla, Mo., and filed on a homestead of four sections near Old La Platte.

When the townsite of Hereford was laid out, Charlie was the owner and operator of the first store dealing in coal, grain, hay, salt, posts and similar items. He sold the business in 1905 and went into the cattle business for several years. He is now engaged in the land business.

Mrs. Ferguson came to Hereford

big selection of trucks and pick-ups. In addition to the Ford agency, Mr. Medkief also includes a complete repair shop and line of accessories in the garage here.

In 1900 with her father, the late Col. S. T. Howard, who owned one of the largest ranches in the Panhandle—32 sections. Mr. and Mrs. Ferguson have a daughter, Mrs. Sam Reid of Lubbock and a son, Charles, Jr., of Houston.

Down through the years, they have contributed liberally to the growth of the community and are looking forward to greeting old time friends here on Pioneer Day, 1938.

ALMA'S BEAUTY SALON

Miss Alma Cox, daughter of Mr. and Mrs. Ed Cox, is the manager of Alma's Beauty Salon. She took over the entire management of this popular salon in May, 1937. Before that time she had as her partner, Mrs. Bobbie Seed.

This beauty shop features all kinds of beauty work, including shampoos, many kinds of permanents, wave sets and manucures.

Miss Cox is the daughter of a true pioneer and strives at all



COOPERATION

... and the combined welfare of the people of this community ... made the success of this institution possible.

Co-operation was the watchword of the Pioneers who lived, loved and died for the betterment of the community in which we live. It is then with pride, upon the historic occasion of the Pioneer Celebration in Hereford on May 11, that we pay tribute to those hardy men and women of Castro, Deaf Smith, Oldham and Parmer Counties ... and say that we are doing our bit to "Carry On."

OUR BUSINESS FUNDAMENTALS ARE THOSE PIONEER IDEALS,

HONESTY — INTEGRITY — SERVICE

We Welcome The Pioneers To Hereford

FARMERS

See your local Consumers' Association for:

- : CRESCENT LISTER SHARES
- : LaBELLE DISCS
- : TRACTOR FUELS and GREASES
- : TRUCK and TRACTOR TIRES

Consumers' Fuel Association

HEREFORD, TEXAS

CENTURY TIRES

YOUR TIRES MAY LOOK SAFE—BUT ARE THEY?

RIGHT NOW is a good time for you to look at your tires—to ask yourself if they are equal to the demands you make on them in today's high speed traffic.

REMEMBER . . . the few dollars new tires cost is a low price to pay for safety—that in Century Tires you get the extra protection of the speed grip tread, full cushion carcass, super strength beads at no extra cost.

All we ask is that you come in and inspect our Century Tires. Compare them for strength—compare them for appearance—compare them for SAFETY. We know that Century quality is high—that our prices are low. Just see for yourself before you buy.

SAFE—STRONG—SILENT—the new Century Cushion Balloon. Wide, positive traction tread. Extra cushion carcass. Super safe beads. The finest tires made for today's fast cars, yet cost no more than ordinary tires. In 16 inch sizes.



SEE US About Truck and Passenger Car Tires!

Consumers' Fuel Association

HEREFORD, TEXAS

Open Range Brought Many Pioneers To County

Roberson Family Look Like Army Coming To Dugout

PRAIRIE FIRES, DROUGHTS GREATEST HAZARDS IN PIONEER TIMES

By Mrs. Asa Atchley

There were three families at Summerfield in 1901 when the T. W. Roberson family moved there from Cleburne, in Johnson County. The three families were R. L. Wilson, Clifton and Laughlin families.

Members of that generation have passed on leaving only two brothers, J. P. and Dick Roberson, and two sisters-in-law, Mrs. Theo and Mrs. Beulah Roberson of the original fourth family—the T. W. Robersons. The father, T. W. Roberson, and five sons, B. C., J. P., J. B., Charlie and D. B., also one daughter, Molly, formed the group. These sons are now grown and married and the daughter, Mrs. Witherspoon, lived in the first house ever built between Summerfield and Hereford.

The following story, as told by Mr. J. P. Roberson, with the help of Mrs. Beulah and Mrs. Theo Roberson, gives brief history of the Summerfield community.

Looked Like Cox's Army

October 1, 1901, my wife and myself and our eight children came to this country from Cleburne, in Johnson County. This was called another land of "milk and honey" and when I ask about buying land here, it was painted out to me in bright colors. We had traveled by rail, and after they put us off the train here, there was not much but space, bounded by knee high grass and never-ending sky. There was only one dugout in sight. This proved to be where the Laughlins lived. We started walking toward it, and Mr. Laughlin later told me that he remarked to his children that it must be "Cox's army." Thinking that we sounded something like a war, they began to run in the opposite direction.

In November of the same year, my father, T. W. Roberson, whom everyone knew as "Uncle Tom," and my four brothers and their families came to this country. Father sold the land in Johnson County. The money was to be divided and he bought each of the four sons two sections of land; the other son and the daughter, received one-half section each. When spring came we had our homes built with lumber hauled from Hereford. That winter, however, we lived in a three-room dugout with the Laughlins and my brother, B. C., and his wife lived in the room above ground. There was for a time, eighteen of us living there — when really there was not room for six. As soon as possible I built a barn and we moved into that.

We were all cattlemen at that time, with only small patches of sorghum. We did not have registered cattle, but they were good stock.

They were just moving the county seat from Old La Platte to Hereford, where little had been, except a store and lumber yard.

Hunting Was Good

There were lots of antelope and quail; a few wild mustangs roaming around, and hunting was pretty good; but there was also much work to be done, therefore we had to wait a while for pleasures. There was one house between us and Bovina. If we wanted to go north, south, east or west, there was not a thing to stop us, since there were no fences between us and the New Mexico line.

The Syndicate (XIT) people lat-

er put up a fence around all their land. If we ran low on money we could find work with the Syndicate people, and get enough cash to tide us over for awhile.

The XIT ranch was the largest one around here; its eastern boundary was about a mile from what is now the center of Summerfield. It covered all the land from there to New Mexico. We first named location of our new home, "Boom," but later the railroad people changed it to Summerfield.

Several exciting things happened in 1902. The first was that several new families moved in; these families were G. G. Ray, the Odella, W. L. Sain, J. T. Denny, G. W. Orr, Bluford and Ed McMinn, J. E. Roberson, Charlie Saunders and R. N. Mounts. The new families built their homes and dugouts and began to raise stock and to farm. The farms were not large, but we were doing more farming than we had been. This first farming, which was done with walking plows and horses, was fairly easy after the first sowing, since there were no weeds and we gathered clean crops. Some of us hit it hard, but we also worked hard to try to make it pay.

It was not all work, however, because in spite of trouble, sickness, and privations, we had many good times. When we had our work done, we went on all-day picnics, fishing and hunting trips. Everyone went, and everyone had a good time. We did not take potato chips and fancy cookies; we took meat, which we fried over a camp fire, home made bread, cake and pickles, and it tasted mighty good.

Our older children were all needing an education, and it was understood that I should help start a school here, because I had said that I already had half a school in my own family. We had nine children at that time. We worked hard and by April 1, 1902, the school house was finished and school started. The first teacher was Miss Lynna Greer, who later became Mrs. Percy Estes. She taught all summer. Ours was the first school in the county. We also started having church in the school house, with Brother McGee as our pastor. My brother, Charlie, Mr. Clifton and myself were the deacons.

Snow Storm in 1903

In February, 1903, we had the biggest snow storm I have ever seen. The snow lay 18 inches deep on the level. In 1904, we had another bad snow storm. We lost lots of cattle both years, and it took us weeks to round up what was left.

Prairie Fire in 1906

In spite of the snow storms and other hardships, we managed to do pretty well until 1906, when we had one of the worst prairie fires ever known in Texas. It started in New Mexico, and swept from there to Hereford. It caused us the heaviest loss of stock and crops that we had yet suffered. It also burned several homes. Everyone had to do his part in fighting it. Mr. Campbell and I were almost trapped in it when a sudden change of wind put us between fires. There was nothing to do but outrun it or get burned to death. We almost killed our horses before we were out of danger.

When a fire was sighted everyone "turned out" to fight it. B. C.'s wife failed to bring enough old sacks and things to fight with one time, so she took off her wool slip and used it.

Charlie died in 1906, leaving his wife with three small children, and a prairie fire almost caught them and their home. Beulah saw it coming, but since her baby son was only three weeks old and the other two children were small, she did not know what to do. They carried water and poured it around the house, until two men came running on horses and burned fire

guards around the house and feed stacks.

When the Syndicate people had a fire we helped them and when we had one they did the same for us. These prairie fires were not uncommon, and when they came, we lost lots of stock.

I made a little patch of wheat that year, which averaged about 40 bushels to the acre. That was probably the first wheat raised here.

In 1907 and 1908, the International Land Company came in here and sold land. They brought the first automobiles and trucks in here. They used the cars to haul prospective buyers around. They made their headquarters at Lawrence Johnson's, and used his tin barn as a garage and work shop. They marked off the townsite and brought in lots of people. Most of these people began farming.

The big drought began in 1909 and lasted until 1911. These years were not quite as hard on the stockmen as they were for the farmers, some of whom gave up and went back.

In 1912, we had a wet year and lots of snow. Stock froze everywhere. We had, even then, few fences and fewer sheds, so they drifted and froze.

My sister-in-law, Beulah, awakened one morning to find her milk cows and farm horses snowed in the lot. The snow was banked higher than the lot fence. The feed stacks were leveled and we had to walk up on top of them and dig down to get to the feed.

In 1913, we raised our first real wheat crop, and from that time

until the present, there has been more wheat farming than stock raising.

Most of us have passed over, and four or five generations have come in and out of Summerfield, who will never know, or realize, as did our family and other families, the joys, hopes and disappointments, that went into its making.

Moore Operates Modern Camp And Service Station

One of the most aggressive oil companies in the Panhandle is the Moore Independent Oil Company, located at Hereford. Associated in the business are M. R. Moore and Troy Moore, who came here in 1929 from Memphis, Texas,

prior to which time Mr. Moore was engaged in farming in Hall County.

Shortly after his arrival here, Mr. Moore built a modern camp ground, which is still operated in connection with the wholesale and retail oil and gasoline business, which was established in 1932.

In 1937, they constructed a new service station on Highway 60, one block south of the old location, and now are operating two service stations and a camp grounds.

The company features Panhandle Refining Company products and in addition to gasoline, they handle kerosene, lubricating oils and greases, tractor fuels, and diesel fuels.

TEXAS HOTEL

The Texas Hotel was opened for business early in February, 1933, and "we have had a good business since the opening," said Wilson Gyles, owner.

Very attractive in furnishings and modern in every respect, the hotel is an addition that Hereford

has long needed. Management of the hotel by Miss Mr. Gyles is assisted in the management of the hotel by Miss Thelma Chronister and her sister.

PIONEERS We Welcome You!

This is the way we looked way back yonder, when we piled our hair high and wore our hats sitting on top the knot. AND NOW . . . This new sailor type with face veil, cocked on one side, with the face surrounded with



curls, is very different in style. Both were attractive in their day.

Visit our store, Old Timers. We, too, are Pioneers.



VOGELE MILLINERY PARLOR
MRS. N. C. VOGELE

FOR FARMING Independence CHANGE TO . . .

THE ALL-CROP SYSTEM OF FARMING

Your way TO SHORTER HOURS HIGHER PAY



Only \$625.00

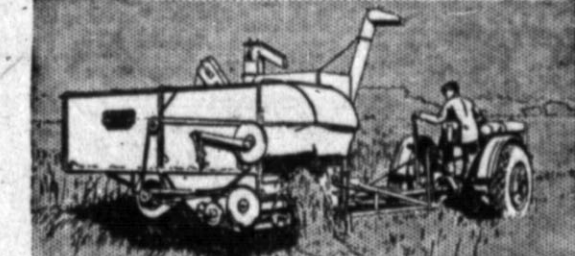
ALLIS-CHALMERS ALL-CROP HARVESTER

"Successor to the Binder"

Be Master of your harvest—with an Allis-Chalmers ALL-CROP HARVESTER. Cut and thresh your own small grain, beans and seed crops in one operation . . . at their peak in quality. You get cleaner grain and more of it . . . at one-fourth of binder-thresher costs. Full-width cylinder and close-cutting header handle heavy growth, save down crops. In addition—you can grow soil building legumes like alfalfa, soybeans, etc., and a harvest a cash seed crop while you build up the soil. Near you lives an All-Crop Harvester owner—ask him! And see us about changing to the All-Crop System of farming!



A VACATION AT HARVEST TIME
Be your own threshing crew . . . save Mother long hours of cooking for a threshing crew she never knows when to expect.



PROFIT FROM SOIL-BUILDING
Here is the first successful means of harvesting soil-building legumes like alfalfa, soybeans, etc. Bigger yields for the future . . . plus a cash crop!



SAVE STRAW THIS NEW WAY
The All-Crop's full-width bar cylinder leaves straw unbroken, ideal for bedding. Straw is easily loaded from window. Mechanical straw loading attachment for the All-Crop is optional equipment.

PEVLEY-SEED

- TO BETTER LIVING
- TO BETTER FARMING
- TO MORE PROFIT

AUTHORIZED SALES AND SERVICE

ALLIS-CHALMERS

Hereford's Complete Service Station

WELCOMES Pioneer Day Visitors

"Service with a Smile" is the kind of service we feature at this one-stop station.

Indoor washing and greasing, upholstery vacuumed, flats fixed and we service your car with Texaco Gas and Oils.

TRY OUR SERVICE ON PIONEER DAY!

Service - U - Like Station

Third & Miles Streets
Emmett Milburn

OLD TIMERS . . .

Welcome to Hereford!

A long time ago . . . when women wore pompadours and leg o'mutton sleeves, it was a task, performed by milady, herself, to dress her hair.

NOW, that is all changed. A visit to IMOGENNE'S BEAUTY SHOP, where you can get the very, very latest in all beauty work, will make you feel "younger and more modern."

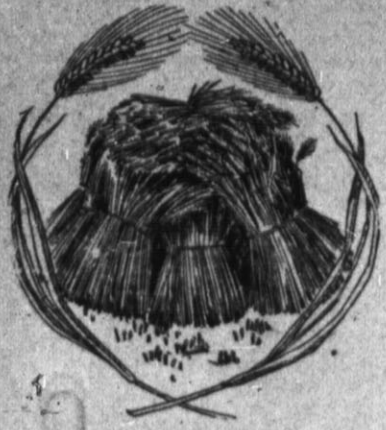
TRY THIS SHOP FOR YOUR BEAUTY WORK! YOU WILL BE PLEASED

Imogenne's Beauty Shop

Welcome Pioneers

In PIONEER DAYS . . . first among the hardships was a place to live. A Prairie Schooner was a luxury when the first wagon train squeaked its way across the purple prairies of the Plains, even though they were hot in summer and cold in winter. They only had a tarp for covering and a saddle for a pillow. The settlers who lived in half dugouts, adobe huts and crude shacks were eternally at the mercy of the elements. But today the scene has changed and in modern hotels like the Texas Hotel—you can keep cool in Summer, and stay warm in Winter. The TEXAS HOTEL is truly a luxury that people can easily afford—because our prices are very reasonable.

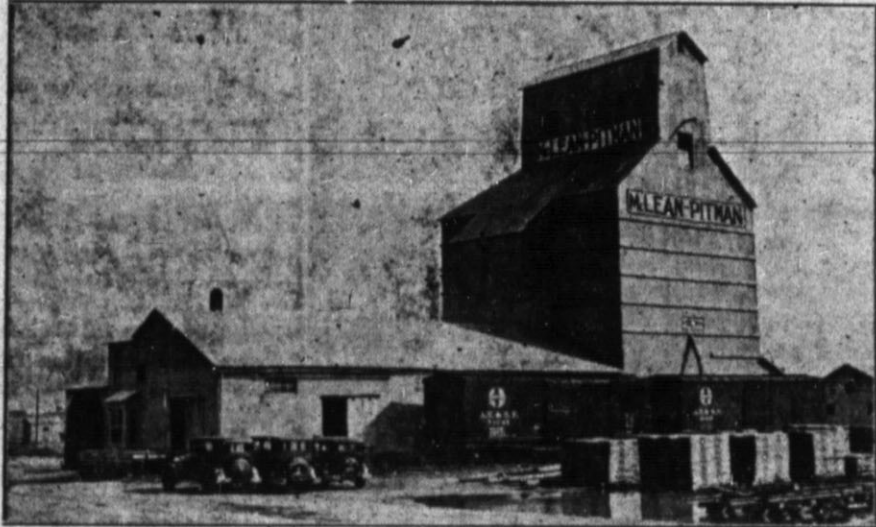
TEXAS HOTEL



SERVING

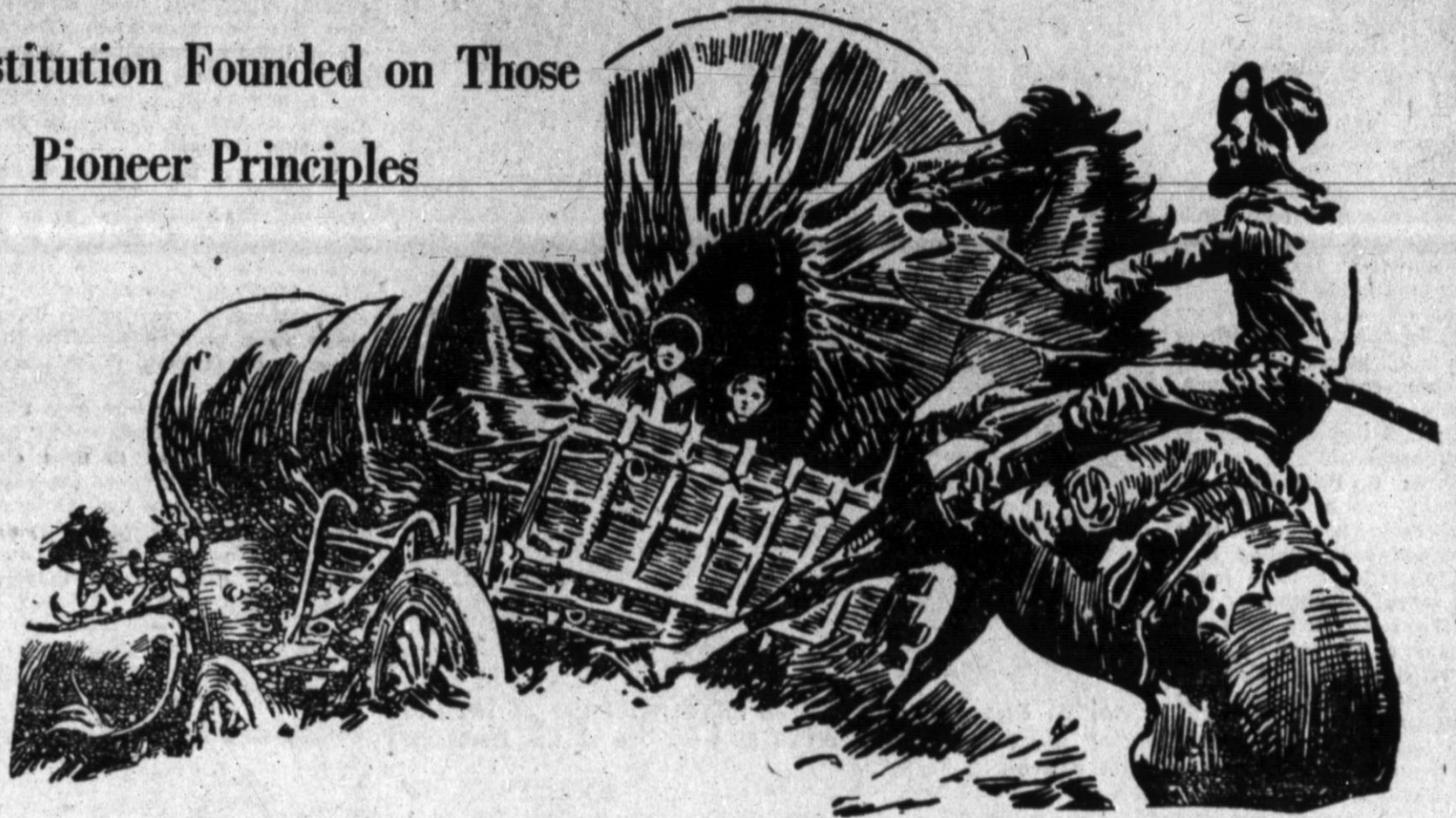
A Vast, Fertile, Territory

DEAF SMITH, CASTRO, PARMER and OLDHAM COUNTIES!



