

ATTEND THE BIG
PIONEER DAY
CELEBRATION, MAY 11!

The Hereford Brand

44 PAGES
PIONEER
EDITION

Published Every Thursday

Our Slogan—"More People—More Farms"

39th Year — Number 18

The Hereford Brand, Hereford, Texas, Thursday, May 4, 1939

Price Per Copy 10c

Free Barbecue Headlines Celebration

Ox Team Will Lead Pioneer Day Parade

OLD TIMERS OF FOUR COUNTIES INVITED TO TAKE PART

Complete arrangements were today announced for the Big Pioneer Day Parade, which will be one of the outstanding events of the celebration. City officials stated that all cars and vehicles must be cleared off Main Street by 9:30 o'clock Thursday morning, from the Christian Church south to Highway 60, in order to make room for the parade. Starting promptly at 10:30 o'clock, the parade will advance south down Main Street to the intersection at Second Street, where it will turn east to Sampson Street, thence north to the Catholic Church, where it will disband.

Several communities are already planning to enter floats in the parade, and all communities, clubs, business firms or civic organizations were urged to take part in the event.

Starting Points

Gathering points prior to starting the parade follow: All horses to be ridden in the parade will gather before 10 o'clock on West Tenth Street, adjoining Main. All wagons, buggies and other horse-drawn vehicles will gather on East Tenth Street, adjoining Main.

All decorated floats, including business, community and club entries, will gather on B Street, adjoining Main.

Ox Team Leads

Leading the parade this year will be Tom Jasper, who will bring his wagon and yoke of oxen from Friona to take part in (Continued on Page 7, Sec. 1)



Old Timers Of Four Counties To Be Honored

PIONEER DAY OFFERS MANY ATTRACTIONS FOR VISITORS

Honoring Pioneers of Deaf Smith, Farmer, Oldham and Castro Counties, the annual Pioneer Day Celebration Thursday, May 11, is expected to be the greatest ever held in this community, according to announcements today, which stated that the plans for the big event have been completed. Following a goodwill trip over the southern section of this territory last Friday, a second caravan will leave here Friday morning and will visit communities on the north.

Free Barbecue

A highlight of the celebration this year will be a free barbecue, scheduled at the noon hour, for

A Pioneer Day police committee will be maintained to punish all merchants who fail to put out flags and decorate windows May 11. The committee will also expect local residents to dress in a manner which will recall pioneer times.

All pioneer residents and out-of-town guests. The barbecue will be held in the City Park, just west of the Main Street bridge which spans Tierra Blanco. The big feed has been made possible by the following donations: Ernest Medkief, half beef; Rufus Sewell, half beef; H. G. Conkwright, half beef; Colby Conkwright, half beef; S. P. Rosson, half beef; Ezra Norton, fourth beef; Homer Fox, one fourth beef; George Muse, half beef; O. G. Hill, half beef; Noah Ewton. (Continued on Page 7, Sec. 1)

Two Injured In Collision West Of Dawn Monday

Serious injuries were sustained by James Bell and L. W. Carlyle, when an automobile which they occupied collided with a car driven by Donald Hicks, Monday morning; Lloyd Otten, Hereford auctioneer, was driving the other car. The accident occurred about a quarter mile west of Dawn shortly after 3 o'clock.

Hicks was reported to have just checked the tires of his car in a filling station at Dawn, from where he started west on the highway. The other car was returning to Hereford from Amarillo, and collided with the Hicks car from the rear. Both automobiles were demolished.

Hicks was first to emerge following the collision. He managed to pry the door of the Otten coupe open and seeing the serious condition of the occupants, returned to Dawn where he secured assistance and brought the three occupants to Hereford.

James Bell, who suffered a broken jaw, had to be carried to Amarillo for treatment. The impact on his chin resulted in the broken jaw; he also lost two teeth, and remained in the hospital until Wednesday evening. (Continued on Page 7, Sec. 1)

New Concrete Elevator Is Started Here

Workmen Tuesday started leveling the ground for a new 150,000-bushel concrete elevator to be erected by Pitman Elevator Company. The new elevator will be located inside the L-shape of the two present buildings, being directly south of the present elevator and a few feet west of the office building. Present plans are to complete the new elevator by June 15, which with the present 55,000-bushel storage, will give a total capacity of 205,000 bushels. The new elevator will also be equipped with a 10x14 foot, heavy-duty, hydraulic (Continued on Page 12, Sec. 1)

School Calendar Glows With Activity As Term Nears Close

With the Hereford Schools scheduled to close Tuesday, May 23, students and faculty members today faced a busy three weeks. Final examinations, plus class activities, are expected to keep things humming.

Perhaps the busiest of all will be the 50 seniors who expect to receive diplomas this Spring. An outing has been planned for the entire Senior Class Friday, May

5, when they will go to Palo Duro State Park, near Canyon, for an encampment. The class will be accompanied by sponsors and class mothers.

The next item of major importance for the senior class will be the Baccalaureate services on Sunday, May 21. Rev. James Alken, Jr., pastor of the First Presbyterian Church, has been selected. (Continued on Page 12, Sec. 1)

Whiskered men are looking forward to Pioneer Day with more than passing interest, for once again they can get down the razors and start shaving — a practice ignored since March 1. The ladies, too, will lay aside big hats, bright shirts and flowing bandanas for more dignified apparel.

Top row (left to right): Fred Goodnow, G. W. Heard, Cecil Boyer, Jimmie Bell, John Patton, Albert Farris, Russell Hunter, Wm. McGehee. Second row: Cliff Estes, P. B. Sowell, Ben Wohlgemuth, G. T. Lynch, Jack Roberson, John Willoughby, Leonard Foster, "Shorty" Reid. Third Row: W. A. Knox, R. A. Muller, Clarence Strange, Jack Grady, Sank Ramey, Homer Gore, J. N. Wilson, R. M. Gunn; Fourth Row: Alex Thompson, Forrest Minton, Pies Turnbow, Onias Carroll, Carlos Vaughn, Grady Luck, Abe Martin, Roger Corbett. Fifth Row: Geo. McConnell, A. B. London, Geo. Cantrell, Mrs. Bessie Smith, Miss Belle Harris, Miss Sadie Lee Oliver, Miss Inez Clark, Mrs. C. O. Wilkins, Miss Peggy Valentine.

—Photos Furnished by Mark Hanna

Pioneer Day Program Thursday, May 11, 1939

REGISTRATION—Pioneers will register at the Rosson Building between the hours of 10 a. m. and 4 P. M. Mrs. Jim Lipcomb will be assisted by a special committee.

WINDOW DISPLAYS—Through co-operation of merchants, windows of business firms will be decorated with Old Time Pictures and Pioneer Relics. All persons having relics for display were urged to see John Patton, chairman. (First Prize, \$5; Second Prize, \$2)

THURSDAY MORNING

10:30—PARADE—Featuring Pioneer floats. The parade will be held on Main Street and will march south. (First Prize, \$10; Second Prize, \$5)

12:00—FREE BARBECUE—To be held in City Park, west of Main Street Bridge on Tierra Blanca Creek. Out-of-town visitors and Old Timers will be honor guests.

THURSDAY AFTERNOON

1:30—TRIBUTE TO PIONEERS—Address by District Attorney Jas. W. Witherpoon.

RESPONSE—Judge L. Gough, Amarillo. Both talks will be made on lunch grounds in City Park.

2:30—OLD FIDDLER'S CONTEST—Court house lawn. Lan Shore and Guy Smith, committee. (First Prize, \$2; Second Prize, \$1)

4:00 TO 5:00—ONE-ACT PLAYS—Eight communities have already prepared to enter these contests, which will be held on the Court house lawn. Miss Sadie Lee Oliver is chairman. (First Prize, \$2; Second Prize, \$1)

5:00—BAND CONCERTS—To be held on Court house lawn, featuring Junior Band and Hereford High School Band; Ralph Smith, director.

5:30—JUDGING OF WHISKERS—Balcony, south side Court house. Judges to be named. All whiskered men must be on hand to compete. (First Prize, \$10; Second Prize, \$5)

6:30—SOFTBALL GAME—"Bloomers" managed by Young.

6:30—OLD TIME DANCE—Court house lawn; Cecil Williams, chairman; sponsored by Hereford Fire Department.

9:00—MODERN DANCE—Court house lawn; Cecil Williams, chairman; sponsored by Hereford Fire Department.

Auto Caravan To Advertise Celebration

Leaving Friday morning at 10 o'clock, Hereford's second booster trip will advertise the Pioneer Day celebration here Thursday, May 11. The group, accompanied by Ralph Smith and the High School Band will leave from the City Hall at 9 o'clock.

"Twelve cars have already been signed up to make the trip," said D. H. Alexander, general chairman, "and we want around 40 cars to make the trip."

According to present plans, the caravan will visit Dawn, Wildorado, Vega, Adrian, Bell. (Continued on Page 7, Sec. 1)

Free Nursery To Be Opened Here On Pioneer Day

To assist persons wishing to take part in the Pioneer Day celebration here Thursday, May 11, members of the Girl Scout troop of Hereford will operate a nursery during the day, except during the parade Thursday morning.

Present plans are to set up tents on the vacant lots across east from The Brand office. No charge will be made for the service, and the girls invited parents to leave young children in the nursery, where they will be given every attention.

Weather Chart

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

Day	Max.	Min.	Moist.
Thursday	90	50	0.00
Friday	92	47	0.00
Saturday	86	45	0.00
Sunday	87	45	0.00
Monday	90	47	0.00
Tuesday	83	42	0.00
Wednesday	87	48	0.58

General Showers In This Section Improve Wheat Crop Prospects

Following general showers over this entire section Tuesday night it was generally estimated that the average moisture was near one-half inch, varying from a quarter of an inch up to 1.25 inches in various sections.

Summed up, the rainfall seemed to be heavier to the west of Hereford, and to have gradually lessened as it went east. The territory between here and Dim-

mitt got around a half-inch, as did that to the north. The situation in Hereford was estimated to be about 50 per cent. The moisture was near one-half inch, varying from a quarter of an inch up to 1.25 inches in various sections.

Summed up, the rainfall seemed to be heavier to the west of Hereford, and to have gradually lessened as it went east. The territory between here and Dim-

Renfro Boys Came To Plains in Piano Box

PIONEER YOUTHS FOUND HARD WORK ON TEXAS PLAINS

CHRIS AND JOHN RENFRO HAVE SEEN COMMUNITY GROW AND DEVELOP

BY MRS. C. E. EUBANKS

As told by Chris Renfro

Two small boys on a street corner—John and Chris Renfro—watched with fascinated eyes as Charlie Purcell and G. A. F. Parker waved sheaves of currency and shouted at each other until a crowd gathered. Something about a badger fight. Mr. Parker seemed willing to back his faith in a dog being able to whip a badger, while Mr. Purcell seemed just as eager to back his opposite belief. All of which was puzzling to the boys, because they knew that Mr. Parker was militantly against gambling.

But, at three o'clock, the boys were among those who formed a ring around a cleared circle in which a stranger held an old battle-scarred bulldog on a leash. Across the cleared space, a small wooden box stood, with a fine chain running from under it. Charlie Purcell, still offering to take two-to-one bets in favor of the badger, approached a man who plainly was not at home on the plains. "Say, you're just the man we're looking for!" Mr. Purcell said eagerly. "Practically everybody here has money on this fight and we want a disinterested party to turn the badger loose. Will you do it?"

"I'll be glad to," the stranger agreed. "But you'll have to tell me just what to do—this is my first badger fight."

"You just lift the box slightly and pull slowly, steadily on the chain when that man over there fires a shot," Purcell pointed out a bearded man in chaps and spurs.

The obliging stranger picked up the end of the chain. Every face in that circle was tense or purple with expectancy. The cowpuncher took out his six-shooter and let it roar. The man with the dog unsnapped the chain from his collar. The other stranger stood to one side of the wooden box, lifted it an inch or so and pulled steadily on the chain. And out came—well, it wasn't a badger! Ask any old timer—they all know what it was!

For the whole thing was a fake. Just a sort of initiation to the stranger who wished to make his home in Hereford. If he joined in the laugh on himself, he was a "regular guy." And it had been instituted many years before Chris and John Renfro came in a box car.

Eugene Renfro and his family left Trenton, Missouri, early in October, 1902, for the plains. They loaded the box-car "with everything from soup to nuts," Chris grinned. "Furniture, horses, mules, cows, boys, girls (long-

Early Graduating Classes



HEREFORD'S FIRST GRADUATING CLASS (1905-1906) is shown above. Top row, left to right: Earl Kibbe, Myrtle Witherspoon, D. W. Hodges, teacher, Polly Hughes, Sam Bratton and Nellie Robinson; bottom row, Pattie Estes, Leta Boone, Beasie Loy and Audrey Argo.



HEREFORD'S SECOND GRADUATING CLASS (1906-1907) is shown above; both pictures are the property of D. W. Hawkins. From left to right in the top row includes: Vivian Rogers, Kitty Kellow, Nona Arthur and Ethel Graves. Bottom row, Edgar Inman, Bertha Dameron, D. W. Hawkins, Glenn Coulson and Lee De Atley.

eared coon-hounds and two piano boxes.

"And if you think pianos the only thing shipped in piano boxes, you got another think comin'," Chris said. "Boys travel in 'em too. At least John and I did. And those boxes, half filled with quilts were as comfortable as an inner-spring mattress."

"We were a week getting to Hereford," he went on. "We spent most of the time playing cowboy. Our cow ponies were our two plow horses that were tied near the open door of the box car. We sat on them and watched the plains roll by. I bet a thousand Indians bit the dust and a hundred mail-coaches were rescued by us from road-agents along the railroad tracks before we got here!"

"The depot was south of the tracks and faced Main Street. The biggest part of the town was D. R. Gass, G. V. Stambaugh and Smith Walker Retail, all general merchants. There were several feed yards and wagon yards, too, because freight was taken to inland towns by wagon in those

only drink. And the girls looked as charming with their hair atop their lovely heads as do the girls today. And in much the same style dresses.

"Christmas we started our house, but spring winds had begun to howl before we moved in. We boys were kept busy pegging down the tent as it was torn loose by the gusts. Father was so disgusted he sat inside and sulked. He was nostalgic for trees, and hills, for rocks and water. He grew to hate the naked, flat plains that we children came to love. He hated even the squeak of the windmill.

"We plowed behind horses, one furrow at a time. In the third we dragged a perforated tin can filled with corn, which dropped through the holes. Our next round with the plow turned the sod over it. Then we waited for harvest. No weeds, no bugs, no worms. And we raised crops. I challenge anybody who ate a watermelon grown in a sod crop during those years to say that these new irrigated land melons are as good.

"Our favorite outdoor sports were hunting rattlesnakes and chasing game with Thumper. We also indulged in another sport—measuring the distance old Doc Taylor could spat tobacco juice.

"When I review those new days in the southwest," Chris's blue eyes were turned inward to far off experiences, "I find it good. I loved it all. Snorting ponies, jangling spurs, calves bawling at branding time; the stench of burning hair and flesh.

"Life was simple on the ranches. On Sundays we cut each other's hair and threw each other into horse troughs with shouts of laughter. We played 'rodeo.' Our 'brones' were milk cows, but in our make-believe they were man-killing, outlaw horses. We had one cow we called Bossie, who was our special delight. She simply wouldn't be ridden. Anyone who tried was dumped into the dirt. She bucked and jumped until we howled with delight. Then came a day of purple gloom, father sold Bossie.

"Several years later Carl Cockrell and I were coming home from Amarillo and stopped at Canyon where Pike Stroud's Wild West Show was showing under a flapping tent. And what was their chief attraction? Old Bossie!

I had to go back and scratch between her horns, because it was finding unexpectedly a long-remembered much-loved friend. But they were life as it was lived on Panhandle ranches. For instance, the cowboy was so angry at his horse for pitching him into a lake that he cut off the horse's ears and tongue.

"Not pleasant? No. But is life in the raw ever entirely pleasant? And life in a new country is never far from the raw.

"I wonder," Chris said very thoughtfully, "what today's children will think back upon and think 'quaint?' Queer motorcars that were called 'highspeed'? Airplanes that fly only three or four hundred miles per hour—

Hereford Girl In YWCA Group

CANYON—LaNelle Scheihagen, junior from Hereford, has been elected president of the West Texas State College YWCA for the 1939-40 session.

Miss Scheihagen is active in musical and religious organizations. She will succeed Gaynelle Douglas of Silverton, in the "Y" office.

Other officers chosen this week were: Vice-president, Margaret Dixon of Booker; secretary, Elizabeth Wood of Borger; Finance chairman, Allyene Gates of O'Donnell.

Television that the 'old folks' thought the marvel of the age?

"But even more, I'm intrigued by what their children will remember as crude, almost-forgotten, 'old-fashioned' things."

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Large White English Leghorns; Buff Minorcas; Buff Orpington, White Rocks and Reds. Book Orders Now—For May Delivery!

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MONDAY NIGHT, MAY 15TH

Game Time, 8:30 P. M.

Lighted Field

Just North of H. H. S.

Football Field

FIRST WEEK'S SCHEDULE

May 15—H. H. S. vs. I. O. O. F.
May 16—Merchants vs. Lions
May 17—A&M vs. Firemen.
May 18—Laundry vs. K. of G.

HEREFORD SOFTBALL LEAGUE

ADMISSION, 10c

Grade Children Admitted Free!

FOR 10 YEARS WE HAVE BEEN SCRATCHING "WASH DAY" FROM THE CALENDAR AT HUNDREDS OF HEREFORD HOMES — THIS HAS GAINED FOR US THE TITLE OF

PIONEER Wife-Savers

We earn the "Pioneer" part of the title by virtue of the fact that this was one of the first steam laundries located in this section of the Panhandle, and we have operated it since 1931. We earn the "Wife-Savers" part of the title because we have made it easier on hundreds of wives who would otherwise be slaving over tubs and rub-boards if it weren't for us.

We are proud to have been a part of Hereford and Deaf Smith County all these many years... and we have tried to prove it by offering prompt, efficient and economical service at all times. We invite your continued liberal patronage.

PIONEERS, WE OFFER BEST WISHES AND HAPPY REUNION!

Our Helpy-Selfy Service

Housewives all over the territory have found our Helpy-Selfy Laundry to be even more economical than doing the washing



at home! The next time you get ready to do the wash at home call 298 and let us call for you and your clothes and see for yourself just how much time and money it saves!

TRY OUR CLEANING SERVICE — "IT PLEASES"

Hereford Laundry & Dry Cleaners

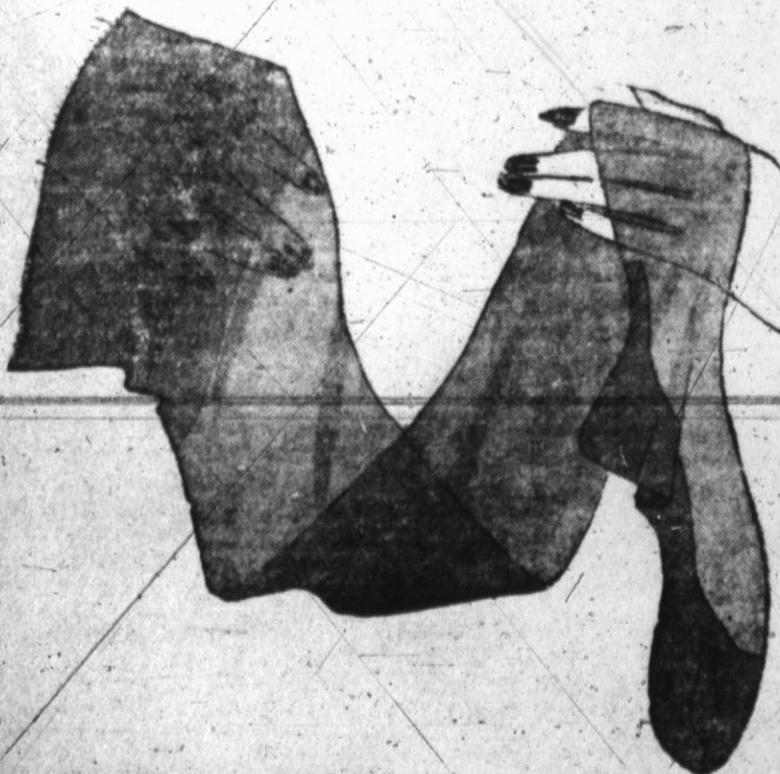
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LAN STREET

W. S. Dixon Settled In This Territory Over 37 Years Ago

OLD TIMER CAME INTO CASTRO COUNTY TO PURCHASE LAND

I came to Castro County in the winter of 1901. An old friend, S. J. Lee, and I left Bryan, site of Brazos County, on Thanksgiving Day. We bought our tickets to Colorado City. In Mitchell County an old acquaintance of Mr. Lee's, W. R. Thompson, who was also wanting to come to the Plains; he met us at Colorado City with a good wagon and team and took us to his home.

We stayed at Mr. Thompson's place for two or three days making preparations for our trip to the Plains. Before we left, we cut plenty of wood for Mrs. Thompson and her two daughters—enough to last until Mr. Thompson returned.

We loaded the wagon with plenty of bedding and food for ourselves. We left early one morning, the latter part of November, and started for "Old Emma" in Crosby County. We did not pass a town or post office after leaving Snyder, until we drove into Old Emma. There were no post offices in Garza County at that time.

We made twenty-five or thirty miles the first day, and camped in the brakes of the Brazos. The coyotes were so plentiful and kept up such a howl that we did not sleep very much.

The morning of the second day, a young man by the name of Cotton, who lived on a ranch in Garza County, had also started to Old Emma, a distance of 20 miles, to get his mail. He met us and tied his horse to the wagon so we could lead him along. Mr. Lee and Mr. Cotton took an old shotgun along and walked and shot quail. I never saw as many quail in my life—before or since. At noon we dressed the quail the boys had killed, and cooked all we could eat for dinner, and had a big pan left for future use. Mr. Cotton bid us boys good-bye after dinner and I've never seen him from that day to this.

That night we camped on the Plains. From there we went to Plainview. We talked to several real estate men, who gave a glowing description of the country and the wonderful possibilities awaiting the man with a little money and plenty of energy—which sounded good to us.

We went from there to Hale Center, stretched our tents and stayed for three weeks trying to locate. Right here is where my pioneering began. I was 600 miles away from my young wife and four sons, ranging in age from ten years down to four. I lived in a tent among strangers, and the snow was four inches deep. There was no coal in town and the cow chips, which were used for fuel, were covered with snow. The land agents had me so upset, I did not know which way to jump.

I met a man from Dimmitt at Hale Center. He advised me to come to Dimmitt and told me that I could get as good land there as there was at Hale Center and at a more reasonable price. I told my friends about it that night when they came in from Plainview, but Mr. Thompson, the man with the wagon and team, balked on us. He had heard so much against Castro County that he was afraid to make the move. Mr. Lee and I got a young man to bring us to Dimmitt.

We drove into Dimmitt late one evening with a severe south wind blowing. We could not see the town for the dust, but when the dust cleared away we saw a very small town. Most everyone in the town was in a store which was owned by T. H. Beach, now of Plainview, and C. F. Kerr of Hereford. I inquired for Mr. Kerr, who had been recommended to me as being an honest and trustful land agent. The man I approached happened to be Mr. Kerr. I told him our business. He told me he had plenty of land listed for sale and would take us out and show us some of it. Mr. Kerr invited us to come to his house to spend the night, which we did.

In the store we met several of the oldest citizens of Castro County, namely, C. F. Kerr, T. H. Beach, J. E. Turner, C. E. McLean, J. P. Carr and B. T. Bell. In a few days we met the county officers: Frank Vaughn, sheriff; Harvey Cash, county clerk; C. F. Kerr, county judge; F. H. Brittain, J. W. Carber, W. A. Tate and Jim Oden, county commissioners.

We came here to make this our home and were glad to make the acquaintance of such trust-worthy men and fine citizens, who proved to be of much help in later years.

Mr. Kerr took us out, according to promise, and showed us

two very desirable sections of land. One was owned by J. E. Turner and the other owned by J. R. Gollehan. Mr. Lee bought and settled on the Turner section, four miles south of Dimmitt in the Cleo community.

I was very proud of my location, as there was a little school near Miss Hester Bell, now Mrs. Harvey Cash, taught the first school after I moved there.

By this time I had built a house to move my family into; I bought 20 head of two-year old heifers from Chill Slaton. I was just about out of money and I had a family of small children to provide for. There were no relief agents or Government Aid to help. We just had to go to work and stay on the job to live.

Then we moved to Cleo community. We had Mr. A. J. Owens and family as our nearest neighbors. T. D. Burch and family, R. L. Shirr, Will Shirr, W. P. Boyd, L. R. Matthews, W. B. Hamilton, Mrs. Greathouse and Mr. Morrison located in a radius of two to five miles around the little school house. Most of us were Christians, trying to serve God. We took an interest in Sunday School and church services. We had many revival meetings there and many accepted Christ as their Savior.

I had to work at anything I could in order to make a living. I sheared sheep, built fences, plowed sod in Castro, Lamb, Bailey, Farmer and Dear Smith Counties. I worked from the Rutherford community, 12 miles northwest of Hereford to the L-F Ranch, about 15 miles south of where Littlefield is now located. Sometimes I was fifty miles from home for weeks at a time.

The worst thing we had to contend with, and our biggest dread was prairie fires. When we saw a smoke, most all the men and large boys would rush to help put it out, but very often it did a great deal of damage before we could get it smothered. Many people lived in dugouts in Castro County when we came here. Most of us, even the city people, used surface coal, twisted hay, and cow chips, for fuel.

We underwent many hardships, but we think the outcome is worth it all. I thank God for directing me to a country like this was 38 years ago, so I could help develop it into one of the finest farming localities in this great State of Texas.

Summerfield Man Lent Binoculars To U. S. Navy

A. R. Marsh, who lives, seven miles south of Summerfield, is probably the only man in this section who has in his possession a letter written and signed by Franklin D. Roosevelt, secretary of the U. S. Navy.

Mr. Marsh, who during the World War lived in Oklahoma, saw a notice that the Navy was badly in need of binoculars and spy-glasses. It happened that he had traded for a pair of high-powered binoculars and still had them in his possession. They were French made glasses and were exceptionally powerful, so he mailed them to the Navy department.

He received the following reply: "In connection with the Navy's call for binoculars, telescopes and spy-glasses acknowledgment is hereby made of your package received at the mailing department.

"The glasses will be examined at the Naval Observatory, and if found suitable for use, a letter of thanks will be forwarded by the Honorable Franklin D. Roosevelt, assistant secretary of the Navy.

"As the government cannot, under the law, accept services of material without making some payment therefore, a navy disbursing office check for \$1.00 will be sent for each glass accepted. This sum will be considered the rental price or in event of loss, the purchase price of such articles.

"If found unsuitable they will be returned with a letter of thanks with the least possible delay.

On February 4, 1918, he received another letter, this time from Asst. Secretary of Navy Franklin D. Roosevelt.

"Your prompt and patriotic response to the Navy's call for binoculars, telescopes and spy-glasses, is most appreciated. The glasses will be very useful in the prosecution of Naval operations until victory is won.

"At the termination of the war, if possible, every effort will be made to return them to you, when it is hoped that you will

feel compensated for any evidence of wear, by knowledge that you have supplied "Eyes for the Navy" during a very trying period.

"On behalf of the Navy, I wish to thank you most heartily, Very respectfully,

FRANKLIN D. ROOSEVELT, Asst. Secy. of the Navy. Still again, he was to hear from the glasses, this time from the U. S. S. New Jersey, where the glasses were in use. The letter follows: "June 12, 1918.

"Thinking you would be interested in the whereabouts of the binoculars loaned by you to the Navy Department, I take pleasure in informing you that they are in service aboard this vessel.

"Needless to say, they are appreciated and are of great value to those whose duties require a keen and constant lookout. Very respectfully,

JAS. B. McVAY, Jr., Captain, U. S. Navy, Commanding.

He says the glasses had a dog-tag, No. 4009, and that they were returned to him several months after the war ended.

Glenn Snyder Is Veteran Service Station Operator

Cited time after time by the Texas Company for his excellent work in washing and greasing, Glenn Snyder, manager of the Texas Service Station, will in July observe his twenty-third year in this community—and the past 14 years he has spent in the service station business.

Special attention to every car which comes into the station is the basis upon which the business was founded and upon which it has been operated. The Texas Service Station also

carries a complete line of Texaco gasoline, oil and greases; also Firestone tires. The station is equipped to a higher degree than will be found in stations of much larger cities.