An Institution Founded on Those
Pioneer Principles

- ...HONESTY
- ...COURAGE
- ...SERVICE



TO THE PIONEERS

May A Memory of Their Work and Lives Burn Bright in The
Minds of Our People

While the Pitman Grain Company is not a Pioneer establishment in years, it is a true Pioneer in the true meaning of the word. We had before us the vision of a community enterprise and with its successful completion would enable the farmer to have a convenient place to market his crops.

For this reason we are proud of the years of service to the farmers of this community. Established to fill a definite need our business has continued to grow as the farming industry has increased. Fortune smiles upon us only when it smiles upon the farmers. When he had a bad year — we had a bad year and when he had a good year — we had a good year. But through both good times and bad, we have tried to do our part by doing our work in the best possible manner so that our customers might reap the best returns from their labors.

The passing years, with their trials and their tests, have brought an experience that we value more highly than we do all of our physical equipment. For grain elevators are something that do not last forever, as methods improve, new machinery is required, but such is not the case with experience, for it is gained only by time and toil; but once gained, it is a foundation upon which a greater service can be rendered to the customers, who have made the continued existence of our business possible.

TO THE FARMERS

As we survey the past, we are grateful for our friends and we are thankful for the opportunity of having worked with them and for them over a long period of years. But we ask no favors for these times gone by. The past has brought its own rewards — EXPERIENCE, COMPETENCE, STABILITY, and we know that we can use these to the profit of our customers. Now, as always, we solicit business only upon our ability to perform a task for you and to do it well.

Service Is The Keynote Of Our Industry

- Service
- Experience
- Reliability

PITMAN GRAIN COMPANY
Serving Hereford and It's Trade Territory

First National Bank Organized Here In 1900

FIRST CHARTER GRANTED IN NAME OF HEREFORD NATIONAL BANK

Organized at a time when cattle furnished the principle means of livelihood in this community, the old Hereford National Bank was founded Sept. 29, 1900, and was located two doors south of the location of the First National Bank today.

Credit for the bank's origin goes to John E. Ferguson, the first president; other officers were F. M. Avis, vice-president; F. J. Clinkbeard, cashier; John E. Ferguson, W. A. Higgins, E. Carter, F. B. Fuller, F. J. Clinkbeard, T. M. Palmer, L. B. Tannehill, F. M. Avis, Ira Aten, R. J. Kibbe, C. R. Moreman and A. J. Lipscomb, directors.

In 1906, the bank was bought by J. L. Fuqua, and chartered Feb. 17, 1906, as The First National Bank of Hereford, Texas. It has continued to operate under this title since. The change in ownership finds the following officers in 1906: J. L. Fuqua, president; C. W. Dodson, cashier; L. Gough, R. J. Kibbe, T. J. Jowell, J. L. Fuqua, W. S. Higgins and C. W. Dodson, directors.

In 1907, E. B. Posey came to Hereford and was affiliated with the bank, dedicating much time and energy toward building it.

The First National Bank today continues as an institution of service to the community, and although many of its early customers and officers have long since passed on, the bank is a reliable servant to the community and a tribute to its founders.

Geo. Muse, who now serves the bank as president, is a pioneer resident of this section and has been connected with the bank since 1877; B. B. Hedrick became associated with the institution as active vice-president in 1937, and A. B. Posey, cashier, started while he was in high school and reached his present position; Keller Muse, J. M. Posey and Miss Edah Park are the other employees. Directors today are: Troy Womble, F. A. Gyles, Mrs. L. R. Brady, J. L. Fuqua, Geo. L. Muse and J. S. Orr.

Abbott Helped

(Continued from Page 1)

Press worked from the Bovina headquarters until 1904, when he was moved to Middlewater division, in Hartley County, as foreman. The divisions were merged in 1906 and he returned to Bovina. That year he circulated a paper to organize the county. It was contested to a certain extent by the XIT Company because of taxes. The county seat was first located at Farmerton switch, half way between Priona and Bovina. It is the highest railroad point in Texas and is the water divide between the Red and the Brazos Rivers.

The latter part of 1906, he began working for E. K. Warren as foreman of the Muleshoe Ranch. He went to Old Mexico in 1910 with Mr. Warren and they purchased 213,000 acres of land. He spent the whole year in improving the water, and stocking the range. During the latter part of the year, the Revolution broke out and he returned to Bovina in the spring of 1911.

He was sworn in as Deputy Sheriff in 1907 and has served since, excepting a period of eight years. He carried a Ranger's Commission during the World War.

Since returning to Bovina, he has worked for himself. He had a complete set of windmill tools and knew every mill in the county. He later bought several teams of mules and freighted and drayed.

He married in 1913 and has farmed and "run" some cattle since. During the past year, he engaged in building water conservation dams.

He has always taken an active part in the development of Parmer County.

Renfros Came Here In Early Days Of County

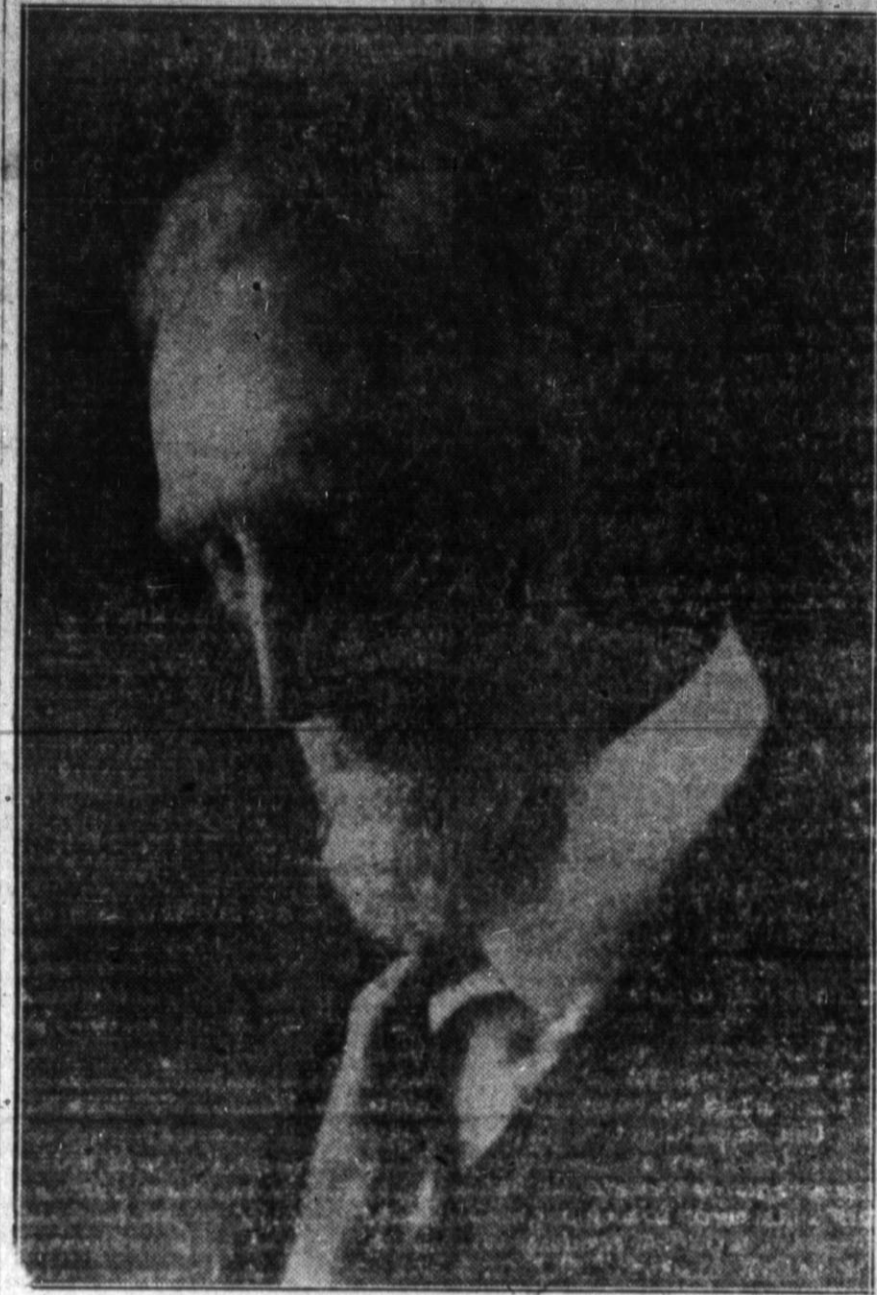
Mr. and Mrs. John B. Renfro are two old timers who are looking forward to the occasion of Pioneer Day, 1938.

Mr. Renfro came here in 1902 from Trenton, Mo., where he was born, Dec. 1890, and located 14 miles southwest of here. In 1906, he moved to Hereford and has since resided here.

He remembers as neighbors in the early days, Mr. and Mrs. W. D. Kelehor, who lived about three miles from them.

Mrs. Renfro came to this section in 1900 from Huntingdon, Tenn., and is a daughter of Mr.

COUNTY'S OLDEST RESIDENT IS ALSO OLD TIMER IN THIS AREA



A. W. Gregg, 92, may well be called "benefactor of Hereford's Parks," along with the distinction of being one of the Panhandle's oldest citizens.

A. W. Gregg, who can easily lay claim to being the oldest man in Deaf Smith County, also holds the distinction of having resided here for the past 31 years.

On Sept. 15, 1937, Mr. Gregg observed the occasion of his ninety-second birthday. He was born at Pennville, Ind., in 1845. In 1907 he came to Hereford from Ft. Wayne, Ind., to make his home here. He now resides on 25-Mile Avenue and is responsible for a beautiful suburban park which carries his name.

Mr. Gregg can also lay claim to being the oldest church member in this section and possibly in the United States, for he has been a member of the Quaker Church for 92 years, having been given a birthright membership in the church.

Mr. Gregg is a lover of hunting and fishing and is a great believer in outdoor life, a factor to which

and Mrs. W. T. Smith, Mrs. Smith was a daughter of the late J. C. Womble.

During his first four years in this section, Mr. Renfro worked

Womble Operates Modern Firm In Hereford Today

Dreams were largely responsible for bringing the pioneers to this country in the early days, and one of the men who is helping to make these dreams come true is Lawrence Womble, son of the late W. T. Womble.

The Hereford Implement and Appliance Company was bought by Lawrence Womble in 1936 from M. D. Womble, and today is one of the most complete and modern appliance firms to be found in the Panhandle. In cluded in featured lines by the firm are Frigidaire refrigerators, Frigidaire stoves, and general appliances; the company also has the agency for Essick air-conditioning machines, Maytag washing machines, Philco radios, and a number of other nationally known brands of appliances and household fixtures.

Before entering the appliance business, Lawrence Womble operated the Womble Ranch, and he is still interested in cattle and in farming. Because he was reared on a farm and knows the needs and problems of farmers, Mr. Womble is in a position to serve the interests of farmers in this section.

"We are looking forward to Pioneer Day," Mr. Womble said, "for we are always glad to meet old friends and to talk over the happenings of years gone by—through our present business we are trying to make life more pleasant and comfortable than in the Pioneer days."

More than one trillion feet of timber is standing in Washington, Oregon, and California.

Woodmen Boast 130 Members; Founded In 1901

The Woodmen of the World Lodge in Hereford, now boasts a membership of 130.

The Hereford Camp was organized Sept. 16, 1901, with the following charter members: J. T. Cjinnon, H. G. Clacker, P. A. Turnbow, A. C. Hratton, J. H. Turnbow, B. T. Hynton, P. A. Turnbow, J. H. Turnbow, R. W. Bounds, Thomas Turnbow and R. W. Bounds.

I. O. O. F. Lodge Was Organized Here In 1900

Organized Sept. 20, 1900, the I. O. O. F. Lodge in Hereford today stands as one of the strongest fraternal orders in this section.

Charter members of the lodge, were Job Candusen, G. A. Sasche, Geo. L. Muse, R. J. Kibbe, E. L. Connell, J. T. Gunan and T. A. Fuller. After 38 years of active service the lodge owns the two-story building on Main Street, and is in excellent financial condition.

CHARM-AID STUDIO

Miss Verna Culpepper, daughter of Mr. and Mrs. H. D. Culpepper of the Walcott community, is the owner and one of the operators of the Charm-Aid Studio. This most modern beauty shop was established in February, 1936, in the Oberthier building on West Third Street.

The Charm-Aid Studio features all kinds of beauty work, including

permanents, wave sets, manicures and all kinds of facials.

Associated with Miss Culpepper as operators, are Miss Ruth Harding, Miss Eva Greeson and Mrs. Beatrice Noland.

Branding of a calf on the streets of Oklahoma City during a performance brought charges against those responsible by members of the humane society, many citizens protesting.



RIDE 'EM COWBOY!

WE HOPE YOUR REUNION IS EVERY BIT AS FINE AS YOUR PERFORMANCE IN THE PAST!

Come Around and See Us if You Need Anything in the Food Line.

THE CITY CAFE

BUCK RICHARDSON

E. N. MITCHELL

Grand Opening

OF

FLOWER'S

Fruit and Vegetable Market



We are proud to announce the opening of our new and modern Fruit and Vegetable Market in Hereford, which will be operated in connection with our Grocery and Cafe. We feel that this new market for fresh produce of all kinds will be welcomed by the housewives of Hereford, for its convenience as well as giving them a place where they will always find the freshest fruits and vegetables of all kinds. Visit us anytime, you will always find a welcome.

A Handy Place for
HEREFORD HOUSEWIVES TO SHOP!

for Garden Fresh Foods, Staple Groceries, Fresh Meats!

Garden Fresh
FRUITS and VEGETABLES
Always Kept
ICE COLD

When you buy fresh Fruits and Vegetables from our market, you can rest assured they are icy fresh, for they are kept in a frigidaire at all times.

ICE CREAM

Pioneer Day drop in sociable like and have a delicious Ice Cream Cone or a cold drink at our stand. We will have all kinds of cold drinks on ice as well as delicious, tasty home made Ice Cream. Take home a quart every day.

FOR HEALTH'S SAKE . . .

EAT ICE CREAM!



FLOWER'S

GROCERY - CAFE - MARKET

I. V. FLOWERS & SON, Owners

Dine at Flower's Cafe



THE YEAR'S BEST BUY
in a HARVESTER

EVERY
Harvest-All

The ONE-MAN 'TRAVEL-LINE' HARVESTER For All Farm Crops That Are Threshed . . .

Harvests wheat, oats, rye, barley, alfalfa, soybeans, clover—46 or more different crops! The Harvest-All is sturdy, rugged-built to eliminate breakdowns. One man operating the tractor controls the whole job—it's quick, easy, economical. Any normal 2-plow tractor pulls and runs the Harvest-All. Adjustable Reel controlled from driver's seat.

Capacity TO HARVEST MORE ACRES PER HOUR THAN 8', 10' OR MOST 12' COMBINES!

The width of the cylinder, straw racks, grain pan, shoe, fan—NOT the length of the cutter bar—determines the CAPACITY of a harvester. The Harvest-All is built on the "Travel-Line" principle of the pipe—full 38" wide throughout the harvesting units. Has enormous capacity.



C. W. BENNETT
307 Main St. Hereford, Texas

SAVE with an AVERY

Pioneers In 'Churches Today

Mothers no longer sit quietly in chimney corners wearing little caps. But ever and always, mothers will be self-sacrificing and noble. As on other fete days we give remembrance to those held dear, on this "Mother's Day," we pay a tribute to Mothers in Hereford, whose years of service in the church number fifty years or more. Some of them have reached far beyond the golden anniversary mark. One such mother is Mrs. M. E. Orr, who has been a member of the Church of Christ for seventy years. She is the mother of Mrs. John Jacobsen and Mrs. H. V. Hennen. Mrs. D. P. Vaughn, who celebrated her fiftieth wedding anniversary this year, and Mrs. Sarah B. Stallings have also been members of the Church of Christ for fifty years.

Those who have been members of the Methodist Church for fifty years or more are Mesdames W. B. Anthony, E. B. Black, Mary Bottsford, Emi Bowser, Fannie Craddock, E. J. Hudson, S. A. Hughes, Jennie Gibson, H. H. Hawkins, J. R. Phillips, Hattie Rutherford, J. F. Ward, L. J. Bennett, F. T. Roloson, M. L. Steel, Troy Womble and Clara Freeman.

The Baptist Church includes Mesdames J. D. Thompson, Jennie Thompson, J. H. Head, Beniah Roberson, J. H. Harris, W. J. Gilliland, R. G. Sisk and Mrs. M. E. Davis.