FRASER COMPANY HAS RECORD OF PROGRESS HERE

Growing in three years to one of the largest business enterprises in this section, the Fraser Company recently opened a modern 250-barrel flour mill in Hereford.

Alton T. Fraser came here in 1924 to look after land which he owned here, and remained to make his home. In 1928-29 he first entered the grain business with portable elevators for track loading, and in October, 1936, founded his retail and wholesale oil business, also operating an elevator. In 1937 he built a new 35,000 bushel elevator and in 1939 completed the new mill. The firm operates over the Texas Panhandle and in Eastern New Mexico.

Assisting Mr. Fraser as sales manager in the mill is Rex Cooke, while B. O. Tolleson has charge of appliance sales, which include Electrolux refrigerators and butane gas systems.

THE CANDY KITCHEN Operated by L. Culpepper, The Candy Kitchen is one of the community's latest assets. The firm was established around a year ago and since has grown into a nice business, featuring home-made candies, bottled drinks and sandwiches.

BUY!
Through the
WANT ADS

Welcome, OLD TIMERS AND PIONEER DAY VISITORS
You are always welcome at our cafe—and you are always assured of a good meal.
We Are Proud of Our Coffee!
MIDGET CAFE

Welcome, PIONEER DAY VISITORS
The style in hats has changed lots since the Pioneer Days—but our Service is still the same.
Visit us on Pioneer Day When you need MAGAZINES — PAPERS — TOBACCOES — OR COLD DRINKS and CANDIES
HEREFORD NEWS STAND
Mrs. Noel Andrews

Supply Your Office Needs at The Hereford Brand

STAR

WELCOME PIONEERS! While you are attending the Pioneer Celebration make the Star Theatre your headquarters. Remember it's always COOL and Comfortable at the theatre. For your convenience we are starting the show at 12:30 in order that all may see the outstanding attraction we are showing. The Star Theatre is proud to have played a small part in the development of Hereford, and has always striven to have always the latest and best pictures and sound that the markets afford. Make the Star Theatre your entertainment headquarters . . . !

Selected Especially for Pioneer Day!
THE BORDER FEARS HIM MOST!
THE SENORITAS LOVE HIM BEST!
Yes Amigos, Cisco is back, riding like a whirlwind, fighting like a fury, and, ah, señoritas . . . HOW he makes love . . . as his guns bark out their challenge.



THE RETURN OF THE CISCO KID

Pioneer Day — and Friday

Welcome, Pioneers!



...serving this territory

THIS FIRM HAS ONLY ONE AIM—and that is serving the farmers of this territory. We operate exclusive Elevator Service—and devote our entire time to the thought and welfare of your wheat and other grain.
For this reason we feel that we can serve you better. We have carefully studied the conditions and problems of this community—and are operating our Elevator to be of the greatest possible assistance to you.

You are always welcome to visit our offices, and to discuss your problems and needs with us.

We Have Installed A New
34 Foot Howe Ball-Bearing Scale
That Will Accomodate Any
Truck or Semi-Trailer Vehicle

Kimbell Milling Co.

Phone 460 Hereford, Texas J. B. Whitlow, Mgr.

OUR ELEVATOR Is Ready to Serve YOU!
We are ready for the coming Harvest Season and are looking for a big crop. Direct our modern elevator, which is now Ready to See You! Several improvements have been made since last season!

Jumbo Community Derived Name From Early Sheep Herder

"Jumbo's Lake" Watering Place In Early Days

SETTLEMENT NOW BOASTS MANY IMPROVEMENTS AND FINE HOMES

BY MRS. ULLMAN HUNTER

Before the dawn of the twentieth century an old Mexican sheep herder by the name of Jumbo, followed his sheep in the country, some 13 or 15 miles southeast of where Hereford now stands. His boss was known as "Old Jim Carter." He ran a big bunch of sheep and it was Jumbo's job to care for them. A big lake located in the heart of his range offered its refreshing water to those who passed; it was deep, seldom ever dry and was partially surrounded by huge waving cattails. It was here that Jumbo watered his sheep daily—and from this custom it became known as "Jumbo's Lake" to the few, sparsely settled pioneers of the surrounding country.

Big herds of cattle, among them the trail herds of the XIT, often watered here. It was a camping place for the cowboys and for travelers through the country.

Plenty of Fish

Big fish were plentiful; even as late as 1908; sometimes fish weighing as much as 35 pounds were caught from its waters.

Once a young man, swimming in the lake, was drowned. No one ever knew just how the tragedy occurred.

However, it was not until 1922 that a community sprang up in the country surrounding the lake. Two schools, Lakeview, situated near the present T. L. Sparkman and F. J. Axe homes, and the Parrot school, some 4 or 5 miles east. They consolidated later and the new school building was located in the southwest corner of the section owned by W. A. Hunter, very near the lake. Naturally the school and community assumed the name of the lake.

The school land was donated by W. A. Hunter of Hereford. The other three sections cornering, belonged to R. W. Baldr, northwest, J. T. Penrod northeast and the Duke Estate southeast.

Early Church Active

Sunday School and church was held each sabbath and residents of the community worshipped together. Here was formed a lasting fellowship that has remained through these years. To be fair and unselfish, a plan was made by the early pioneers, among whom were members of the Methodist, Baptist and Presbyterian denominations, in the Sunday school had Methodist

Hereford's Band In 1908



Old timers will remember the entertainment furnished by this first band back in 1908. The band was known over the entire Panhandle and many of its members are still active musicians and entertainers today. The bottom row, left to right, includes: Eagle Henderson and Ralph Smith; second row, Orville Brunk, Glenn Brunk and Presley Dyer; top row, W. J. Smith, Chas. Brunk, Edgar Inman, Sam Brunk, Pearl Brunk, Leslie Smith and Lewis Hubbard.

literature one year, Baptist the next and then Presbyterian. They started over each three years. However, some of the staunch and most "set" members of any of the denominations hardly ever knew when their literature was studied. The plan is still successfully carried out today.

Modern Schools

In 1916, a new brick school was built having four classrooms, an office, book room, basement and modern auditorium. Electric lights were installed and in a few years the old buildings were made into a four-room teacherage and a two-room (stucco) manual training and home economics house. For a while the school boasted of an enrollment of near 70, but Jumbo did not escape the drouth, dust storms and depression. A few people left and naturally, the school and community dwindled. However, a few faithful ones plodded on. In the course of time the high school pupils were sent to Dimmitt, in order to receive full credit for their work, and now only the grades are maintained. The enrollment is gradually increasing again as more families are moving into the community.

Irrigation Important

Irrigation has played a very important part in the recent development of Jumbo. In 1938 the RFA came as far east as the school building and now some 19 homes are enjoying electricity. About 12 farms are using it for irrigation power and there are still others waiting to be served. Since 1935, about 15 farms in this community are irrigating

from 150 to 200 acres per well. From 800 to 1200 gallons per minute is pumped from these shallow wells. Where sand dunes were numerous a few years back, there are practically no signs left from the black dusters which swept the prairies during the drouth.

Several homes not on the REA lines have lights, and 13 homes have running water, eight of which have hot and cold water, and fully equipped bathrooms.

Social Activities

Socially, the community has not been neglected. At present there is a progressive Demonstration Club that is doing much constructive work and developing good fellowship. The "Home E" building is now being made into an attractive club room to be used as a social center for the community. Mrs. M. L. Simpson is president of this club, which has a membership of about 19. The young people have an enrollment of 35 in the religious programs on Sunday evenings. Sam and Mrs. Ullman Hunter sponsor this organization.

The Women's Missionary Society boasts of 12 members and is doing much to promote missionary work and good fellowship in the community. Mrs. Sam Hunter is president.

Seven former school teachers are residents of Jumbo and the community, as a whole, is made up of open minded, progressive good-willed, and wide-awake people.

We are proud of Jumbo's heritage.

John Wood Now Oliver Dealer For This Area

Featuring the famous Oliver line of implements and farm machinery, the John Wood Farm Equipment company came into existence here on March 16, 1939, when Mr. Wood purchased the business from J. O. Miller. The firm is located at 301 East Third Street, and the new 1939 equipment is on display at all times in the company showrooms.

Mr. Wood traveled for the Oliver Company for 16 years before entering the business for himself at Hereford, and is thoroughly experienced in the implement business. He is assisted by B. B. Parker. Mr. Wood has lived in the Panhandle thirty-three years. He was born in Panhandle, Texas.

In addition to the regular line of tractors, Superior grain drills and tillage implements, the firm is also carrying a complete line of parts and repairs.

FASHION DRESS SHOPPE CARRIES LARGE SELECTION

To give this community a modern, complete ladies ready-to-wear was the ambition which brought Mr. and Mrs. W. F. Gillis to Hereford. They first arrived here in August of 1929 — as honey-mooners — and liked the country so well that they decided to remain and make Hereford their home.

They were first located in the building now occupied by Carl's Cafe, but in 1931 moved to their present location on the west side of Main Street.

The Fashion Dress Shoppe features well known lines of frocks and dresses, including Classy Jeans, LeVine and Nelly Don; they also have the famous Venus and Gossard foundation garments and carry a complete stock of Rollins and Kayser hosiery; lingerie and custom jewelry are also included in the stock.

TEXAS MARKET IS PROUD OF FINE QUALITY MEATS

Featuring home-grown grain-fed beef, the Texas Grocery and Market is today widely known over the Panhandle for its quality meats. The store is operated by O. G. Hill and Ira Foster, and in addition to a complete market, also carries groceries,

vegetables and other food supplies.

Mr. Hill coming from Anson County in 1910, pays special attention to the meat department; he produces his own beef. Mr. Foster, a former resident, returned here in 1937, associating himself with the firm. He has active charge of the sales. Mr. Hill has been interested in the cattle business during the entire time he has lived in this area.

"My wife's meals taste better when she serves"



BUTTERKIST BREAD

(Made by The Hereford Bakery)

It has been the policy of the Hereford Bakery to give its customers the best breads, cakes and pastries that it is possible to buy, and at reasonable prices. We feel we are performing a service to our community in furnishing it with a fresh wholesome supply of bread every day.

Welcome, Pioneers!

We are glad to pay our respects to the Pioneers of Deaf Smith, Castro, Farmer and Oldham Counties, as they gather in Hereford for their annual reunion on May 11th, and we are thankful to them for the Pioneer ideals which were manifest in their spirit of progress... Honesty, Service and Integrity!

HEREFORD BAKERY

Mr. and Mrs. Boyd Knox

GREETINGS, PIONEERS!

It is with pleasure that we extend greetings to the Pioneer Visitors who will come here next Thursday!

When we can serve, we assure you of the most courteous treatment and highest quality service!

Whitehead NEWS STAND BARBER SHOP.

THE Rexall DRUG STORE FOR LOWEST PRICES IN TOWN

CORNER DRUG

Special Prices Good 4 BIG DAYS
WEDNESDAY, THURSDAY, FRIDAY, SATURDAY

ONE CENT SALE

YOU CAN BUY THIS FULL-SIZED FACTORY-FRESH MERCHANDISE FOR 1¢ AN ITEM WITH THE PURCHASE OF ONE MORE OF THE SAME ITEM AT THE REGULAR PRICE.

- 2 for 21¢** Pack 200 Klezno FACIAL TISSUES
- 1¢** 50¢ size Klezno Coconut Oil SHAMPOO
- 1¢** 4-9¢ pack 100 Puretest ASPIRIN TABLETS
- 1¢** 50¢ quality Cascade POUND PAPER
- 1¢** 25¢ size REXALL TOOTH PASTE
- 1¢** \$1.00 quality HOT WATER BOTTLE
- 1¢** 49¢ full pint Mi 31 Solution ANTISEPTIC SOLUTION
- 1¢** \$1.00 pint size Puretest NORWEGIAN Cod Liver Oil
- 1¢** 50¢ pint size Puretest Rubbing Alcohol
- 1¢** 25¢ pack 25-PLAIN or Mercurochrome FIRSTAID READYMADE BANDAGES
- 1¢** 35¢-8 oz. size HARMONY Bay Rum
- 1¢** 50¢ quality Gardenia Face Powder
- 1¢** Pack One Dozen REXALL'S SANITARY NAPKINS
- 1¢** 75¢ pint size Puretest Mineral Oil
- 1¢** 10¢ quality SCOTCH FLASHLIGHT BATTERY
- 1¢** 35¢-8 oz. size HARMONY Bay Rum
- 1¢** 10¢ size fragrant Bouquet Ramee Soap
- 1¢** 35¢ size tube Stag Brushless Shaving Cream
- 1¢** 89¢ pack 50 Puretest HALIBUT LIVER OIL CAPSULES PLAIN
- 1¢** Bring this coupon and 39¢ to get 3 reg. 39¢ size tubes Rexall Milk of MAGNESIA TOOTH PASTE
- 2 for 16¢** Delicious, Fresh, Large size CHOCOLATE BARS

BABY NEEDS

- 30¢** Baby Tale
- 26¢** Baby Laxative
- 26¢** Elix. Puretest Infant's Glycyrrh. Suppositories
- 26¢** Zinc Stearate
- 26¢** Toilet Lanolin
- 76¢** Night Milk
- 26¢** Baby Pastam
- 26¢** Baby Pants
- 90¢** Hot Water Bottle

REXALL COUPON SAVES YOU 7¢

THIS REMINDER COUPON SAVES MONEY

ALL REXALL PRODUCTS SOLD ON A MONEY BACK GUARANTEE OF SATISFACTION

GREETINGS to the COUNTY PIONEERS from a



PIONEER PUMP DEALER

Pioneering is always a difficult task, for the Pioneer has to Prove a Territory... And, too, Pioneering takes above all other things, an undying Faith in a country.

We appreciate what the Pioneers did here in the early days for we know that the hardships were many and their tasks sometimes hard.

As a Pioneer Pump Dealer in the Hereford area, and as representatives of a Pioneer Pump Company of the Nation, we know these things, for our task was many times the same.

It was Faith in this country that brought us here when others weren't interested — and we still retain that same Faith today! If you are figuring on an Irrigation Pump then see us, the Pioneer Pump Company of this community.

Hereford Johnston Pump Company

Wm. McGEHEE

AROUND TOWN

Sights and Faces Seen

Announcing that Hereford will meet Clovis Sunday in a golf tournament, Clyde Possey today said that all Hereford players are to be at the Municipal Park at Clovis by 1 o'clock Sunday afternoon.

Peyton and Jack Ramey, sons of Mr. and Mrs. Sam Ramey have set a new record on 4-leaf clovers. Searching in the yard of Mr. and Mrs. Jim Lipscomb Peyton found four 4-leaf and one 5-leaf clover, while Jack found two 4-leaf clovers—all in less than five minutes.

One of the most beautiful sights in this community is the flower garden of Mrs. Alex Thompson. Last week-end more than 500 tulips were blooming at one time—in a gorgeous array of colors. The iris is also blooming and last Sunday the Baptist, Presbyterian, Methodist and Christian Churches were each given a bouquet of yellow tulips, and iris. Mrs. Thompson is generous with her flowers, sending them to the sick and shut-ins.

A new arrangement faces customer's at Weir's Grocery. Chas. Felts has been busy re-arranging the counters and display in the central portion of the store, and is giving the store a more modern appearance.

When, and if, the force at The Brand office washes off, the "Welcome IOOP-Rebekahs" sign, give credit to Worth Covington and Mark Houser. The sign is worrying the boys no little and they lose no opportunity to mention the condition.

Members of the Lions Club enjoyed an excellent lunch Wednesday, including fresh asparagus, which was grown in the garden of Mrs. A. D. Godwin.

Appearing on the program at a Legion Auxiliary meeting in Childress next Saturday afternoon will be Mrs. Prudie Black of Hereford. All Legion and Auxiliary members are invited to attend the two-day session (May 6-7), which will be attended by state presidents of both organizations.

Due to the feverish heat developed among the softball teams during the last week, it was discovered today that Chas. Bennett has been organizing a secret ball team of his own. When the bunch turned out for spring training, the faces seen were: Charley Cogdell, Frank Veters, Kellar Muse, Boyd Knox, Abe Martin, Red Hales, Ollie Fox, Phil Radovich, Carl Jennings, Gastor Baer and other former stars of the American and National League. It is understood that the applications of Onias Carroll and Grant Fuller were turned down.

Bert Slay is now associated with Fullwood Battery and Electric Station and will have charge of the appliance sales in the future.

Frank Marrs is the newest member of Hereford's Playboy Club. After selling his interest in the machine shop, he settled down to some serious fishing. Here's the story that qualifies him for club membership. He went down to the creek Tuesday afternoon and caught three bass, the largest weighed four pounds, the next two and a half, and the least one and a half pounds. He also says he had witnesses to prove that five others got away, one of which was longer than his leg.

A mad, burning, beautiful story of unforgettable human hearts that will leave you with that glad stuffy feeling in your chest.

CHARLES BOYER
IRENE DUNNE

LOVE AFFAIR

TUESDAY ONLY
STAR

Schools Praised By State Office

Awarding Hereford High School an affiliated credit in bookkeeping, the State Department of Education this week was high in its praise of the Hereford schools.

The schools were commended for: Indirect lighting in home economics department, recent plans for health and physical training for high school girls, generally improved library and its operation, and a well-kept

school plant. With addition of the unit in bookkeeping, the Hereford schools now have 38 affiliated credits. Since only 16 affiliated credits are required for college entrances, and Hereford has more than twice the required number, the accomplishment is considered outstanding. Several affiliated credits have been dropped during recent years, because courses have been discontinued—but the Hereford schools still maintain far more affiliated credits than that of the average school system in towns this size.

scholastics, Knox Kinard, superintendent of Hereford schools, today said that the census this year returned 858 scholastics as compared with last year. The increase was attributed to a slight influx of families into this community.

School Calendar

(Continued from Page 1, Sec. 1)

Reporting an increase of 34

lected to deliver the Baccalaureate sermon this year; exercises will be held in the high school auditorium.

Senior Class Night will follow Monday evening, May 22, beginning at 8:30 o'clock. This program, according to custom, will be conducted by class members, and will feature observation of annual traditions.

Commencement is scheduled for Tuesday evening, May 23, beginning at 8:30 o'clock. Dr. Albert Barnett, professor of education at Texas Technological College, Lubbock, will deliver the principal address.

Seventh grade students will also be honored with a program Monday morning, May 22, at 10 o'clock, at which time they will be presented with Certificates of Graduation, and awards in various lines of endeavor.

New Concrete

(Continued on Page 12, Sec. 1)

The new elevator will be constructed with four large, circular tanks, which in turn will be connected with interstate petitions, giving seven bins. The structure will cover a ground space of approximately 50x70 feet. The tanks will be 75 feet in

height and the cupola will be 117 feet high.

Present specifications on the new elevator call for concrete walls seven inches thick, reinforced with steel. The new structure will be equipped throughout with modern facilities and when completed will be one of the most modern elevators to be found in this section.

AN EXTRA ROOM? TRY A WANT AD!

First Among the Hardships was A Place To Live!!

A Prairie Schooner

... was a luxury when the first wag-on 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 dug-outs, adobe huts and crude shacks were eternally at the mercy of the elements.

Today-- The Scene has Changed

We Have Nice Houses To Live In furnished with — MODERN FURNITURE !!

When our forefathers came to this community with only a prairie schooner for a home, oftentimes it was necessary to use only boxes for chairs and a plank for a table with a camp fire to cook on and the housewife would work hard to prepare meals. There was no nice living room to sit in on cold winter days and it was necessary to don heavy coats to keep warm. The hard floor of the schooner served as a bed. Today, Modern furniture has changed all this and now provide a convenience and comfort that the pioneers never even dreamed possible. The E. B. Black Company have been instrumental in bringing to this area a complete stock of house furnishings, which have today become a necessity in every household.

A Pioneer Store

1901 38 Years in Hereford . . . in the Same Location! 1939

Thirty-eight years of unbroken service to this community is a record of which the E. B. Black Furniture Company is modestly proud. . . . As we look back over these thirty-eight years, we reflect upon the humble beginning of this institution . . . an infant institution in a small frame building, way out in the open spaces, where men were opening up a new country . . . and we're glad we had a part in the pioneering of this region.

But today, it's a far cry from those days of 1901. We've come a long way down the road of progress, and we have gone along with this region, hand in hand with its progress. As time went on this institution has kept in step with the steady growth that speaks of the confidence and friendship of those who chose this community for their homes and their businesses. This wonderful friendship and loyalty are indeed gratifying to us, the personnel of E. B. Black Company.

During the Pioneer Celebration in Hereford, make our store your headquarters. We shall enjoy your visit, and if we may be of assistance, feel free to call on us.

Welcome Pioneers of Deaf Smith, Castro, Parmer and Oldham Counties, to Hereford!

E. B. BLACK CO.

FURNITURE —:— UNDERTAKING

This Week At the THEATRE
MOTION PICTURES are your BEST ENTERTAINMENT

For gay romance with that "It Happened One Night" flavor — for love thrills as heady as the first day of spring . . . leave it to Claudette and Don . . .

Colbert's AMECHE MIDNIGHT

STAR THEATRE THURSDAY FRIDAY

A New Shooting Star Streaks out of the West!

The dare-devil hero of "Wild Bill Hickok" rides to new glory in a gun-roaring romance of the lawless frontier!

In Early Arizona
Gordon Elliott Dorothy Gulliver

also: **DOOMED** "THE SPIDER'S WEB"

Saturday Doors Open 1 O'clock Kiddles 10c Adults 15c

It's Great To Be An American when America is guarded by the "Wings Of The Navy"

IT'S GREAT to know that we have flying battleships that can meet "attackers" 1000 miles at sea!

IT'S GREAT to know that Uncle Sam has the fastest pursuit planes in the world . . . 8 miles per minute!

IT'S GREAT to know that every plane is manned by a super-pilot . . . ready to tackle anything!

IT'S GREAT to see a picture with the thrills, the patriotism, the excitement of this great hit!

Flyin' Fools In The Clouds . . . Lovin' Fools on the Ground! It's the greatest of them all . . . see those great young Eagles who will defend our America, and the love of the women who watch them zoom to thrills and danger!

WINGS OF THE NAVY

EXTRA! ARE YOU GOING TO THE NEW YORK WORLD'S FAIR? THE PARAMOUNT NEWS CARRIES THE COMPLETE OPENING CEREMONIES OF THE WORLD'S FAIR SUNDAY AND MONDAY, A RING-SIDE SEAT TO THE WORLD OF TOMORROW!

GEORGE BRENT OLIVIA de HAVILLAND JOHN PAYNE

Frank McHugh John Ridgley

STAR Preview Sat. Night! SUNDAY MONDAY

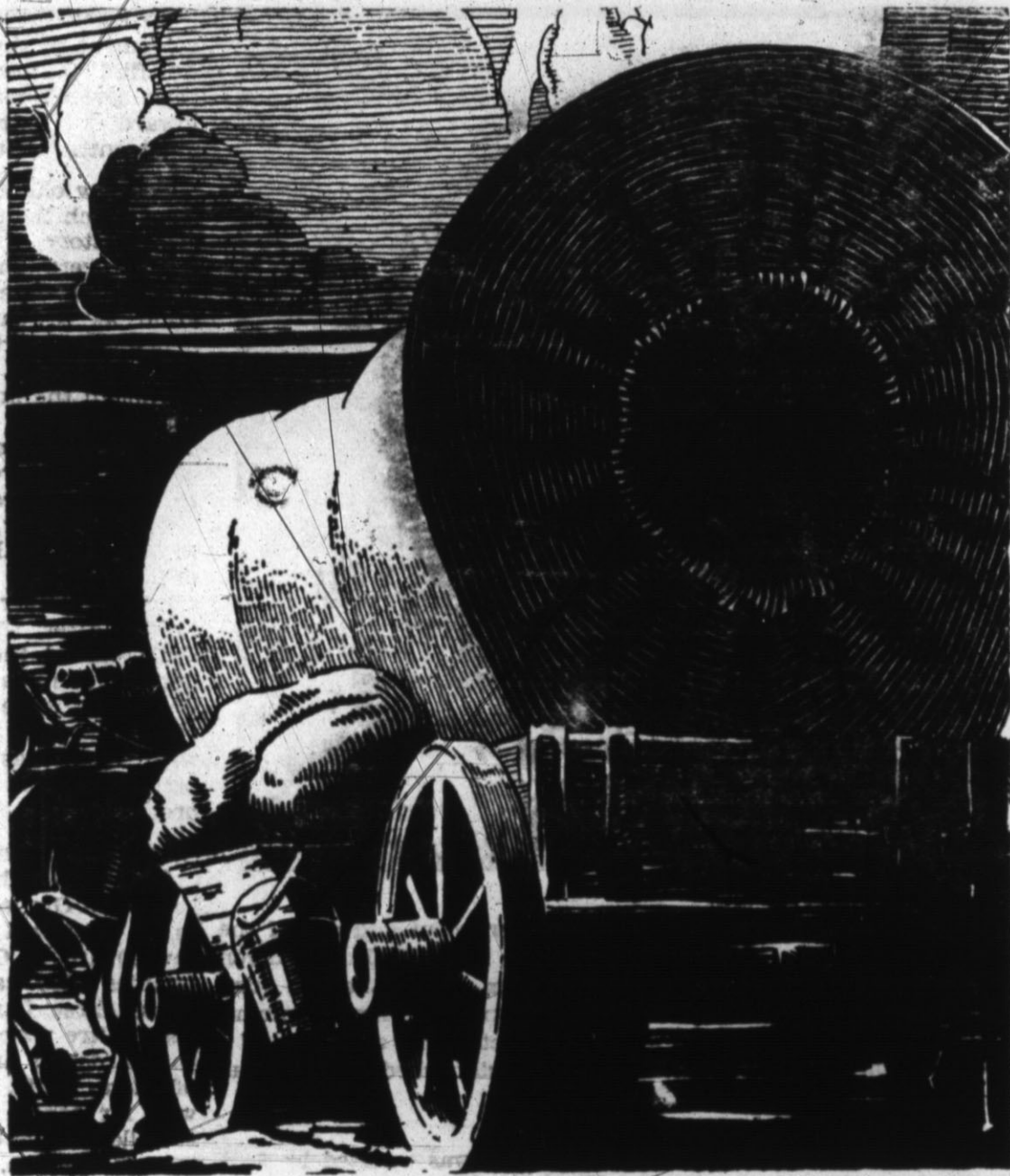
Here is entertainment par excellence . . . but . . . if you feel you did not enjoy it and did not receive your money's worth . . . we URGE you to call at the box office and receive your money back.

MONEY BACK

Since 1901

... We've Printed More Than

**1900 Issues
20,000 Pages
100,000,000 Words**



The history of the amazing progress of industry in this area, has, for a large part, been written on business forms and stationery from the Hereford Brand.

Just three years after the incorporation of the City of Hereford, this firm was founded to supply the steadily increasing needs of business throughout this section . . . furnishing you a publication, The Hereford Brand, with all the local news, while it is news, with good printing at reasonable prices on all business stationery, a complete line of all office supplies, Remington-Rand Typewriters, Steel filing equipment of all kinds.

Good printing from the Hereford Brand has its place in the development of this section as do the branding iron, the combine and irrigation plants. The Hereford Brand counts among its friends and customers pioneer merchants, ranchers and farmers . . . men and women who have made history during the past fifty years . . . included too, are newcomers who are to make future history.

Although the fine printing, office supplies and other business equipment which come from the Hereford Brand are keyed to the fast tempo of modern business, the folks at the Hereford Brand still like to take time to greet old friends and new ones . . . just as they always have — Since 1901.

Rural Correspondents

- | | | |
|-----------------------|-------|------------------|
| Mrs. A. G. Bell | ----- | Adrian News |
| Mrs. R. H. Johnston | ----- | Bellview News |
| Mrs. E. R. Rothwell | ----- | Bethel Items |
| Pauline Moore | ----- | Daniel News |
| Mrs. Jess Caldwell | ----- | Dawn Items |
| Mrs. Carl Frye | ----- | Easter Items |
| Helen Jones | ----- | Frio News |
| Mrs. Homer Stewart | ----- | Heiselman News |
| Mrs. Ullman Hunter | ----- | Jumbo News |
| Mrs. J. N. Messenger | ----- | Messenger News |
| Ira Jeanne Ricketts | ----- | Progressive News |
| Mrs. Asa Atchley | ----- | Summerfield News |
| Mrs. H. R. Shields | ----- | Vega News |
| Mrs. Charles B. Miles | ----- | Ward News |
| Mrs. Merlin Kaul | ----- | Westway Items |
| Mrs. R. C. Valentine | ----- | Wyche Items |

The Brand Staff

- | | |
|--|----------------------------------|
| MRS. SETH B. HOLMAN, Owner and Publisher | |
| R. V. MILLER, Business Manager | JIMMIE GILBERTINE, Editor |
| VIRGINIA BOWMAN, Bookkeeper | MRS. JOHN McLEAN, Society Editor |
| R. S. SCOTT, Shop Foreman | |
| SHERMAN MORGAN, Floorman | RICHARD PETERSEN, Apprentice |

The Hereford Brand

"YOUR PIONEER NEWSPAPER"

E. B. Black In Same Location Here Since 1901

PIONEER BUSINESS MAN AND CIVIC LEADER GOOD CITIZEN

"Thirty-eight years on the same corner," is the statement of which E. B. Black, pioneer business man and civic leader may well be proud. And during the entire 38 years, Mr. Black has been in the furniture and undertaking business.

While E. B. Black Co. is a pioneer institution, it is also one of the communities' most progressive and enterprising concerns. In a small frame building on the exact location where the business today stands, Mr. Black started his present business in March, but says that it was two months before he built his four room residence and moved his family to Hereford.

Back in the early years of its existence, the firm started its present policy of carrying large stocks of merchandise—a policy upon which the firm still operates. A keen merchant with unusual foresight, Mr. Black has also stressed the factor of advancing with the times. He was the first funeral director in the Panhandle to operate a motor driven hearse, and recalls with a grin how the Amarillo undertakers would come to Hereford and borrow his hearse when they had an elaborate funeral.

Where the small, original building stood is today the 50-foot furniture store, which runs back 120 feet. This store is also served by a balcony. In 1930, Mr. Black constructed his modern funeral parlor, which is one of the finest to be found in West Texas.

Naturally a large business of this type exacts much of Mr. Black's time, but he has always found additional time to devote to the welfare of the community in which he lives. As early as 1904, he was chairman of the school board, which was then in a common district. Mr. Black circulated the petition resulted in creation of the Hereford Independent District and also circulated the petition which resulted in construction of the Central School building in 1907, and he sponsored erection of the high school building at the cost of \$125,000. Mr. Black also served as president of the Hereford Chamber of Commerce for several years, and working with the late Seth B. Holman, Brand publisher, did much toward advertising and improving the Panhandle of Texas.

In 1932, the residents of Hereford honored Mr. Black by electing him as mayor, friends having placed his name on the ticket. It was under his guidance that the City of Hereford survived the depression and it was his keen foresight which did much toward starting the city on the road to a sound basis which it now operates. He served as mayor until 1934, contributing much to its stabilization.

Equal to his contributions to city, school and community progress has been Mr. Black's work in the First Methodist Church. He helped to erect the first building here, as well as the building which serves the con-

Remember the Old Hereford House?



Old timers will recall with pleasure the Old Hereford House, which formerly stood on the location now occupied by Carter Realty Company, on South Main Street. The building was later destroyed by fire.

gregation today. He was the first Sunday School superintendent in the organization and held the position for 25 years; he has also been trustee and steward in the church from time to time, and has ever worked for the welfare of the church.

In 1937, Mr. Black incorporated his business and associated with him today are W. Jesse Stanford and Matt Gilliland, who with Marlin Gilliland assist in operating the firm. Both Mr. Stanford and Mr. Gilliland are also old timers by their own rights, having seen Hereford emerge from a small hamlet to its present state. The business

is now considered one of the most outstanding of its type in the entire state.

BRADFORD COMPANY IS ACTIVE HERE

Representing among the newer business institutions in Hereford is Bradford Supply Co. established here in 1938 with Don Coombes as manager. Recently, however, Mr. Coombes has been made district manager and the business is now under direction of Claude Longbottom. The firm deals in Fairbanks-Morse Irrigation pumps and

other farm appliances. In addition to drilling wells and installing pumps, the company also makes a specialty of proving and developing all wells with a portable Waukesha engine. The company has been exceptionally active in the irrigation field and has done much toward developing irrigation in this community.

Davis-McCracken Features Popular Machinery Line

Standing as one of the most progressive and active implement firms on the Plains, Davis-McCracken, Hereford dealers for Minneapolis-Moline, established their business here in 1934. Since that time the business has grown by leaps and bounds.

Mr. Davis came to Hereford eight years ago from Childress and established the Hereford Poultry and Egg Company, before entering the implement business. Mr. McCracken came here from Nebraska nine years

ago, and had for several years been employed as salesman with the Caterpillar Tractor Company of Omaha.

During the time they have operated here, Davis-McCracken has established an exceptionally large volume of business in this territory on Minneapolis-Moline tractors and farm equipment. They also sell tractor tires in connection with their business, and operate a modern repair shop.

Early to bed,
And early to rise
Keeps your brother
From wearing your ties.

Protect What You Have INSURE
John McLean
Insurance Agency
Phone 273

BUSINESS AND PROFESSIONAL DIRECTORY

A. O. Thompson Abstract Co.
Complete tract index of all lands and town lots in Deaf Smith County.
Write us for information concerning land ownership.
DEAF SMITH COUNTY MAPS...25¢
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Chiropractor and Masseuse
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Of All Deaf Smith County Land Titles
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Cliff Estes, Manager

SWAP!
Through the
WANT-ADS

Save the Price of Your Subscription by Reading the Specials!

For low cost
USE HIGH STANDARD PAINT

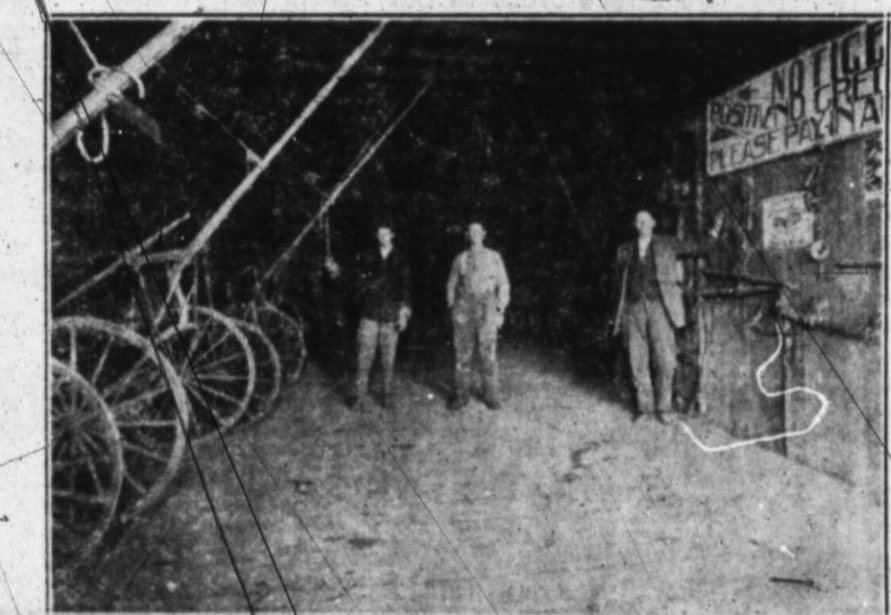
You can't afford to waste money on "cheap" paint containing water and an excess of other evaporating liquids. And you need not. There is money-saving economy... more actual paint per gallon in every can of **LOWE BROTHERS HIGH STANDARD HOUSE PAINT**. It spreads easily and evenly... saves labor cost and assures you much longer-lasting protection and beauty. So, for greater satisfaction, lower costs, depend upon **HIGH STANDARD** quality.



R. H. KEMP LUMBER CO.
Hereford, Texas
Low Brothers
QUALITY UNSURPASSED SINCE 1869

Times Do Change...

Want to Buy 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 P. R. Purcell. Remember the sign: "Positively No Credit—Please Pay in Advance."

JUST AS
PURCELL'S LIVERY STABLE
Was the Place to Buy a Hack
Back in 1911

NORTON MOTOR CO.
Is the Place to Buy an
AUTOMOBILE

Remember way back when it was a pleasure to travel around in a little hack with a spanking good boss' in front of you? Most of us old-timers recall those happy days, when automobiles were just an experiment and when one of those "horseless buggies" came down Main Street everyone came out to look at it and they made our horses stamp and launch from the noise they made. In those days, even the most prolific dreamer would not have dared to even vision anything to compare with the new 1939 BUICKS and PONTIACS. The Pioneers who remember the first BUICKS will tell you that from the very first models they stood for economy, dependability and long life. Today the new BUICK still has those fine Pioneer traits, economy, dependability, long life combined with features for the utmost in modern comfort.

THE OLD HACK... Yesterday's Mode of Travel,
HAS BEEN REPLACED BY THE SMART, NEW

BUICK and PONTIAC



Everything that contributes to driving and riding comfort has been provided in the new 1939 BUICKS and PONTIACS. Large windows, the proper ventilation, clear view vision and every modern convenience has been built into the new BUICKS and PONTIACS. Women love their beautiful upholstery and streamlined bodies. Men are glad because they know of their economy, dependability and they know that within the all-steel bodies of these deservedly popular cars, that their loved ones are safer. These two fine cars are the last word in modern transportation.

G. M. C. TRUCKS For an Ideal
ALL-PURPOSE TRUCK

G. M. C. Makes a truck for every possible use, and every type with capacities of 1/2 to 15 tons, 3 and 4 cylinder Diesels in ten models. Check G. M. C. features against all trucks. Super-duty engines with Power-Pak Pistons, top-size bodies and Rider-Ease Cabs, 4 shock absorbers on all 1/2-ton models. They have the greatest power of any trucks... and greater gas savings! Pays for itself out of savings. If you plan to buy a truck for your farm or business this year... be sure and investigate the features of the new 1939 G. M. C. Trucks before you buy!

NORTON MOTOR CO.
HEREFORD, TEXAS

OLD TIMERS

We Welcome You to
HEREFORD!

- Mode of travel has greatly changed since the day of the automobile pictured above — but with our skilled mechanics and modern tools this firm can repair any and all kinds of motors, old or new. Bring us your next repair job, we have been noted for our reliable service since 1920.
- We hope you won't have any car trouble on Pioneer Day, but if you should, then — or any other day — you will find us ready and willing to serve you with reliable service on all repairs. We specialize in re-lining and adjusting brakes; in glass work, Valve Work and Body Work of all kinds.

BEAVERS BROS. GARAGE
"OUR WORK STANDS UP — WE MAKE IT"

Vega - 'Biggest Little Town' In United States

County Seat Was Moved From Old Tascosa In 1915

LITERAL TRANSLATION OF "VEGA" IS "MEADOW"; HERE SINCE 1906

By MRS. H. R. SHIELDS

The meaning of the word "Vega" is a meadow. Two names "Gusjen" and "Vega" were sent in by A. M. Miller to the Post Office Department, and Vega was selected as the name for the little town located in the central part of Oldham County, which later became its county seat as the result of a general election. The county seat was moved here from Tascosa in 1915.

The first residents of Vega were A. M. Miller and family, J. N. Ivy and family, Chas. Wiseman and family and J. E. May. Francis Miller was the first white child born in Vega, and A. M. Miller served as the first post master.

The population of Vega is only 500, yet it has been called "one of the biggest little towns in the United States" because of its outstanding clubs and its competitive athletic activities. The Kiwanis club furnished the Lieutenant-Governor of the Texas-Oklahoma district in 1938, and in 1936 won the "Achievement Award" for the Okla.-Texas division, also second place in the National organization. The Kiwanis sponsor 4-H, calf and pig clubs. Since an early day, the athletic teams of baseball, football and basketball have met teams of all the larger towns of the Panhandle.

Vega was incorporated in 1906 and Dr. O. H. Loyd built the first home and served as the community's first doctor. It was through his efforts the first newspaper was published. J. C. Hornbeck was the first editor.

Vega now has four active churches—namely Baptist, Methodist, Nazarine, and Catholic—with a combined membership of about 400.

There are now 11 teachers in the Independent School system; besides the regular public school work, Home economics, art, public school music, piano, public speaking and agriculture are taught.

About 250 pupils are enrolled, 60 of whom are brought to school from the country in busses each day.

Last year The 1938 Study Club was organized and is now a State Federated club. The names of other clubs and societies functioning are: The Worth While Home Demonstration Club, Methodist Missionary society, Sew and So, Tongue and Thimble, Parent Teacher Association and The Presbyterian Guild.

16 Adopted Children
An outstanding fact is that Vega has 16 adopted children in its fold—a ratio of one adopted child to every 50 people.

District court convenes here each March and September. An unusual occurrence happened at the Spring term of court when not even one bill was found by the Grand Jury.

Vega has three elevators ready to take care of the wheat.

from the bumper crop that is dreamed about "being made just any year."

National Highway "66" runs through the central part of town; it was completed through the Townsite in 1937. Several gas and oil stations, cafe's and auto camps have been added since the completion of the Highway.

For the past three years, a unit of the Soil Conservation Service has been situated here assisting almost every farmer in Oldham County by helping to conserve moisture on land and to fight against wind hazards.

Two produce houses furnish a market for the eggs, poultry and cream in this vicinity, although the citizens are for the most part wheat farmers or hog and cattle raisers—yet about \$5,000 worth of eggs, poultry and cream are marketed each year.

City Drug Store Here Since 1905

The City Drug Store, operated here today by Geo. and Louie LeGrand, is the outgrowth of one of the city's oldest business establishments.

An old sign at the rear of the store bears the name, "El Merito," which the owners presume was a former store name. The store history traces back to E. T. Woodburn, who founded and operated it until 1905, when he sold it to Geo. E. Burns. In 1912, Mr. Burns in turn sold the store to the LeGrand brothers.

Since they acquired the business, the LeGrand boys have continued to operate as a modern drug store and today boast their own ice cream manufacturing equipment along with scores of other modern improvements. Associated with the store since its early days has been Dr. G. F. LeGrand who came to this area in 1901, and who has merited the title of "Pioneer doctor." His experiences have been numerous and varied, and he is still active today.

Beams and Marrs Here 21 Years

With a record of 21 years of continuous service in the community Beams and Marrs, Machinists, have specialized in skilled workmanship on all types of engines and general machine work.

The firm is operated by two of the county's old timers, Frank Marrs and George Beams. It was first located in the old Renfro building 21 years ago, and approximately 11 years ago moved to the present location on East third street.

Mr. Beams came to this county in 1908, and Mr. Marrs came here in 1914. Both men have a "knack" for mechanics. They specialize in general repair work, automobile repairs, and irrigation engineers, along with general machine work. As demands increased, the two men have increased and improved their equipment to the extent that they now have one of the most

Charm-Aid Shop Strictly Modern

The Charm-Aid Studio, operated here by Miss Verna Culpepper since February, 1936, is listed as one of the most modern and complete beauty shops to be found in this section of the Panhandle.

Miss Culpepper, daughter of Mr. and Mrs. H. D. Culpepper of the Walcott Community, is a thoroughly experienced operator and ever stresses the fact of keeping the shop up-to-date. In addition to continual study and research, she also adds new equipment in the shop from time to time.

modern shops in the entire Panhandle.

The Charm-Aid Studio features all types of beauty work including, facials, permanents, waves, sets, manicures and other work generally found in the modern shop.

Hereford Penny Store Features Large Stock Here

Probably no other firm in Hereford has noted such sensational progress as has J. C. Penny Co., since it was established here in 1934.

C. F. Moore, manager of the local store is a competent worker and under his management, the local store has come to be recognized as outstanding in the

entire Penny organization.

The Hereford store's 50-foot front is located on Main Street, and at the present time carries an exceptionally large stock including ready-to-wear, piece goods, shoes and general apparel. Through its aggressive advertising and merchandising policies the store is attracting a large volume of business over this territory and is bringing business to Hereford.

In addition to carrying one of the most complete stocks of merchandise in the entire Panhandle, the Hereford Penny Store also stresses courteous and prompt service and is extremely proud of the efficient staff of clerks which include: S. L. Harman, Miss Ona Hammer, Mrs. Arthur Thompson, Mrs. Ione Green, and Mrs. John Homer.



WELCOME, OLD TIMERS TO HEREFORD

THE WISDOM OF FACTS . . . sound business judgment is guided by the facts drawn from the well of experience, just as the pioneers profited from their early day experiences. But, in this day there is no need for you to suffer losses because of inadequate insurance.

This agency has featured general insurance coverage with old line companies and count among our clients many "old timers" who helped settle Deaf Smith county, and being old timers ourselves, we have always found it a pleasure to serve them along with the "New Comers."

Make your Home Brighter with a Policy on Your Home and Car in one of the good Companies represented by . . .

John McLean
INSURANCE

GREETINGS,

Pioneer Day Visitors!

It is with pleasure that we extend greetings from the Sheriff and Tax Collector's office to Old Timers and visitors in Hereford on Pioneer Day, 1939. We hope that the occasion may be a joyful one to residents of Deaf Smith, Oldham, Castro and Parmer Counties.

From One Pioneer to Another

J. O. Newell

Sheriff, Tax Collector and Assessor — Deaf Smith County

PIONEER CATTLEMEN

Often Found It Necessary to Travel Many Miles to

WATER

Now You Can Have It in Plenty In Convenient Places with a WILLBORN BROS. TANK!



The galvanized corrugated bottomless steel drinking tub pictured above has been in use on the J. M. Neely Ranch for the past 26 years. This tank is made in sizes from 26 inches deep by 14, to 56 feet in diameter, and has a capacity of 3,000 to 20,000 gallons.

Willborn Bros. Company, Inc.

See Your Local Dealer for Prices!

AMARILLO, TEXAS

A Pioneer... The Credit Association

This is an educational institution for the people as well as a Credit Rating Bureau for merchants, professional men and bankers. It aims to teach the people not to abuse the best asset they have, "A good credit rating."

There is no other thing that will show up a man's true character so surely and correctly as the manner in which he takes care of his obligations. Credit is confidence in you to make an honest effort to redeem your word of honor given at the time the bill is contracted.

Don't overlook an opportunity to improve your credit record, for it follows you wherever you go, and if good, gives you prestige in the community, but, if bad, it embarrasses you.

An Honest Man will protect his Credit; a Dishonest Man has None to Protect.



Hereford Credit Association

DOROTHY H. ROSS
Local Affiliation of
NATIONAL RETAIL CREDIT ASSOCIATION

PITMAN GRAIN COMPANY

» Service » Reliability
» Experience



Serving a Vast, Fertile Territory

Deaf Smith, Castro, Parmer and Oldham Counties!
and EASTERN NEW MEXICO!

The Pitman Grain Company was established to serve the Farmers and Stockmen of this area. We are proud of having performed a definite service to these factors, which are important to the growth and prosperity of Hereford and its trade area. The major and primary phase of Progress in Hereford is through agriculture . . . the growing of wheat, row crops, and other commodities and the industries which facilitate these farm products. We believe that agriculture is the foundation upon which rests the entire economic structure of this country and we have done everything in our power to promote the interests of the farming industry as a whole and would do anything to see that the farmer gets fair compensation for the commodities, upon which he depends for a livelihood.

The concentration of wheat and grain sorghum crops from throughout this rich and vast agricultural area, which enjoys preferential rates is made possible through the services offered by the Pitman Grain Company in Hereford. Among the greatest of our services is in the form of storage for those who wish to store grain because of prevailing low prices or for other reasons.

If we have been of service to the people of the Hereford community, we are indeed glad, and if we have done our bit toward making their lives more full and complete, we feel that our task has been more than just a passing significance.

Since the Pitman Grain Company was established several years ago, we have been through some drastic times, but we have weathered them, due to the loyal support of the farmers and business men of this community.

Because of this loyal support from our many farmer friends and because of our undying faith and confidence in the future progressiveness of this community, we have decided to start construction of a new 140,000 bushel capacity grain elevator, and will look forward to serving you even more efficiently in the future.

Service is the Keynote of Our Industry

TO THE PIONEERS

I am glad to congratulate Hereford and its trade territory on the fine spirit of the occasion of PIONEER DAY, not because of the fact that this celebration has been a success in past years, but because of the sincerity of the occasion, that strives to show the progress of the country and the people's efforts in consistently striving to promote the best interests of a community, that is primarily an agricultural one. I am convinced that Hereford and the surrounding community is due for an even greater era of progress . . . made possible by the tillers of the soil . . . THE FARMER!

∴ Serving Hereford and Its Trade Territory! ∴

Smith Family Imported Milk Cows To Bethel At \$75 Each

ORCHARD STOCK WAS ALSO BROUGHT TO THIS AREA BY PIONEER FAMILY

By Mrs. E. R. Rothwell and Pauline

In order to write the history of Mr. and Mrs. John Smith we must first tell a portion of the history of W. M. Smith, his father.

W. M. Smith left his family in Modena, Mo., in 1899, to visit his sister, a resident of Swisher County. As was a very frequent occurrence in those days, a rumor reached W. M. Smith that gold was being found near Eddy, N. M., which is widely known as Calisbad. Immediately he headed toward Eddy in his covered wagon to seek his fortune by digging gold, but upon reaching the destination, he found that the rumors was untrue and there was no gold to be found.

While enroute to Eddy, Mr. Smith spent the night with Mr. and Mrs. Albert Sellers who were living five miles west of Dimmitt. Mr. and Mrs. Sellers had recently moved from Oklahoma and settled in Castro County. Death took their only child so they soon became dissatisfied and wanted to sell their three-room house, which still stands, also their land.

Mr. Smith must have been a God-send to Mr. and Mrs. Sellers, because he proved to be a prospective buyer. He bought the house and two sections of land where he lived until his death in 1919.

John Smith, a son of W. M. Smith was married to Bertha Houf on July 19, 1899 in Modena, Mo. The following month after their marriage John, with his brother Ed, came in an immigrant car with their stock farm tools and household goods to join their father in Texas.

Mrs. Smith joined her husband the following December, coming by train to Hereford. Mrs. Smith remarked about her trip "the most interesting sight I saw on my trip was a large herd of antelope that resembled a big herd of sheep between Hereford and my new home."

Some days after Mrs. Smith became settled in her new home early one morning, she heard Shep, the dog barking. Upon looking out she saw, much to her amazement, two antelopes eating salt with the milk cows. There were still a few wild horses here and the Boyd boys captured a bunch and pinned them in Mr. Smith's pens one night. The Smith place is located 18 miles south of Hereford and there was only one fence between the place and Hereford a syndicate fence a mile and one-half north of Mr. Smith's place.

First Prairie Fire

Mr. and Mrs. Smith recall the first prairie fire was in 1900. It was started by a man who was driving the chuck wagon for a movine herd of cattle. Incidentally, the cattle belonged to an uncle of Harvey Cash, who is now living in Canvon. After the driver of the chuck wagon wore out his bedding trying to extinguish the fire he lost control and then left it. The Smith men left on horseback at 9 o'clock that morning to fight the fire and did not return until 9 that night. This was one of the many long days that Mrs. Smith spent in the new country.

Another big fire that Mr. Smith remembers very distinctly started farther south and traveled more towards Hereford. The fighting continued on through the day, and night the men found themselves hemmed between the fire and a six-wire fence. Mr. Smith said "Believe me there was some mighty tall and fast riding done when we were finally able to catch our horses and get on them." Just about dark the wind changed and put the fire out and the men were left in total darkness—a darkness that surely must have been welcome.

Imported Cows

There were very few milk cows here when the Smiths came to this country. Father Smith (as W. M. Smith is now known) went back to Missouri and imported some of the very best cows available. The best ones sold for only \$75 each.

Mrs. Smith was always busy with her house work and the many other things she did. She even herded cattle on horseback and many times she went to Dimmitt for the mail on horseback. Mrs. Smith rode on a side saddle as was the custom for the ladies then, and the saddle is still in her possession.

The Smiths had very few neighbors at first. They attended church in Dimmitt. The Dimmitt church was held in the school house.

There were only 30 acres of land in cultivation on their place but, like most pioneers, Mr. and Mrs. Smith were courageous and

set to work to make a real home after they had become accustomed to their new location and surroundings.

They brought fruit trees from Missouri and planted some seeds and in a few years had a fine orchard including peaches, apples, and cherries. This orchard was known to every person for miles around. It is said that this orchard helped sell more land in this country than any other one thing. Land agents would bring their prospective buyers to see this orchard and it was a great help. The Smith family is known far and wide for their wonderful hospitality. Of all the fruit they have raised it has been said that there was none ever sold, but that it was given away. Occasionally people came to pick the fruit on shares and they would find upon reaching home,

that he had his share and most of Mr. Smith's too. Until this day no one goes to Mr. Smith's house and leaves empty handed or empty hearted.

Mr. and Mrs. Smith had only one child who died in infancy and was buried in the Dimmitt cemetery. They were a mother and father to every child in the community, always caring for the sick and helping in every way that was humanly possible. In 1929 they adopted a baby boy named Franklin whose mother was dead.

Mr. and Mrs. Smith have lived at this same place all of these 40 years with the exception of a few years spent in California, Carlsbad and Ruidosa, New Mexico. While Mrs. Smith was living in Ruidosa she acquired the name "The Little Mother of the Hills" because of her many acts of kindness and her loveliness.

Mr. and Mrs. Smith might well be called the foundation of the Bethel community. Mr. Smith helped lay out the Bethel school district in 1909 and a school house was built with Mr. Smith's help. Sam Lee and T. E. Shirley were two of the first trustees. Mr. Lee named the school "Bethel" because of its biblical significance. Rev. Ira Smith organized the first Methodist Church about the year 1912 the meetings were held in the school house.

Miss Lena Greer (now Mrs. Percy Estes) taught the first school at Bethel in her own home located about three miles from where the Bethel school now stands. Miss Rosa Richardson taught the first school after the school building was built.

The Bethel community is now one of the most thriving communities to be found. It has good church attendance, a new modern school building with the best teachers available, social life in forms of clubs and social activities and there are many nice homes. Whatever the Bethel Community is today and the great progress that has been

made we give full credit to Mr. and Mrs. John Smith.

Times have changed, people have changed, come and gone and so have Mr. and Mrs. Smith in the passing years but they are just the same in their hearts—living to do something for someone else and giving all, and taking nothing in return.

Sam Walter Foss, had he known Mr. and Mrs. Smith personally, could never more have been able to write a poem that would have described them anymore to perfection, than his poem, "The House By The Side Of The Road."

forms carried by the up to date agency. Mr. McLean also deals in bonds.

While he has been engaged in the insurance business for the past decade, Mr. McLean is an old timer in this area, having first come to this community in 1910. He was first engaged in the drug business, operating where the Corner Drug now stands. He operated the store until 1928, and entered the insurance business in 1929.

During the 29 years he has resided here, Mr. McLean has been active in community affairs and in the Methodist Church, of which he is still an active member. He is secretary of the Hereford Lions Club, a position he has held several years and is president of the district 2 Lions organization.

J. B. Whitlow, manager of the local concern, also added a complete line of Kimbell feeds which are finding popular favor over this area.

Under the capable management of Mr. Whitlow, the elevator did a nice business in 1937 and 1938, and with a large storage capacity offers facilities to many residents of this area.

The line of feeds is also attracting wide interest among cattlemen, poultry breeders and other producers of livestock.

HERMAN CHARLES INSURANCE-LOAN FIRM

Herman Charles in 1938 purchased the Hereford Insurance Company and since that time has expanded the business to such an extent that it moved into new quarters upstairs in the Buckner-Lambert building early in 1939.

In addition to all types of insurance, the firm also includes a loan division which is growing in magnitude. Mr. Charles makes automobile loans and individual loans in this division.

John McLean Has Insurance Firm Here Since 1929

Kimbell Elevator Serves Big Area

Featuring a complete elevator service, the Kimbell Elevator operates over a large area from



A Pioneer Bank Serving Hereford Since 1906!

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.

Welcome to Hereford's
Pioneer Celebration
MAY 11, 1939

This year the Pioneer Bank of Deaf Smith County passes its thirty-fourth 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 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 great 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.

34 YEARS OF FINANCIAL SERVICE
to the
HEREFORD AREA!

We join other business firms in extending a Welcome to attend this celebration!

Officers:

- GEORGE L. MUSE, President
- E.B. HEDRICK, Active Vice Pres.
- A. R. POSEY, Cashier

Directors:

- TROY WOMBLE
- F. A. GYLES
- MRS. L. R. BRADLY
- J. L. FUQUA
- GEO. L. MUSE
- E. B. HEDRICK

The First National Bank OF HEREFORD

MEMBER: — FEDERAL RESERVE SYSTEM, and FEDERAL DEPOSIT INSURANCE CORPORATION

Chevrolet-Olds Lines Featured By Local Firm

GEO. BRUMLEY AND LOUIS WOODFORD OPERATE MODERN GARAGE IN HEREFORD

Featuring a record of 14 consecutive years in this community the present Brumley-Woodford Motor Company today stands as one of the most active and efficient automobile agencies to be found in West Texas.