Those in the Christian Church whose years of service number fifty years, are Mesdames A. H. Elliston, E. E. Ramsey, Clara Nance, S. E. Askren, A. Lowther, Hettie Cocheil, Lena Lance, E. M. Vanderburg and S. F. Hamlin.

In the Presbyterian Church are, Mesdames J. E. Gyles, B. L. Branson, W. A. Hunter, E. J. Williams, H. L. Broadwell, Mary Palmer, F. P. Potter, C. F. Kerr, B. T. Bell, H. H. Boardman, J. A. Hornbeck and W. M. Rigler.

There are many who have been members of the Catholic Church and several in other churches whose names were not obtainable.

BREAKFAST HONORS MEMBERS OF BAYVIEW CLUB

A breakfast at Hereford State Park was the order of the day Saturday when members of the Bayview Club were complimented by the Junior Bayview Club, with the annual get-together for both clubs.

The informal, early morning affair consisted of cooking and enjoying the meal, with Mrs. Alton Fraser, Mrs. J. W. Witherspoon and Miss Rhita Jean Sullivan in charge of arrangements.

Looking backward over the year's work furnished topics of conversation as members of both groups compared activities for the year.

The honored guests included Mesdames J. P. Slaton, C. R. Barber, J. W. Spradley, Bob Wilson, H. G. Conkright, J. W. Kirby, W. M. Emmons, E. W. Harrison, F. T. Roloson, John Olson and Miss Lillie Hostetler.

Members of the Junior group present, were Misses Ruth Conkright, Ruby Dutton, Edna Daughette, Eloyee Pitman, Katherine Kirby, Rhita Jean Sullivan, Mary Elizabeth Stanford, Mesdames J. T. Glibreath, Jr., O. C. Hoyt, Alton Fraser, Jimmy Gillentine, Frances McClelland, Marlin Gilliland and Jack Wayland.

BOWEN-COVINGTON

Announcement has been made of the marriage of Miss Grace Marie Bowen and Mr. Worth Covington, both of this city, at the Baptist parsonage on Friday, April 29, with the Rev. W. E. Barnes officiating. Mrs. Covington is the niece of Mr. and Mrs. A. R. Posey, with whom she has been making her home and attending Hereford High School. She is also the niece of Mr. and Mrs. Lawrence Womble and a granddaughter of Mr. W. B. Bowen.

Mr. Covington is the son of Mr. and Mrs. O. W. Covington of Temple, Texas. He is employed at the Hattie Drug Store.

The young couple plan to live here.

Those present at the wedding were Mr. and Mrs. A. R. Posey, Mr. and Mrs. Lawrence Womble, and Mr. and Mrs. Ben Wohlschmuth.

Mothers Of Yesterday -- And Today



On the left is Mrs. Jennie Thompson, the great-grandmother of two children; her character influenced many. Right, Mrs. Paul Mathers, in recognition of modern mothers, whose appeal is as universal today as it was centuries ago.

Once again, we offer our contribution to "Mother's Day," a special occasion, traditions of which trace their origins back to ancient customs. In churches throughout the world, the event will be celebrated Sunday as one of highest significance—an occasion when "Mothers of the World," will be the chief concern of millions.



Federation Is Award Winner

Co-operation and the 100 per cent functioning of departments, were two of the factors which caused the Deaf Smith County Federation of Women's Clubs report to be judged best of all county federation reports in the Seventh District Federation for the current season.

This report, which was read at the 17th annual convention of the Seventh District, Texas Federation of Women's Clubs, in Chidress last week, and which will be given at the state federation convention in Austin in the fall, was graded 100 per cent by the state federation score card, meeting all requirements of civic and welfare, educational, cultural and federation activities.

The report, submitted by Mrs. Ray Johnson, president, follows: "The Deaf Smith County Federation is composed of 9 clubs, contacting 200 women. This is the first year the work has been done in departments and we have had a most successful year. Each department has sponsored a program at a Federation meeting and has had a key-woman in each club.

The extension chairman has written invitations to all clubs, not federated. Two new clubs have federated.

"American Citizenship and Legislative Activities." With Mrs. Jim Lipscomb as chairman, eight clubs had programs, relative to Citizenship and Legislative Activities. Through the press every woman was urged to pay poll tax. 99 per cent of members paid poll tax. All clubs have had or sponsored programs in the city or county schools.

"American Home." Mrs. Homer Brumley, chairman.

Representatives appeared before County Commissioners Court and otherwise aided in securing a County Home Demonstration Agent for this county. Eight clubs have had programs on the American Home. 25,000 containers of food were preserved; 25,000 pounds of meat cured and 2,300 trees and shrubs were set out during the 1937-38 club year.

"Education." Mrs. J. W. Spradley, chairman.

Four scholarships are maintained. Ten dollars donated to County Library. Cosmetics and gifts were presented to graduates. Fourteen women were judges in Interscholastic League. A magazine and book shower for the County Library was sponsored. Time and Life were placed in the files of one school, and a first aid kit was furnished for one school.

"Fine Arts Department." Mrs. A. O. Thompson, chairman.

The Fine Arts Department furnished music for all Federation meets. Eight clubs had programs on music and art. Observed Music Week with 75 guests present, and a program from Texas composers was presented for high school students.

"International Relations." Mrs. L. L. Cannon, chairman.

Eight clubs sponsored an International Relations program.

"Junior Clubs." Mrs. Elmer Patterson, chairman.

A Garden Club and a Child Study Club have been organized. Twenty-six young women have been invited to a tea the first week in May to form another club.

"Press and Publicity Department." Mrs. Homer Brumley, chairman.

Unusually good publicity has been given all regular and special meetings in local papers. Outstanding stories have appeared in our- of-town publications and in the Federation News. Four publicity scrap books are being kept by clubs.

"Welfare Department." Mrs. Harold Close, chairman.

The club has a member on the County Welfare Board and co-operates with them in all welfare activities, including a campaign against syphilis. Three clubs have each adopted a family, furnishing food, clothing, medical and school supplies.

One club chose the unique plan of doing something different each month. Example: \$3 to school cafeteria, shower of used clothing to Red Cross, shower for needy family, quilt scraps to needy woman, Christmas shower for needy family, visiting relatives.

(Continued on Page 8)

Mrs. Vanderburgh Honored Here On Eightieth Birthday

To honor her mother, Mrs. E. M. Vanderburg, on her eightieth birthday, Mrs. C. R. Smith entertained Friday with a covered dish luncheon at her home. Snap dragons and white daffodils decorated the table where places were laid for close friends of the honor guest.

Mrs. S. E. Askren presented the lovely birthday cake which bore the inscription "Happy Birthday." In pink. Other gifts were presented and sewing, crocheting and conversation were enjoyed.

Those helping Mrs. Vanderburg celebrated the occasion were Mesdames J. D. Bohn, E. B. Black, W. B. Dameron, Ralph Barnett, A. H. Elliston, Fannie Elliston, J. E. Gyles, H. H. Hawkins, John Cunningham, J. B. Hammer, F. H. Oberthier, W. M. Rigler, W. M. Megeert, Nannie Jowell, A. Lowther, Helen Pipkin, Cal Walker, J. C. Ricketts, Woodrow Wilson, Geo. Muse, J. S. Orr, J. C. Lance, T. E. Seigler, S. E. Askren, Rev. H. M. Redford and the hostess.

LONE STAR STUDY CLUB HEARS DISTRICT REPORT

A report from the 17th annual convention of the Seventh District, Texas Federation of Women's Clubs, held in Childress last week, was given for members of the Lone Star Study Club Monday afternoon at the meeting held at the home of Mrs. Lawrence Womble, with Mrs. A. R. Posey as assistant hostess. Mrs. Owen Stagner, delegate to the convention, gave a brief summary of the meeting, which had for its theme "Planning Today for Tomorrow." Mrs. J. W. Rutherford, pioneer Chillicothe club woman, was elected president.

Concluding the year's study program on "Our American Heritage," Mrs. H. A. Close led the program for the afternoon, which was based on "America Today." Mrs. Close discussed the Present Political and Economic Conditions of America, stressing the trend of current events, the present depression and recent acts of Congress.

During the business session plans were made for the closing luncheon which will be held at the home of Mrs. Joe Kendall, May 16. Mrs. Lawrence Womble, Mrs. C. O. Phillips and Mrs. Kendall are in charge of arrangements.

Members present, were Mesdames Owen Stagner, E. W. Young, Jack Grady, H. A. Close, R. G. Blue, Jim Higgins, Joe Kendall, C. O. Phillips, Earl Phillips, Robert Thompson, Ralph White and the hostesses.

Ernest and LaNelle Schelhagen, students at W. T. S. C., visited their parents, Mr. and Mrs. W. R. Schelhagen over the week end.

Prominent Pioneer Families United In Marriage

METHODIST W. M. S. SPONSORS CHICKEN PIE SUPPER

Members of the Methodist Missionary Society sponsored a chicken pie supper Thursday night. The affair was held in the basement of the church, where tables were decorated with the tulips and other spring flowers in shades of pink. Tall pink candles burned at intervals the entire length of the tables.

Featured on the program, was Barbara Ann Burney, Bessie Frances Caraway and Bobby Jennings, who entertained with musical selections.

Mrs. J. E. Beyer served as general chairman for arrangements, assisted by Mesdames J. B. Hammer and Frank Terrell. Mrs. C. C. Cox was chairman of decorations with Mrs. Ralph White and Mrs. Henry Williamson as assistants.

A large crowd attended the supper, the proceeds to be used in financing a W. M. S. project.

MISS MABEL GASS AND GEO. V. STAMBAUGH MARRIED SUNDAY

Two prominent pioneer families were united here, Sunday morning, when Miss Mabel Gass, daughter of the late Mr. and Mrs. D. R. Gass, and Mr. George V. Stambaugh, son of Mrs. Inez Stambaugh were married at the parsonage of the First Christian Church.

The impressive ring ceremony was read by Rev. H. M. Redford. The couple was accompanied by the groom's mother, Mrs. Inez Stambaugh.

The bride was attired in an ivory crepe tailored suit with red fox collar. Her accessories were black.

After a short wedding trip to points in New Mexico, they will be at home in Hereford at 406 Lee Avenue.

The D. R. Gass family and Mr. and Mrs. Stambaugh came to Hereford the same week in March, 1899, and located in the same block. Both the bride and groom were born here, and were childhood friends.

(Continued on Page 8)

INTERMEDIATE C. E. HAS INTERESTING PROGRAM

"Our French Acadian Neighbors," was the theme of study for the Intermediate Christian Endeavor of the Christian church at the meeting held Sunday evening.

Those taking part of the program, were Daniel Russell, Larry Trimble, Lily London, Clifford Estes, Lois Agnes Glibreath, Billy Dameron, Margaret Higgins, Richard Petersen and F. L. Lucas.

Topics discussed were "Who are the French Acadians?" "The French Acadians Today," "The Disciples of Christ Among the Acadians," and "Worship with the French Teadians. The story of Evangeline by Henry Wadsworth Longfellow, was featured.

Mr. and Mrs. Arlie Dean and daughter, Mary Louise and S. P. Rosson and daughter, Jo Ann, returned Sunday, from a three days visit with the Mutz family at Eagle Nest Lake, N. M.

Birthday Observed Sunday By Pioneer Of This Section

J. R. Roberson, pioneer of Hereford, who has seen many changes take place since coming to this section in 1901, celebrated his seventy-eighth birthday, Sunday, at his home in west Hereford.

After the dinner at noon when a decorated birthday cake was featured, looking over old pictures of real pioneer days in Hereford, furnished entertainment.

Those enjoying the occasion with Mr. Roberson, were: Mr. and Mrs. Wiley Roberson and sons, Donald and Hicks, Mr. and Mrs. Dock Roberson and children, Wilma and Weldon; Mr. and Mrs. Jack Roberson and daughters, Mollie Jo and Imogene, Mr. and Mrs. W. Smith and son, James Neal; Mr. and Mrs. Glenn Roberson, Jeff Roberson and sons, Eugene and Edward Ray; Miles Roberson, Mrs. Beulah Roberson, Mr. and Mrs. Bert Frisby and Mr. and Mrs. Elmo Lawhon and children.

YOUNG PEOPLE DISCUSS MISSION WORK

Members of the Young People's Christian Endeavor held the regular meeting at the Christian Church, Sunday evening.

A program on "Our Missionary Motive" was led by Betty Cockrell. In a talk given by Carl Oldham on the program subject, the thought was stressed that the motive for Missionary work used to be duty, whereas, now the love for service and a sympathy for our fellowman prompts Missionary study and service.

Rev. Mullin, pastor of the Christian Church at Tampa, was a guest. All young people not affiliated with other organizations are invited to attend the regular meetings of the Christian Endeavor.

VEGA VISITORS ARE ENTERTAINED

Visitors from Vega, who attended the Musical concert given by the Music Study Club, Monday night, were informally entertained after the program at the home of Mr. and Mrs. Jeff Glibreath. Refreshments were served from a lace-laid table, centered by a deep flanged bowl, filled with yellow tulips which were reflected on a mirror base.

Those in the party, were Mesdames C. L. Morris, C. W. Wimberley, A. Castleberry and Mrs. Lyle Godwin.

Mrs. Frankie Craddock and young grandson, Joe Kerr, son of Mr. and Mrs. Will S. Kerr, spent the week end in Portales, N. M., visiting relatives.

Picture Made at First Church Wedding in Hereford



The marriage of Miss Joyce Womble and M. O. Meeks was a big event in Hereford, Sunday, Feb. 16, 1901, and went down in history as the city's first church wedding. From left to right in the above picture are: Chas. Ferguson, Bill Evans, M. O. Meeks, Mr. M. O. Meeks (the bride), Miss Eva Humphrey, and Miss Bruce Gass.

Geo. Day Came To Plains In Search Of Range For Cattle

Day Ranch Was Headquarters For Cattle Men

CATTLE WERE CHEAP, BUT OLD TIMERS ENJOYED EARLY DAYS HERE

By Mrs. Carl Wimberley
Not all old timers are men. Mrs. George M. Day came to this country in 1894—44 years ago—and her husband settled here in 1888. They were both Canadians, born and reared within 15 miles of each other, yet they never met until she came to visit in Amarillo.

The Day Ranch was located two and one-half miles west of what is now the Dawn-Wildorado road, in the south draw. It had the only windmill between the Tierra Blanca and the L S Ranch. This well was put there in the latter part of the 80's and the original tower is still standing, but the mill is new.

Her closest neighbor was two and one-half miles, when Mrs. Day first settled here, and it was six miles to the Dawn postoffice, located on the east side of the county. It was named for the first judge of Deaf Smith County.

Mrs. Day recalls that her husband helped to organize this county and was one of the first commissioners, serving six or eight years. He would have to ride horseback over to La Platte to attend court.

No National Politics

There were no Republicans and Democrats in those days. They were all "strip" and "syndicate." The syndicate people wanted to tax the improvements, since their land had only fences and windmills. The strip people wanted to tax the land. So all the elections were contested because the syndicate would always run in votes, which the strips declared illegal.

On the Day Ranch, three brands were used, ND, D-Y, and L A L. Mr. Day operated a ranch in New Mexico with a man named Norris before he came to Texas, so that was the origination of the ND brand. The postoffice at Endee was named for him.

Had Two Brands

Mrs. Day recalls that many of their cows had the Day brand on one side and the XIT brand on the other. The XIT was owned by the Capitol Syndicate with headquarters at Channing, and they always branded all the cattle that drifted on their land. Consequently, nearly every manager left there wealthy. This syndicate was composed of a group of men from Chicago, who built the capitol at Austin and were paid in land, the entire western half of the Panhandle.

Cows did not always bring a big price in those days. Once Mr. Day shipped a train load of cattle to Kansas City and the cows netted \$3 each and the calves \$1 each.

One western custom to which Mrs. Day found hard to get accustomed, was that of people driving up and wanting to spend the night. They always stayed, and if the family was gone, they came in and made themselves at home. The cowboys were particularly nice about always cleaning up the dishes. They would come for miles around to get milk and mush for supper.

No one ever stole anything. Mrs. Day recalls that a man once told her he came here to Christianize the plains. She told him no one ever stole until the churches came.

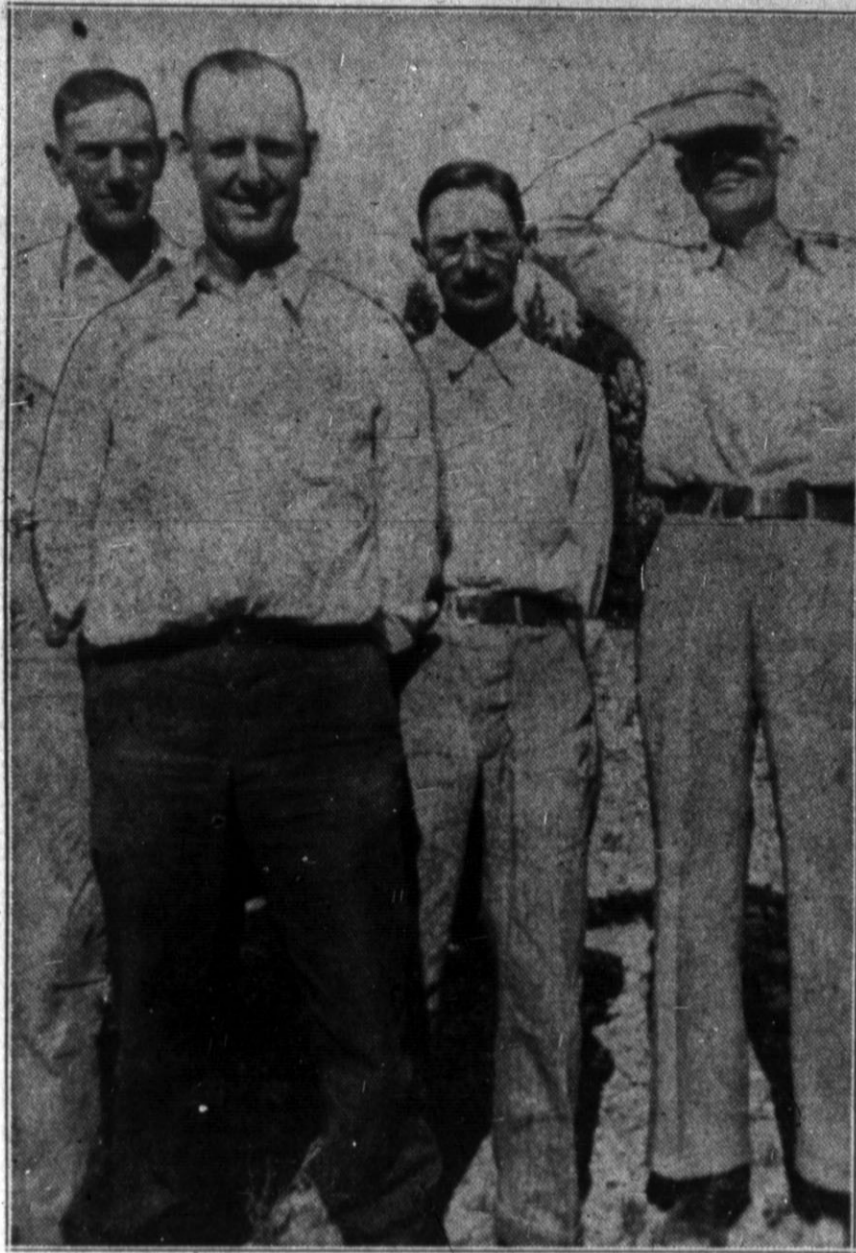
The Day ranch was always the headquarters for all the cattle buyers. Most of the men were bachelors and the few that had families had no room to accommodate anyone. Mrs. Day got no pay from these buyers. She says she could have probably spent a year visiting in Ohio and the surrounding states had she accepted all the invitations of the cattle buyers.