The firm was established in 1925 by George Brumley and Louis Woodford joined the organization in July, 1938, since which time he has been active manager.

Mr. Brumley can also claim record of distinction as an irrigation farmer, hog buyer, and cattleman. He came to this community in 1909 and a few years later entered the hog business. Since that time he has been largely responsible for the growth of the hog breeding industry in this section and has shipped thousands of cars of hogs from Hereford. Today he is recognized over the entire United States as an outstanding hog buyer. In 1917 he started an irrigation farm and recently went into the cattle business on a large scale. He is still active in all three lines in addition to his garage business.

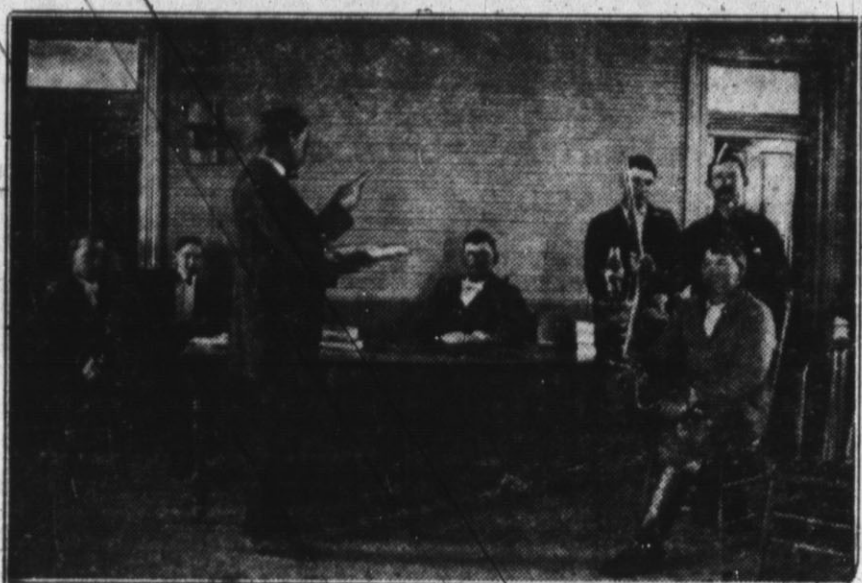
Louis Woodford first visited this county in 1931 and liked it so well that he returned shortly and started wheat farming with Cecil Guseman. Later he operated the Conco station at the corner of Main Street and Highway 60, leaving there in 1936 to enter the garage business.

Brumley-Woodford has the agency for both Chevrolet and Oldsmobile automobiles and are active in pushing both lines. In addition to the sale of new cars they also operate a complete, modern mechanical and repair department, feature a complete line of parts and accessories and have the local agency for Goodrich tires.

When Mr. Brumley purchased the Chevrolet agency, he also constructed the modern garage building on Third Street, which is now occupied by the firm.

AN EXTRA ROOM? TRY A WANT AD!

Mock Trial Held Here in 1899



A bad man on trial in 1899 was Bob Higgins, right front, who is wearing handcuffs in the above picture. The Kangaroo Court was held in fun so the picture could be made. The courthouse had just been taken off the rollers after having been moved here from Old LaPlatte. Seated around the table, left to right are: Frank Fuller, clerk; Will Evans and Ed Connell, defense attorney, and Judge L. Gough stands out front to pronounce the sentence. Standing behind Bob are Taylor Bassett, left, and Tom Inman, sheriff at that time.

Alderson Store Carries Large Variety Stock

Boasting one of the most complete variety stores in this section of the Panhandle, Tom Alderson has operated in Hereford since September, 1936.

He is assisted by Mrs. Alderson and their daughter, Marjorie, in operating the store and at all times carries a large stock of wearing apparel, toiletries, drug sundries, household items, notions and other selections.

Mr. Alderson came to this community from Sudan. He is an experienced dry goods merchant and through constant work has built his local store into one of the most progressive firms in the community.

held numerous other responsible civic positions, including that of president of the Band Parent's Association in 1938.

president of the Hereford Chamber of Commerce. He has also

Close Drug Is Modern Store

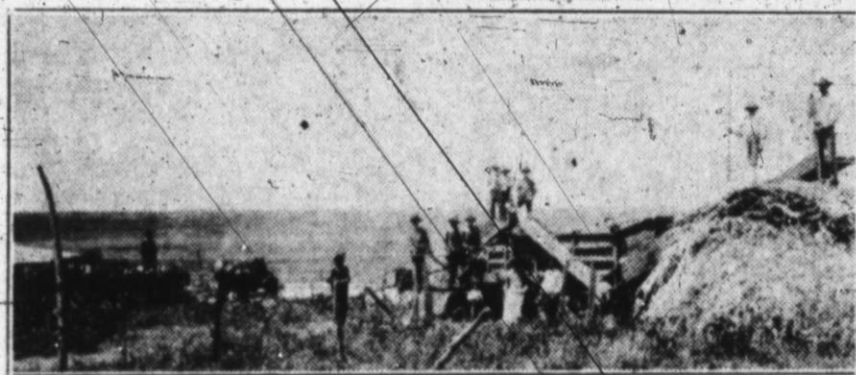
Harold Close, who now operates a modern drug store in Hereford under the firm name of Close Drug, can literally state that he "grew up in the drug business."

From the days when he was a small boy Mr. Close has been employed in a drug store. He came to Hereford on Sept. 9, 1931, from Dalhart and purchased the Dean Rice stock and fixtures. He set out with the aim of giving Hereford a thoroughly modern store and has at all times strived to accomplish that aim. The store was completely remodeled in 1935, and since that time has seen some minor improvement almost every month.

The Close Drug features Nyal products, but also includes hundreds of nationally known and advertised items, along with a modern fountain service and complete prescription department.

Despite the rapid growth of the business, Mr. Close has also found time to be active in community affairs. At the present he holds the title of president of the Lions Club and is vice

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 Ira 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.

In 1903 ...

IT TOOK A LOT OF MEN AND A LOT OF HARD WORK TO HARVEST A WHEAT CROP

Harvesting a wheat crop back in 1903 was some real job! All the neighbors were called in to help with the harvesting crew and it took several women to do the cooking for the thresher crew. First the wheat had to be cut with a binder and then shocked, then it had to be loaded on a wagon and hauled to the thresher, which was stationary, and threshed. All of these operations were costly—in time—in labor and in the amount of grain wasted by handling the wheat or grain sorghums so many times.

A Note To Farmers

Harvest will possibly be early this year and will come all at once. There is not nearly enough combines to harvest all the wheat in this County—So come in now and let us place your orders early for combines.

BUT TODAY ... THE NEW CASE

MODEL 'K' COMBINE!

has eliminated 8 or 10 Men and Nearly all of the Hard WORK and

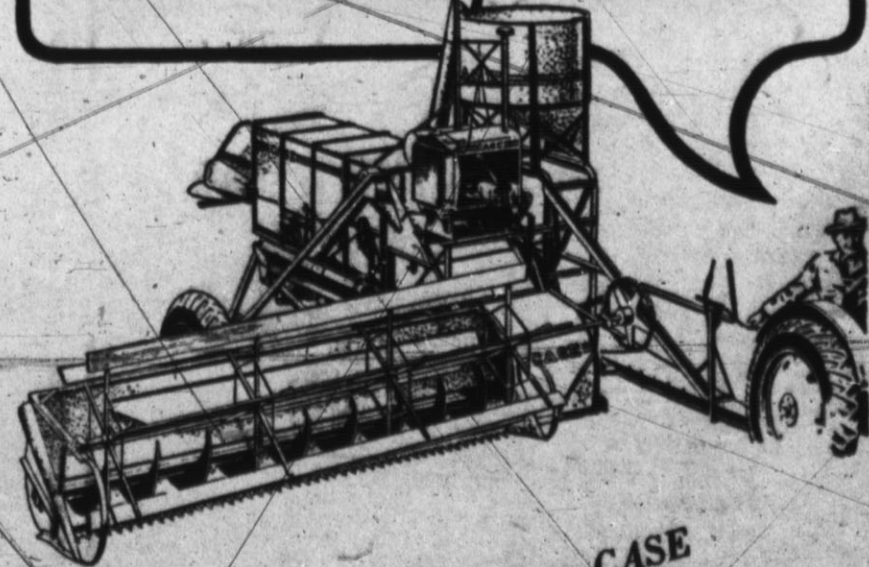
Now your wheat harvesting can be done all in one operation with only a one man harvesting crew with the new Case Model "K" combine which eliminates all the grain shortage of the old thresher. Nearly a century ago Case made the first threshing machine and with each succeeding model they have been improved. The new Case Model "K" Combine, with rasp cylinder and auger conveyor, with all the labor and grain-saving devices is the J. I. CASE Company's latest contribution to the farming industry. Come in and let us explain the many features of the Model "K" over ordinary combines.

IT DOES A COMPLETE JOB OF CUTTING — THRESHING — SEPARATING — CLEANING

Three Spike-Tooth Models

In addition to the new J. I. Case Model "K" Combine, we still have available the three great J. I. CASE Spike-Tooth Model Combines! So, if you are in the market for a combine this year we believe that we can supply you with just the type for your needs, no matter what they might be. Come in today and let us explain the grain-saving features of the New MODEL "K" COMBINE

LET'S SHOW YOU THIS NEW CASE AUGER TYPE COMBINE



See The New CASE MODEL "K" Just North Of Our Store

'Land Of Opportunity



The early settlers had faith in this country—and their faith was justified. During the past 50 years, land prices have advanced, irrigation has been developed and this area is now known as an agricultural empire. However it still offers even greater opportunities today than it did when the Pioneers first arrived. As more and more settlers come here, land and other property values will continue to advance.

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 385

HILL & RICKETTS Realtors

SKELTON IMPLEMENT CO.

SALES

Hereford, Texas

SERVICE

Packard Serves Wide Territory With Local Mill

HEREFORD FLOUR IS SOLD OVER PANHANDLE AND EASTERN NEW MEXICO

Outstanding in West Texas as manufacturers of flour and wheat products, Packard Milling Company represents Hereford as one of the community's manufacturing concerns. During recent years, under direction of Harry Danforth, the mill has grown to such an extent that it serves points over the Panhandle of Texas and a large territory in Eastern New Mexico.

The firm was founded many years ago by J. L. Rogers and has as its early product "Flavo" flour. On Sept. 1, 1930, H. M. Packard purchased the mill and Harry Danforth came here as manager. Since that time Mr. Danforth has continued to direct the mill along a successful path and he now owns an interest in the business.

Today the mill boasts eight different brands, the leader being "Packard's Best"—a brand known over a radius of 350 miles out of Hereford. Along with its expansion in business, the mill has also grown in size. Mr. Danforth, ever alert to maintain the quality of his products and efficiency of the mill, has also added to the equipment of the mill from time to time. The mill is now housed in a large building across the street south from the original location occupied by Mr. Rogers.

The mill uses fine, hard winter wheat of high protein content which made this area outstanding as a wheat producing section, and although only a small portion of the mill's total output is marketed in this immediate community, large amounts of wheat are consumed and purchased from the farmers in this area.

"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."

Local Creamery Ships Butter To Distant Points

While Hereford lays no particular claim as a manufacturing center, the Hereford Creamery Company, operated by S. B. Walker and Son, since 1935, is gaining nation-wide recognition and regularly consigns shipments of Hereford manufactured butter to California and other distant points.

The creamery was found in 1930 as the Farmer's Creamery Association with Ben Dickson as manager. He was succeeded by Herman Schultz, who managed the firm until November, 1934, when the creamery was purchased by S. B. Walker, Herman Schultz, and S. O. Wilson. In 1935, Mr. Walker and his son, Dick Walker, purchased the interests of the other partners and have since operated the firm.

In 1935, Mr. Walker installed a modern ice cream factory in the local plant. Ice cream and butter are packed under the name "Cream O' Plains," and as stated, the name is nationally recognized.

The local firm is affiliated with state and national creamery associations and the management is ever alert to maintain its high standards through addition of new equipment and general improvements. Mr. Walker has been intensely active in improving the quality of butter-fat produced in this area, and through this means has been instrumental in raising the prices paid to local farmers.

Miller Auto Is Serving Large Panhandle Area

Established here in 1937, the Miller Auto Store serves a wide area in the Texas Panhandle and Eastern New Mexico with Hereford as headquarters. At the present time several accessory trucks operate out of here.

In addition to the large wholesale business, the firm is also featuring heavy sales in the local retail store. They specialize in automobile parts, accessories, and affiliated lines and have recently instituted a budget plan on Firestone radials and auto accessories, which is

finding general favor in this area. R. B. Miller, general manager of the business, is assisted in the Hereford store by Henry Williamson, and the business progressed to such an extent in 1938 that Mr. Miller moved his family here and has made Hereford his permanent home. While the owners are proud of progress made by the local store, they are also looking forward to even greater advancement during the next eight months and plan to increase their service as the demand increases for their supplies.

Kemp Lumber Co. Carries Complete Line Of Supplies

The R. H. Kemp Lumber Co., established here in 1926, is today one of the community's most progressive firms. Under the management of Grant Fuller, the company during recent months started pushing construction

through F. H. A. financing and in 1939 completed two new homes, one for Mr. Fuller and the other for J. G. McCracken. Mr. Fuller came to Hereford as manager of the yard in 1931, and since that time has been a constant worker in community affairs.

One of the fundamentals of the yard is carrying of a large stock at all times, including general builders supplies, posts, wire, Lowe Bros. Paints and other items to be found in the complete lumber yard.

All of the finer types of lumber are protected by sheds which make up the yard, and although the manner in which the business is operated is a far cry from that known in the early days by pioneers of this area, many old timers are listed as the best customers of the yard.

Knox Operates Local Bakery

Hereford today boasts a modern bakery with distribution in several communities as well as

this city. The business is operated by Mr. and Mrs. Boyd Knox and features pastries, cookies and pies along with high quality bread.

Mr. Knox is an experienced baker and has been in the business for many years. The firm has always been alert to maintain the quality of its products and from time to time adds equipment which is usually found only in cities much larger than Hereford.

Haile Drug Is Operated With Modern Methods

Featuring a large stock, reasonable prices and prompt service, the Haile Drug is today one of Hereford's most modern and complete business firms. Meade Haile, who purchased the store from Chas. Brooks in 1937, came to Hereford from Dimmitt and has a record of many years experience in the drug business.

Operating as a Walgreen agency store, Haile Drug carries a complete line of drugs, sundries and maintains a prescription department and fountain service second to none in the Panhandle. During the past 12 months the store has included sandwiches and short orders with the fountain department keeping in trend with stores found in larger cities.

In addition to their motto, "We Sell for Less," Haile Drug also maintains the policy of keeping a large stock of merchandise on hand at all times and constantly keeps their merchandise before the public through advertising.

Conoco Agency Is Progressive

The rapid growth and large volume of business now enjoyed by the Continental Oil Company in this area may be attributed to the aggressive and capable direction of the local agent, Oscar Easley. He came to this com-

munity in 1921 from Chillicothe, Texas, and engaged as a stock farmer for three years.

In the year 1927, when the Panhandle began to gain national recognition as an industrial and business center, Mr. Easley took the agency for the Continental Oil Company and established his present business here. He first located near the camp grounds across from the Santa Fe tracks, but two years later moved to his present location. In addition to his business, Mr. Easley is an active member of the Methodist Church and is active in community and civic affairs.

Like the rest of the community the Easleys are looking forward to the celebration next Thursday.

Alma's Beauty Shop Is Modern

Miss Alma Cox, daughter of Mr. and Mrs. Ed Cox, operates one of the most modern and complete beauty salons in this

area. She is the daughter of two of the community's pioneer residents, and by her own right may be classed as a pioneer.

She took over management of the shop in May, 1937, prior to which time she was in partnership with Mrs. Bobbie Seed. The shop features all types of beauty work, including shampoos, permanents, wave sets, manicures and the like.

In addition to trained assistants, Miss Cox also keeps in stride with general advancement and constantly studies new methods, improving her shop with new equipment from time to time.



32 Years of Service

helping in the

Building of Hereford

The officers and directors of the First State Bank are proud to be among those to congratulate the PIONEERS, when they gather in Hereford for their annual celebration. The Pioneers believed in progress with safety, in building with security and in reserve strength to meet emergencies they knew would come. And so this bank has patterned their policies along the same ideas and ideals of those sturdy Pioneers, to whom we all owe an everlasting debt of gratitude. We join the other business firms in extending an invitation to everyone to attend Hereford's Annual Pioneer Reunion, May 11.

The First State Bank

SINCE 1907

IN HEREFORD

SINCE 1907

OFFICERS:

- C. B. WILLIAMS, President.
- MILES ROBERSON, Vice President.
- C. C. ACKER, Cashier.

DIRECTORS:

- C. B. WILLIAMS
- J. A. PITMAN
- E. S. IRELAND
- H. G. CONKWRIGHT
- MILES ROBERSON

Progressive Community Outgrowth Of Pioneer Settlement

Settlements Now Includes Many Pioneer Families

BOWMAN NAMED COMMUNITY IN CONTEST SPONSORED BY RESIDENTS

By IRA JEAN RICKETTS

This history is taken from two different interviews; with Mrs. J. L. Park, who came to this community in April, 1903, and with W. C. Russell, who came to this community in 1905.

Uncle Summy Higgins and Uncle Billy Higgins settled in this area in 1890, which was long before the community was really organized. At that time these two families practically constituted the population of the present community.

Two other families who lived in the community before it was really organized were J. D. Hunt and his son-in-law, Cliff Slaton; they lived in the country before 1903.

History Of Schools

In 1908 George Ballew, who came to this community from Missouri in 1906 and in 1908 circulated a petition to build a school.

Mr. Ballew was a well educated man and an ex-school teacher; he also had three little girls of his own. In whose education he was vitally interested. He lost no time in securing subscriptions for the school. Mr. Berve donated the land for the school and Tom Harris a bachelor, acted as building engineer for the school building, which was 16x27 feet and named Berve school in honor of the donor of the land.

Miss Elizabeth Hasser was employed as the first teacher and taught for one term.

School was held in this small one room house until 1918, during which time the following teachers served: Miss Mabel Dawson, Miss Bess Ridgeway, (now Mrs. Al Werner) two terms; Mrs. Tidwell Smith, two terms; Miss Jollie McDuff, one term; Miss Jessie Sisk (now Mrs. Phil Radovich) one term; Mrs. Tidwell Smith again, and Miss Mary Smith.

In 1918 the present two-room building was erected; it measured 20x44 feet.

For four years there was only one teacher employed, but since then two teachers have been employed. There have been twenty-two different teachers employed to teach full terms since the present school was built. The teachers who have taught since 1918 and who still live in Hereford or near Hereford are: Miss Eunice Rutherford, Miss Victoria Wilson (now Mrs. C. C. Rockwell), Miss Lois Samuelson (now Mrs. Jess Caldwell of Dawn), Miss Agnes Hicks (now Mrs. David Boyer) present teacher, Mrs. V. E. Dodson, present teacher, and Mrs. Troys Carmichael taught one half of the 1938 term. Until 1935 they taught through the tenth grade, but at that time a school bus was purchased to

transport high school pupils to Hereford. O. E. Boyer was the first bus driver. In 1936 C. C. Bowman went to Detroit, Mich., and drove the new bus from that city. David Boyer was employed as the bus driver in 1936 and has continued in that position since. The seventh grade also goes to the Hereford schools now.

The Progressive school is now located in District No. 7, it was formerly in District No. 3 with Ward. After the districts were divided, Progressive district was only five miles square; this left the community very little school money until the present District No. 7, was created, which is the largest school district in the county. In 1929 the old Progressive school building was vacated by J. E. Cockrell, now janitor at the Court house.

In 1932 the Progressive school won a \$10 prize given by the Hereford Chamber of Commerce for the best Sanitary Improvement of any school in the county; this project was sponsored by the Progressive Women's Club.

The first trustees to serve for District No. 3 were: Grant Guffey, A. G. Radcliff, and George Ballew.

Mr. Ballew, after later returning to Missouri was elected to the Missouri House of Representatives.

W. C. Russell and Mr. A. S. Higgins have served as trustees in this community for District No. 7.

In 1938 new play ground equipment was added. Prior to that time the Progressive Women's Club had bought a number of pieces of equipment for the children.

Until 1935 a barn was furnished for horses, as a number of the children rode horses to school. When the bus was added in 1935 the barn was unused and was sold to D. Y. Edwards. A windmill is now located on the school ground and a number of trees have been set out.

First Sunday School
In 1909 the first Sunday school was organized; literature was furnished by Everett and Doran Burbaker, who were old settlers in this community. It was organized as a Union Sunday School and continued as such up to the present time. There were a few years when there was no Sunday School, but it was re-organized in 1919 and has been continuous since. The literature is now bought from David C. Cook Publishing Co. by the Sunday School. Preachers from the various churches in Hereford have co-operated with the Sunday School. The average attendance at the present is near 40. There are four classes, Primary, Junior, Young People and Adult.

Literary Society
The Literary Society has been functioning as a social and training program in the community for many years. A variety of programs are given and a large number of three-act plays have been presented since the organization of the community.

Community Singing
A singing class is also held each Sunday night at the school house. This singing class was

first organized many years ago. It attracted crowds from other communities and from Hereford as well. The Stamps-Baxter song books are now in use by the class and all who attend take part. The Gregory quartet achieved county wide recognition for many years but because of the marriage of Weldon Gregory the quartet is heard seldom anymore. This is one of the oldest programs of the community. Through the efforts of Mr. Hasser and Mr. P. W. Smith, rural route No. 1, was formed and in September, 1909, the first mail was received over this route. David McCoy was the first mail carrier and George Rayzor the second; Charlie Jowell then carried the mail for 17 years. After Mr. Jowell's death, E. Ramey carried the mail and Owen Stagner is now acting as mail carrier for Rt. 1.

Telephone In 1908
In 1908 a telephone line was erected, connected with town and was known as "Line 206," this line extended to the Green Valley Ranch. The line was later changed to "9019F." A few years ago the line was disconnected with town, but until the past year a neighborhood line has been in operation. It is hoped that the line will soon be re-established.

Some Early Settlers
Some of the first settlers in this community other than previously named were: George Ballew, Mr. Breve, B. A. Kleithley, Mr. Hasser, P. W. Smith, Everett Burbaker, Doran Shane, J. M. Kimmons, H. T. Wedel, J. L. Park, and W. C. Russell. Of those just named, Mr. and Mrs. J. L. Park and W. C. Russell are the only ones still here at the present time.

First Irrigation
The first attempt at irrigation in this community was made in 1918 when J. M. Kimmons elected three twin windmills. This method failed to prove satisfactory, however. At the present time irrigation is used extensively in this area and there are 13 wells in operation in this

community. Of this number five are run by electricity furnished by the REA line. This community was one of the first to receive power through the REA lines. In 1937 the school house was wired for electricity and the district purchased light fixtures for the school. The indirect lighting system, of which the community is very proud, was installed. The first power was received in this community in October of 1938.

The present community is composed of approximately 25 families, most of whom take part in all of the local activities. There are two active clubs at the present time: "The Progressive Workers' Club," a woman's club, and the "Girls' 4-H Club." The boys are also making plans for the organization of a boys 4-H Club.

It is the general belief that persons who have lived in the Progressive community for any length of time and take part in its activities will find it hard to be satisfied anywhere other than

at Progressive.

The community is proud to note that some of the young people who received their early training in this community have become teachers, preachers and government agents — and that those who have remained on the farms have generally succeeded in their chosen fields of endeavor.

In 1918 P. W. Smith decided that the road by the school should be named, so he offered to "set up the oysters" to the person who would suggest the best name. A number of names were submitted and disinterested persons in Hereford chose the one they considered to be the best. The name selected was "The Progressive Avenue." It was then decided to re-name the school and the same procedure was followed. The name chosen was "Progressive." C. C. Bowman, still lives in the community, submitted both names.

Since the community was named in 1918, twenty-one years ago, the citizens of the commu-

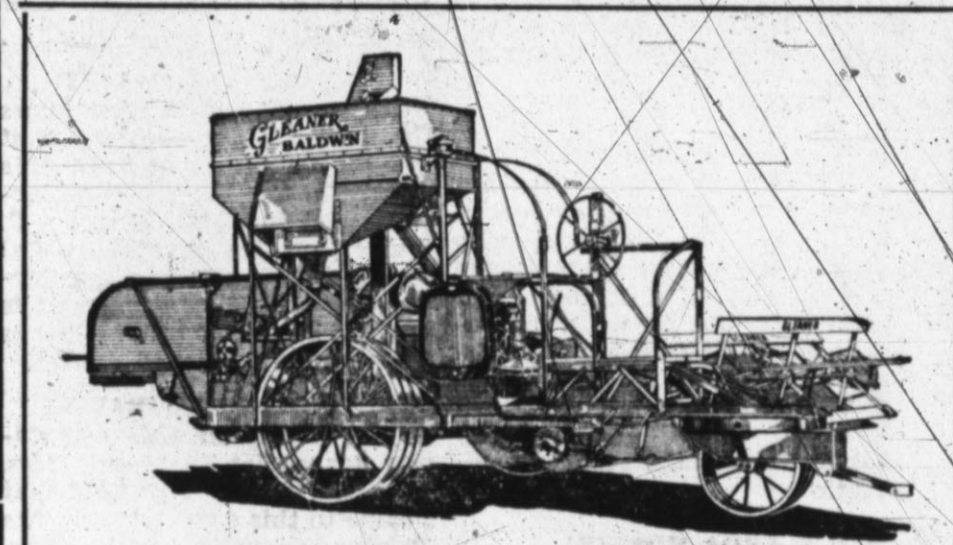
nity have always tried to, and believe they have been quite successful, live up to that name — "Progressive."

Milburn Station Strictly Modern

N. E. Milburn, who operates one of Hereford's most complete and modern service stations, came here in 1932 from Altus, Okla., and purchased the Service-U-Like Station from W. F. Kerr; since that time he has operated the business at the present location, Third and Miles Avenue.

He believes in living up to the name of the station, and in dispensing Texaco gasoline and oils, he has strictly adhered to the policy of prompt service. He also features Firestone tires, and specializes in washing and greasing. The station now has a modern wash room, grease rack and general equipment to offer high quality service along this line.

GLEANER BALDWIN... Again Leads IN GETTING The GRAIN



See the New 12-Foot GLEANER BALDWIN on Display just East of Chocolate Shop

Cleaner with less cracked grains
Faster than other combines
More of it in the bin

The 1939 Gleaner Baldwin Combine is the most modern, most dependable, most efficient and most economical combine ever offered. The improved principles of cutting, conveying, threshing, separating and cleaning have made GLEANER BALDWIN COMBINES the universal favorite among farmers for the past 12 years and will continue to keep them on top as the greatest harvesting-threshing improvement ever made.

BALDWIN FEATURES

The new 16-inch conveyor feeder is made of spiral flighting, securely welded and riveted to a 6-inch tube. Spiral Feeder Blades are a part of the harvester conveyor, making it practically indestructible. The Gleaner Baldwin Rasp Bar Type Cylinder is made of drop forged steel with deep rasps and will give from three to five times the service of malleable bars. Protection against breakage of the reel is assured through the action of the dependable friction clutch. The weed seed screen in the grain elevator, deposits weed and other foul seeds in a sack held in place by a special holder, thus assuring clean grain. The grain-tight Cleaner Shoe is of the end shake type, constructed of galvanized steel and is driven by eccentrics from both sides of the separator.

- 1—ALL STEEL HARVESTER UNIT!
- 2—BALDWIN RASP BAR CYLINDER!
- 3—DEPENDABLE SAFETY CLUTCH!
- 4—IMPROVED GRAIN ELEVATOR!
- 5—EXCLUSIVE BALANCING DEVICE!
- 6—ALL STEEL FRAME!
- 7—ADJUSTABLE SLIP CLUTCH!
- 8—STURDY WHEELS!
- 9—LONGER CLEANER SHOE!
- 10—SPECIAL TRANSPORT TRUCK!
- 11—MODEL A ENGINE POWER!
- 12—SIMPLE SEPARATION DEVICES!

BALDWIN . . . MODERN - COMPACT - LIGHTER - STRONGER

The separation in the Gleaner-Baldwin Combine starts directly behind the cylinder, where the bulk of the threshed grain falls immediately onto the first or thresher riddle bottom and rides between the riddle slats through the separator to the cleaner shoe, and grain and straw are not again mixed. The straw is then thrown back into the separator by the rapidly revolving cylinder, which is augmented by a three-wing bed . . . the threshing does not chop or pulverize the straw, and after the straw has been worked through three different processes of separation, few kernels have escaped, but, as a last precaution the straw is deflected downward to the last riddle for final separation.

The Gleaner-Baldwin has 13 feet of separation and you will note the simplicity of the entire machine, after you have seen it. The GLEANER-BALDWIN separators are as nearly all-steel as possible to make them. With the proper care in handling, a GLEANER-BALDWIN COMBINE will last indefinitely. No expense has been spared in building them. Remember it cuts a full 12-foot swath.

NEW 9-FOOT and 6-FOOT GLEANER - BALDWIN COMBINES!

These new Gleaner-Baldwin Combines have all the Labor-Saving, Time-Saving and Grain-Saving features of their big brother, the 12-foot Gleaner Baldwin. The new 9-foot Combine having the same 13-foot separator as the 12-foot model insures a separator large enough to do the job of separation thoroughly and efficiently! See them on display, just East of the Chocolate Shop!

GREETINGS

Old Timers

from

AN OLD TIMER!



Happy Reunion, Pioneers of Deaf Smith, Oldham, Farmer and Castro Counties! We invite you to spend at least a part of your time with us, while in Hereford. We will enjoy a talk of old times with you!

Over thirty years in business in Hereford and over twenty years of tire repairing by the same steam method of curing that the tire manufacturers use. If other methods were better, they (and we) would use them.

SEIBERLING TIRES with a written Guarantee covering all types of injuries!

PIONEERS . . .

WELCOME TO HEREFORD ON MAY 11

H. L. RICE
TIRE SHOP

C. W. BENNETT

107 Main Street

Authorized SALES and SERVICE

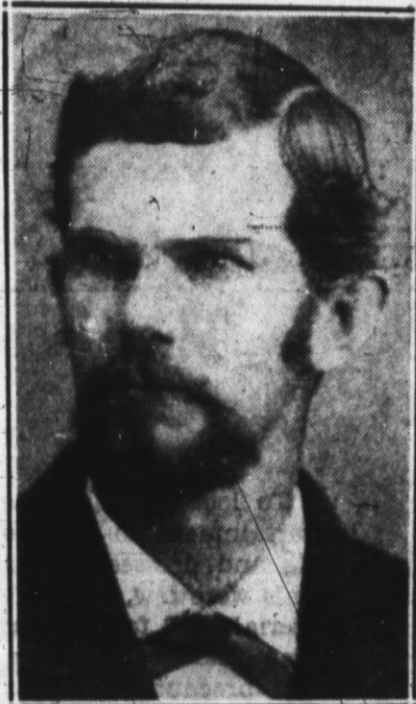
YOUR BALDWIN COMBINE DEALER

Hereford, Texas

John S. Wyche Was Pioneer Of County

EARLY RESIDENT GAVE LAND FOR SCHOOL IN THIS AREA

Pioneer



By FAYE PADDOCK
John Stapler Wyche, Sr., for whom the Wyche school was named, was born on June 7, 1850, at Dalton, Georgia. He died at his home east of Hereford in November, 1922. He was a member of the Methodist Church.

After arriving in Texas from Georgia he married Zuelleka Virginia Tucker in December, 1885, at Terrell. Mrs. Wyche was a school teacher and the daughter of Gen. W. F. Tucker of Okolona, Mississippi.

From Royce City, near Dallas, the Wyche's moved by wagon, to Castro County in 1892 and came to Deaf Smith County in 1895, settling east of Hereford where they built their home in 1896.

Mr. Wyche hauled the lumber for the first school house from Amarillo. It was built on his land about a mile south of his home in 1899. For the first few years school was only held during the three summer months.

Miss Bettie Knight was the first teacher and among the first pupils, besides the Wyche children, were Harvey Innes, Maurice and Joe Kellehor.

A few years later the building was moved to the road two miles west. In June, 1917, R. R. Sherman donated a two-acre tract and a new school house was built. The original schoolhouse being moved back to the Wyche place, where it still stands.

Mrs. Wyche died February 9, 1929. John S. Wyche, Jr., lives at Lamar, Colorado, Miss Nellie Lee Wyche at Fort Worth, Jennie Wyche Hellam's at Terrell and Tucker S. Wyche at Temple. Among their first and nearest

John S. Wyche, pictured above in a photograph made 40 years ago, is the man for whom the Wyche community was named. An account of his activities will be found in the accompanying article.

neighbors were the families of Pres Burnam, Blevie Hinton, Ruf Davis, Frank Innes, and Geo. Hays.

Chocolate Shop Is 12 Years Old

Twelve years in the same location is the record of Phil Radovich, who operates The Choco-

late Shop in Hereford. The shop, in addition to soft drinks, also features sandwiches, light lunches, magazines and papers, including the agency for the Amarillo News.

During the dozen years Mr. Radovich has built up a nice business and above all he likes this community in which he has made many friends since opening his shop here.

Fuller Operates Feed Store Here

Ross Fuller, who is known over the entire Panhandle and Eastern New Mexico for the fine quality chickens which he produces, has during the past two years established one of the most complete feed stores to be found in this section. The store is located at the intersection of Main and Second Streets, in connection with the Hereford Poultry and Egg building.

He features the famous Red Chain feeds in this territory, and has built up a large volume of business during the time he has operated the firm.

Weir's Grocery Is Modern Store

A complete meat market, vegetable counters and general line of groceries are at all times featured at Weir's Red & White Grocery, which is today operated by Glenn Weir and Chas. Felts.

For the past four years Mr. Weir, a resident here for 12 years, has operated the store here, prior to which time he was engaged in the variety store business. In 1935 he purchased the grocery firm from Frank Richards. However, he started in the grocery business back in 1910 in Parmer County,

and is a thoroughly experienced grocer.

Mr. Felts came to Hereford several years ago from Dalhart, and this Spring purchased an interest in the Weir Grocery. He, too, is an experienced and capable grocery merchant, having been in the business since he was a young man.

In addition to a general stock of staple goods, the store specializes in "having what our customers want." It was this factor of service which lead the firm to establish its modern market and

vegetable counters. Growth and development of the business may be attributed to the policy of quality and service.

West Texas Feed And Seed Store Is Popular Firm

Featuring one of the most complete assortments of feed and

seed to be found in the Panhandle, the West Texas Feed & Seed Store of Hereford has a wide reputation in this area for its standards of quality and service.

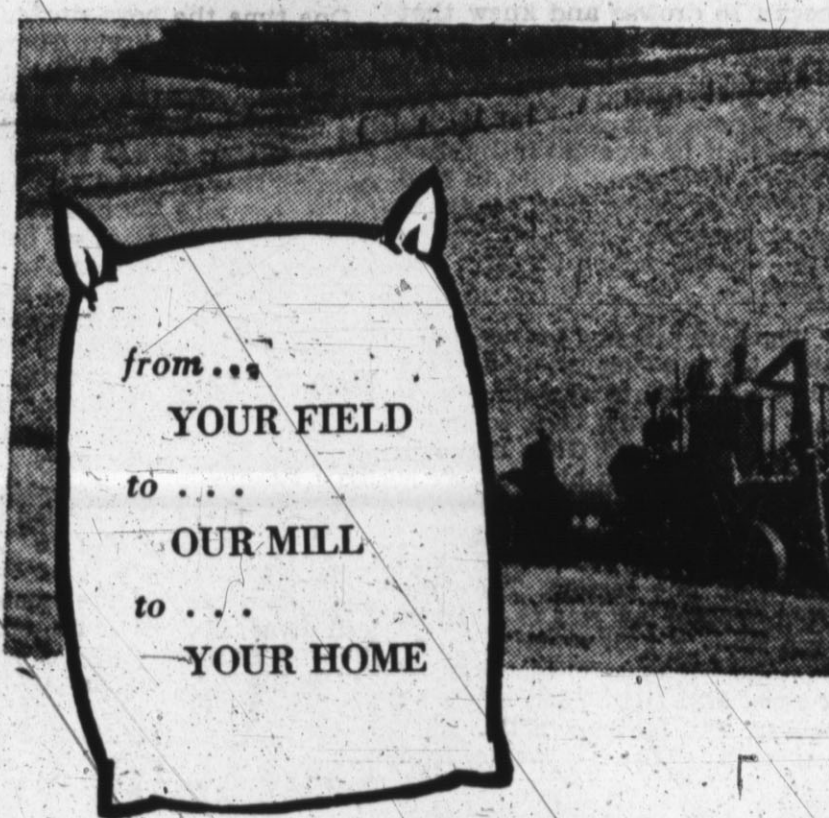
The firm was founded in 1923 by Homer Wilson, who operated it until 1926 when it was purchased by Barney Hicks, the present owner. Jack Wright, now associated with Mr. Hicks, has been with the firm since it was opened.

Mr. Hicks was born in this county and has spent most of his life in this area; Mr. Wright

came here in 1918, has since remained here. Both men are interested in quality poultry and the store boasts a trophy and ribbon case which is literally crammed with prize ribbons and cups.

In addition to seeds, bulk seeds, grinding, and associated lines, they also include the famous Merit feeds at all times.

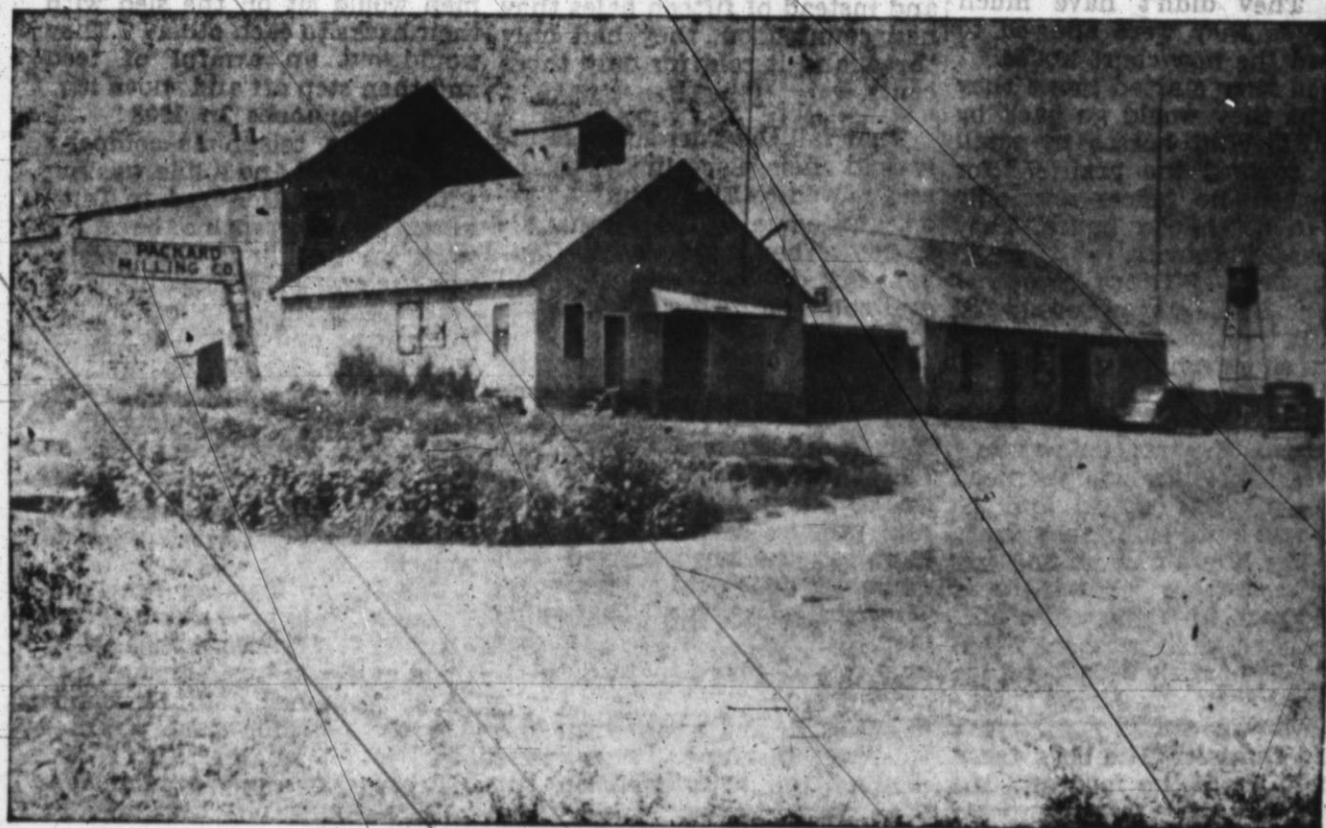
A professor is a guy that talks in your sleep.
—The Greyhound Tiger News



A HOME INDUSTRY

growing with

A Fertile Country



Our Entire Wheat Supply

comes from
DEAF SMITH
CASTRO
PARMER
and OLDHAM
Counties!

SERVICE.. QUALITY

—Since 1930—

Pioneering in any industry is a fascinating mission in life — when that pioneering makes possible the service to a people and helps in the growth of a country.

From a meager start 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 here in the Hereford area — perhaps it has been because so much care in handling and milling them. Anyway, it's 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 area.

Packard's Best
CORN MEAL

BEST WISHES, OLD TIMERS!

We hope that May 11 will be an enjoyable occasion for you, and if we can make it more so — feel free to call upon us!

Congratulations, Old Timers!

It is always with pleasure that we extend Best Wishes to the Old Timers... and this year the occasion merits our

SINCERE GREETINGS!

Rosson Implement Co.

"Good Equipment Makes a Good Farmer Better"

Packard Milling Company

—A Hereford Institution—

Turrentine Boys Came West In Two-Wheel Cart

Deep Snow Fell Over This Area In March, 1903

"BREAKING-HOUSE" WAS A COMMON PRACTICE FOR HUNGRY PIONEERS

By Mrs. Merlin Kaul
In 1893 the Panhandle was being settled under what was called the One Section Act, which the state gave only one section of land to a person. That year George Turrentine and his brother, Jo, who lived in Coleman County, decided to see some new country, so they started out in a two-wheeled cart. They camped out at night and cooked their own meals. They visited the Santa Fe Ranch and the Fish Ranch and finally reached Lubbock—the first town of any size on the plains.

They had a gun with them and thought they'd kill a lot of ducks with it, but a fellow in Plainview wanted it so badly that they traded it to him for a lot in Plainview. They didn't think the lot would ever amount to anything so never did pay taxes on it.

From Plainview they reached Canyon and then Old LaPlatta, which was the County seat of Deaf Smith County and where a new court house had just been built. They didn't have much money so they were allowed to sleep in the new court house.

When they started home they thought they would go back by Dimmitt. Wild horses in small herds roamed the prairie, for there were no fences and only once in a while a house. They also saw wild goats.

They crossed Tierra Blanca at Sulphur Park, where Con Jowell lived. It was noon and they stopped a short while and enjoyed Con play the violin. They started on, got lost and night overtook them. They saw a new house in what is now the neighborhood of Arney. It was in April and the night was quite cold. They drove up to the house and no one was at home so they went in and found fresh antelope, eggs, etc., and cooked their supper. When they had put their beds down for the night they saw a buggy coming. In it were two lawyers trying to find Dimmitt. The boys asked them to share the food and the house with them but they said that was "breaking house" and a penitentiary offense, so they wouldn't enter. They slept out and were cold—the only cover they had was their overcoats. By morning they didn't need to be asked into the house to eat a good warm breakfast. The lawyers proved to be Judge Meeks of

Fort Worth, and District Judge Hill. They headed on for Dimmitt and the Turrentine boys headed back home.

One time Judge Hill met H. D. Kellhor to whom the house belonged and began to make apologies to him for the time they had gone into his house. Mr. Kellhor said that it was the custom of the country for anyone to enter his house if he was gone and that the Judge would have been a "fool" not to have done so.

About ten miles from Plainview they found a dugout. It belonged to Mr. Bledsoe who "ran" sheep in that country. They stayed to work for him awhile. He had them go to Amarillo with the horse and wagon for lumber. It was about 75 miles to Amarillo from where they were.

It was very dry that year. There was only one good rain from April until the Fourth of July. Mr. Bledsoe had them plant sorghum. The ground had three inches of moisture. It stayed so dry that there was no work, so the boys left and went to the wheat country around Wichita Falls. It was dry there, too, and the wheat only made two bushels to the acre so again work was scarce. They went to the Indian Country, around Fort Sill, in Oklahoma, worked in a brick yard awhile, then went back to Collin County and picked cotton. Their people were in Arkansas trying to raise cotton—but there was a severe drouth and instead of fifteen bales they had counted on, they had only three, and it sold for only three cents.

That fall the Turrentine family sold their place in Oklahoma and moved to Ellis County, Texas, and came to the Panhandle in 1902. They first went to Canyon, but didn't like it very well and came on to Hereford, which by then was a rapidly growing town. The family lived in Canyon while the boys, Joe, Gene and George, built a new house in Hereford. They were two months building the house, then the rest of the family moved with teams and wagons. It was too late to farm, so the boys started well machines as it paid good money. They drilled wells all that summer.

That year they bought a ranch west of Lubbock and Gene broke it out while Joe and George ran the well machine. They were drilling the third well on the Star Ranch when a big snow came in March, 1903. The snow was 14 and 15 inches deep.

An old Swiss had been camped out on the prairie when the snow storm came and his teams had drifted eight miles with the storm, to the south line of fence. The second day after the storm he tied gunny sacks on his feet

and started after them. The cow-boys warned him that the wind would rise and he'd get lost and freeze. However, there was no stopping him, so he tramped through the snow all day. When he reached the fence the snow and cows were so piled up that he could step from one to the other—many were frozen to death. He found his horses, tied the reins to one of his arms. He walked all night long. Once he stopped to rest because he was so tired. He began to drowse and knew that he was freezing so he kept on walking. Back at camp his wife was crying and grieving and the ranch boys organized and decided that if he was not in by nine o'clock they would start to find him. They were just ready to start when they saw him coming five or six miles across the prairie.

The boys ranched for two years then Joe and Gene wanted to get back where there were more people, so they came back to Hereford and Joe and Gene married. George lived with his mother.

As a rule the people under the One Section Act were of a poor class since they could not raise much on one section. Then the Four Section law was passed and this made a better cattle country and made a better class of people. Many got their start by raising and feeding cattle.

Before the binders came, feed was cut with home made sleds, which were patented. Children would ride the horse and two men would sit on the sled with their backs to each other. They would cut an armful of feed and then step off and shock it.

Telephones In 1903
In 1903 a telephone company was organized and a line was put through from Hereford to Dimmitt. The Turrentine boys got work on this line; Jack White was the owner. His daughter later became the wife of Joe D. Turrentine and they now live at Yuma, Ariz. Mr. White and his partner, Ross, owned lines in Hereford along with party lines. There were more phones then in the country than now. Sometimes the wires ran along pasture fences, although the higher lines were better.

The Turrentine girls, Pearl and Frances, taught school. Pearl (Mrs. E. W. Harrison) taught the third grade and primary work in Hereford in 1902-1903. Gene was a dentist in Hereford. Frances also taught in Hereford.

Besides the herds of antelopes here there were also mustang horses. The mustang was a small horse with a long mane. They had been crowded out somewhat—and with the fencing of the land some had been fenced in. Mr. Laird, manager of the Star Ranch, said he would give those on the ranch to the fellow who would get them. The boys put a

fence around the well and when the mustangs came to drink, lassoed them. They got eight or ten. Frank Hastings was a young fellow and was working on the ranch then. Often they would hunt and shoot the mustangs to get them off the ranch.

By 1906 Hereford was on the boom and settlers were coming in every day. There was a lot of building going on and Joe Turrentine found plenty of carpenter work.

One time the boys started out on a haying expedition. They had two "nigger" boys with them and a load of tools. They were crossing a large pasture and had run out of water. It was so hot and dry and they were all very thirsty. The negro boys had to walk, as the wagon was so heavily loaded. About sundown they came to where there had been a thunder shower. The dirt was red and the cow chips were thick. With the first pool of water they found the nigger boys got down on all-fours to drink and said it was the best water they ever drank.

George Turrentine drilled wells for several years and in 1927 bought his farm west of town and began raising fine stock. He still lives in the house on C Street which he and his brothers built when they first came to Hereford.

Scott And Green Have Ford Agency

Although they lay no claim as pioneers in this county, Archie Scott and Dudley Green, present owners of the Hereford Motor Company, are proud of the fact that they do have the agency for Ford automobiles and trucks, a pioneer automobile line.

Less than a year ago, Scott and Green purchased the company from Ernest Medkief and are today operating it in this community. Mr. Scott came here from Vega and Mr. Green from Amarillo, where he was for many years associated with Walter Irvan. Today they are featuring Ford trucks and automobiles, and the new Ford Mercury; in addition, they maintain a complete repair shop and used car department.

FIRST STATE BANK SERVES COMMUNITY

The First State Bank of Hereford was chartered in 1907 with W. B. Beach as the first president, and since that time has continued to operate in this community.

In 1926, to meet general conditions, a trust department was included by the bank, but in October, 1927, it was eliminated, and a new charter was issued in the following style: The First State Bank of Hereford Texas.

Today the bank still stands in its original location at the intersection of Main and Second Streets, and is housed in its original building. Down through its entire existence, the bank has stressed a policy of thorough understanding and service to the community.

Present officers of the bank are C. B. Williams, president; Miles Roberson, active vice-president; C. C. Acker, cashier; other employees are Richard Barnard and Billy Ross Phillips; directors are C. B. Williams, J. A. Pitman, E. S. Ireland, H. G. Conkright and Miles Roberson.



The Good Old Days!

To look back on the dress of yesteryears is an entertainment to us "moderns." Lines and cuts of gowns and dresses were simple and fabrics and materials were few, but not so today. Dozens of modern materials call for as many cleaning methods. In our eleven years of business in Hereford we have taken every precaution of perfecting these methods of cleaning, for your protection. We appreciate your business!

STAMBAUGH CO. DRY CLEANERS

Save the Price of Your Subscription by Reading the Specials!

A Community Builder

WELCOMES THE
PIONEERS
TO
HEREFORD

PROGRESSING - -



Hereford and Deaf Smith County, the natural center of millions of acres of fertile farm lands, much of it being provided with shallow water in abundance, with Hereford the county seat, a city of beautiful homes, modern churches and schools . . . and which is destined to become one of the great cities of the Panhandle of Texas . . . this vast, fertile area as it is today is the realization of the vision and ideals of the PIONEERS.

It was an ideal of service to mankind and posterity . . . the bringing into being of this new and great land of green pastures and waving fields of grain, where mankind might find health and posterity. This dream has not been accomplished without great sacrifice, grim courage and enduring strength. The heritage of vision and courage from these Pioneers is of even greater value than the heritage of fertile soil and abundant water from our great irrigation project.

It is this spirit that is keeping Hereford and Deaf Smith County today in the forefront of the progressive cities and counties of the Panhandle; going ahead, even in difficult times, toward the fuller realization of those ideals of service and progress handed down to us.

The same spirit of progressiveness is mirrored today, in your local Chamber of Commerce and we are thankful and grateful to those Pioneers who gave us these fine ideals to work with, and extend sincere congratulations to them as they gather in Hereford for their annual reunion on May 11th.

HEREFORD Chamber of Commerce



At Your Service

WITH ONE OF THE SNAPPIEST BUNCHES OF FELLOWS IN WEST TEXAS TO DEAL OUT

TEXACO PRODUCTS

FIRESTONE TIRES AND TUBES

WASHING AND GREASING

Trust your automobile to us — and you'll be smiling for miles and miles.



SERVICE STATION

GLENN SNYDER, Manager
PHONE - - - 440



MAY 6th to 13th

National HARDWARE WEEK

MAY 6th to 13th

Streu's Once A Year Sale ! ! !

Every Item In Our Big Hardware Stock Goes On SALE!

We have been in business for the past 15 years in Hereford and are proud to announce our second store-wide National Hardware Week Sale. Streu Hardware joins 14,000 other independent hardware dealers in the United States in observing National Hardware Week May 6th to 13th, inclusive. Visit us during this week and take advantage of the special prices we will have on all merchandise in stock. We will have items that farmers, housewives, merchants and people in all walks of life will need. We have everything in our store REDUCED for this week . . . Remember the dates, May 6th to 13th.

Hundreds of Hardware Needs In This Big Sale!



Welcome Pioneers, to Hereford



This store has progressed with the times. From a modest start we have grown to our present proportions, carrying a complete line of merchandise in order that the people of this community may buy their hardware needs right at home without any delay 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 goodwill of these customers we are indeed grateful, and we will render them the same type of service on the old basis of a full dollar's worth for every dollar. We have tried to do our part at all times and we look forward with pleasure to the continued relationships that the future will bring.

Just Look at Our Prices!

THE CHANCE OF A LIFETIME

KELVINATOR

SILVER JUBILEE MODELS

Greatest Buys in Kelvinator's 25 Years

BIG 6 CUBIC FOOT "THRIFTY 6" Specially Priced \$159.50

THESE REFRIGERATORS are making talk—"housewife talk." "A lot of refrigerator for the money," they're saying. "Makes my old refrigerator look like a family relic." "I'm going to have one." "It's a bargain."

Come in and see for yourself—you'll be talking, too. Look at Kelvinator's new streamlined cabinet design.

Hear the greatest economy story ever backed up by facts. It's about the Polarsphere. This amazing new device, using current only 20% of the time, supplies four scientific zones of cold, "conditioned" for each type of food . . . has enough reserve power to equal 1,050 pounds of ice a week!

We believe you'll agree this sparkling-white Kelvinator is revolutionary . . . as was the very first Kelvinator built by the oldest maker of electric refrigerators 25 years ago.

Your savings start when one of these Kelvinators arrives in your kitchen. See them—now!

Powered with the Amazing POLARSHERE THAT CUTS COSTS TO A NEW LOW!

CHECK the HARDWARE STORE for VALUES and VARIETY

BICYCLES

\$32.50 Values \$24.49

These are just a sample of the many Bargains you will find in this store.

50 Feet, 1-Ply GARDEN HOSE, only	\$2.39
One Lot BELKNAP LAWN MOWERS, only	\$5.49
18-Quart National PRESSURE COOKER	\$11.29
Magic Chef GAS RANGE, \$99.75 value for	\$63.49
Quick Meal GAS RANGE, good buy	\$39.89
Quick Meal OIL RANGE, \$49.50 value for	\$34.49

CHECK the HARDWARE STORE for VALUES and VARIETY

Enjoy Running Water the Year Around with an AERMOTOR WATER SYSTEM

When it costs so little to have the many comforts and conveniences that running water brings, why put up with "pump and carry" methods?

Aermotor Electric Water Systems provide a complete solution of your water problem in the most modern and efficient manner. And you are offered the most improved systems at a cost so surprisingly low you will wonder why you haven't had one before.

Come in and find out how easily you may have a real water system.

Maytag

The Roller Water Remover IS AN EXCLUSIVE MAYTAG ADVANTAGE!

Because of a flexible upper roll and a firm lower roll the MAYTAG ROLLER REMOVER dries garments evenly, saves buttons and leaves no hard-to-iron wrinkles!

Maytags available powered with gasoline Multi-Motor for homes without electric.

The enclosed drain reverses itself. The handy tension release instantly separates rolls a distance of 5-1-2 inches between centers. These and other recent improvements have given the MAYTAG ROLLER WATER REMOVER added beauty and efficiency. Many other features give MAYTAG incomparable performance and quality throughout. Find out how much more value you get in MAYTAG!

New, Easier, Better COOKING!

Florence Gas Range with Balanced Cooking Top

With the new FLORENCE GAS RANGE you can prepare an appetizing meal in a surprisingly few minutes. Drop in the next time you go shopping and let us explain how the new FLORENCE RANGE can give you extra health advantages in the preparation of your meals. Fast self-lighting top burners, swing-out broiler and a high-speed oven are just a few of the advantageous features of the new 1939 FLORENCE RANGES!

Streu Hardware Co. Hereford, Texas

STREU HARDWARE CO. CHECK OUR STORE for VALUES and VARIETY

Popular Store Has Long Record Of Service Here

Eighteen years of continuous operation under the same management is the enviable record which Mr. and Mrs. Gaston Baer, owners of the Popular Store, can today boast.

The owners are active in management of the store at all times, and strive to carry a complete line of merchandise which will appeal to residents of this section. Among the outstanding lines to be found in the store are College Campus, Bloomfield and Mme. Renaud dresses, Vanette and Larkwood hosiery, and a complete line of millinery, lingerie and accessories. Mrs. Baer devotes her time to keeping the stock in this department modern and fresh, and along with quality merchandise, also stresses reasonable prices.