In April 1895, there was a terrible sandstorm, somewhat similar to the one here recently, except that it did not snow. Mrs. Day recalls that they had 50 acres plowed up northwest of the house and it blew every particle of loose dirt off the field right to the house. The storm raged for three days, without a lull. Visitors came just at the beginning of this spell and she had to put up the stove, which she had just taken down.

Mrs. Day tells of another incident that occurred in 1890. In the spring of that year a big rain fell and filled all the lakes. One man shipped in some cattle from south Texas. The lakes froze over and the cows went out on the ice, which broke through and let them down. A Mexican in Amarillo reportedly got rich selling tamales made from the frozen cows.

The Day family moved to Colorado in 1906, but returned in 1916, and continued to occupy the old ranch, which was sold only a few years ago. It was only last year that the old ranch house was torn down.

Members of Deaf Smith '97 Club



To join this Club it is only necessary to have been born in Deaf Smith County in 1897—before there was a Hereford. Each November the club meets for a dinner. In the picture above are four members, left to right: Wes Bradley, Cecil Walker, Dr. C. T. Kibbe, and Jewell Murchison. Other members, not in the picture, are Roy Gough, Cecil Hodges, Oden Weems and Miss Mary Bradley.

Collier Came To This County Back In 1899

By Mrs. A. G. Bell

In the winter of 1898, in Cameron, Texas, J. P. Collier met Ed Connell, an old timer from Hereford, who was visiting there. Mr. Connell told him of this wonderful country and invited him out. Since Mrs. Collier had been in failing health for four years, they thought it might improve her health.

Mr. and Mrs. Collier arrived in Hereford, July 10, 1899. Mr. Connell met them at the train with a covered wagon and took them to his place at Tombstone Camp. After two weeks stay, Mrs. Collier had improved so much in health that Mr. Collier bought some property. In 1901 he bought Ira Aten's interest, and Mr. Connell and Mr. Collier became partners for years. Mr. Collier still owns part of this same land.

Mr. Collier gave the Rock Island the right of way across six sections of land, which was begun in 1903 and finished in 1909.

The townsite of Adrian was built in Mr. Collier's pasture, July 1909. In the fall of 1902, Mrs. Collier wanted to go back to Cameron for a visit. As there were several cases of smallpox in Hereford, Mr. Collier decided to take her to the train at Tascosa, 25 miles away. After putting bedding and a camping outfit in the covered wagon, they started out. They reached Tascosa too late for the train, and spent the night at the hotel, asking the hotel keeper to call them in plenty of time to get across the river. He called them, and they started early, but the train passed before they crossed the river. They went on and asked permission to sleep on the platform near the railroad track. Next morning, she was on time and caught her train after three days effort.

In 1902, while living in Rock Lake pasture, Mr. Collier saw a prairie fire about 20 miles to the southwest, during a high wind. He and his men took a wagon, with plenty of brooms, barrels of water, and sacks to fight the fire. Mrs. Collier was left alone and the fire came within one-half mile of the house.

They bought 240 cows for the ranch in the fall of 1899. The brand was then the DD, but was later changed to the Lazy-U on the left hip.

They spent their first winter in a dugout at Rock Lake, about one mile from Adrian. Here they had many trying experiences, riding the fences and telephone line, and was prepared to make any repairs. They brought a negro man as cook when they first came, but he only stayed three months due to prejudice against his race among the natives.

Mrs. Collier always helped in the round-up and had a part in de-horning. She would put the col-

ton in the holes and paint over with "shoo-fly."

At present the ranch is well stocked and a good part is in cultivation. The cows are subject to registration.

They now live in a large two-story house in the edge of Adrian. In 1921, they gave a section of land to Wayland College. It is now in cultivation and still owned by the college.

Their home is always open to the ministers that come to Adrian for Saturday and Sunday services. Mrs. Collier is one of the leaders in the Baptist Church and Missionary Society.

Pitman Operates Modern Elevator In This Section

The history of the Pitman Grain Company dates back more than 20 years to E. W. Harrison, who established the business. The elevator is today one of the most complete to be found in the Panhandle-Plains and the company deals in grain and field seed. The elevator has a capacity of 60,000 bushels, and frequently is pushed to take care of the volume of business during the harvest rush.

J. A. Pitman, present owner of the business, is an old timer by his own right, having come here with his parents, Mr. and Mrs. J. H. Pitman, in 1906. The family first settled in Amarillo, after a long journey from Missouri, and after one year moved to Hereford.

J. H. Pitman will be remembered as an early land agent in this section, but during recent years has retired; before coming here he was engaged in farming back in Missouri.

Associated with J. A. Pitman in the elevator business is his brother, J. M. Pitman.

The firm operated under the name of McLean-Pitman until 1934, Bobo McLean having been a partner. J. A. Pitman joined the firm in 1927, and this marks 11 years he has been in the grain business here. The company is still operated on the policies upon which it was founded, and has played an important part in the growth of this country from an agricultural standpoint. Farmers of this area have come to recognize the reliability of the institution and the policy of fair treatment.

Mr. Pitman is a constant booster for this county and through his policy has attracted business here from many distant points, and has for several years been associated with sectional, state and national grain dealers' associations.

In addition to his elevator business, Mr. Pitman is also a progressive stock-farmer, maintaining a nice herd of registered stock, and operating an irrigation farm in this section, along with a large wheat acreage. Being a farmer himself, he recognizes the problems and wants of the farmers of this area, thus being in a position to better serve the community.

Skelton Sold Combines In Variety Store

Coming here in 1911 from Clovis, C. A. Skelton became manager of the Kemp Lumber Company. He operated the yard for four and

County's Only Thresher In 1903



Above is the only threshing machine in Deaf Smith County in 1903, and at the time this picture was made a row crop was being threshed on the Louis Arnold place, 12 miles northwest of Hereford. The man on horsepower is M. D. Womble, on the ground stands J. C. Womble; the middle man on the feeder stack is Ara A. Allred and next to the feeder on the left is J. C. Allred; Louis Arnold is holding the sack. The machine was owned by J. C. Womble.

one-half years and left the company to establish a variety store.

In August, 1915, Miss Gladys Johnston and Mr. Skelton were married in Amarillo; they have three children: Mrs. Sally Garrett of El Paso; Mrs. Catherine Parker of Enid, and Charles Skelton who is a student in Hereford Schools.

Mr. Skelton is a member of the Masonic Lodge and of the Methodist Church, and is an active booster of the community.

The variety store was located where Jim Robinson's grocery now stands, and it was operated within a few months of 20 years, when he sold out to Sam Saunders in Feb. 1936.

It was 1920 that he took over the agency for Case Implements, and sold them in connection with his variety store—boasting to be the only man in the organization who sold combines in a Five and Ten Store.

After selling the variety store in 1936, he opened his present implement office on North Main Street, and today carries a complete line of Case tractors, combines, irrigation units and implements; he also carries a large stock of supplies and parts. He estimates that he sold well over \$500,000 worth of machinery since he has had the Case line.

Ireland's First Train Ride Was Into Hereford

E. S. Ireland came to Hereford in 1899, enroute to Dimmitt, where a job awaited him in C. F. Kerr's general merchandise store.

Mr. Ireland recalls that he made the trip from Hereford to Dimmitt in a mule cart, which was driven by Squire Turnbow—all of which didn't mean much to him at the time, because he had just ridden in his first train, and incidently it

was one of the few trains he had ever seen.

Mr. Ireland was born in what he terms "Clay end of Jack County," in 1883, and came to this county from the "Jack End of Clay County."

As assistant in the old time general merchandise store, Mr. Ireland, then a lad of 16 years, received in payment for his labors, \$16 a month and his board—but that was considered a good salary in those days, for the top cowhands drew only \$25 a month. It was during this era that Will Rogers was employed as a cowboy in Castro County, and although he isn't certain, Mr. Ireland recalls a fellow who always kept the town in an uproar of mirth and whom he believes to have been Rogers.

In December, 1909, Miss Emily Kell, daughter of Mr. and Mrs. B. T. Bell, pioneer residents of the area, and Mr. Ireland were married at Dimmitt. Mr. and Mrs. Ireland have five children, Edgar, Jr., Woodrow, Elizabeth, Richard and Rachael.

It was in 1920 that the Irelands moved from Dimmitt to Hereford, and since that time they have been active in this community. Mr. Ireland is a member of the Presbyterian Church, and of the Masonic Lodge. He served the City of Hereford as mayor from 1923 to 1932, during which time many of the present improvements were made.

Mr. Ireland, in partnership with the Beavers Bros., started selling Dodge and Plymouth cars in 1931, in the location now occupied by Beavers Bros., on Third Street.

The firm continued to operate as Ireland-Beavers until 1930, when Mr. Ireland moved to his present location on Main Street, and established the Ireland Motor Company. Associated with him in this business is his son, Woodrow Ireland; the firm employs eight men, including the managers.

Ireland Motor Company is one of the outstanding automobile firms in this section, featuring Dodge

and Plymouth cars, trucks and pickups, along with a complete line of accessories; a general repair shop, and a special fender and body work.

Fox Operates Modern Store

Featuring men's apparel and quality cleaning service, Fox Cleaners, Hatters and Men's Store, is operated in Hereford by Homer Fox.

He started in business in this section in 1912 at Friona, and in March, 1914, moved to Hereford, operating under the name of Fox Mercantile Co.

In 1935, Mr. Fox purchased his present establishment from Olan Carroll, and in 1937 moved to his present location on Main Street. In addition to prompt Dry-Cleaning service and hat work, he also carries a complete stock of men's furnishings. His stock includes the Wilson Bros. line, which he has handled continuously since 1915—he says that he now has the largest stock of shirts of this quality ever offered in Hereford. Mr. Fox has recently added the famous line of Justin boots to his stock.

Texas Market Is Modern Concern

The Texas Grocery and Market, operated here by O. G. Hill and Ira Foster, is one of the outstanding groceries and markets to be found in this section today.

Mr. Hill came here in 1910 from Anson County and established a store in the location where the Texas Market is today operated. In 1937, Mr. Foster, a former resident, returned here from Wheeler, Texas, to become associated with the firm. Mr. Hill is also a pioneer cattleman of this section, having been in the cattle business continuously since he came here.

In addition to carrying a complete line of foods, the Texas Market also specializes in home-killed meats, and frequently customers drive here from Amarillo and other distant points to buy the quality meats which are sold in the local market.

HAWKINS OPERATES VEGETABLE STAND

Featuring fresh fruits and vegetables, Raymond Hawkins has during recent months built a substantial business in the location just south of Stambaugh cleaners. Mr. Hawkins hauls vegetables into Hereford to assure his customers of quality produce and fruits at all times.

Peoria, Ill., police horses will be wired for radio. Pegasus is not to go down in history as the only horse on the air waves.

FORD OFFERS GREAT CARS AND TRUCKS

AND KEEPS THEIR PRICES LOW!

Ford V-8 Trucks and Commercial Cars

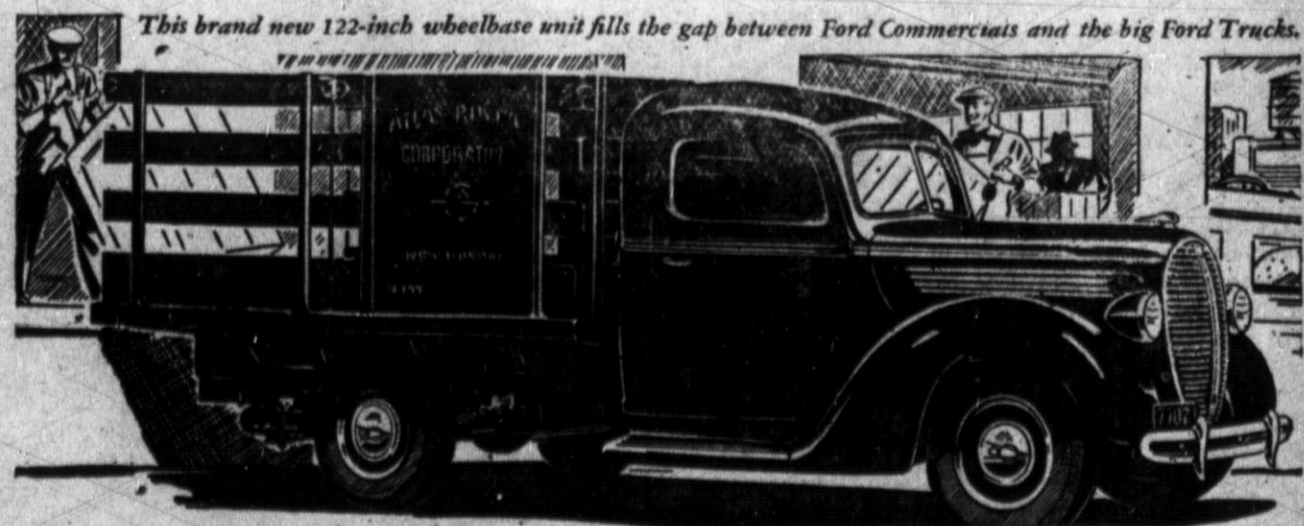
You asked for it... and here it is

The New Ford V-8 One-Tonner

FAST FACTS ABOUT THIS NEW FORD ONE-TONNER

3 body types—Express, Panel and Stake. Also Chassis with or without cab for special bodies

- Choice of 60 H.P. or 85 H.P. V-8 Engine.
- 122-Inch Wheelbase.
- Modern Styling inside and out—Handsome, Rugged Appearance.
- Full-Floating Rear Axle.
- Straddle-Mounted Pinion.
- Extra Large Brakes (277 square inches total lining) with Rib-cooled Cast Iron Brake Drums.



HENRY FORD
Is Automobile
PIONEER

Times have changed quite a lot since the day when covered wagons and horses and buggies were used as the best and fastest means of transportation... FORD pioneered with the automobile, first with the model T, then came the new and modern V-8's of today, which are the last word in transportation. But even with all these changes, the efficiency and economy of FORDS has not changed for the worse.

WELCOME, PIONEERS!
to Hereford, May 11

SALES —:— FORD V-8 —:— SERVICE

Hereford Motor Company

ERNEST MEDKIEF, Owner

HEREFORD, TEXAS

Estes Predicted Plains Would Be Big Wheat Field

EARLY SWISHER COUNTY RESIDENT WAS FOND OF HUNTING

Mr. and Mrs. John Estes were native Texans, their parents having come to Texas prior to the war with Old Mexico. They were both born at Brenham, County seat of Washington County, some few miles just south of "Old" Washington, which was the first capitol of the new Republic.

Very little wheat had been grown in Texas prior to the Civil War, and after the war, through lack of protection to settlers from Indian menaces and depredations, migration was prevented for some ten or twelve years. But the westward driving of the Railroads vastly aided and quickened settlements out towards the table lands of the state. Mr. Estes, at an early time in his life, had a desire to find a country adapted to wheat raising, so in the year of 1881, he closed out his interests in Washington County and immediately went west to Abilene, Taylor county, where he installed and operated a flour mill for some three or four years, but settlers in the new country were afraid to get away from the cotton, so in the year 1885, he sold out his mill and moved over into Jones County, adjoining Taylor County on the north, where he continued to plant some 1,200 acres of wheat for several years.

Liked To Hunt
Mr. Estes was a great hunter. In the winters after sowing was done, he would go west on one of his hunts. Each trip would take him further west until about the year 1889 or 1890, he made a trip to what was then called the "Plains." Upon his return, he was telling Mrs. Estes what he had seen and how he hoped to live to see it all in one vast wheat farm.

Mrs. Estes did not like the idea of going further west as they were then comfortably located, with good churches, schools, etc. However, Mr. Estes was also a stockman and bought up cattle in the Abilene Country and would drive them over into Fisher County, which was above the quarantine line, where after staying in that county for a period of six months, it was permissible to bring them on out to their ranch which was in the northwest part of Swisher County.

On one of his trips, where they had driven out a herd and while staying there at the ranch to locate them and also put up the improvements, Mr. Estes' eldest son had gone to Amarillo to get barbed wire and Mr. Estes sent Percy out to drift out a lot of stray cattle off the range. A mad bull turned on the boy, killing his horse and badly goring the boy in the back and leg.

It was some six or eight hours before the boy made it into camp, crawling part of the way, and Mr. Estes had to leave him alone, while he went to a bachelor neighbors for help and send 20 miles to Plainview for a doctor, who came the next morning, something near 20 hours after the accident.

Mr. Estes returned home three weeks after, as soon as Percy could travel. He had not written Mrs. Estes anything of it, thinking the boy would be able to ride soon and he did not want to frighten her as they were 250 miles away.

When they did get home, Mrs. Estes said she wanted to stay with her boys and would be ready to move at any time, so in a short time they had all of the household effects loaded on the much-mentioned prairie schooners and were on the way.

The Plains were a beautiful sight to all of them. As far as the eye could reach, was one broad expanse of prairie covered over with gamma grass, headed out and about 15 inches in height and resembling a field of wheat at maturity. There was an abundance of wild fowl and game such as antelope, plover, curlew and some blue quail. The antelope went in droves of 60 to 75 in number. There were great numbers of wild horses or mustangs. A good many of them were captured by the settlers, but in nearly all cases they proved to be worthless.

There were 250 acres of good wheat not harvested on the ranch, which Mr. Estes and his boys had planted the fall before, but owing to there being no threshing machines in the country at that time, no effort had been made to harvest it.

All of the supplies were freighted from Amarillo, a distance of 85 miles, until 1893, when the Santa Fe built the Pecos Valley Railroad from Amarillo to Roswell. The line was called the "Pea Vine."

When Mr. Estes arrived there were numerous old abandoned dugouts but no lumber was left, just the whole in the ground with maybe some posts left with the old rusty bared wire, where they had been fenced.

These earlier settlers did not stay long. They had filed in the latter '80's, when one could file on but one section at \$2 per acre to the state. In the year 1895, the General Land Office Authorities reclassified all the land in this new country, permitting settlers to file on four sections at \$1.00 per acre and at 3 per cent interest with 40 years in which to pay.

There were no markets for anything that was raised in those years except for cattle and this was only for fat cattle of matured ages.

The first calf market was in 1903, when the calves were bought off of the mother cows. That greatly strengthened the cattle business at that time and it has been good since.

Mr. Estes died in 1928, and Mrs. Estes in 1934; both were buried in Hereford, along with a son, Claude Estes, who died in 1933. Another son, Garrett, was buried at Running Water in 1904.

There are nine of the Estes clan who remain, however, and most of them have stayed in the Panhandle, with four at Hereford. They are Mrs. Pearl Roberts, Lubbock; Mrs. Leonard Harrah, Lubbock; Mrs. Ruth Baker, Tulsa; Mrs. Carl Gilliland, Hereford; Mrs. E. L. Klett, Lubbock; Jerry Estes, Dimmitt, Cliff Estes, Miss Johnnie Estes, and Mrs. A. W. Nicks, all of Hereford.

When the family moved from Jones County to Swisher County, their goods was transported in a wagon train operated by Frank Britain of Hereford, who will be remembered by many old timers of the Panhandle.

Elliston Once Chased Antelope In This County
A. H. Elliston came to Hereford in 1904 from Claude, Texas, and was an old timer in the Panhandle before coming here.

He was born at Birdville, Texas, Jan. 27, 1861, and married Allie Wilcoxson at Farmersville, Texas; she was the daughter of Mr. and Mrs. C. W. Wilcoxson.

As a real estate agent, Mr. Elliston has contributed much to the development and settling of this country, and has at all times been interested in the development, a fact which is brought out by his interest in fraternal organizations.

Both Mr. and Mrs. Elliston are active in the Christian Church and Rebekah Lodge, while Mr. Elliston is a member of the Odd Fellows, Masonic Lodge and W. O. W., and holds a long record of service in each.

During more recent years, the Ellistons have spent much time in California, in Long Beach, Pomona and Whittier.

They have five children; Jas. B. Elliston, Hereford; Mrs. Grace Hevel of Denver; Pat D. Elliston of Bermeja, Columbia, South America; Joe B. Elliston, Hollywood, and Ruth R. Elliston of Hereford.

Mr. Elliston recalls many experiences which occurred during early days of this county, including the chasing of antelope and coyotes—a sport long forgotten, but one which, provided much amusement to the early settlers.

Mrs. Gyles Is Interested In Pioneer Relics
Although there were no new trails to blaze and most of the old pioneers were already here when Mr. and Mrs. J. E. Gyles came to Hereford in 1905, it took more than physical courage to hang on, when, year after year, the failure of grass or the drying up of the water holes depleted herds of cattle and sent many back to their former homes. With their two children, a boy, Frank, and a girl, Ingalls, they left their home in Springfield, Mo., seeking health for Mr. Gyles; he did become strong, and entered into the real estate business, which he carried on until his death in 1928.

The most exciting incident of the early days that Mrs. Gyles remembers was the prairie fire that swept the western part of the county in 1907. The entire citizenship, armed with brooms, turned out to fight the flames.

came, and has continued to be active in the work of the church. One other son, Wilson Gyles, was born here.

"I would like to see more old relics brought to view on Pioneer Day," Mrs. Gyles says, "and the bigger the parade the better."

Judge Kerr Has Been On Plains Past 51 Years

Judge O. F. Kerr came to Deaf Smith County eleven years ago, but has lived in West Texas since 1883. He is a native of southern

Illinois, and since coming to this section as a young man, he has seen creation and destruction go hand in hand in the upbuilding of business, commerce and industry in this territory. He recalls shipping cattle over the first railroad in Hereford and regrets that the days of shooting antelope and running wild horses are over.

Judge Kerr married Mrs. Eula Ireland McDonald in 1898. They have four children. They are: Will S. Kerr, Reavis Kerr, and Mrs. Clay Ridgway of this city, and Mrs. Bob Birchfield, another daughter, who lives in Boerne, Texas.

Judge Kerr, a builder in any community has been a member of the Presbyterian church and the

Masonic lodge for many years. He would like to see a bigger crowd in Hereford next Wednesday than has ever been before. He thinks Pioneer Day celebrations good for everybody and would like to see more pride and interest shown in this annual observance, which truly commemorates the growth and progress of the home town.

Mrs. Carroll Came To This County In 1900

Among old timers who are look-

ing forward to warm handclaps of old friends here next Wednesday is Mrs. R. L. Carroll.

Mrs. Carroll came to Deaf Smith County in 1900 and settled about 10 miles north of the present town of Hereford. About one year later they moved to Hereford and has been living here since the greater part of the time. She made the trip from Celina, Texas, to Amarillo by train, and made the trip from there to Hereford in a wagon. Among her closest neighbors were Jack Killough, Jeff Fles, the Rutherford family, and the Mercers.

Mrs. Carroll was born at Farmersville, La., in 1874, and before her marriage was Miss Lavada Mc-

Coy. She married John H. Biggs at Weston, Texas, 1893, and has four children by this marriage: Lee Biggs, Amarillo; Johnnie Biggs, Amarillo; Mrs. Fred Saltzman, 10 miles north of Hereford, and Mrs. Edd Cox of Hereford. Following the death of Mr. Biggs in 1905, she married Mr. Carroll and by this marriage has one son, Wilbert E. Carroll of Hereford.

She remembers old La Plata, Deaf Smith's first county seat, and says she is looking forward to the celebration with much enthusiasm May 11.

Stencils, ink and office supplies at Brand Office.

1848

54 YEARS OF SERVICE

1938

INTERNATIONAL

McCORMICK-DEERING

54 YEARS AGO . . . even before the first settlers of this community started coming here . . . the INTERNATIONAL HARVESTER COMPANY was Pioneering in the manufacture of farm implements of a practical and useful type.

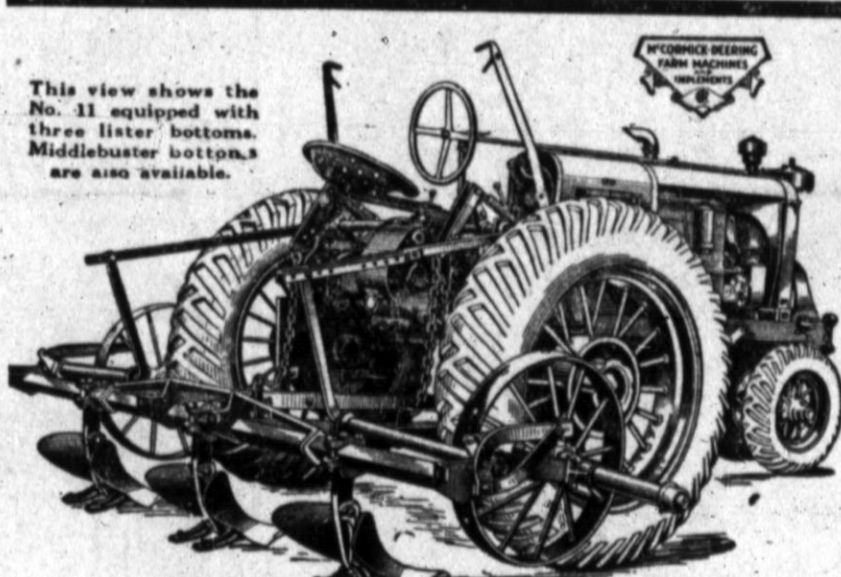
INTERNATIONAL and McCORMICK-DEERING are names that are familiar to every farmer and to every Pioneer, for their sturdy and dependable worth . . . and their long life of service.

INTERNATIONAL or McCORMICK-DEERING FARM IMPLEMENTS are to be found on practically every farm in this community.

Because of the dependability, throughout years, of INTERNATIONAL and McCORMICK-DEERING, we have been able to supply the farmers of this area with the right kind of Farm Machinery and we are proud to be the dealers of such products of quality.

We invite the Pioneers to visit us on Pioneer Day, May 11, and want you to watch for our quality farm implements in the PIONEER DAY PARADE.

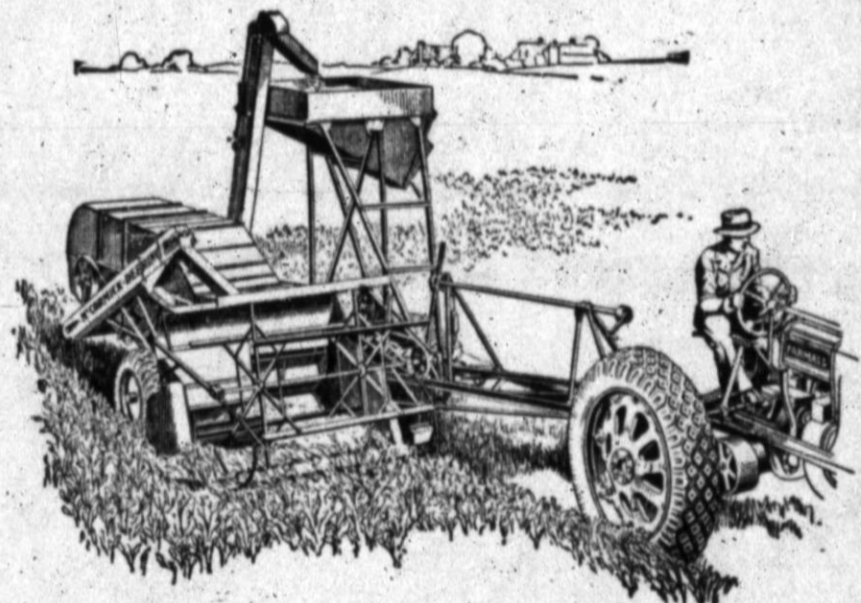
"FARM WITH FARMALLS"



This view shows the No. 11 equipped with three lister bottoms. Middlebuster bottoms are also available.

McCormick-Deering FARMALL "30"

The New McCORMICK-DEERING No. 11 tool bar lister is a valuable implement for its usefulness. It is the basic line of FARMALL tool bar equipment, you can quickly rig the FARMALL "30" for middle-busting, running middles, planting on beds, skip-row planting, listing, loose-ground listing or re-listing. Be sure and investigate FARMALL before you buy a tractor.



McCormick-Deering Combine Threshing Efficiency

Pictured above you see the new, low-priced McCORMICK-DEERING 6-FOOT COMBINE. This combine is also made in the 12-foot size. Out of INTERNATIONAL HARVESTER'S long experience with combines comes these two new combines, that are real combines in every part and feature. They bring you big combine sturdiness, threshing efficiency and long life in a machine that doesn't have a pound of needless weight.

THE New INTERNATIONAL TRUCKS



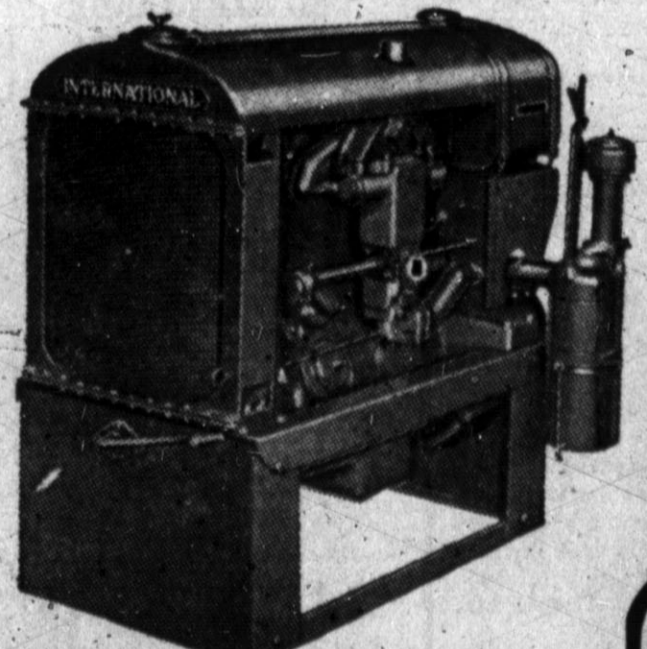
PICK-UP

Come in and see the new International Trucks with pick-up body. This snappy little job comes in three wheelbase lengths—113" (loading space 76"), 125" (loading space 88"), and 150" (loading space 108").

Power your pumps with International

That is what users say about INTERNATIONAL POWER in the Hereford Shallow-water Belt. You too, will find this power a very effective source of power and extra savings. Replaceable cylinders provide for smooth operation, economical performance, low maintenance cost and long life.

These power units are built in from 12 to more than 100 H. P. Engine sizes, which can be delivered on belt, chain or gear, or direct drive.



"By Far the Most Economical Pumping Power We Have Experienced"

ROSSON IMPLEMENT CO.

"Good Equipment Makes A Good Farmer Better"

Thompson Tells Of 400-Miles In Covered Wagon In 1902

Plenty of Game Provided Food For Travelers -

OLD TIMERS LOST WAY AS RESULT OF HEAVY RAIN

By Alex Thompson

Did you ever take a four hundred mile trip in a covered wagon pulled by two mules? Well, if you haven't you sure have missed something. On Thursday afternoon, May 29, 1902, Bill Hill and I started from Gainesville, Texas, in Cooke County, in a covered wagon loaded with bedding, chuck, horse feed, cooking utensils, 22 calibre Winchester rifle, trunk of clothing and a map of Texas and started west. Bill was twenty-two and I was nineteen. The outfit belonged to Bill and he was in a hurry. He said, Alex, you drive and I will whip. The mules had a big job before them and I knew that we would have to take it easy, so we eased up on the whipping.

Our first night was spent near Saint Jo in Montague County, in the woods and we could hear the whippoorwill, bull bats and screech owls singing us to sleep. We slept in the wagon on account of being afraid of snakes. We had plenty of food for supper and breakfast that had been prepared by mother and given us when we left. Early the next morning we started through Montague County which was rocky and hilly going through the city of Montague and camped for the night near Belvine. The next morning was cloudy and rainy, and it seemed that the road was running east instead of west but we soon got located when the sun came out about noon. We noticed a large white object upon a hill that appeared to be many miles away and we wondered what it could be. After traveling many hours we finally reached it and found that it was a Catholic church and Windthorst, a small German settlement set on a high hill. We left the railroad at Belvue and did not hear a train toot or see any train smoke until we arrived at Hereford, over three hundred miles. We stayed all night just west of Archer City and had one of the worst wind and rain storms that night that I was ever in. Took both of us with all of our hands and feet to keep the wagon sheet from blowing off.

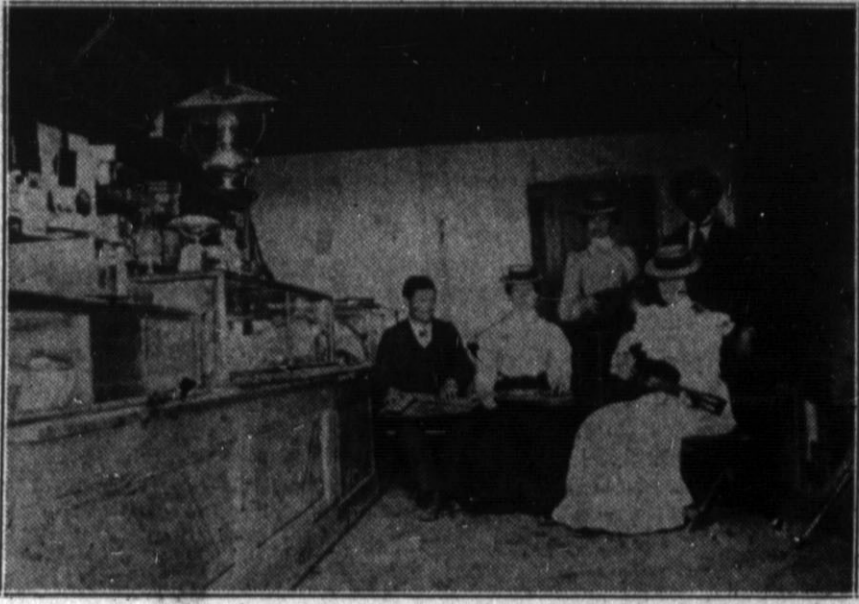
The only time we got off our road was the next morning after this rain. We took the main traveled road as we had been doing and we wound up at a ranch house at which place we were informed that our road was about one-half mile north of there and to turn to the left when we reached it. It was a long drive to the next town, Seymour in Baylor County, but we did not mind that at all as we were having a good time. In going from Seymour to Benjamin we went up the divide between the Brazos River and the Wichita River and in places this divide was just about as wide as the road. The water on the north going to Red River and the water on the south side of the road going to the Brazos River into the Gulf. We camped west of Benjamin ranch in King County. We had another terrific storm and went about half a mile to a new settlers house for shelter. This was the only house we were in during this trip with the exception of the stores where we bought supplies. All I remember about Guthrie is that it had a small court house, a general store and a saloon. We turned northwest after leaving Guthrie and went through the sand hills to Matador. We came into the prairie country and the road was swarming with young and old, and, needless to say, we had plenty of partridge to eat.

We came to the Pease River and met a caravan of wagons, horses, mules and cattle, headed for the east. One of the members of the group inquired as to where we were going and when told he advised us not to go into that God forsaken country where there was nothing but high winds, dry weather and cold winters, and that we would soon starve out and have to write back to our kin folk for help to get out. We just thanked him and kept going west.

Several miles west of Matador we came up the cap rock onto the Plains, the most beautiful sight that we had ever beheld; the level prairie, the mirage, the "loping horses," (heat waves on the horizon) the antelope, the green carpet of mesquite grass and the beautiful Hereford cattle.

We came through Floydada, Lockney, and into Plainview. At the hotel there at Plainview, which was located east of the court house, was one of the largest piles of cow chips that we ever saw, before or since. Everything in that part of the country was freighted from Canyon or Amarillo and coal and

Remember Joe Killough's Store?



The above photograph was made in Joe Killough's general store here in 1898. Seated on the left is Joe Killough; the girl on his right is an unidentified visitor in the community, and setting on the extreme right is Grace Farris; standing are Bruce Gass and Chas. Ferguson.

wood were luxuries. We did not tarry long in Plainview as we were nearing our destination and we came through Runningwater on to Dimmitt. Our last night on the road was spent about eight miles north of Dimmitt and that night a norther blew up and we nearly froze, that being tenth day of June, 1902. The next morning we fixed a quilt in the front end of the wagon to stop up the opening and drove blind, just letting the mules go down the road. After going for some time the mules stopped and we looked out and there was a good new wire fence right across the road and looked like it extended for miles each

way, with no indication as to which way the gate might be. We guessed that by going west we might be going in the right direction so we went west about a mile and came to the gate and the new road.

We arrived in Hereford at noon Wednesday, June 11, 1902, after having been on the road thirteen days and averaging a little over thirty miles per day.

We had some kind of wild game nearly every day, rabbits, squirrel, prairie chicken, partridges, and doves. We got so good with the little rifle that we could shoot the game without stopping the wagon. We did not have any prairie dog

Ward Community Was Named For Old Settler

"Meeting old friends" is the thing to which J. F. Ward most looks forward on Pioneer Day next Wednesday.

Mr. Ward came here in 1890 from Hardeman County, and located 11 miles north of Hereford on 25-Mile Avenue. Later he lived in Moore County and in 1920 moved to the "Old Ward Place," now owned by Homer Brumley, one mile south of town. In 1930, he moved to Hereford and has made his home in town since that time. Mr. Ward was born in Panola County, Miss., on Oct. 19, 1885, and after coming to this county was engaged in the cattle business until he moved to Moore County.

Hauled Fire Wood
One of his most vivid, and incidentally most humorous, experiences was the time when he and one of his neighbors rode 45 miles on the running gear of a wagon to bring a load of wood to this county.

"But we learned to burn cow chips," he says with a grin, "and we used the wood for fence posts." Back in 1899, Mr. Ward's closest neighbors were Charlie Hodges, who lived one mile from him, and Geo. Higgins, who lived a distance of three miles.

Mr. Ward married Miss Alice McMinn, daughter of Mr. and Mrs. W. K. McMinn, and they have adopted four children, Mrs. Rufus Richie Grands, Saline, Texas; F.

until after arriving in Hereford. We killed a young one and dressed it and took it home one day and pretended that it was a young rabbit and all enjoyed the meal very much.

If there is any part of this narrative that sounds fishy then we can prove what we say if we can find a witness.

T. Roberson, Hereford; Mrs. Dollo Behrens, Dallas, and Roy Kelly of Marfa, Texas.

In 1902, Mr. Ward was instrumental in organizing the Methodist church at Ward, with five members, whom he recalls: Mrs. Hattie Rutherford, Mrs. Boyd, Miss Blanche Hunt, Mr. and Mrs. Ward; E. J. Maxwell was the first preacher; Mr. Ward says he rode horseback in the snow, all of one day, to collect for the quarterly conference.

"The neighbors secured the Old La Platte school building and moved it on my land," Mr. Ward said. "Miss Vida Orr (now Mrs. John Jacobson) taught our first school. We used this school, known as the Ward School, as a church and Sunday school as well."

Among other things, Mr. Ward put in the first dipping vat and his neighbors brought their cattle from distances to dip them.

Mr. Ward is now interested in beautifying the town, and has done much along this line. He and Mrs. Ward are interested in foreign missions, and have contributed to the education of several children in Africa. Mr. Ward has brought Deaf Smith County the distinctive title of "Master Farmer of Texas."

Beginning Saturday, May 7, Mr. Streu will open a store-wide sale in collaboration with 14,000 other hardware merchants of the United States. The sale will include every item in his big stock, and special reductions are made possible with assistance of manufacturers, who are co-operating with the National Hardware Association.

As a member of the association, Mr. Streu is one of the leading hardware merchants of the Panhandle and carries one of the most complete stocks to be found in this section.

It was in March, 1924, that Mr. Streu left a position with a large Amarillo hardware firm and came here to establish the Streu Hardware. The store was first opened four doors south of the present location, and after three years was moved to the building now occupied by Ireland Motor Company. In 1936, it was moved to the present location.

Coming here as a capable and experienced hardware merchant, Mr. Streu has continually added to his stock and has featured, along with shelf hardware, pipe, windmills and other lines generally found in complete hardware stocks. In connection with a large stock, he has operated the store with courteous and honest treatment of his customers.

While building up his store here, Mr. Streu has also been vitally interested in the welfare of the community and the people whom he serves. He is a tireless civic worker and at the present time is a director in the Chamber of Commerce and an active member of the Lion's Club; he is also serving his twelfth year on the school board of the Hereford Independent district. Both he and Mrs. Streu are mem-

bers of the Christian Church. Assisting Mr. Streu in the store are Homer Heneske and Mrs. O. O. Wilkins.

Chevrolet-Olds Lines Featured By Local Firm

With a record of 13 years of service to this community, Brumley-Woodford Motor Company today stands as one of the most complete and modern automobile agencies to be found in this section. The firm was established in 1927 by George Brumley, who came to this county as a day laborer in 1909. A few years later he went into the hog business and has been largely responsible for the growth of the industry in this section. In 1917 he started as an irrigation farmer, conducting both at the present time in connection with the garage business.

When he purchased the Chevrolet agency, he constructed the building which the garage now occupies on Third Street.

Louis Woodford joined the firm in July 1936, and has been active in its management since that time. He first visited this county in 1931 and returned later to go in partnership with C. T. Guseman as wheat farmers. He later operated the Conoco service station at Main Street and Highway 60, leaving there to enter the garage business. Brumley-Woodford has the agency for Chevrolet and Oldsmobile automobiles, operating a complete garage, repair department and body shop. The garage also carries a complete line of accessories and sells Goodrich tires.

Streu Observes Hardware Week With Big Sale

Coming parallel to National Hardware week, the Pioneer Day celebration next Wednesday will hold double significance for A. H. Streu, and employees of the Streu Hardware in Hereford.

These are not
PIONEER CARS
... they're up-to-date
in Model and in
Condition!



BUY ON EASY TERMS

1934 DODGE SEDAN \$340
DUAL EQUIPMENT, Motor Reconditioned.
Low Mileage

1934 Chevrolet Coupe \$290
Original Black Finish!

1937 DODGE COUPE \$665
19,000 Miles, Dual Equipment, Beautiful Black Original Finish — A Real Buy at

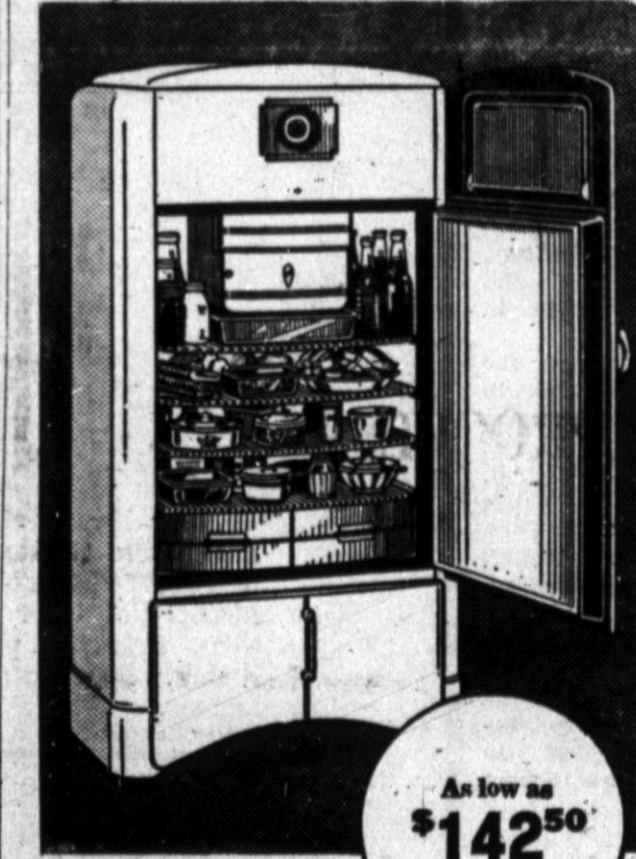
1937 Chevrolet Sedan \$645
Master DeLuxe with Trunk!
Only 11,000 Actual Miles — A Real Buy!

1937 4-DOOR TOURING SEDAN \$675
Dual Equipment, Only 19,000 Miles.
A Real Bargain, at

1933 Long W-B Dodge Truck \$350
Dual Tires, in First Class Condition, with Grain Body and Commercial License

SAVE MONEY BY A VISIT TO OUR
SHOW ROOM

Ireland Motor Company
DODGE - PLYMOUTH SALES - SERVICE



LEONARD ELECTRIC REFRIGERATORS

Here's what you've been waiting for! Handsome, New, Full-Featured, 1938 LEONARD ELECTRIC REFRIGERATORS—Offered at amazing reductions! Every one is big and roomy! Packed with exclusive Convenience features. They're world beaters for low cost operation! Everyone has the famous current-controlling "MASTER DIAL." At these prices every one is a sensational refrigerator value!

Since Pioneer Days—a most

rapid progress has been made in refrigeration. The days have past when you put your fresh foods in a stream of water or in a water trough. And LEONARD REFRIGERATOR with the MASTER DIAL leads the parade of progress, offering refrigerator buyers more extra features, for as little money.

Come in and see these beautiful Leonard refrigerators! Find out about the low, easy terms. This is the refrigerator you want and need—at a price you can afford. So act now!

DON'T WAIT!

LOOK.... AT ALL THESE MONEY-SAVING AND TROUBLE-SAVING FEATURES

- Master Dial, exclusively Leonard, for exact control of current
- Roomy vegetable drawer
- Len-A-Dor Pedal—open door with your foot
- Service Shelf on Door
- New Curved Shelves
- Rubber Grids in all ice trays
- Vegetable Crisper and Utility Basket
- Automatic Interior Light
- 5-Year Leonard Protection Plan.

This is too good to miss!

SMALL DOWN PAYMENTS! EASY TERMS!

COME IN TODAY!

McCConnell Electric Company

PHONE 759

LEONARD DEALER

303 N. MAIN ST.

Allan Bell Tells Of First Day On Panhandle Plains

Early Rancher Faced Hardships On Trip Here

YOUTH WENT IN WHERE ANGELS FEAR TO TREAD AT OLD TASCOSA

By Allen Bell

In the fall of 1894, my father tired of cotton planting and sheep raising as it was then being carried on in Williamson County, and moved up into the Panhandle County. He and my brother next younger than I were first to make the trip. The rest of the family were to make the move the following Spring.

As the day of my departure drew near, I made the rounds of the neighborhood, bidding farewell to friends and schoolmates and making promises to inform them as to the new country out in the Northwest—"The jumping off place," they thought. Amarillo was the nearest railroad point. New and little towns and from there a long overland trip that was altogether vague and uncertain in my mind.

Just before midnight on the eighth of November, 1894, I boarded an I. & G. N. passenger train at Round Rock, with a ticket for Amarillo in my pocket, leaving behind me a small company of intimate friends who had gathered to bid me "God-Speed" on my long journey.

I shall never forget that night, nor the days immediately following. The memory of this trip stands out as vividly in my mind as though it happened but yesterday.

"Well, I thought at last I am on my way." Sleep was impossible. My mind was too full of new thoughts. On and on the train sped. Finally daylight came, then Fort Worth, where I was to change trains to the Fort Worth & Denver Road. This was accomplished in the regular manner and I was soon on my way again. A long tiresome run, as I remember it, but I missed nothing on either side of the train and as to the towns on the way, I am familiar with them to this day in the order they came as the train traveled the miles upon miles of its journey. I shall always

remember, as will every early day traveler on the Fort Worth and Denver, the chicken and bread vendors at every stop. Lurching facilities seemed to be poorly provided for so these chicken and bread boys did a rushing business up and down the road. The train pulled into Childress, a division point late in the afternoon and passengers had 30 minutes to view that which could be seen at a single glance. I ate sparingly and was ready to proceed.

After leaving Childress I took my first sleep, being thoroughly exhausted, and the next thing I was awakened by the conductor. He asked me where I was to get off and I told him Amarillo.

"Well, son," he said, "we are just leaving Amarillo." He pulled the bell cord a few times trying to stop the train, but for some reason the engineer paid no heed to his signals to stop. I'll just have to take you on to the next station, I was told. "But I can't do that," I remonstrated, "my father was to meet me on this train in Amarillo and he will think I failed to come and will leave without me."

"I tried to explain and I had no money to return on, but all to no avail. I'll have the other conductor to bring you back to Amarillo without charge," he said. I asked what the next station was and how far. Tascosa, and it is about 30 miles. I asked how soon the other train would be coming back, and he said it was due in Tascosa at 4:30. We were out of Amarillo a few minutes after midnight. Imagine, if you can the thoughts that swept through my mind as I sat alone, looking out into the dark night. I was on the Plains, going. I knew not where. I remembered it was the 10th day of November, 1894, my first day on the plains and it was sure a day never to be forgotten.

It seemed hours after we left Amarillo, before a whistle pulled the train to a stop. I was ready to get off this time and I stepped out into the darkness. A dim light some distance away beckoned me. The depot, a small two room affair, was the only building in sight. One room was dimly lighted by a small oil lamp. The attendant groped around a few moments and rolled into bed. I managed to get his attention for a few brief words. He told him that I wanted him to stop

that south bound train. He informed me that it would stop. I was still on the outside and for the first time I realized that it was very cold. I was not dressed for winter weather on the plains. I could see a small stove radiating warmth invitingly inside and asked to be admitted till my train was due. This met with a gruff refusal. I asked how far it was to the town. I would not advise you to try to go over there at this time of night. It is a tough hole over there and something might happen to you. I took him at his word. But I was freezing cold and had to do something. "Go into the waiting room and keep quiet," were his last words before he turned over and went to sleep.

I found by way inside the other room found my way inside. I was shivering with cold. Thanks to the little oil lamp, which was still casting a faint light through the ticket window, I could dimly outline a few objects in the room. On the floor before me was a large white form and I immediately began to explore in the semi-darkness.

I soon decided it was a heavy piece of ducking or a wagon cover and the very thing to wrap up in, so I proceeded to open it up. Right here I think I received the surprise of my life. Without warning, a voice from the depths called out. "What in the ding-dong-dell are you trying to do anyway?" I am sure I didn't utter a word for a few minutes, then I begged his pardon, telling him that I was cold and only wanted to share that wagon sheet with him. "This is my bed and you get out," he demanded.

"I'm terribly cold," I returned, "and only want to lay here a little, while till my train comes."

"Alright, Kid, pull the cover over till you get fixed," was his kindly answer, as he moved over to allow me room. As he did so a six-shooter as long as my arm was plainly visible and I wondered what on earth I had gotten into now. Anyway, I was soon warm and comfortable, but never an eye was closed. Later I learned more about cowboys and their bed rolls. At the time this happened, I was innocent enough to think of that wagon cover as I thought it just happened to be in that room and this cowboy was using it and I had

as much right to it as he, so I proceeded to crawl in with him. That was the time my ignorance played me a good part. I have often wondered who my cowboy friend might have been.

Time passed quickly and soon I heard the distant whistle of a locomotive. Despite my new and comfortable situation, I was eager to be on my way, so I was on the spot when the train came to a stop.

All went well on the return trip, except that I had quite an argument with the conductor about my fare. I had a lot of explaining to do and he claimed not to have been advised by the other conductor or of my plight. At any rate, I rode into Amarillo with him without further trouble. I suspect I was the first person to alight from that train upon arrival. I remember it being still dark and I was at a loss to know just what I should do first. I reasoned that if my father had met the midnight train for me that he must still be in Amarillo, so I proceeded to try to find him. There were several buildings not far from the depot and some sign of life as it was sneaking daylight again. I was directed to town and could see lights in that quarter. I must have walked a mile across what was mostly open country, finally coming to what is now Polk Street. The Amarillo Hotel was the largest building in sight. A light showed in the lobby, so I entered. I have often recalled by comparison this hotel then and now. I also made my first acquaintance in Amarillo at this hotel and enjoyed a long friendship with these people in after years. They knew my father but he had not registered there the day before, nor had anyone seen him in town. This puzzled me somewhat. I was directed to go to the wagon yards, for often ranchmen put up there over night. I was very cold and stopped in several places to warm. Nowhere could I find anyone who had seen my father. Although several knew him. I have never forgotten how friendly everyone I talked to seemed to be. I met people during this short stay in Amarillo that ac-

quainted me for the first time with what I have always loved—"That old Panhandle Hospitality."

Some of these people are living still and I love to meet them. Had it not been for this fine spirit shown a stranger in their midst, I don't know what I would have done. That I was to go out near Dimmitt was about all I knew of my destination. I had very little money left and my already low spirits were ebbing fast. I was hungry and happened into Jack Floyd's restaurant. It was warm in there and I enjoyed a good breakfast. I told Mr. Floyd my story.

"I think we can solve your problem," was his reply. "There is a mail carrier who goes out to Dimmitt three times a week and today is his day to go. He will leave a little after sunup from the post office. You go there immediately and you will likely find him about ready to leave. I did so and soon had arrangements made to start for Dimmitt. I had no money to pay for the trip, but this fact seemed to make little difference. I could pay it later was about the only comment. A white frost covered everything that morning and I thought I would freeze for the first few miles. Our conveyance a small single seated buggy without a top, would have been more appropriate in a warmer climate. The day was bright and clean, so the cold was soon forgotten as we covered the miles and miles of seemingly endless plain.

It was fortunate that my companion liked to talk, for I was keeping him busy answering my questions. He told me that it was 65 miles to Dimmitt I could not understand how we could possibly reach there before late that night if then. I was used to making 20 miles in a hard days drive so when told that we would be in Dimmitt long before night, I could hardly believe it.

Our first stop was at Canyon. One little store and postoffice combined with two or three other small buildings to make up the town. We changed teams, drank some hot coffee and were soon jogging along again. We stopped a

few minutes at the Unbarger place, west of Canyon, and again at the Heyser Brothers place, a little farther on, then there was no other place in sight of the road until we neared Dimmitt.

I was very much impressed by the boundless expanse of prairie. Everywhere the same level, grass-covered plain. I remembered well how we talked about how short grass would burn and how careful everyone was not to set fire where it would start the grass. Little did we think then that within 30 days all of that expanse of level prairie was to be swept clean by a terrible fire. I must mention the antelope we saw that day. Countless thousands of them were in sight of us almost continuously. Many would run just in front of us as we drove along the road; others grazed peacefully some distance away. Coyotes, too, were very numerous. We passed several that were standing near the road. Wild ducks seemed to be everywhere. Lakes were covered with them, all of which thrilled me almost beyond words. This must be hunters paradise, I thought with so much wild life in evidence everywhere.

We were nearing Dimmitt and I had learned from my driver that my father was on the OYO ranch, five miles north of there. He suggested that we go by the ranch as it was not much out of the way and I could stop off there. All of which was very agreeable to me. It was not yet sundown, but I had put in a day. I was tired but happy with the new surroundings. I have looked backward — many is the time — to the 10th day of November, 1894, my first day on the Plains.

In 1890, it might have looked like the jumping off place right at first — and says Mrs. Stambaugh, "I'm glad I jumped."

She came to Hereford in March to join Mr. Stambaugh, who had established a grain and feed store here the previous January. She traveled from Salina, Texas, their former home, in a passenger coach attached to a long line of freight cars; because there was no hotel here at that time, the C. G. Witherspoons made them welcome in their home. Other old timers were friends and neighbors were the D. R. Gass family, John Douglassons and the M. O. Meeks. As far as Mrs. Stambaugh knows, she is the only woman still living in Hereford who established a home here at that time.

Outstanding in her memory is the long wagon trains of cowboys that came to the feed store that first hard winter. The ranchers would fill their empty wagons with feed and in a day or two they would return, loaded with more cowboys. They were moving horses here from La Platte then, and soon Mr. Stambaugh entered the mercantile business. Later he established the Geo. Stambaugh Dry Goods Store, and Mrs. Stambaugh worked in the store with him until his death in 1925. After Mrs. Stambaugh's death, she and their son, George V. Stambaugh, operated the store until 1934.

Mrs. Stambaugh is a member of the Christian church and has been closely associated with the growth and development of the town since its very beginning. She would like to see every old timer in (Dead) Smith County present at the Pioneer Day Celebration.

Mrs. Stambaugh Glad She Came Here In 1899

That confident feeling that she had come to the right place, is still maintained by Mrs. Inez Stambaugh who came to Hereford

BILL KNOX SHOP HERE NINE YEARS

In September, Bill's Barber Shop and Beauty Shop will observe nine years of service in Hereford. The shop is operated by Bill Knox, who came here in 1917 from Floyd County, 18 miles southeast of Plainview. He has been on the Plains for 27 years.



In Hereford Since 1903

COVERED WAGONS Are Out Of Date

But if They Were Not — We Could Fix Them!

At the present time the Jacobsen Brothers Blacksmith and Machine Shop is recognized as one of the most complete and capable shops in this section of the state. We have machinery and equipment which is not duplicated in this section — and this is one of the reasons why we can turn out jobs, which it would not be practical for other places to handle.

Our business has been founded upon the basis of honesty and fair dealing with our customers. During the past 35 years we have tried to serve the public in such a manner as to satisfy them in every detail.

We feel that we are filling a definite need in this community by doing our bit toward helping in the development of the entire area. We can remember when cattle roamed this section and farming was considered a mere gesture, except for raising feed for these cattle, but times have changed and we have also progressed with the times.

Now we are proud to offer you a shop capable of giving you expert blacksmithing, welding, disc rolling, irrigation well casing, mechanical and expert service.

Operated by the Sons of a Hereford Pioneer!

Jacobsen Brothers

BLACKSMITHING WELDING MACHINE WORK
MOTOR REBUILDING WELL CASING

FAIRBANKS-MORSE PUMPS

KEEP IN TUNE WITH PROGRESS!

Over 30 FAIRBANKS-MORSE Turbine Pumps have been installed in the Hereford Area and we invite you to Inspect Them!

Not satisfied with the phrase, "Just as Good." Fairbanks-Morse is today setting the pace in the Irrigation Pump field. We are glad to announce that 25 irrigation men in this section have during the past four months installed the new, modern Fairbanks-Morse Turbine Pumps.

Each of these new users of Fairbanks-Morse is assured of several things. He knows that he has a Good Dependable Well, because the well was Proved with our special Wauheshau Engine and has a Water Basin in the bottom of his well. He can also rest assured that his Fairbanks-Morse Turbine Pump is the very latest achievement in pump engineering — and that it will operate with equal efficiency with Gasoline or Electric Power.

Lots As Good — None Better!

Bradford Supply Co.

118 W. THIRD STREET PHONE 45 HEREFORD, TEXAS DON R. COMBS, Branch Mgr.

Indian Scare Greeted Wombles Upon Arrival In Amarillo

Womble Family Came To Plains 47 Years Ago

OLD TIMER PLEASANTLY SURPRISED WHEN HE VIEWED COUNTRY

By Mrs. L. E. Brady
(Daughter of J. C. Womble)

Suspicion, more than anything else, accounted for the coming of the J. C. Womble family to the Texas Plains—a suspicion that stories told by Tom Fleids and other prospectors in West Texas might be the truth.

The J. C. Womble family in the spring of 1890, lived at Huntington, Tenn., on a rented farm and the stories which they heard about the bald prairie country seemed unbelievable.

"Why, you can get 640 acres for \$2 an acre," they were told, "with 40 years to pay for it at 5 per cent interest."

An ever growing suspicion that it might all be true, led Mr. Womble to go out and see the country for himself. In August, 1890, when his crops were out of the way, he made the trip.

To his surprise, it looked more wonderful than he had imagined. He could stand in the middle of a 640 acre tract and see over it—along with several others; no trees, no stumps, roots, rocks or weeds—just grass. He decided that there was nothing to do but file on one of these beautiful sections of land, then plow, plant, and raise crops.

With this in mind he prepared to move to this country, while his ten children, five boys and five girls, were all young—ranging in age from 3 to 19 years. This, he thought an ideal place for their future prosperity. By the last part of January, 1891, he had harvested, sold and stored the crops and all but four milk cows, four good mules, a wagon, three Chattanooga Chills plows, 1 double shovel plow, a bull-tongue plow with acutting counter, the household goods, and enough 1x12 inch boards and 1x3 inch strips of popular lumber to build a house on the section of land; also enough food supplies to last several months.

He chartered an emigrant car and loaded it, leaving room to stowaway one of his own, and two neighbor boys. With an attendant for this car (and three stowaways) it started for Amarillo. About two days later, the balance of the family started on the passenger train. After all moving and transportation expenses were paid, Mr. Womble took stock of his bank roll and found that it had dwindled to about \$500. However he had left his cotton crop to be sold later, so all was well and "the goats hung high."

Mr. Womble with his (small) family of eleven, arrived in Amarillo on January 29, 1891. They moved into a 14x14 foot house and stretched a tent at one end in order to have plenty of room. This place was located five miles east of Amarillo. They camped there for about two months while preparing for something permanent.

During the two months Mr. Womble filed on a section of land in the northeast corner of Deaf Smith County about 25 miles west of Amarillo. Part of the family moved to the section to "hold it down," while the others rented and moved to an improved place to earn the living for the whole outfit, while they were getting their own section improved and in a state of cultivation. Before this was anything like completed, they found their vast fortune "far diminished."

Picture of J. C. Womble Family Back In 1902



This picture shows Mr. and Mrs. J. C. Womble and their ten children. In the bottom row are Mrs. Womble and the five daughters, reading from left to right: Mrs. Sheba Combs, Mrs. Joyce Meeks, Mrs. Easter Smith, Mrs. Ollie Brady, Mrs. Ella Phillips, and Mrs. Womble. Standing in the top row, left to right, are: Mack Womble, Clarence Womble, Gran Womble, Bill Womble, Troy Womble and J. C. Womble.

They were all pretty husky and liked to eat, and there wasn't much to do but look about for some kind of work that would bring in some cash. Not one said turn back, but all forged ahead. Mr. Womble was a carpenter and as quite a lot of building was being done in Amarillo at that time, he was able to obtain work most of the time he could spare from home work.

The first year he raised a fair row crop. The second year he tried wheat and raised a "complete failure." The third year when they all moved to Deaf Smith County the grasshoppers got everything. In places even the bars of the wire fences—so they said—I didn't see it. But still his faith was undaunted. He was a devout Christian and believed, "If one did with their might, what their hands found to do, and trusted the Lord for results that a way would be provided." He taught his children that "any kind of work that was honest was honorable." Therefore, when any of these children found a job they could "hold down," he let farm work, ranch work, fencing, well drilling, railroading, house work or even sheep herding, they felt that they were earning an honest living and contributing to the family budget. The mother, as a midwife, we dare say, did more good for this new country than any other woman who ever lived here, for doctors were few and far between. Her records show that she delivered about 200 babies.

When there was an extra few dollars, another cow or cows (as the dollars numbered) was bought and all accumulations were assembled at "The Ranch." In 1897 when the four-section act came, Mr. Womble filed on two more sections which gave him grass to "spread out" considerably. Any member of this family can tell you that they had some wonderful experiences, good times and plenty of hardships, for at the time of their settling in Deaf Smith other settlers were few and far between. They had as neighbors, Mr. and Mrs. Lee Goats, nine miles west, and J. D. Trusty, four miles south. Within a year a few other "nesters" moved in and by spring of 1893, there were enough settlers

to have a little school by some of the children going a distance of seven miles. They built a little school house and had their first school in the summer and fall of 1898. This little school house served for Sunday school, preaching (when they could catch a passing minister) and most of their social functions for several years.

Meetings at this school house meant much to these early settlers, as they had no telephones at that time. Their modes of travel were wagons, hacks, carts, some few buggies and on horseback. This was long before the day of autos too, and their nearest post office was in Amarillo for a number of years. You can readily see there was no chance for a newspaper to survive.

This sturdy family of Wombles, like most all of their neighbors, weathered the storms and droughts in a manner to make them appreciate the sunshine and rain for it was worth. Around the turn of the century the Womble children were marrying and establishing homes of their own. All settling in Deaf Smith County; they have followed the example of their parents in helping to establish and build up anything for the good of the community in which they lived.

From the twelve original members of this pioneer family the descendants (in-laws included) are now 119 living, and 20 dead.

Kerr Agent For John Deere In This Territory

Bill Kerr, John Deere Implement dealer for this territory, is a native of this section, having been born at Hereford, Jan. 6, 1906.

At the time Mr. Kerr was born, his parents resided at Dimmitt, where Judge Kerr operated an old general merchandise store in the early days, and in this section Bill grew up, gaining experience in the drug business, real estate business and several other enterprises which Judge Kerr was interested from time to time.

Miss Ruth Craddock and Bill Kerr were married at Denton on August 24, 1926, and now have three sons, Clifford, Joe and Pat. It was on Feb. 1, 1927, that Bill Kerr went into partnership with Geo. Garrison in operation of the John Deere agency for this territory, and in 1932 Mr. Kerr bought Mr. Garrison's interest.

On Feb. 1, 1938, the Kerr Implement Company was moved into its new location south of the City Hall, and today is one of the most modern to be found in the Panhandle. When the firm was moved,

a complete shop was installed to offer complete service to residents of this area; three men are now employed in the shops alone.

Along with a complete line of parts, the Kerr Implement Company now also shows combines, tractors, plows and other implements.

In addition to his business, Mr. Kerr is also a worker for the interests of this community; he has been a member of the Hereford Independent School board for the past three years, and is also an active worker in the Presbyterian church of this city.

Ezra Norton Came Here In Covered Wagon

One of Deaf Smith County's old timers who came to this section in a covered wagon is Ezra Norton, who today is one of the city's leading automobile dealers.

Mr. Norton was born Jan. 17, 1888, in Stephens County, and on Oct. 28, 1908, married Miss Avis Palmer, daughter of Mr. and Mrs. T. M. Palmer, who were also pioneer residents of this area. They have one son, Palmer Norton, who is a student in Texas A. & M. College.

When the Nortons came west they stopped in Amarillo for about one year and came from there to Deaf Smith County. Mr. Norton recalls that they brought a herd of cattle—and says that it took five days to make the trip from Amarillo here.

They settled about one mile west of Hereford on what is now known as the Jeff Gilbreath place, and there Ezra Norton grew to manhood, working as a ranch hand and stock-farmer on the Norton outfit;

at one time the Nortons had eight sections of land which they either owned or had leased, and they also took advantage of the open range to run some of their cattle.

After Mr. Norton married he moved north of town for around one year, and then moved to Hereford, where he has since resided. He recalls that there were only three houses in Hereford when they came here before the railroad was completed; the courthouse was moved here from Old La Platte that fall.

Although Mr. Norton moved to town, he continued to operate the ranch and to run quite a number of cattle until the last two years, during which he has devoted his entire time to his automobile business. However, he continues to operate several farms.

In 1925, Mr. Norton took over the Buick automobile agency, and in 1934 he added the Pontiac line. Today, he operates one of the most complete garages and agencies to be found in this section, maintaining a modern repair shop and carrying a complete line of accessories and tires, along with the two automobile lines.

Hill Remembers When Land Sold For \$1 An Acre

J. E. Hill who has extensive farming interests in the northeast part of Deaf Smith County, was born in Cook County, Texas. In 1889 he moved to the Panhandle with his father's family in a covered wagon. At that time none of the counties were organized and it was more or less a survival of the fittest in any part of the Panhandle. He says when he came there were plenty of antelope, a

good many mustang horses and quite a sprinkle of jack rabbit but in a remarkably short time that was all changed. He remembers making his first money gathering and selling buffalo horns and later selling whole carloads of bones.

There was no farming when Mr. Hill first came to this section but as the homesteaders arrived, farming began on a small scale and Mr. Hill says records show that land that was sold by the State then for one dollar per acre, has since sold for a hundred dollars per acre.

Mr. Hill sees more than mere evidence of progress in Pioneer Day celebration. He sees a high tribute being paid to those sturdy first settlers who endured punishment meted out to them, who blazed the trail and traveled it alone and made it safe for this generation. He is glad to have a part in honoring the Pioneers who had the courage to withstand the privation of the range, to endure the bitter cold of the winters and the burning heat of the dry summers. In fact, he says, "This generation can't comprehend it all," and remembers how he would marvel at the way his father could take a few barrels of molasses and a hundred pounds of butter and buy so much of the necessary things for ten children.

Earliest forms of Chinese fans consisted of dyed peacock or pheasant feathers, mounted on a handle.

The Panhandle was the center of a bitter cowboy-rancher strife in 1883.

During the lifetime of the XIX Ranch it is estimated forty thousand cowboys were in its employ.

Most street car riders complain that city transit companies have the people's fare—not their welfare—at heart.

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We offer the modern way to Health, through

- Chiropractic
- Irrigations
- Manology
- Baths
- X-Ray

DR. R. E. PERKINS

219 North Main

Phone 246

PIONEERS WE SALUTE YOU!



It is a privilege to join other enterprising citizens of Deaf Smith County in congratulating the Pioneers, as they hold their annual reunion at Hereford on May 11 — these Pioneers whose courage, perseverance, and foresight made possible the magnificent development of the Texas Panhandle which we enjoy today.

FROM ONE PIONEER TO ANOTHER

J. O. Newell

SHERIFF, TAX COLLECTOR and ASSESSOR DEAF SMITH COUNTY

If You Phill-Up

—with—

PHILLIPS

PIONEER DAY

May 11th



Your Car Won't Be Hard to Steer!

You Always Steer in the Right Direction with PHILLIPS PETROLEUM PRODUCTS

PHILLIPS "66" STATION

NO. 2

NOEL ANDREWS, Mgr.

ON HIGHWAY 60

C. P. Cockrell Recalls Early Picnics of Area

PICTURES OF AUTOMOBILE OWNERS SCATTERED IN CENTRAL STATES

The state of Missouri has contributed much toward the habitation of this country, and one of the men who migrated west to Texas in 1906, was C. P. Cockrell.

Mr. Cockrell was a native Missourian, having been born at Mt. Moriah, on Nov. 8, 1880. He came to Hereford from Princeton, Mo., in 1906, and was married in Amarillo to Miss Cora Smith of Cleburne, Texas; they have two children, Betty Jo and Lois Ann.

Like many other old timers, Mr. Cockrell recalls the big prairie fire in November, 1906, as one of the most outstanding experiences in his life.

"Prior to that time I could not figure out just how such short grass could make much of a fire," says Mr. Cockrell. "I did not reckon with the wind. The big fire of 1906, sent about 1,000 people rushing out from Hereford to a point one mile west of town. We began putting out back fires from a field south up to the cemetery; we made a barrier — but about the time the fire got to that point, the wind changed to the northeast and it was all over."

Another thing which he recalls clearly was Hereford's celebration in 1908. He says:

"I remember well the school kids having a day off. There was a big parade, and trees were planted along the creek."

Hereford celebrated her tenth birthday in 1908. W. D. Kelleher and Walter Sullivan led the parade in a buckboard, the back part of which was loaded with prairie fuel (cow chips); they were both here when Hereford started.

Mr. Cockrell also remembers the part automobiles played in the settling of this country.

"We car owners often banded our cars together and had pictures made," he recalls, "especially with land seekers. Our pictures are scattered over the central states."

"The first Sunday that I was in Hereford impressed upon me the danger of the Creek (Tierra Blanca). A boy who worked at the old Ritchie Hotel was drowned while in swimming."

Among other things which are outstanding in his memory were the old time picnics.

Early Woodmen Camp In Hereford



Many old timers will remember this gathering of Woodmen of the World members in Hereford. The Hereford Camp was organized in 1901.

"On July 4, 1907, the younger set had a big picnic at Sulphur Park," he said. "We went out in two big trucks about 20 in each load. The trucks left us there and were to return for us in the evening. They didn't get back and after sundown the gang started walking to town. We got back about halfway and met the trucks on their way after us. Those trucks were certainly welcome."

Other events which are stored away in Mr. Cockrell's mind are the Panhandle Short Line Railroad promotion, and the Colorado, Hereford and Gulf Line.

"The building of the Short Line from Hereford to Dimmitt in 1907 was a big event," he says. "Also the Hereford-Colorado-Gulf Line. We had big times especially in 'prophecy' as to the future of our town. John Mosely commenced boosting these lines and has never let up. If we were all like John, both roads would be a reality."

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a large freighting outfit and also kept a saloon and store. Mrs. Kimball recalled dancing there with Billy the Kid, Haley writes.

The famed Boot Hill Cemetery has some 15 graves in it, Haley believes, and about 10 of those buried there actually died with their boots on. Four were killed in one night during one dramatic gun battle.

Hogtown was the Mexican quarter of the celebrated old Tascosa, and when the county was organized the Mexican population outnumbered the white population of the little town, Haley learned from John Snider of Amarillo.

The cowboys held the election, but when it was found the Mexican vote for Hogtown for county seat was larger, they didn't announce any returns, just shouted "We've won." Then, pulling six-shooters, they shot up the election place and went tearing off around town.—Dalhart Texan.

Conkwright Came To County 1907

H. G. Conkwright, who this year observes 31 years of continuous residence in Deaf Smith County, came here in 1907, from Winchester, Ky., and located 17 miles northeast of Hereford. A few years later he moved to Hereford, where he has continued to reside since.

Among his neighbors from 1907 to 1912, were John Thomas, John Day, Henry Van Lenin, George Muse and Wirt Phillips, all of whom lived from two to three miles from him.

Mr. and Mrs. Conkwright were married at Winchester, Ky., and before her marriage, Mrs. Conkwright was Miss Mary Lisle. They

have two children, Ruth Conkwright of Hereford and Nancy Conkwright, a student in Baylor University, at Waco, Texas.

During their long residence here, Mr. and Mrs. Conkwright have been active in building the community and have done much work along this line, both have contributed much to the growth and welfare of the First Baptist Church, of which they have been members since 1907.

They plan to attend the Pioneer Day celebration here, May 11, and are both looking forward to the event with enthusiasm.

Panhandle Here Past 20 Years

A record of 20 years' service in Deaf Smith County is the boast of the Panhandle Lumber Company, Inc., which is now under the management of Fred W. Hood.

The company was established here in 1918, following purchase of the old Palmer Lumber Yard improvements, just north of the present location on East Second Street. Alvin C. Thompson served as manager of the yard until 1929, when he was succeeded by D. H. Alexander, and in 1937, Mr. Hood came here as manager; he came from Perryton, and is an old timer on the Panhandle-Plains.

In connection with the modern yard, the company also features a planing mill in Hereford, and it is their boast that they can make just about anything to be turned out in the planing mill line.

Office supplies, typing paper, and typewriters for sale at The Brand office.

COW CAMP STORY STARTED HERE

BY ED CONNELL, STILL POPULAR

E. F. Connell, former sheriff of Deaf Smith County, was hired by the Escarbada division of XIT in 1895 to protect the ranch against cattle theft. Among other things, he started a story that still makes the rounds of cow camps.

Connell was placed at Tombstone line camp, about seven miles northwest of Old La Platta, former county seat of Deaf Smith. He rode the range, visited the camp boys, the wolfers in the breaks, and in the round-up season would often relieve the night guard.

One night the outfit was camped near the head of Agua Piedra with about 2,000 fat cows under herd. When Connell, who was standing guard, was relieved he told the relief guard that the herd was alright except for one old cow.

"We had trouble making her head the same way of the others," Connell said. When asked why the guards wanted the cow headed that way, Connell replied with deliberation:

"So in case of a stampede they will all run the same direction."

Arthur Thompson Came Here From Indian Territory

It was away back in 1902 that a young man, clad in ordinary apparel, descended from an immigrant car, and said here is Hereford—my future home.

That man was none other than Arthur Thompson, born Feb. 4, 1887, in the Indian Territory, in a town that is today called Marietta, Okla., and if you remember the Claude Moreman Ranch, two miles northwest, you remember Young Thompson's first neighbor.

In 1917, he came to Hereford and started in the filling station business; it was in 1924 that he moved to the location just across from the court house—and today he can boast the fact that his station has been operated in the same location and by the same manage-

ment longer than any other in Deaf Smith County.

Among the things which Mr. Thompson remembers from the early days are the picnics — especially Fourth of July picnics — and the good times which the young folk had along Tierra Blanca Creek.

"It was common," he recalls, "to go to a square dance and to stay there until daylight; and often I have gone to church on Sunday night, and wondered how I was going to get home, because we had no roads and often got lost."

In such cases, it was customary to pick out a star which one knew would be in the general direction — and to follow the star until he came near home. If this didn't work his horse was turned loose and he hoped for the best.

It was on October 13, 1915, that Arthur Thompson went to Burka, Kansas, and married Miss Cora Short; they have one son, Arthur Thompson, Jr., of Hereford.

Mr. Thompson is one of the few men who can remember when people went to church in a wagon — with cane chairs as the only means of rest . . . and when Old Times rode broncs on Sunday afternoon as the most popular form of recreation.

DEALER for DEMPSTER

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- : DEMPSTER WINDMILLS
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Horse Sale Starts Promptly at 11 A. M. New Mexico Time

Cattle Sale Follows!

Showing stock and sales lots at Clovis! Note quality of stock sold here



Engraving Courtesy Clovis News-Journal

THIS SALE SERVICE IS FOR THE PUBLIC — COME EARLY — LADIES WELCOME!

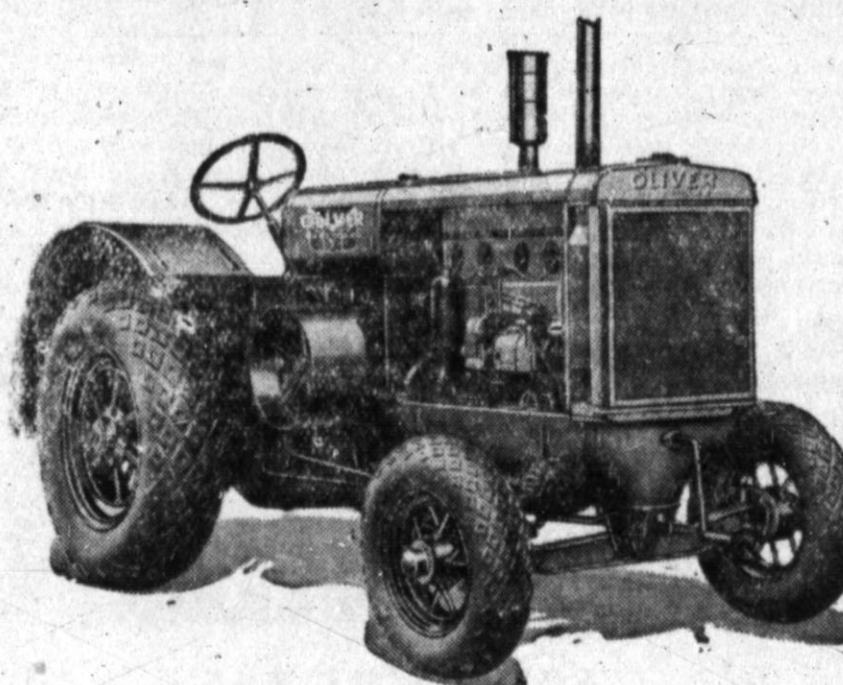
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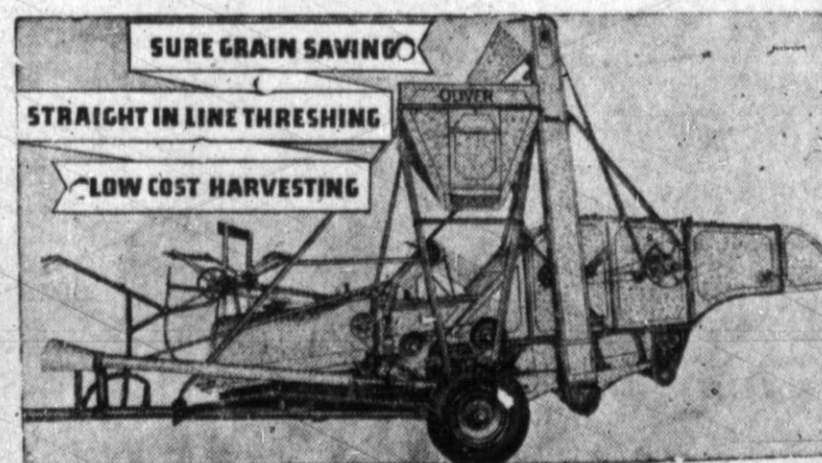
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Oliver builds a tractor for every farm need, from the Big Oliver Special plowing tractor pictured above to several sizes of row crop tractors. We have just unloaded a number of these tractors and we invite you to visit us at 301 East Third Street, and inspect the new Oliver line of farm implements. Our stock of Tractors, Combines, Plows, and parts on Oliver Equipment is complete.



OLIVER
Grainmaster
COMBINE

Every Oliver Combine—and there is a size for every need, is designed to do these four things: (1) Cut the grain and carry it to the feeder house without loss. (2) Thrash the grain clean from the head. (3) Separate the grain from the straw. (4) Clean the grain so that it commands top price at the elevator.

A Complete Line of Parts for All

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WILL BE CARRIED IN STOCK AT ALL TIMES! — COMPLETE SERVICE FOR FARM IMPLEMENT REPAIRS!

MILLER EQUIPMENT CO.

301 E. Third St.



Phone 393

Bob Higgins Had "Great Times" Working For XIT

FORMER COWBOY WATCH-ED ANTELOPE DISAP-PEAR FROM PLAINS

By Mrs. C. B. Miles

"It seems like I have been here since 15 years before the moon," says Bob Higgins, old timer in Texas and in Deaf Smith County. Mr. Higgins was born at Old Fort, Tenn., Oct. 18, 1869, and when he was 10 years of age came to Texas with his parents, Mr. and Mrs. G. T. Higgins. The year was 1879 and they made the trip in a covered wagon. The family first settled at Vernon, Wilbarger County, and he helped his father farm and herd cattle there until he was grown.

It was in the fall of '88 that Bob came to Deaf Smith County, and for the first several months he worked for his uncle, Billy Higgins, as a cowpuncher; he then went to work for the XIT outfit. Regarding his two years there, Mr. Higgins says: "We had great times, driving cows all over the Panhandle. There wasn't a wire fence in 300 miles in any direction. "Yes, I saw several blizzards worse than this April, 1938, spell; in the one in February, 1899, lots of cattle froze to death on the range. We had plenty of moisture in those days from both snow and rains—and could swim a horse in most all of these lakes."

Mr. Higgins filed on the land where he now resides about 10 miles northwest of Hereford in 1898, and has lived on it since. Until 1907, when he built a home, he lived in a small shack. It was in August, 1907 that Mr. Higgins and Miss Ada Woods, a former school teacher of Mineola, Texas, were married. They have three sons: Wesley, Altus and G. T. Higgins, the two former are located with their father in the cattle and farming business, and the latter is principal of the grade school at Spearman, Texas.

Mr. Higgins recalls that in coming to this county they were on the road five weeks with a bunch of cattle, which they drove through from Vernon. He has been in this country long enough to see the antelope give away to fine cattle—and he today boasts one of the finest herds of registered Herefords to be found in the country.

Alfred Elliston Came To County Back In 1907

By Mrs. R. H. Johnston

Alfred Elliston came to this county with his brother in the year 1907, and built the first house in the Escabada pasture, which then covered an area of about 13x14 miles in the west part of the county. His closest neighbors were over in New Mexico, which was being settled at that time.

Shortly afterward, perhaps a year later, several families settled about four miles north of him.

He didn't do much farming until 1920, when he raised a small row crop, having tried his hand at ranching alone until that time. He still has two sections of land and farms about one section now; he is still raising cattle on a small scale.

On being asked why he was not still ranching on a large scale, he said, "Land is too high for cattle grazing to be profitable."

Mr. Elliston said when he first came here, they got their mail at Hereford, and although it was 45 miles, they got their mail generally at least twice a week. Any one in the west part of the county who went to Hereford, brought out all the mail and left it at what was then known as Kelso. In the early days, everyone helped his neighbor by picking up the mail there and delivering it to them. He says people were much more neighborly then than now, often coming 18 or 20 miles if they heard you were going to brand or dehorn.

Mr. Elliston don't think the country is as healthy as it was then, on account of the dust. As he expressed it, "You can't eat all of it."

While Mr. Elliston says he never got lonely in those days as some did, he used to enjoy having his New Mexico neighbors come by; camp all night and visit him on their way to Hereford. He had a well of good water, and wells were scarce in those days, so he had many visitors of this sort.

Mr. Elliston's well is 100 feet deep, and was dug by hand.

When asked why he came here, he said, "Because there was lots of land and grass."

Next session of the Baptist Training Union, Women's Missionary Society, and Sunday School Convention will be held at Lubbock, March 8 and 9, according to decision at the Plainview meeting last week.

Legless Calf Was Curiosity



Old timers in this country remember the famous "Legless Bobby" Mooney, a calf born on the Ed Mooney place in Randall County in May, 1916. The calf had no signs of legs, as the above photograph shows.

When the calf was a few days old, it was bought by A. H. Elliston of this city; Mr. Elliston fed the calf with a bottle for two months and then sold him for a fancy price to an Amarillo showman, who placed "Legless Bobby" on exhibition in Amarillo.

The calf was in perfect health for eight months, and then died suddenly from some cause, which was never ascertained.

Rebekah Lodge Was Founded Here In 1902

The Hereford Rebekah Lodge, No. 228, was organized Oct. 25, 1902, and is today one of the most progressive organizations to be found in this section.

Charter members were: J. T. Inman, J. H. Turnbow, Joe Killough, Lee Smith, E. R. Rice, Alice Inman, Johnnie Killough, Mollie Smith and Lizzie Dale, who, with District Deputy Grand Master E. S. Prentiss, and the following visitors: J. P. Floyd, B. H. Smith, Stella Roberts, and organized the Hereford Lodge.

First officers in the lodge, were Lizzie Dale, Noble Grand; Mollie Smith, vice grand; E. R. Rice, secretary; Johnnie Killough, treasurer; J. H. Turnbow, inside guardian; Joe Killough, warden.

The first names to be presented for membership in the lodge were Mr. and Mrs. O. G. Witherspoon and J. D. Miller.

The Hereford Rebekah Lodge helps to foster the old people's home at Ennis, Texas, and the orphans home at Corsicana, Texas. The Rebekahs are part of the I. O. O. F. association.

For the past 36 years, the local lodge has never disbanded, surviving the World War and depression—and is now on the up-grade. Three members who have maintained continuous membership for more than 30 years, are Allie Elliston, Ora Lee Elliston and A. H. Elliston.

The lodge now boasts an efficient degree staff of which Vera Young is captain. Present officers of the lodge are; Ruth Rogers, noble grand; Ruby Sowell, vice grand; Vera Young, secretary; Edna Bowe, treasurer; Edna Fincher, warden; Viola Mills, conductor;

Ethel Fridley, right supporter to noble grand; Allie Elliston, left supporter to noble grand; Connie Williamson, right supporter to vice grand; Verna Sowell, left supporter to vice grand; Hazel Sparks, inside guardian; Ora Lee, chaplain, and Ursalee Fridley, musician.

Federation Wins

(Continued from Page 1)

ly. One club gave \$6 and a tea towel shower to school cafeteria. An annual project is a toy drive when toys are repaired so all children may receive a gift. A junior club brings fruit to each meeting for needy children and at Thanksgiving and Christmas, gives good, clothing and toys. Another club gives \$5 each month to cafeteria and \$1 each month to County Welfare Board for medical supplies. One rural club has annual canning day, last fall 50 quarts of vegetables and a quilt were given to charity.

"Federation Activities." We are a patron of Permanent Headquarters and participated in Headquarters Day.

The Clubwoman and Federation News are placed in the County Library each month."

At the same convention last week, Mrs. Homer Brumley was elected new second vice-president for the Seventh District.

Prominent

(Continued from Page 1)

playmates and schoolmates. Both Mr. Gass and Mr. Stambaugh were pioneer merchants of Hereford and the bride and groom have both been actively associated in the dry goods business here with their fathers.

Mrs. Stambaugh, after graduating from Hereford High School, assisted her father in the D. R.

Gass Dry Goods Store for several years. Mr. Stambaugh attended Westworth Military Academy at Lexington, Mo., and is a graduate of the University of Southern California. He was associated with his father in the Stambaugh Dry Goods Store for several years and now operates the Stambaugh Cleaning and Pressing establishment. He is also local representative for the Kansas City Life Insurance Company.

Quality Food Is Operated Here By Pioneer Dealer

The Quality Food Store was opened here Feb. 1, 1937, by Jim Robinson, who has been in the grocery and meat business here for the past 28 years.

The store today stresses quality meats, along with a complete line of groceries. Mrs. Robinson assists in the store, and they feature home-killed beef.

R. J. Kibbe In Plains Country Past 48 Years

R. J. Kibbe came to the Plains from Harrison County, Ia., back in 1890, took up land and went back to Iowa to get his family. They returned in 1891, and today he still lives in the same house he moved to when he came to Hereford in 1899.

He helped organize the town and community and until his failing health prevented, he was a director in the First National Bank. Mr. and Mrs. Kibbe were among

the first members of the First Christian Church here—and Mr. Kibbe is the only living charter member of the Odd Fellow's Lodge in Hereford, having been an IOOF member for 54 years.

Mr. Kibbe is now 81 years old, and has always been a booster for the betterment of the community;

he served as a county commissioner when the present court house was built.

CITY CAFE REMODELED HERE RECENT WEEKS

The City Cafe, operated by Buck Richardson and E. N. Mitchell, has recently been remodeled and im-

proved to better serve its patrons. Until April, the cafe operated under the name of B. & W., but the name was changed to City Cafe following the recent improvements. In addition to regular meals, the cafe specializes in short orders.



In Appreciation to the Pioneers

Preserved and cherished through the changing scenes which mark the flight of time, are the friendships, goodwill and understanding acquired in many years of increasingly closer association, we express our sincere appreciation to a host of pioneers whom we are honored and privileged to know, and wish you the happiness you so richly deserve.

MR. and MRS. F. M. KESTER

A Pioneer Store

1901

Then..

a stranger was welcome at any fireside

Those were the days of the "Latch String" hospitality of the old west. A stranger was welcomed at any fireside. But those were not easy days, there was work to be done. An empire to be built.



1938

Now..

a friend is treasured above all else

Today, the Pioneer principles—still maintained and upheld by our store—are no different than in Pioneer days. A true friend is treasured above all else and for that reason this business has continued to grow and prosper throughout the years.

37 Years On Main Street In Hereford In The Same Location

But age is not the principle thing, in which this firm takes pride. It is the service and the fair dealing that has enabled our business to grow and develop in the past 37 years, and this is today, still our chief asset. Sound principles and useful work are the only things on which a business can be built and continue to endure throughout the years, and the age of this firm is only a testimonial of our constructive work in helping build a community.


The years have brought their own reward, and one of the greatest of these is the experience that has enabled us to know and to fill the needs of the people who have made our business possible. Today as in years gone by, we solicit business on our ability to render a courteous service at fair cost.

Welcome Pioneers of Deaf Smith, Castro, Parmer and Oldham Counties, to Hereford!

E. B. BLACK CO.

FURNITURE -:- UNDERTAKING

EAT...
CREAM-O'-PLAINS ICE CREAM



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 FLOWERS' GROCERY and CAFE
 DOUBLE-DIP STAND on HIGHWAY and at
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