Mr. Baer who devotes his attention to men's apparel, also features a complete line of Dr. Scholl's shoes and remedies, which are finding popular acceptance.

Although the store is now showing new spring merchandise the managers are looking forward to the occasion of Pioneer Day, 1939, and to greeting old

timers who are among the customers which they have served during the past 18 years.

Mrs. Voegle Has Shop 29 Years

Twenty-nine years' continuous service is the record to which Mrs. N. C. Voegle may point with pride. Mr. and Mrs. Voegle came to this community in 1909—and just one year later she entered the millinery field. Her first location was where Mr. Hellman now has his shoe shop.

Naturally, times have changed since she first started her store here, but she finds the experience extremely valuable in serving her customers today. She knows their desires so well that with each hat she buys, she has a customer in mind—and she is also famed for her ability to make hats when the occasion demands. The store carries a large line of pattern hats at all times and is one of the most modern to be found in this section.

Bennett Operates Machinery Firm

Chas. Bennett is one of this community's old timers who is still in business here today. As

Prairie Chickens So Thick in 1904 Arkansas Hunting Party Proposed to Ship Carload from Shamrock

A few weeks ago a man was fined \$111 in justice court at Mobeetie for killing one prairie chicken, so drastic are the closed season laws aimed at preserving the small remaining remnant of this once teeming game bird.

Contrast this with the attitude of a grand jury sitting in 1904, also at Mobeetie. A. N. Holmes, Shamrock business man, was a member of the body and tells the story. A complaint which came to the attention of the grand jury had to do with a party of Little Rock, Ark., people who had had the Rock Island set out a car which they proposed to fill with prairie chickens and ship back home. A few settlers protested such wanton slaughter of the birds.

While the grand jury was deliberating the matter, Charley Wall, who farmed near Shamrock, got to his feet and said: "Gentlemen, I'm going to tell you right now that I, for one, am not going to sign my name to a bill to prosecute anybody for killing prairie chickens. Those pesky things are eating my crops and I'm getting sick and tired of it. I'm for dropping this case right where it is."

And it was dropped.—Shamrock Texan.

agent for Avery and Gleaner-Baldwin farm machinery he has distributed many combines and pieces of general farm equipment over this territory.

This year Mr. Bennett is looking forward to a large volume of business basing his estimate on the popular acceptance of the improved Gleaner-Baldwin dur-

ing recent years, and upon the bright crop prospects for the coming harvest.

Mr. Bennett states that the new 1939 machines will soon be on display, and invites the public to investigate and see them.

Piggly-Wiggly Modern Store

Featuring a complete market, fresh vegetables and a general line of groceries, Piggly-Wiggly today stands as one of Hereford's most modern and progressive food stores, and it can also boast of being the community's oldest grocery firm, having been operated continuously since 1901.

The store was founded by J. H. Cardwell, who continued to operate it until 1919 when he sold out to Frank Gyles and J. R. Rutherford, who had previously

returned here after service in the United States army during the World War. The two boys continued to operate the store as partners until 1921, when Mr. Gyles purchased the Rutherford interests. It was at this time that the name of the store was changed to Piggly-Wiggly.

Advancing with the times has been a consistent policy of the organization, which features one of the largest selections of groceries and meats to be found in any store in this section.

Stambaugh Shop Is Operated By County Pioneer

If there were such a thing as being "twice a pioneer," George V. Stambaugh would qualify. Not only is he the son of a pioneer,

but by his own rights he can lay claim to the distinction.

After many years of experience in the dry goods business with his father, Mr. Stambaugh entered the cleaning business here in 1935. His shop features modern equipment and prides itself upon prompt and efficient service. In addition to cleaning, the shop is also equipped to take care of boucles and knits, having recently added new equipment to enhance service along this line.

HEREFORD'S Complete Service Station

WELCOMES PIONEER DAY VISITORS!

Everyone likes service with a smile and we have plenty of that kind of service. Use our one-stop station — indoor washing and greasing plant, upholstery vacuumed, flats fixed and Texaco Gas and Oil.

Try Our Service on PIONEER DAY!

Service - U - Like Station

THIRD & MILES AVENUE EMMETT MILBURN

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



... the new type hat with face veil, cocked on one side with the face surrounded with curls, is very different in style. Both are attractive for their day! Visit Our Store, Old Timers! We too, are Pioneers!

VOGELE MILLINERY PARLOR

MRS. N. C. VOGELE

Lower Hail Rate

Am placing my HAIL INSURANCE in the Piedmont (Aetna Group). Behind each policy is more than Two Hundred Million Dollars. All adjustments of losses made from my office, and spot cash paid on losses.

T. K. WILSON, Agent

108 MAIN ST. HEREFORD, TEXAS

A BARGAIN

... IS SOMETHING OF GOOD QUALITY THAT CAN BE PURCHASED AT AN EXCEPTIONALLY LOW COST!

IF YOU WANT A BARGAIN IN A USED CAR—SEE US!

We Finance Our Sales

AMARILLO USED CAR COMPANY

715 FILLMORE ST.—AMARILLO

T. B. DAVIS Owner

LUTHER HOUGH Salesman

SPIRIT OF THE PIONEER



LIVES TODAY IN THE FARMING INDUSTRY

When a group of farmers in this area banded themselves together, several years ago, to form a Farmers' Co-operative Fuel Association in Hereford, they were Pioneering in the truest sense of the word, for they were setting sail on a new course that required vision, faith and hard work.

They had before them the vision of a community enterprise, whose successful completion would enable the Farmers to receive a greater return from his labors, by retaining the profit to be derived from buying his farm fuels, tires, greases and other items.

The Consumer's Fuel Association, from a small beginning are today a strong, sound organization and offers a field of useful service to its members.

FARMERS!

See your local Consumers' Association for TIRES for Truck and Tractor LABELLE DISCS TRACTOR FUELS GREASES Crescent LISTER SHARES

IT IS THE SPIRIT OF CO-OPERATION!

OUR BUSINESS FUNDAMENTALS ARE THOSE PIONEER IDEALS,

Honesty — Integrity — Service

We Welcome The Pioneers To Hereford

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.



Century Balloon

Century Leader Balloon

Century Cushion Balloon

SEE US about Truck and Passenger Car Tires!

Consumers' Fuel Association

HEREFORD, TEXAS

Early Cowboy "Dug Bathtub" In Pioneer Bellview Community

Modern Schools And Churches In Community Today

FIRST POST OFFICE WAS ESTABLISHED BY KING NEAR PRESENT SITE

As I begin this article, April 5, snow is falling and I am reminded of the time in December 1907, when my husband, our seven-month old son, and I landed in what is now known as the Bellview Community.

We came through on the train from Chillicothe, Texas and at the same time my husband's father shipped a car of plow tools, seed, feed, and household furnishings. We had to wait at Bovina in a hotel until word could be sent to some one to come after us with wagons and teams. As I recall it, we waited three days.

There were also some cows in the car and they had to be driven. We camped out the first night, nine miles from Bovina. The next night we camped at what was known then as the "Locker Well," just four miles from our destination. And that night it snowed. The cows left out, and were found several days later down on Frio Draw.

The second day of this trip, one of the drivers bragged that he could drink as much whiskey as any man without getting drunk. One of the men had a bottle and told the fellow he would take a drink about with him. So they began, but after a few drinks the fellow that owned the bottle just pretended to drink. Finally the other fellow was so drunk he wanted to fight. The other men had to tie him onto the wagon, and we had to camp miles from home.

My husband's father, A. J. Johnston, came and filed seven miles west of the present Bellview Post Office, in 1906. His widow still owns the place, but stays with her son, A. C. Johnston, most of the time. We filed two and a half miles from there. When we came here in 1907, there was already a shack or half-dugout on almost every quarter-section.

Dug His Bathtub
Jack Lobban filed on the same section with us; he was known over the country as "Whistling Jack." He whistled about his work all the time, and could sometimes be heard a mile away.

He built, or rather, dug a three-room dugout it was finished inside with wains-coating. He dug a bath tub in the floor of their kitchen, cemented and enameled it. He also put a sink in the kitchen, which he made from the marble-like rock found in the brakes. He dug a cistern for the waste water and used a pump on top the dugout to pump the water out. He gave a small piece of his land for a school house and community center.

The Community was first known as "Beargrass Hill and later as "New Hope" and "Boney."

The latter name came from L. M. Boney, who filed two miles north and ran a store there for several years. He now lives in Broadview, where he has a Mercantile business.

Other schools were built over the radius of 12 to 15 miles, known as Independence, Liberty Bell, Crockett, Cramer, and Bluegoose. They were later consolidated and became the Bellview School, although school was

taught at Boney until two years ago.

Bellview's first school was taught in a dugout by Miss Edna King, who now is a teacher in the Clovis Schools. It was first a subscription school and later Miss Della Bolding taught a term in her home. She also taught several terms at Boney and other nearby points. She filed a few miles west of Bellview, where she still owns her home, but now lives in Broadview.

Schools Now Modern
Bellview at present has a high school building, a grade building, and a gymnasium, which was built in 1927 by subscription from the residents for a community center. It was sold in 1931 to the school.

First Preached In Tent
The first Baptist Church at Bellview was organized by Mr. McNeil, who lived at Grady. He first held a meeting in a tent where the first Sunday School was also held, being a union Sunday School. He had about 30 converts in this meeting and later preached at Independence School house. He would walk from Grady, some 23 or 24 miles, twice a month on Saturday, returning Monday with his Bible under his arm.

The first Methodist Church was organized by Mr. Rogers at Independence School house, where he preached twice a month he also preached at Boney or Beargrass Hill, as it was called at that time.

These two churches now have buildings in Bellview. The Church of Christ had its first meeting held by Minister Mickey, who is now pastor of the Church of Christ at Portales. The Church did not have regular worship here, however, until the end of a meeting, held by Min. Mickey, they began to worship in the gymnasium. They intend to build a meeting house soon.

The first Post Office was established by the King family and was three miles from the present site of Bellview. It was called Preston, and later Loganville and was located about four miles north west of Bellview. Finally Bellview was located at the present site in 1920.

Soon after a rural route was established, W. E. Brown was selected carrier and is still on the job. He came here a young man and married Miss Ola Carroll, whose father filed just west of Bellview. Mr. Carroll has been dead several years and Mrs. Carroll lives with her daughter, Mrs. Brown.

In a year or so after we came here almost every one had a telephone and could talk to his neighbors over the wire fences. But central which was at Grady and the office closed at night she went home. She was supposed to connect the lines with the Doctors home, but some times she forgot.

J. R. Mitchell, one of the first in the north part of the community, came from Oklahoma in January, 1907. There were no roads or fences he recalls, when he came. He and his family lived in a tent, 16 by 20 feet, until they got their dugout finished, then used both until one of the south winds tore up the tent.

He built a store and hauled goods from Texico, first getting his mail there. The Post Office was established at Hollene and after that he always stopped there and got all the mail for his customers and brought it to his store, where he handed it out. He applied for a Post Office which was granted but for some reason he never established it. He hauled water six miles until

he drilled the first well in his neighborhood. His wife died several years ago and he lives with his daughter, Mrs. Tom Burnett. Mr. Mitchell tell an interesting story of a man and his family who moved here soon after he did. These folks were not used to our high winds, and went away one day leaving the feather bed out to air. When they returned it had blown away.

The man of the house took a pillow out, held it up and turned it loose to see which way the bed went. Away sailed the pillow and he followed. Finally he came to the Texas line fence and there he found the tick off both the bed and pillow but the feathers were scattered over the prairie.

The story goes that some of those feathers were found in Hereford, but Mr. Mitchell would not vouch for the truth of that part of the story.

In the next two years, Mr. and Mrs. John Stafford, who live one and a half miles north of Bellview, I. P. Storm and family, Ira Colter, Jim and Henry Miller, John and Larkin Ford, Ernest Witherspoon, who is the father of Hereford's district attorney, and several others, who still live here, came and filed. Mr. and Mrs. Witherspoon and Mr. and Mrs. Colter moved to Clovis last year.

Mr. Holland, one of the first homesteaders and one who filed in the same section as Mr. Mitchell, lost a little child in death and buried it on a corner of his farm which was the first grave in the present cemetery. The first settlers used to sit

lighted lamps in their windows on bad nights to direct travelers to shelter, but now the area has rural electrification in some of the homes, along with many other conveniences.

Another prominent farmer is J. T. Reese, who with his wife and small son, came here in 1909. They shipped their goods from Idaho to Hereford and on Christmas Eve, about sundown, started in a wagon drawn by a pair of ponies, for their claim six miles from Bellview. There was snow on the ground and they traveled most of the night through the mud and snow, reaching their destination at 3 A. M. tired and cold. Mr. and Mrs. Reese have a nice little home and have been a real asset to the community, as well as countless others who have braved the cold and winds of the plains to establish homes.

The women had rather a hard time in the beginning, as most of them had to stay with the claims while the men went away to find work. One or two women stayed at home from one to three years while their husbands were away working in Salt Lake City, Utah, and other distant points.



The friendships, goodwill and understanding are preserved and cherished through the changing scenes which mark the flight of time. 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! Pay us a visit on Pioneer Day - May 11th!

Mr. and Mrs. F. M. Kester
Mr. and Mrs. Lynn Kester



Save the Price of Your Subscription by Reading the Specials!

Live On The Sunny Side ...

See the New
WESTINGHOUSE
Refrigerators
now on display in our office

There's
Nothing
"just as good"
as
ELECTRIC
COOKERY,
and
Certainly
There's
NOTHING
Better!

Welcome, Pioneers
to Hereford,
May 11

We Hope You Will Make Our Office Your Headquarters
While in Hereford
PIONEER DAY, MAY 11TH

... and live
ELECTRICALLY

Measured by useful results — that which it actually does for you — electricity is your cheapest servant.

In reality, your electric service is a matter of small change. Just for fun, check your monthly expenses for such items as movies, cigarettes, cigars, candies, cosmetics, etc. You will be surprised to find that you are paying more for these 'incidental' items than the cost of your entire electric service.

Live electrically and you will live economically on the sunny side. Nothing has so many varied uses or costs so little as electricity.

▼
WELCOME PIONEERS!
to
HEREFORD
MAY
11th
▼

We May Not Be Old Timers But We Are Always Glad to
Be of Service to You — One and All!

DINE AT FOSTER'S WHEN IN TOWN!

FOSTER'S CAFE
HEREFORD, TEXAS

Texas-New Mexico Utilities Company

Harris Family Came to County Forty Years Ago

PIONEER COUPLE OBSERVE GOLDEN WEDDING AN- NIVERSARY IN 1935

In the year of 1856, near Burleson, in Johnson County, Texas there was born a little boy and girl who were destined in later years to play a part in the development of Hereford and Deaf Smith County. The boy was none other than J. H. Harris, the girl became his wife, the former Mandy Lou Gibson.

Mr. and Mrs. Harris were married at Burleson in the year of 1875, and were happily settled there. About the year of 1895 they began to receive letters from a relative of their, who had come to the Panhandle several years before, urging them to come to this great prairie country—a country that would give them a new life. He told them that land could be bought for a song, and there was a wonderful outlook for the future.

His relative was the late C. G. Witherspoon, who was one of the earliest settlers of this county; one who put forth his greatest efforts to make his home town and county the best in the state. One who was loved by all who knew him.

Mr. Harris gave heed to these persuasive letters of Mr. Witherspoon, headed for the Panhandle, leaving Mrs. Harris and family with her parents until he could find a suitable location.

On arriving here and looking about he decided that a better piece of land couldn't be found than that section which lies just north of the cemetery. He purchased this land for two dollars an acre from L. Montgomery, son-in-law of the late Enna Mercer.

Mr. Harris sent for his family and they arrived here on Thanksgiving day, 1898. His wife and eight children were thrilled over their new home. They faced none of the hardships of the earlier pioneers, as at this time they were in driving distance of school and church.

Mrs. Harris, in recalling her early life, said, "I lived in Johnson County all my life before coming here, except the first year. That year my father, Arthur Gibson, moved to Tarrant County and while there built the first store in Fort Worth. He could have bought the half section where the busiest part of the city now is, for less than \$100."

Mr. Harris has spent most of his life here ranching and wheat farming. Just a few years ago he sold his farm and moved into town. He and Mrs. Harris now live on the corner of north Miles Avenue.

They celebrated their Golden Wedding fourteen years ago. She remembers that Mr. and Mrs. H.

Trow, Mrs. John Burch and Mrs. M. A. Fox were among those present.

Their eight children, all of whom are living, are Mrs. Donna Farris of Burleson; Mesdames Maggie Mormon and Myrtle Witherspoon, Willie and Bernice of Hereford. Walter lives in Jerome, Ariz., Festus at Riceville, Iowa, and A. B. at Hedly, Texas.

Mr. and Mrs. Harris have been devoted workers and contributed much to our churches, having been members of the Baptist Church for years.

First National Bank Has Long Service Record

Old timers here for the celebration Thursday will recall the old Hereford National Bank, founded Sept. 29, 1900. It stood two doors south of its present location—and served the cattle kingdom which had sprung up here on the plains.

Previous historical stories in The Brand give credit for the bank's origin to John E. Ferguson, its first president. In 1906 the bank was purchased by J. L. Fuqua and chartered Feb. 17, 1906, as the First National Bank of Hereford, Texas; it has continued since to operate under that charter.

Geo. Muse, a pioneer resident, now serves as president of the bank and has been connected with the institution since 1917. E. B. Hedrick is active vice-president having come here in 1937; A. R. Posey, cashier, has been with the bank since his school days. Other employees include Keller Muse, J. M. Posey, and Miss Edah Park. Directors at the present time are: Troy Womble, F. A. Gyles, Mrs. L. R. Bradley, J. L. Fuqua, Geo. Muse and E. B. Hedrick.

IMOGENNE'S SHOP OPERATED HERE BY ONA FAYE SMITH

Occupying the north side of the Whitehead Barber Shop, Imogenne's Beauty Shop was established by Mrs. Russell Whitehead in February, 1938, and early in 1939 was purchased by Ona Faye Smith, who operates it at the present time.

Assisting Miss Smith is Gladys Carroll. Both are experienced operators and are proud of the

modern equipment which the shop today boasts. The shop has enjoyed a nice patronage, offering high quality service to its patrons.

TWO OLD TIMERS TODAY IN REAL ESTATE BUSINESS

Hill and Ricketts, Realtors, is the firm title of a modern real estate business operated by two old timers—J. E. Hill and Claude Ricketts. Jim Hill came to the Panhandle in 1899 in a covered wagon, and Claude Ricketts arrived in 1900, also in a covered wagon.

Their firm is nationally affiliated and handles all kinds of land deals. Because both men have "grown up" with the country they are widely known and have a general knowledge of land and conditions in this area.

Pioneer Sketches

TOM CARTER

A man who remembers "way back when" is Tom Carter, who came here in 1887. He lived with his parents, Mr. and Mrs. E. Carter on Frio Draw and wrangled mustangs as a youth. He is now in the real estate and farming business. His mother lives in Dallas.

J. H. HEADS

True pioneers are Mr. and Mrs. J. H. Head who came to this part of Texas from Collin County in 1900 and first settled in Castro, where they operated a large ranch. Mr. Head was Hereford's third mayor, 1910-1912. A daughter, Mrs. Dow Mercet lives here, and another daughter, Mrs. Jesse Groner, lives in Plainview.

JOHN N. JACOBSEN

A native of Denmark, John N. Jacobsen, was born at Rapstedt, June 18, 1873. He immigrated to the United States and in 1903 came to Hereford from Lewisville, Denton County, Texas. After working on the Santa Fe railroad a short while he bought the old Ida Pyland blacksmith shop, from which has grown his present modern machine shop. The shop is fully equipped and is one of the most complete on the Plains.

W. J. SMITH

Coming here 35 years ago Bill Smith has literally grown up

with the country. He attended the local schools and went two years to the old Panhandle Christian College, formerly located here. He was with the local post office two years and with the Plainview post office up to 1916, when he joined the U. S. Army and saw service in the World War. At the present time he operates the Magnolia wholesale agency here, is an active community worker, is interested in music—and enjoys an occasional practical joke or prank.

R. J. KIBBE

Coming to this community in 1899, R. J. Kibbe has remained for the past 49 years to see this country become "tangled with barbed wire and houses." He is a former commissioner of Deaf Smith County having served when the present courthouse was built.

J. B. McMINN

Coming here in the summer of 1901 with 600 head of cattle, the McMinn family faced many hardships. J. B. McMinn recalls many interesting stories, includ-

ed among them accounts of big prairie fires and 125-mile trips to Mobeetle for the mail.

MRS. LELA MURCHISON

Coming here in 1886 with her parents, Mr. and Mrs. G. R. Jowell, Sr., Mrs. Lela Murchison recalls the interesting trip from Palo Pinto County. She is still a resident of Hereford and is looking forward to the annual reunion.

E. M. COX

Another of the early settlers

who is looking forward to the annual pioneer celebration is Ed M. Cox.

WITHERSPOON BOYS

Vern, Rem, Anderson and High Witherspoon have lived in this area since the days of old LaPlatta, coming here with their parents, Mr. and Mrs. W. A. Witherspoon from Ellis County. Vern operates an electric shop here Rem has a stock farm west of town, Hugh is a conductor, and Anderson is located in Canyon.

It's Here! the new UNIVERSAL "U"

And Minneapolis-Moline Again Leads The Parade!



"DOLLAR FOR DOLLAR and POWER FOR POWER"
It's the Best TRACTOR BUY on the Market!

We are proud to present Minneapolis-Moline's newest contribution to the farming industry... the new visionlined "UNIVERSAL" "U." From every angle it is a farm tractor built to do the work. We want you to visit our store and inspect this sensational new tractor with a record of proved performance. The new UNIVERSAL "U" has added power and added features that make for even longer life and even greater economy and easier operation. The New UNIVERSAL "U" is out to make tractor history.

The UNIVERSAL "U" has 5 forward speeds from 2 to 20 M. P. H. — Variable speed governor adjustable from seat — Adjustable rear wheels to suit all needs, from 54" to 84" — Fenders adjustable with wheels — Big Bendix Brakes — Turning radius 7½ feet — Rubber mounted seat — Roomy platform — Steering Wheel adjustable for height — Full 4-ploiw power — "Balanced weight and power" — Completely sealed against dust and dirt — Wheels with rubber tires, regular flat rim or open type steel wheels with lugs.

THE NEW HARVESTOR Combine

SENSATIONALLY NEW & DIFFERENT COMBINE HOLDS THE FIELD—SETS NEW RECORDS

WORLD'S MOST POPULAR 12 FT. COMBINE

PROVED APPROVED IMPROVED

1938 Sales Over 48,000—Ahead of 1937 Sales

The Harvestor

THE ORIGINAL LIGHT WEIGHT HIGH CAPACITY COMBINE

IS A RECORD BREAKER

The HARVESTOR was the first light weight, high speed, big capacity combine—weighing nearly a ton less than previous combines of its size. The HARVESTORS have many patented features that no other combines have.

THE RECORD—THE 12-FOOT HARVESTOR IS THE MOST POPULAR IN ITS CLASS—A COMPLETE SELL-OUT IN 1934—IN 1935 THE BIGGEST SELLER OF ALL COMBINES AND AGAIN A COMPLETE SELL-OUT. IN 1936, INCREASED PRODUCTION—AND AGAIN THE BIGGEST SELLER IN ITS SIZE. NOW THERE ARE 3 SIZES—8 FT., 12 FT. AND 15 FT.—AND 1937 SALES SURPASSED ALL PREVIOUS RECORDS. 1938 SALES WERE ABOUT 48% AHEAD OF 1937. FOR 1939 THE FAMOUS MM HARVESTORS OFFER MANY NEW IMPROVEMENTS.

BIG CAPACITY—the record of the HARVESTOR, as the most popular combine through many tough harvests under many varying crops and conditions is outstanding proof that it leads the field especially when it comes to saving, cleaning, and handling all crops successfully. More farmers than ever will be wanting MM HARVESTORS in 1939. Get Facts Now!

There Must Be A Reason For Its Popularity!

PIONEERS Welcome To Hereford

DAVIS - McCRACKEN

PHONE 380

FARM MACHINERY HEADQUARTERS

WELCOME PIONEERS

to the Pioneer FEED STORE

With the passing of years comes EXPERIENCE and Experience brings service. This business, established to fill a need in this community, has continued to grow. And through good times and bad, we have ever held aloft the ideals of serving our customers capably, and with the highest quality products!

Inquire Here for
FIELD SEED
GARDEN SEED
BULK CORN SEED
CUSTOM GRINDING and CLEANING

We Buy Cream, Eggs, Hides, Poultry!

SEE US FOR BABY CHICKS

West Texas FEED and SEED
PHONE 265

The Southwest favorite COFFEE

... joins with the citizens of Deaf Smith, Castro, Oldham and Farmer Counties in paying tribute to

The Southwest's PIONEERS

The men and women we call "Pioneers" are the builders of the modern world of today. Our fathers and grandfathers blazed the Texas Trails through wilderness and endured many hardships. The very names of these counties are themselves a memorial to the services these brave men rendered to their State in its beginnings. Let us be grateful for them.

ADMIRATION COFFEE

Will Be Served Free... at the BARBECUE—MAY 11

Summerfield Named For Surveyor

Robersons Used Hand Plows To Till Soil Here

WIRED FENCES WERE FEW IN EARLY DAYS OF THIS COUNTRY

It was in 1900 when we finally decided to leave our old, worn out farm and migrate to the talked-of "land of plenty."

We, the J. E. Roberson family of Quanah, Texas, in Hardeman County, the Lee Wilson family and N. A. (Al) Laughlin family, all decided to settle in the part of Texas now called Summerfield.

We immediately began digging our homes. I say digging, because we then lived in dugouts and half-dugouts. Ours was located four and a half miles northwest of the railroad and we filed on section 12, where Geo. Storey now lives.

The Lee Wilson's settled on the place now owned by S. L. Walser, Bob Lance and Bill Hines. Mr. and Mrs. N. A. Laughlin and their family settled on the northeast quarter of section 3, which is now being farmed by Chas. Noland.

That same year we were favored with another neighbor, when Mr. and Mrs. Charlie Sanders made their dugout on the place where Guy Walser now lives.

The winters were a lot harder here than any of us expected, but in spite of the hardships, we got along fairly well.

In 1901 the T. W. (Uncle Tommy) Roberson family came through here, and decided it was one of the finest cattle countries they had ever seen.

All the families were large, therefore, a school was the next thought of our parents. In 1902 Miss Lynna Greer, who is now Mrs. Percy Estes, came from a dugout school at Frio to teach in the small school room our fathers had erected.

Remember starting out one morning all dressed up and riding in a side-saddle when our wire-shy horse hit a wire with his foot. He always jumped about ten feet if he even heard

a wire sing. My saddle girth broke that time and I got a spill, but held on to one rein, so I didn't lose my horse. I went on to church.

There wasn't many fences for miles—in fact only two—the Syndicate fences running north and south, east and west.

In the next year (1902) we had our telephones installed. They branched off from a main telephone line to each house. They would have run our radios a close race.

Plenty of Fun We had parties and watermelon feasts quite often, and once every two or three months everyone brought dinner and we served "dinner on the ground" after church.

First Post Office When our first post office was established in about 1903 it was in a small building near the railroad and east of the present section house.

Our frame houses were beginning by that time and our first store was started and operated by the International people.

First Christmas I forgot to mention our first Christmas, or at least the most outstanding one to me. It was celebrated by all of the families, together.

We were worrying about an organ for our church, so the deacons were asked to send to Montgomery Ward for information

about one. The Montgomery Ward Company insisted upon donating one. Were we overjoyed! That really helped our Sunday night singing.

One day we school children were quite shocked to see our parents come to school with dinner enough for everyone and materials to make our school house twice its size.

There was a large group of children and young people at that time. I remember one party which I attended in the winter of 1905, when the snow was so deep and frozen we used a sleigh.

Many Prairie Fires We had such high grass that it was almost impossible to escape prairie fires. We really had to fight when one started.

Mr. Harris and Lawrence Johnson were our newest neighbors that year. Several other families also moved in and several more came in 1908.

Some more good times come to my mind when I recall our first car in 1905. That same year one of our families bought a phonograph. Everyone of us had to see and hear it.

In November of 1905, we were honored with a visit from a friend from the city, Alva Travlers. She had never seen a cow and

immediately wanted to milk one. We gave her a milk pail and not knowing what to do, she sent us into gales of laughter by sitting flat on the ground and with her feet straight out before her, trying with all her might to milk.

We were lonesome many times and worked hard many more, but it seems worth it when one sees the beginning of a community, and lives to see its progress.

Consumers Have Modern Offices To Serve Area

The Consumers Fuel Association of Hereford, since its organization in April, 1928, has grown into one of the important businesses of the community.

The company distributes gasoline, kerosene, distillate, lubricants, tires, auto accessories, and allied products.

storage tanks, warehouses and

general equipment are included in the headquarters. E. J. Grady is active manager of the Consumers Association and under his leadership the organization has continued to grow and ex-

pand during recent years. Members report nice savings through the organization, which accounts for its large patronage and steady growth.

A new course has been added to the Alomosa school curriculum. The name is "Consumers Problems," and it is a combination of sociology and economics. It is open only to senior high boys.



Pointing the way to BETTER SERVICE

Times have radically changed from the early days of Indians and covered wagons. No longer is there a need to buy several months supply of groceries at one time, and we consider our store one of the most progressive in this section.

Plan Now to Attend the big PIONEER CELEBRATION here Thurs., May 11

GROCERIES MEATS VEGETABLES FRUITS

HUDSON GROCERY "Where You Save"

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.

BUT TODAY... COVERED WAGONS Are Out Of Date

But if They Were Not — We Could Fix Them!

TODAY... the Jacobsen Brothers Blacksmith and Machine Shop is recognized as one of the most complete and capable shops in the Panhandle.

Honesty and Fair Dealing have been instrumental in our success, during the past 36 years in Hereford, and 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 the development of the entire area.

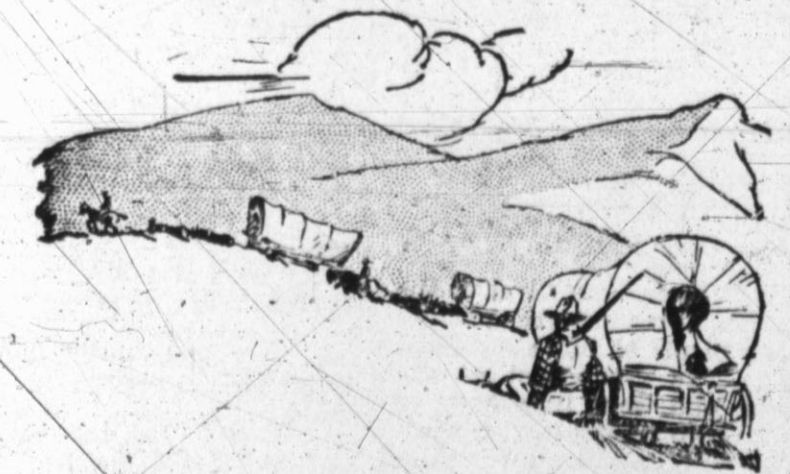
In Hereford Since 1903

Operated by the Sons of a Hereford Pioneer

Jacobsen Brothers

Blacksmithing Motor Rebuilding Welding Well Casing Machine Work

PIONEERING



We hold in our hearts the greatest appreciation for the Pioneer fathers and mothers, who made it possible for the younger folks to enjoy a good Hereford and a good community.

Ross Fuller's Feed Store ROSS FULLER — FRANK TERRELL

Hereford Poultry and Egg C. L. HODGES, Manager

Mrs. W. A. Vaughn Has Been Resident Here Past 48 Years

EARLY CAMP MEETING AND BASKET LUNCHEONS FURNISHED FUN

An old timer who came to Deaf Smith County in 1891 is Mrs. Ida May Vaughn, who for the past 48 years has seen this area change from a huge open range, ranch country into an agricultural empire—and back to a program of livestock and agriculture combined.

She was born in Persia, Iowa, Feb. 20, 1885, and married W. A. Vaughn on May 9, 1907; prior to her marriage she was Ida May Kibbe, daughter of Mr. and Mrs. R. J. Kibbe.

When she and Mr. Vaughn came to this country they settled three miles west and one mile north of the present town of Hereford. Their closest neighbors were Jack and Joe Killough, six miles northwest "as the crow flies"; G. R. Jowell was located on the present Sulphur Park site, and the Parish family lived about a mile up the creek from the Jowells, where they operated the Dawn post office. Uncle Billy and Uncle Summie Higgins lived about nine miles northeast over cow-trails in the present Progressive community.

Among other things which Mrs. Vaughn recalls is the town of Old La Platta, where she attended school, and belonged to a Sunday School class taught by Mrs. C. G. Witherspoon. She also recalls with a fleeting smile of pleasure her first Fourth of July celebration in 1893, and her first camp meeting—around 1894.

Mrs. Vaughn tells an interesting story of her early experiences, and because of the interesting manner in which she relates the early day happenings the following account is printed in the first person—just as she tells it.

We, mother and three small children, came by slow train from Persia, Iowa, to Panhandle, Texas, then by covered wagon. We arrived in April 1891, at the little house which father had built the previous month on the section of land which he had filed on the fall before. The wea-

ther was just beginning to get warm, and our drinking water—in a keg beside the wagon—was also getting warm. However, father said that was all there was. Just then I discovered those imaginary lakes ahead of us in the road. They were letting me drive the wagon and I immediately whipped the horses to a trot—but never managed to reach the lakes, which I later learned were mirages.

My first school teacher was J. P. Connell, step-father of Geo. Muse, and the school stood where the Askren School is now located. In the spring of 1893, some of my school mates were Eula Higgins (now Mrs. Rambo), Ky Higgins, Maude Higgins (now Mrs. J. S. Orr), Austin and Meda Bassett, Earl and Lillie Mae Witherspoon, Roy Wilsie, Ida Hunt, and Amanda Guest. Mr. Connell will be remembered as one of the early judges of Deaf Smith County, a leader in our Sunday School and other activities pertaining to the welfare and betterment of the community and people. Other early day teachers to whom I had the pleasure of going to school were Fred Johnson, brother-in-law of the late Rat Jowell. He taught at the Dawn School which stood on a little hill which was then located on the land now included in the Tom Ivey Hereford farm. C. G. Witherspoon was then teaching at La Platta where the drinking water came from the "old oaken bucket."

Among my early day school mates are names that are familiar to many of you. Some of these were Dow and Tot Mercer, Roscoe and Cora Johnson, Jim and Ed Cox, Blanch Byers, Joe Ellsha, Tom and Jim Carter, Claud, Hugh, Nancy, Roxie, Leona, Ross and Carroll Witherspoon, Charles, Maggie, Leona and Thornton Dean, Ben, Lee and Hattie Hewett and Flora Ellar.

My first Fourth of July picnic in Texas was in 1893, if my memory serves me right, was spent on the prairie about three hundred yards north of Uncle Summie Higgins' home. A platform was built and shaded with

branches. There were speeches and much singing and music was played by Miss Sallie Higgins on a piano furnished by Mrs. W. A. Higgins, Aunt Lucinda, as lots of folks like to call her. At noon they had one of those wonderful basket dinners as only pioneer ladies could prepare. In the afternoon everyone had a friendly get-together and visit. Then in the evening some of the cowboys began to tune up their old fiddles and the dance started, but as there were no dependable lights and the clouds were gathering the party broke up with everyone telling his friends what a wonderful day it had been and they started for home, some in hacks, some in wagons and some on horseback. Many got good and wet before home was reached, but folk of those days—always looked on the sunny side and the rain only dampened the outside.

The first camp meeting I had the privilege of attending was under an arbor built in the big horse shoe bend of the Tierra Blanca Creek between the Jowell and Brady ranches. The Rev. Hallam, a Christian minister then living near the present Albert Higgins home in the north Progressive community, did the preaching. They used Mrs. G. R. Jowell, Sr.'s piano, and her daughter, Lela, played for the song services. Marvin McGouthlin, brother-in-law of the late L. R. Brady—led the singing; people came from far and wide to attend. Many camped for a week or longer. It was at the close of this meeting that I witnessed my first baptism—it was held in the Tierra Blanca Creek at the natural rock bottom. Ford as it was then called; it was located just this side of the L. R. Brady adobe ranch house.

Early Prairie Fire—One night, late in the fall of 1894, my father called our attention to a red glow far to the southwest; the next night it was much brighter and we decided it was coming our way. The next night the fire reached Deaf Smith County—still driven by a stiff, southwest wind and crossed the Tierra Blanca Draw several miles west of us. Father and mother joined several other men and women and worked all night trying to save some of our grass and the little crop of feed which was still in shocks. However, the fire raged on and stopped only when it reached the Canadian River.

The next Spring meant work for the cowboys. The cattle were in the habit of watering at the creek—but what grass was left was so far from the creek they had to put down wells and windmills to supply water. The boys rode guard or "herd line" every day to keep the cattle away from the charred area.

Girls Get Big Thrill—A big thrill for the little girls of the early days was when the cowboys asked us for a dance. We felt almost grown up at such times. The cowboys were fine sports and so polite that I shall never forget their courteous attention to Mora and Betrie Ivy, from near the present townsite of Vega, Pearl and Blanch Byers, step-daughters of Emmett Powers who lived two miles northwest of La Platta and myself.

Mrs. Vaughn is high in her praise of the Pioneer Spirit and the occasion of the modern Pioneer Day celebration, which she hopes will continue down through the years. She plans to attend the big celebration next Thursday and says she would like to see Pioneer Dress and old time dances featured. She has been a member of the Christian Church since 1901, and a member of the Rebekah Lodge since 1903.

She has nine children, who she hopes will be able to attend: Carlos Vaughn, Hereford; Pete Vaughn of Wheatley, Ark.; J. D. Vaughn, Mrs. Ruby Anthony, Tommy and Jasper Vaughn, all of Hobbs, N. M.; Bill of Logintown; Frank and Clifford, who are now attending school in Hereford.

THERE'S A HOST of Bargains in TODAY'S ADS

Over

HALF A MILLION 1939 CHEVROLETS Sold To Date!

FIRST IN SALES— FIRST IN VALUE!

EXCLUSIVE VACUUM GEARSHIFT
Vacuum Booster Supplies 20% of the Shifting Effort

NEW AERO-STREAM STYLING
NEW BODIES BY FISHER

CHEVROLET'S FAMOUS VALVE-IN-HEAD SIX

GENERAL MOTORS VALUE



Every 40 seconds of every day, Somebody buys a new Chevrolet!

...and the demand is increasing day after day

PERFECTED HYDRAULIC BRAKES

PERFECTED KNEE-ACTION RIDING SYSTEM
(With Improved Shockproof Steering) (See Dealer for Leaf metal salt)


NEW "OBSERVATION CAR" VISIBILITY

The only low-priced car combining "ALL THAT'S BEST AT LOWEST COST!"

BRUMLEY-WOODFORD MOTOR CO.

HEREFORD, TEXAS

Welcome Pioneers



Deaf Smith, Oldham, Castro and Parmer Counties

It is with pleasure that we extend greetings to the Old Timers and visitors who will attend the Pioneer Celebration here next Thursday. We invite you to take part in the celebration and to enjoy the occasion to the fullest extent. It has been a pleasure to serve this community down through the years and we too, look forward to the 1939 celebration.

PANHANDLE Lumber Company, Inc.

All Wealth Springs from the SOIL!

We are proud to congratulate Deaf Smith, Parmer, Oldham and Castro Counties upon the occasion of the celebration of Pioneer Day, May 11, in Hereford, because of the fact it was these same Pioneers who came here to establish homes and to utilize this vast fertile territory for farming... which today is the greatest of all industries, and for which all other industries, indirectly or directly must depend. Therefore, on May 11th it gives us great pleasure to salute the PIONEERS... the Farmers and the Ranchers of these great Panhandle counties on their spirit of progressiveness.

OLIVER

Has Played an Important Part in Farming!

Since the days of the Pioneers there has been a big transition in farming methods and OLIVER FARM MACHINERY has played an important part in this change. Oliver has ever pioneered in the making of farm machinery of a practical and useful type. The name OLIVER on a piece of machinery is known to many farmers for their sturdy and dependable worth... and their long life of service. Because of Oliver's dependability in past years... Oliver Farm Machinery is to be found on farms in nearly every community, today!

OLIVER "70" ON RUBBER



\$952.00 DELIVERED

More Horsepower for Less Money

\$1475 DELIVERED

12-Ft. Combine on Rubber Tires



This Year Wheat will be Plentiful and Combines Scarce... so Place Your Order with Us Now!

JOHN WOOD FARM EQUIPMENT

HEREFORD, TEXAS
FRONT OF BEAVERS BROTHERS GARAGE

■ SUPERIOR DRILLS
■ OLIVER PLOWS

■ OLIVER COMBINES
■ HART PARR TRACTORS

Churches Played Important Role Here In Pioneer Days

HISTORY OF CHURCHES GOES BACK FURTHER THAN HEREFORD

The Church—always the forerunner of civilization and of progress—has a history almost parallel in dates with the history of Deaf Smith County, for it was only a few months after the county was organized that the early churches came into existence.

Since complete histories of each of the churches in this community have been printed in the 1937 and 1938 Pioneer Editions of The Hereford Brand—and will of necessity, be repetition—the following accounts are summarized from the previous articles. They are presented, not as history—but in recognition of the splendid work which the institutions have done.

Presbyterian Church

Served now by a modern building, constructed in 1931, the First Presbyterian Church has grown tremendously since it was founded June 14, 1891, with 16 members at La Platta. When the county seat was moved to Hereford, the old church was also moved here from La Platta—and the building served as a place of worship for all denominations. It is the same building now used by the Gulf Refining Company. Present pastor of the Church is James Aiken, Jr., and the church today continues as one of the most active in the community.

Christian Church

F. T. Denson preached in the homes of this community, including that of G. R. Jewell east of town, back in the early days of the community. The outgrowth of his work and that of other traveling preachers was the organization of the First Christian Church in 1899, under the leadership of Mr. Denson. In the summer and fall of '99 the first church was built at Third and Miles Streets, and in 1907 the congregation met in the auditorium of the old Hereford College. In 1907 they purchased lots and in 1908-1909 the basement of the present building was occupied. The building was completed in 1917 following an intensive drive. Rev. H. M. Redford today serves as pastor of the church, which is recognized over the Panhandle as one of the most active of the denomination.

Baptist Church

The Baptist Church was organized here Oct. 15, 1899, and services were held for several months in a store building which was moved from La Platta. In June, 1901, lots were secured at Jackson and Fourth Streets. The church was opened Christmas, 1901.

Old timers will also recall the plot on Tierra Blanca which the church bought for baptismal services. Ground was broken for the present building on June 18, 1928, and services were first held in the new church May 19, 1929. Rev. W. E. Barnes is present pastor of the church, which is active in all types of work sponsored by the faith, and the congregation is today one of the most active in the history of the local church.

Methodist Church

In March, 1899, the Methodist church was organized by T. F. Robeson, and boasted 13 members. The first church was constructed in 1902 and was made a station the same year, with Rev. C. L. Cartwright as pastor.

Work on the present building was started in 1919 and it was dedicated in 1920 by Bishop John M. Moore. Down through the years the church has been active in all fields. E. B. Black has been a Sunday School leader from 1902 until recent years, and the church also boasts active ladies organizations and mission societies. Rev. M. M. Beavers, present pastor, was here when the church was built and returned several years ago.

Church of Christ

With 15 charter members the Church of Christ was organized here in 1902, and for the first few years met in the homes of various members. The first building was erected around 1907 on the lots where the church today stands.

The present building was constructed in the fall of 1934. Fred Ross was serving as minister at that time. For several of the intervening years the church was without a minister. Several years ago Minister E. M. Borden took charge of the church and it is today one of the most active in the community. Last year the modern pastorate was constructed, and the organization now maintains mission and charity work along with holding regular services.

Catholic Church

The old court house building in 1910 served as the first Catholic Church of this community, although meetings were held prior

to that time. It was Father Campbell who sponsored the early church services in the old court house building, the dome of which still is used on the church today.

The church continued to flourish and in 1920 Father Salvador di Gioanni, S. A., arrived here and during his long service was instrumental in building the present church.

At the present time the church has around 400 communicants, and maintains an active parochial school. Father Nathaniel now serves as pastor of the church.

Assembly of God

Growing from a meeting in 1924, the Assembly of God church is the youngest in this community today. First services were held in the unfinished building in April, 1928.

The congregation continued to grow during the intervening years. In 1937 Rev. J. J. Grubbs came here as pastor of the church and has continued to serve the congregation. The church today has a nice building and is active at all times, including a large Sunday School and general church affiliations.

Summerfield News

(8 miles southwest)
MRS ASA ATCHLEY

There were 45 present for Sunday School Sunday morning. Mrs. Beulah Roberson was a guest in the Buford McMinn home last week.

Misses Mary Nix and Frances Young of Hereford, visited Helen Oglesby Thursday night. Mrs. Albert Crosse and children visited in the Melton home in Friona, Monday.

Mr. and Mrs. W. H. Knox and children of Hereford, Mr. and Mrs. Ted Staats and children of Westway, were in the B. A. Atchley home Sunday.

Mrs. Albert Cross, grandfather from Colony, Okla., is visiting the Cross home this week.

Mr. and Mrs. C. H. Butler were week-end guests of friends in Hereford.

Miss Viva Mae Thomas and Marvel Upton of this community were united in marriage in the Baptist parsonage in Hereford Saturday evening. Rev. W. E. Barnes officiated.

Mr. and Mrs. Roy Euler and family were in Elk City, Okla., attending the funeral of a relative.

The school children and teachers are working on their program for the close of school. Miss Joyce Davis and Rev. Earl Coffee of Amarillo, were visitors

in the C. B. Thomas home Saturday.

Mrs. Ross Roy and children of Summerfield were week-end guests in the C. B. Thomas home.

B. A. Atchley, Gertrude, Ralph and Mrs. Asa Atchley and Louise Suttle were visitors for church and Sunday School at Westway Sunday.

Elbert DeLozier and B. A. Atchley were in Farwell Thursday.

Mr. and Mrs. Harry Connor were in Amarillo, visiting relatives last week end.

Mr. and Mrs. Lois Lookingbill week attending the postmasters meeting and banquet Saturday.

Edith Neill and a friend from Plainview, were in the B. E. Roberson home last week-end.

Mr. and Mrs. C. B. Thomas gave a dinner honoring Mr. and Mrs. Marvel Upton, Sunday.

Mr. and Mrs. V. D. Nance and family, Mr. and Mrs. J. B. Nance and family of Lockney, Mr. and Mrs. M. C. Nance and family of Plainview, Mr. and Mrs. Wendell Ballard of Shamrock, were in the J. A. Noland home Sunday.

Mrs. J. L. Lookingbill visited her daughter, Ruth Lookingbill, and Mr. and Mrs. Cecil Lookingbill in Amarillo, Saturday.

Mr. and Mrs. J. A. Noland visited A. D. Nance in Amarillo Saturday.

Mr. and Mrs. Ky Lawrence and Mr. and Mrs. Lee Kendall returned from Hot Springs Sunday afternoon.

They are wiring the elevator, the house and enlarging the elevator scales, and doing some general repair work here.

Several attended the senior play in Hereford Friday evening. Mr. and Mrs. C. H. Butler.

SPECIAL!

ALL THE TIME
... Safety

HYDRAULIC BRAKES adjusted... **75c**

■ ■ ■
Pioneers
WELCOME TO
Hereford, May 11

■ ■ ■
Ellis Coombes
Garage

WHEAT HAILED OUT

In the next forty-five days, thousands of acres of wheat in this section will be destroyed by HAIL! Will it be YOURS?

The Aetna Fire Insurance Co.

... has a record of Liberal Adjustment and paying its losses FIRST; making a real friend of the Insured.

T. K. WILSON, Agent

108 MAIN STREET HEREFORD, TEXAS

MAKE MAY 11

a Real
CELEBRATION

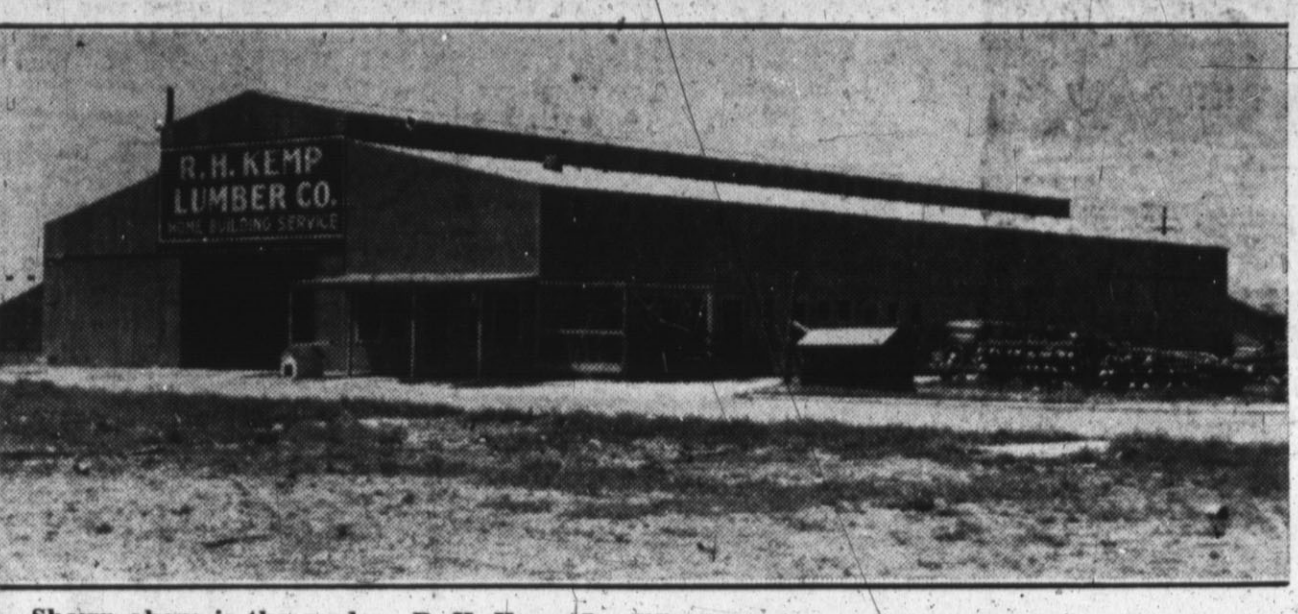
by Eating at the Club Cafe

When it comes to Good Food, you can't beat our Home Cooked meals and special orders. Try one of our famous steaks and become a regular customer.

TRY A SPECIAL PIONEER DINNER **35¢ (May 11)**

CLUB CAFE

Modern Lumber Lard Serves Hereford Area



Shown above is the modern R. H. Kemp Lumber Company, which today serves this community. Grant Fuller is manager of the firm. The old Kemp Lumber Company was established in 1907 and operated until 1915, when it was moved. The present company was established in 1926 and has continued since that time.

Jimmy, Bradley Lookingbill, Gertrude Atchley, Louise and Leroy Suttle, attended the play at Westway, Friday evening. Mr. and Mrs. J. R. Oglesby, Robert Oglesby and Ralph Atchley were in Tulla Thursday evening.

LOCALS
Mrs. H. H. Boardman Home
Mrs. H. H. Boardman returned Friday, after spending the win-

ter in St. Louis, with her two daughters, Mrs. Levin Gray and Mrs. Richard Renz and their families. Mrs. Boardman who received medical treatment while there, is much improved.

Attend School Meet
Supt. and Mrs. Knox Kinard were in Amarillo Saturday where he attended a meeting of the Panhandle-Plains Superintendents' Association. More than 100 school officials and their wives attended the association banquet, the last event for the organization this year.

G. M. Hudson, Hereford High School principal, attended a Panhandle-Plains Principals and Supervisors meeting held in Amarillo, Saturday. He was accompanied to Amarillo by Mrs. Hudson.

Mr. and Mrs. Albert Ross and small son of Lubbock, who are former Hereford residents, spent the week-end in Hereford. They were guests of Mr. and Mrs. Geo. V. Stambaugh and Mr. and Mrs. Jim Black at Black.

Carl Spratt who is teaching in the Crosbyton Public Schools spent the past week end in Hereford visiting his mother, Mrs.

Miss Mary Broadwell spent the week end with her parents, Mr. and Mrs. H. L. Broadwell. Miss Broadwell teaches in the Tulla Public Schools.

Times Have Changed

Since 1898

but there's still nothing LIKE HAVING

Your Own HOME!

HOUSE PLANS

PLAN SERVICE
Good plans are essential and make for better HOMES. We can furnish stock plans for \$20.00 and up. Plans based on your ideas at reasonable prices.

HATS OFF to you Mr. and Mrs. Pioneer. In a "dugout" you made your home.

To you, Sons and Daughters of these hardy, sturdy settlers, we say "Carry On." The days of the "dugout" are gone. The modern home for town or farm is here. Take advantage of the big stock of building material we carry to furnish your wants in all such lines. Build and make your home at or near Hereford.

"A HOME OWNER IS A GOOD CITIZEN"

CUT the RED TAPE

See Us About an F. H. A. Loan

F. H. A. LOANS for new homes or for repairing or re-modeling. Let your rent pay for your home. We handle every detail of F. H. A. LOANS in our office. Come in and talk it over anyway. F. H. A. LOANS represent "OUTSIDE" money invested in Hereford. USE IT!

R. H. Kemp Lumber Co.
Grant Fuller, Mgr. Hereford, Texas

Dyer Attended School When C. F. Kerr Taught At Dimmitt

OLD TIMER CAME HERE WITH FAMILY IN YEAR 1891

BY MRS. ULLMAN HUNTER
"Press" Dyer, as he is commonly known, is an old timer in the Jumbo community, having come to Dimmitt in 1891. He was accompanied by his mother, his brother, "Slats" Dyer, and sister, Mrs. Matt Gilliland of Hereford.

Mr. Dyer received his first schooling in Dimmitt. During his second year in school he was ably taught by Judge C. F. Kerr, who is now a resident of Hereford.

After a few years, the Dyer family moved to the Ben Beach farm, now known as the Neeley place and located in the Jumbo community. Families were scarce then and school children were so few that a teacher was hired to teach in the Dyer home. Some four or five neighbors' children also attended school in the Dyer home.

Came Here in 1901
In 1901 the family moved to Hereford. Educational facilities were somewhat improved over those which the Dyer children had been accustomed.

Mrs. A. M. Jones, now of Hereford, was one of his teachers.

Baseball was the biggest outdoor sport among the boys and Dyer was always among the ones who played.

About that time Hereford also boasted a concert band. Some of the members were Mr. Dyer, who played a trombone, Bill Smith, who is now Magnolia agent in Hereford, Ralph Smith, high school band director, handled the snare drum—and the two Brunk brothers, who for years since have been in the show business.

In 1912 Mr. Dyer accepted work from Edgar Ireland and Mark Cowser, who operated a hardware store in Dimmitt. Preceding this job Mr. Dyer attended school one year at the University of Texas in Austin.

Married in 1913
In 1913 Miss Jimmy Sweeney became the bride of P. H. Dyer. Soon afterwards they moved to a farm north of Dimmitt in what is now known as the Jumbo community. Since that time they have been residents of this community.

One-Cylinder Car
In 1914, Mr. Dyer became the proud owner of a new one-cylinder Brush car. "No doors, no windows and no top—no wheels, an engine and places to sit—but we sure went places. Didn't we mother," Mr. Dyer said, as in describing the car. "For ignition a telephone battery was used, and it sounded like a modern gasoline washing machine," he further recalls.

To Mr. and Mrs. Dyer have been born seven children, all of whom are living. They own a modern home, equipped with electric lights, bathroom facilities, and have convenient barns, corrals and out houses.

Progressive Citizen
Mr. Dyer is a progressive citizen of the Jumbo community; he has served on the school board for a number of years, was county chairman of the AAA program for several years and still serves in another capacity on that board. He is at present Sunday School superintendent, a position he has capably filled the past five years.

Frio News

HELEN JONES
(10 miles south of Hereford)
The Frio Club met with Mrs. Owen Andrews Thursday and Miss Couch gave a demonstration on Angel Food cake baking. Members present were Mesdames Albert Springer, C. R. Boyd, Mike Cassels, Sid Barclay, T. L. Sparkman, Jr., Barnett, Clay Hough, John Johnson and T. L. Sparkman Sr., and Miss Alma Andrews. Visitors were Mrs. Harold Frye, Mrs. Lowery and Miss Couch.

Mrs. Elmer Jones spent Tuesday with Mrs. Owen Andrews.

Mrs. T. L. Sparkman, Sr., entertained the young people's Sunday School class with a dinner Sunday. Those enjoying the occasion were: Colvin Tennonson, George Albert and Mary Lois Springer, Raymond and Margaret Mabley, Alma Andrews, J. E. Harlin, Oline Ramey, Alfred Frust, Helen and J. P. Jones, Mr. and Mrs. T. L. Sparkman Jr., and Mr. and Mrs. Deward Robertson.

Miss Mary Lois Springer spent Thursday night in Hereford with Mary Elizabeth Micks.

Mrs. A. T. Jones and Daisie Jones spent Sunday with Mr. and Mrs. Albert Springer.

Mrs. L. F. Tennonson, who had an operation last week, is improving.

Worked On Telephone Lines



Tom Hindman, right, and Press Dyer are shown in the above picture after a hard day's work on telephone lines. The picture was made in 1908; many old timers will remember when these two young men were kept busy with line repairs.

Adrian, visited Mrs. R. V. Cooper, Monday.
Mrs. John B. Majors of Sweetwater, spent the week in the home of her mother, Mrs. J. N. Ivy.

Mr. and Mrs. W. L. Werneburg of Panhandle, were Sunday guests of Mr. and Mrs. Tom Kinsey.
H. L. Morris returned from Espanola recently, where he has been on an extended visit with his daughter, Mrs. Herb Yates.

Mrs. Ruby Straub is reported quite ill this week.
Guy Barnett and family have moved to their new home on Highway 66.

Rev. Marshall Rhee, former pastor of the Methodist Church and Miss Mary Duskyn Kenyon, were married at Gainesville, Ga., April 21. Rev. and Mrs. Rhee will be at home in Abernathy after May 1.

Gene Murphy had a stroke of apoplexy Wednesday night.
The 1938 Study Club met in the home of Mrs. Marshall last Wednesday afternoon. The subject for the program was "Life and Work of Great Men." Instructional and interesting papers were given by Mrs. Truman Miller, on the "Life and Work of Paderewski, Pianist and Statesman," Mrs. R. C. Godwin, on "Louis Pasteur," French chemist.

Mrs. J. C. Ebersole, "Albert Switzer." Mrs. W. S. Bennett, "Georgia O'Keefe." Among those present were Mesdames R. M. Thompson, E. O. Sellars, Everett Wiseman, Truman Miller, C. C. Wimberley, W. S. Bennett, Fred Cotton, R. C. Godwin, J. T. Shelton, J. C. Ebersole and the hostess.
The Fritch Theatre guild presented a play Tuesday evening at the school auditorium; the play was "A Ready Made Family," by Fay Tobias.
Bain Wiseman is spending this week in Hot Springs, N. M.
Born to Mr. and Mrs. L. L. King, April 27, a son, LaFayette.
Harlow Sprouse is quite ill with pneumonia.

ter, Margie of Plainview, spent the last week visiting in the O. J. Grabbe home. Mr. Rigler came up Sunday after them.

Coleman Campbell of Fort Worth has been visiting in the M. Campbell home.

Miss Lottie Allred spent the past week end visiting in the home of Mr. and Mrs. Cecil Allred of Amarillo.

Mr. and Mrs. Ervin Shugart and Carolyn, were Sunday dinner guests in the Will Shugart home.

Mrs. Tom McClain spent last Thursday with Mrs. A. S. Thomas in Hereford.

Mr. and Mrs. Oscar Golden of Plainview have been visitors in the Floyd Tomlinson home recently.

Guy Dudley has been visiting in the W. R. Moore home.
Miss Pauline Moore spent the latter part of the week at home, as the result of illness from tonsillitis.

Mrs. J. F. Matthews visited in the Jim White home near Dawn, Saturday morning.

LEGAL NOTICE

STATE OF TEXAS,
COUNTY OF DEAF SMITH,
Notice of Sale of Real Estate as Under Execution

By virtue of an Order of Sale issued out of the 108th District Court of Potter County, Texas, on a judgment rendered in said Court on the 8th day of April, 1939, establishing a debt of \$5,995.87 held by Rollinsford Savings Bank of Salmon Falls, New Hampshire, on a note sued on in said suit, with foreclosure of the lien as the same existed on June 12, 1923, on the land hereinafter described, as against the defendants Carolina Kropff, J. A. Kropff, C. R. Kropff, C. V. Kropff, Pearl Hunter and her husband, Russell Hunter, Dorothy Banner, Gerald Banner, J. W. Kropff, C. C. Kropff, Amarillo Feed and Seed Company, First National Bank in Tucumcari, Prest-O-Lite company, John H. Patton and Food Machinery Corporation, in the case of Rollinsford Savings Bank of Salmon Falls, New Hampshire, vs. Carolina Kropff, et al. Number 13,126 in such court, I did on the 1st day of May, 1939, levy on the following described land in Deaf Smith County, Texas, as the property of Carolina Kropff, J. W. Kropff, C. R. Kropff, C. V. Kropff, Pearl Hunter, Dorothy Banner, Gerald Banner, J. A. Kropff and C. C. Kropff, to-wit:

The Northwest on-quarter of Section Number 63, Certificate Number 1834, Block K-3, described by metes and bounds as follows:
BEGINNING at the North-

west corner of said Section 63; THENCE East 939 vrs. to a point in the North line of Section Number 63; THENCE South 950 vrs. to a point; THENCE West 939 vrs. to a point in the West line of Section Number 63; THENCE North 950 vrs. to the place of BEGINNING; and containing 159 2-3 acres of land; and on the 6th day of June, 1939, the same being the first

Tuesday in said month, between the hours of 10 o'clock a. m. and 4:00 o'clock p. m., at the Courthouse door of said County, I will offer for sale and sell at public auction for cash the above described land.
DATED at Hereford, Texas, this 1st day of May, 1939.
J. O. NEWELL, Sheriff of Deaf Smith County, Texas.
By FRED W. BAIRD, Deputy.
18-3tc



Make PIONEER DAY MORE ENJOYABLE BY Eating at Carl's Cafe

Not since the town first started, but since we first started—this cafe has been famous for its fine foods. We specialize in Steaks and Short Orders. GIVE US A TRIAL.

SPECIAL PIONEER DAY LUNCH ----- 35c
CARL'S CAFE AIR CONDITIONED

Henry Ford Is Automobile PIONEER

Times have changed quite a lot since the day when 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!

HEREFORD MOTOR CO.

SALES FORD V-8 SERVICE

BUTTER-NUT BREAD

DELIVERED FRESH DAILY AT YOUR GROCER'S

If you Want Good Bread

ASK FOR HOUCK'S

BUTTER-NUT BREAD

"The Freshest Bread in Town"



At Your Grocer's

WELCOME PIONEERS!



PIONEER CATTLEMEN have learned through years of experience that it is best to use FRANKLIN'S VACCINES for dependable immunity.

O. M. FRANKLIN SERUM CO.

AMARILLO 110 POLK STREET HALL MEDFORD, Mgr. CORNER DRUG STORE, Hereford Distributor

D. H. Bryant Had Early Dray Wagons

A resident of this community for the past 37 years, D. H. Bryant came to Texas in 1887 from Huntington, Texas, and settled at Merkel on Oct. 31. Later he decided to come west and drove a team of horses through to Deaf Smith County in 1902.

Among his neighbors in the early days were Will Smith, Bill and Troy Womble, W. H. Clarey, D. R. Gass and Walk Bradley. He is a member of the Woodmen of the World lodge and of the Methodist Church. Mr. Bryant married Cadolia Cawthon and later Flora Carlyle. He has six children: Mrs. H. D. Carrington, Darden, Tenn.; Mrs. O. W. Carter, Memphis, Texas; Cawthon Bryant, Hereford; Sarah Agnes Bryant, Hereford, and Noel Bryant of Dallas.

In the early days Mr. Bryant was an astute horse trader and one of the things which sticks in his mind is the swapping of horses, and breaking them to work. He recalls one trade in particular when he palmed off a balky horse on D. R. Gass—only to discover that the one he received in the trade was a "kicker."

"When I came to Hereford 37 years ago, there wasn't a brick building in town," he recalls. "I hauled the material for the first brick buildings in 1902—they were the First National Bank and the old Christian College, which was later used as a high school. I have seen Hereford progress all these years, and in many different ways."

Mr. Bryant operated a dry service for practically every business in town from 1902 to 1936, when he sold out to Harvey Nunn. Among other vehicles, he drove the old horse-drawn hearse and the old taxicab.

During the past 37 years he has made nine trips back to his old home in Tennessee. He has also made many other trips, but says, "I would like no other place but Hereford. I am very fond of the sandstorms as compared with troubles faced in other parts of the country."

At odd times Mr. Bryant worked with Grandma Womble threshing grain. He drove the first combine that came to Hereford and recalls that it was own-

ed by Troy Womble and was drawn by horses.

"I have enjoyed the Old Settlers Celebrations very much," he concludes, "and regret that I do not have a team to pull a covered wagon, as I did in the first two. It is a pleasure to meet all of my old friends and talk over old times. I hope to get to attend many more Old Settlers Celebrations in the future."

Askrens Came to This Country In Covered Wagon

BY MRS. ULLMAN HUNTER
January of 1891 found Mr. and Mrs. S. E. Askren traveling in a covered wagon from Sherman, Texas, headed for the Panhandle. A snowstorm caught them before they reached their destination, but they were prepared for such an event and it did not amount to much.

The Askrens located 10 miles northeast of the present site of Hereford. La Platta was the county seat. Mrs. Askren remarked "I took nearly every man in the county to hold court."

Mr. Askren managed a very profitable farm. He sold the first carload of broom corn produced in this county and sold it through the E. W. Harrison elevator. Enlarging their barn, the Askrens later ran a broom factory successfully. They also sold the first carload of oats grown in this section.

Higgins School
As the community began to settle, the problem of schooling had to be solved. The Jowells, Higgins, Cardwells, the Askrens and others, with the aid of the State, donated their money and time to the building of a little school. It was known as the Higgins School. Heretofore, in order to have religious services, some of the neighbors would find a transient minister and invite him out to their homes for two or three days, then the neighbors would gather and hold church. The minister always traveled in

his own buggy or on horseback. Supplies for the farm and home, Mrs. Askren says, had to be hauled by wagon from Amarillo. It usually took three days for the trip, but they did not have to go often, as each settler would get supplies for his neighbors.

John Ferguson had a little office and thereby saved distant trips for their mail.

"There was no such thing as a club," said Mrs. Askren. "All our time went to hours of hard labor, raising baby chicks and gardens, or seeing after the welfare of our families."

When the railroad came to Hereford, which was established later, the Askrens came to town in their buggy to see the "sights."

In 1916 the Askrens moved to Hereford and Mrs. Askren today resides in the same home they had when they first came to town.

After moving to town, Mrs. Askren accepted work from the late I. H. Spratt, in a grocery store. When he sold to Mr. Halsel, Mrs. Askren continued work. When Mr. Halsel sold to Prof. Hodges, who worked for some time for him in 1926, Mr. Cronin opened his dry goods store; she began working there and worked until he sold out, about 10 years later.

About 1917, Mrs. Askren joined

One of Earliest Telephone Lines



When the first telephones were introduced in the Westway community they were used similar to radios of today; frequently solos and harmonica music were presented over the party lines. So impressed was the younger generation that they "played telephone" even while milking, as shown in the above picture. Standing on the left is Claudia Sain (now Mrs. Roy Rogers of Hereford), while Elva Travis (now in New York) is seated on the animal; Maggie Ragenstotz is doing the milking, and Sammy Sain (now Mrs. Chas. Boyd of Frio) is on the extreme right.

MRS. THOMPSON HAS RESIDED IN AREA 37 YEARS

BY MRS. CARL FRYE
The second day of May, 1902, brought a family to Deaf Smith County, which has done its part in the development of the county and the town of Hereford. The family was that of the late J. D. Thompson.

Mr. and Mrs. Thompson came with their family from Marietta, Okla., locating on a ranch about 20 miles northwest of Hereford. In 1905 Mr. Thompson moved his family into town, building a home on Twenty-Five Mile Avenue, where they had the advantages of school and churches.

Mr. Thompson sold his old ranch to Mr. Aylor of Kansas City; he then improved an adjoining ranch and put up a good ranch house. This was sold to Ex-Governor Stubbs of Kansas, and is now known as the Arlie Dean Ranch.

Mr. Thompson died in 1924. Mrs. Thompson, who was born in Poplar Bluff, Mo., seventy-three years ago, still lives in their old the Christian Church and has been a staunch member since. She is an active missionary member, a good kind neighbor and a very pleasant lady.

Furr Food Store Started In 1933

With one of the most modern and complete food stores to be found in this section, Furr Food opened their store in Hereford in 1933, and since that time has enjoyed a nice volume of business.

In addition to a large stock of groceries, meats and fresh vegetables, they also adhere to a steadfast policy of reasonable prices and prompt service.

Harry Garrison is present manager of the Hereford store, having been promoted to the position several months ago. He is a thoroughly experienced grocer and states that the firm will continue to operate along the same lines as in the past.

Bethel Items

(22 miles south)

MRS. E. R. ROTHWELL
J. G. Davis, Jr., who has been in California for several months, returned to his home last Monday night.

The Missionary Society sponsored a 42 and Chinker Check party at the school Wednesday evening. A large crowd attended and enjoyed the evening. Out-of-community visitors were Rev. Forch and family of Dimmitt, and Mr. and Mrs. Posey Cunningham from Sunnyside.

Mildred Lust was home for the week-end; her room mate, Meta Ruth Thomas, came home with

home with her youngest son, Roy, and his family. She has been a faithful worker in the Baptist Church and a good neighbor to all who knew her.

The children, who have lived here most of the time, are Arthur and Roy, Mrs. Ida Davis, Hereford; Nora of Oklahoma, and Mrs. Carrie Sisk of California.

her Mrs. J. C. Williams was in Plainview Thursday. Leland Smith and family were Hereford visitors Wednesday. Rev. Forch and family visited in the Vern Lust home Sunday. Milton and Ivor Bagwell spent the week-end with his grandparents in Hereford.

Kathleen and Paulene Rothwell spent the week-end with home folks. Leland Smith was on the sick list Sunday. Mr. and Mrs. Jim Givans and Mary Elizabeth visited Tulla last Sunday.

Mr. and Mrs. Coy Duma and Mrs. Gene Ivey and little daughter of Flagg, visited in the home of Moss Howell Sunday.

Miss Lois Landtroop, teacher in the Bethel school, has accepted the school for another term.

Pioneers . . . You are Welcome Thursday, May 11

Do You Remember,

when we used such beauty aids as the old fashioned curling irons and the coal oil lamps, and wore frilly dresses and looked like this?



and Now . . .

visit our shop and let us show you the NEW STYLES of permanents that we can give in a short time and they will stand the

damp weather and the hot weather, too. We are equipped to give you the very latest in all beauty work.

NOTICE!

Beginning Monday, May 8, we will open our shop at seven-thirty each morning, and close at six. No appointments taken after six p. m. We trust our customers will help us to observe these hours and we pledge you the same efficient service as always.

We Will Be Closed All Day on "Pioneer Day," May 11th

PERSONALITY SHOP

BESS JENNINGS

ANNIE MAE MINTON

R. E. A.



Pioneers Today

Gone are the days when Old Timers suffer the hardships and privations of a new country. Many of the trials and tribulations faced by the Pioneers has been done away with since farm homes have electrical power, made possible by REA.

CELEBRATING TWO GREAT EVENTS

DEAF SMITH COUNTY'S 41ST ANNIVERSARY
REA'S 4TH ANNIVERSARY

Those men and women, who have banded themselves together to form the Deaf Smith Electric Cooperative, Inc., are truly Pioneers of today. Through this spirit of co-operation they are realizing the oft dreamed ideal of Rural Electrification. Through their efforts are coming true, dreams which lingered in the minds and hearts of their grandmothers and grandfathers.

Pioneering today, like pioneering in olden times, holds its rewards . . . members of the Cooperative now enjoy proper lighting in their homes and have an unfailing source of power, electricity, to pump water over their parched crops and much of the household drudgeries and handicaps of farm life are things of the past since the coming of rural electrification.

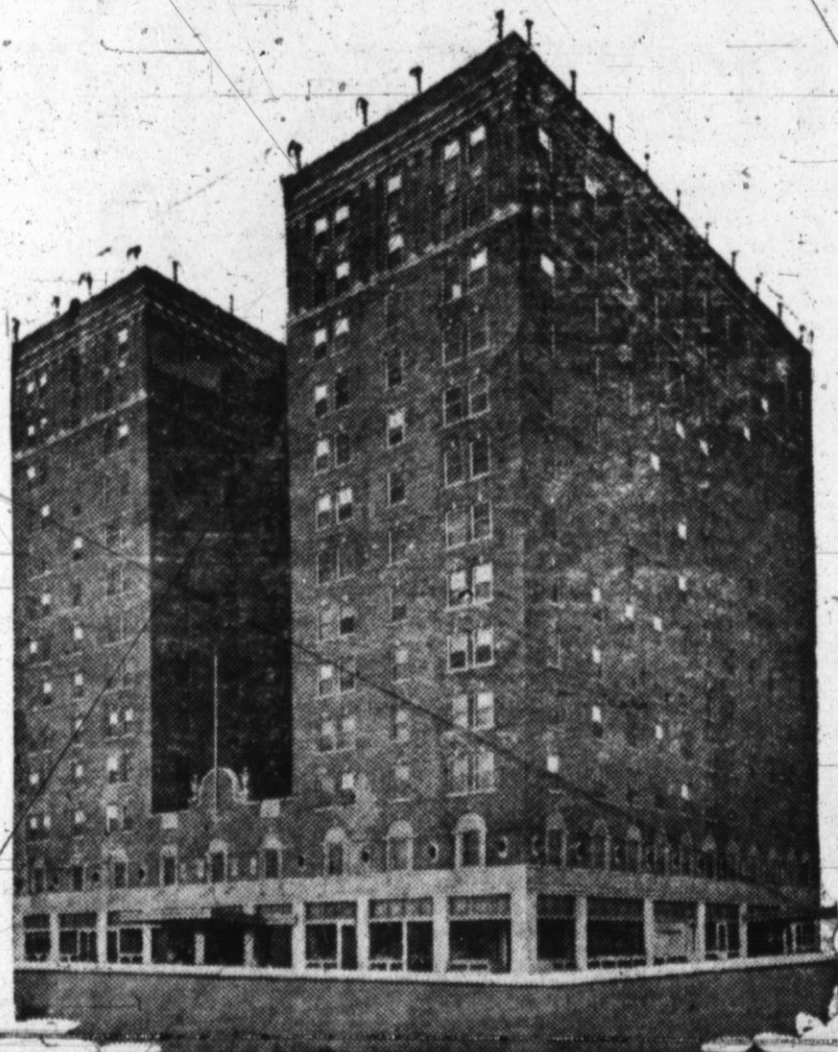
It is with pleasure that the Pioneers of Today pause to pay tribute to the Pioneers of past years, as they gather in Hereford for their annual reunion on May 11th.

We Welcome The Pioneers to Hereford, May 11

Deaf Smith County Electric COOPERATIVE, Inc.



600 ROOMS



600 BATHS

If you want the best, try

THE HERRING — \$2.00 UP

HERRING HOTEL

G. Otho Thompson, Managing Director
AMARILLO

Ward Community Secured First Church Building At La Platta

Settlement Was Named In Honor Of J. F. Ward

FEW PIONEERS STRUGGLED TO KEEP CHURCHES IN-TACT IN COMMUNITY

BY MRS. C. B. MILES
The Ward community was named in honor of the J. F. Ward family, who were among the first settlers in this vicinity.

The Ward family came here from Hardeman County and settled in this community in 1899. At that time their nearest neighbors were the Charlie Hodges family, who live three miles north, and who settled here in February 1898, coming from Grayson County. John Higgins was on the west; he came to Deaf Smith County in 1888 and bought land on which he still lives. John Higgins is the oldest pioneer still living in this community, but is in very poor health at this time.

Organized Church

In 1902 Mr. Ward was instrumental in organizing a church in this community. At that time there were only five members. Mrs. Boyd, Mrs. Hattie Rutherford, Miss Blanche Hunt and Mr. and Mrs. Ward. Mr. Ward was the first superintendent of Ward Sunday School, and Miss Boyd was first secretary. Rev. E. J. Maxwell was the first minister to preach in Ward school house, which served as the church. Some old timers will recall the building as the old "La Platta" school building, which these five members had managed to secure and move to Mr. Ward's land. From that time on, it was known as the "Ward School."

Mr. Ward said Miss Vida Orr (now Mrs. John Jacobson, Sr.) and a mighty fine teacher, too.

Rev. Dean was a Baptist minister, known then as a circuit rider. He used to come out and preach for a few days two or three times each year. Everyone had to go in wagons or on horseback then, but folks from miles around would be at church.

There were many wild horses, antelopes and wolves roaming the prairies in those days. The wild horses caused lots of trouble among farmers, who frequently saw their mounts enticed away, leaving them to walk home.

The wolves destroyed a great many chickens.

Hauled In Supplies

All food supplies and mail were hauled from Amarillo, a distance of fifty miles, which usually required two days each way.

When a neighbor went to town he would bring back the mail for the entire community, along with anything else for the neighbors if he had room. All the neighbors would be out on the roadside to meet him and get their supplies.

About 1908 a mail route was put through from Amarillo to La Platta and the old timers got their mail each Tuesday and Friday, which they thought very fast in those days.

Mrs. Hattie Rutherford

Mrs. Hattie Rutherford was another pioneer of the Ward community, who now lives in Hereford. She came here with her husband and three children on March 4, 1900, and settled on the ranch she still owns and manages. Mrs. Rutherford recalls that she got lonesome sometimes; she didn't see her neighbors very often since they lived five and six miles apart and the horses were most always busy.

Mrs. Rutherford was active in church work and worked with the four other church members for a number of years. Miss Vida Orr, teacher at that time, made her home with Mrs. Rutherford. "I had fine neighbors," said Mrs. Rutherford, "we appreciated neighbors in those days." She recalls her nearest neighbors were Mr. and Mrs. J. F. Ward, Mr. and Mrs. Phanstiel, Mr. and Mrs. Johnston, Mr. and Mrs. Charlie Hodges, and Mr. and Mrs. Kesse.

There were only about seven families in the community when the church was organized. Now the number is around 40. Sunday School and church are still carried on and have been for most of these 39 years. C. E. Hood is superintendent, and Mrs. C. B. Miles is secretary at the present time. Rev. Merle Grigsby, a young Baptist minister from Plainview, is now pastor; he preaches the first and third Sundays of each month. The Ward school house of today is a modern stucco building.

Higgins Came in '88
Bob Higgins settled here in 1898 on land that he lives on today. In 1907 he married Miss Ada Wood of Mineola, Texas;

they have reared their family in this community, having been in the cattle business here the past 41 years.

Mrs. Bob Higgins has always been active in the Sunday School. is now one of the best adult Sunday School teachers in the county and teaches every Sunday. Mrs. Higgins says she can remember when she and Lynn Powelson's mother, who now resides in California, kept the Sunday School going in the Ward school house with themselves and five little boys (her three and Mrs. Powelson's two).

Another interesting character in the community today is Mrs. John Higgins, who came here in 1928 for the health of her daughter, Wilma, who is now Mrs. Albert Odum and who lives at Odessa, Texas.

Mrs. John Higgins lost her eyesight four years ago and as a pastime pieces quilts and composes poems. She has pieced nine quilts this past winter. One she presented to Rev. H. M. Redford of Hereford, another one to Dr. G. F. LeGrand; she is loved by the entire community and surrounding neighborhood.

Mrs. Hattie Rutherford recalls that grass in those days was good and there was very few barbed wire fences.

There were high winds but sandstorms were unheard of in this country. Rain was not plentiful but some feed and grain was raised on every ranch.

First Dipping Vat

Mr. Ward was the first man to put in a dipping vat in the county, and to begin dipping cattle; soon his neighbors began to bring their cattle from long distances to dip them in his vat.

The Ward community still boasts among its residents the Ward name. The Edith Ward family recently purchased the old Charlie Hodges place and moved here from Borger, Texas.

AN EXTRA ROOM? TRY A WANT AD

PIONEERS... Welcome to Hereford

A Long Time Ago... When the



POMPODOURS 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.

This modern beauty shop now, can give, by using the most modern methods, the newest in shampoos, permanents, wave sets, manicures... in fact, the newest in all beauty work!

ALMA'S BEAUTY SALON

PHONE 26 FOR APPOINTMENT
ALMA WALLACE — ALICE COX

WE CAN FIX IT!

WE ARE "AUTHORIZED UNITED MOTOR SERVICE"



Models and age are no problem to us. We know all the answers to your electrical troubles.

Delco battery sales and service. Tractor magnetos, generators, starters, fuel pumps, ignitions and cylinder reboring our specialty.

WELCOME, PIONEERS!

Leave your troubles with us while you take in the Pioneer Reunion.

Come to Hereford
May 11th

ROBERSON
BATTERY and ELECTRIC CO.
JEFF ROBERSON — HEREFORD, TEXAS

Case Implements Are Featured By Skelton Company

The Skelton Implement Company, operated by Mrs. Gladys Skelton, is one of the pioneer implement concerns of this area, having been founded in 1920 by the late C. A. Skelton, who operated it in connection with his variety store here.

In 1936 the business was located in its present site on north Main Street, and since his death Feb. 14, 1939, it has been operated by Mrs. Skelton.

Since taking over active management of the firm, Mrs. Skelton has operated the business along the same policies employed by her husband—and is assisted by Joe Bishop, N. W. Cayton, Karl Kropff and Pete Garrett.

ROBINSONS HAVE MODERN GROCERY AND MEAT MARKET

While the Quality Food Store, owned and operated here by Mr. and Mrs. Jim Robinson, was established only on Feb. 1, 1937, its owner is a pioneer food dealer who can boast 29 years of active service to this community.

The store today features a lar-

ge selection of groceries, fruits and fresh vegetables — and specializes in home-killed meats. Mr. Robinson supervises the killing of his beef cattle and takes exceptional interest in the market, which has become widely known for its fine meats of all kinds.

store, but they both find time to contribute to community affairs.

KESTERS SERVED THIS COMMUNITY PAST 12 YEARS

Mrs. Robinson assists in the Having come to Hereford only

12 years ago, Mr. and Mrs. F. M. Kester can hardly lay claim to the title of pioneer — but they have entered the community with a spirit of friendship and willingness comparable only to that of the early days.

On Sept. 15, 1927, Mr. Kester opened a jewelry store here and

operated it until May, 1937, when he sold it to his son, Lynn Kester. Since that time Mr. Kester has become a competent optometrist, devoting his entire time to serving the community along this line. His offices are located in the rear of the jewelry store and are well equipped.

FAITH... IN THIS AGRICULTURAL AREA



All Our INTERESTS are in HEREFORD and DEAF SMITH COUNTY

First... because this county is a vast and fertile territory, and believing that it has not as yet reached its peak in the raising of agricultural products, such as wheat, grain sorghums and other commodities.

Second... because of the fine people, who made their homes here. Their spirit of progressiveness, even in the face of hardships... always keep them going forward with our community.

It has been the policy of this institution, throughout the years, to always promote interests that are favorable to the farmer and the community, striving at all times to see that the farmer gets a fair compensation for his agricultural products... for it is our belief that the agricultural industry is the one industry upon which the success of all other industries depend.

The Fraser Oil & Grain Company and the Fraser Milling Company are proud of the fact that we are performing a service to the farmer and to our community with our complete facilities for the handling, utilizing and marketing of our home-grown agricultural products. The loyal support of our friends, the Farmers and of the business men of this area have made it possible for us to progress with the community and to serve you more efficiently.

The New Fraser Mill

Is a Statue of Our Confidence in This Area's Future!

The construction of our new 250-barrel flour mill in Hereford is truly an expression of our confidence in Hereford and the surrounding area. All of our interests are right here in this area and with the addition of the new flour mill, we have added to our investments considerably and would never have been built had we not believed in the future prosperity of our community, and had we not believed we had the whole-hearted support of the community, and had we not believed we were filling a definite need in this community. We solicit your cooperation, for our success depends upon it. We are a Home Institution!

BONDED GRAIN WAREHOUSE with 80,000 BUSHEL STORAGE CAPACITY	A FAST, COURTEOUS SERVICE with TOP PRICES FOR YOUR GRAIN!
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RIGHT FROM YOUR OWN WHEAT FIELDS INTO

Fraser's Fine Flours



When you buy FRASER'S FLOURS... you not only get the best your money will buy, but you promote the interests of our local farmers, for we mill only wheat raised right here near Hereford. So the next time you buy flour... be sure and specify one of the Fraser brands to your grocer.



ASK FOR
FRASER'S FLOURS
BY NAME—AT YOUR GROCER'S!

FRASER
Oil and Grain Company
FRASER MILLING CO.
PHONE 484 — HEREFORD, TEXAS

