

SIGHTS, FACES SEEN
Around Town

This is the Pioneer Day edition of The Hereford Brand.

Every effort was made to include the most accurate, entertaining and informative information as possible about this area. In the limited time available for us to produce the issue, we have done our best to include something of interest to all groups.

Bringing you this extra large edition was the result of a lot of hard work and cooperation on the part of every member of The Brand staff. Without this cooperation and teamwork, such a task would have been unthinkable.

If you, our readers, enjoy the Pioneer Day Brand, our efforts will have been worthwhile.

Mrs. H. L. Broadwell arrived in Hereford Monday to attend to business and to attend Pioneer Day celebrations here. While she is here she will visit her daughter, Mrs. Mary Carter who lives in the Broadwell home. The home purchased from the late C. G. Witherspoon and was one of the first nice homes in Hereford.

Mrs. Broadwell makes her home with her daughter, Miss Ella Broadwell in Amarillo.

The Hereford Jaycees met for the first time in their new clubhouse Tuesday night.

Past presidents, John Kelly, Dub Reeves, Paul Conaway and Dick Lucas gave talks on Jayceesism.

Four local fishermen -- John Pool, Sheriff J. C. Reese, Don Zimmerman and Tom McFarland of Lubbock -- returned Tuesday night from a four-day trout-fishing expedition to Platoro, Colo. Fishing was "good," they reported. They had all they could eat during their stay and each man brought home his limit.

Rev. Don B. Davidson, Rev. Eugene L. Naugle, Hugh Clearman, Frank Terrell and Rev. M. M. Beavers are attending the Northwest Texas Annual conference meeting in Lubbock this week.

At the conclusion of the conference the new appointments for the pastors will be read.

Dallas, Texas, May 26, 1952. Mrs. Helen McCauley and Mrs. A. Thompson, of Hereford, Texas, attended the Fall and Back to school Fashion Market of the American Fashion Association in Dallas during the week of May 25 to 30.

Mr. and Mrs. E. E. Fridley and Mrs. Hi Nickerson will attend the Northwest Texas district meeting of the Supreme Forest Woodmen circle in Amarillo June 4. Mrs. Fridley is a state auditor for the organization.

"Shoot the Works", the annual recital of the Wanda School of Dance, will be held in the Shirley school auditorium Thursday and Friday nights. The program starts at 8:15 p. m.

Sunday, June 1 FINAL DAY For 'Good Neighbor' Nominations

Sunday, June 1 is the FINAL DAY for nominating any family in Deaf Smith, Parmer, Castro or Oldham counties for the "Good Neighbor" contest being sponsored by The Brand.

Entries postmarked after June 1, midnight, WILL NOT BE ACCEPTED.

Winners of the "Good Neighbor" contest will be given a FREE one-week vacation at Drowsy Water Ranch, Granby, Colo., with all expenses paid. In addition, they will have the use of a 1952 Buick in which to make the trip, courtesy of Earl Hendricks Buick.

There are 23 entries in the contest to date. The decision of the judges will be announced in the June 6 Sunday Brand.

Cecil Malone, owner of Drowsy Water Ranch, has assured The Brand that the winner will experience the GRANDEST VACATION THEY HAVE EVER HAD.

In a letter to The Brand, Malone said: "For the past few issues of 'The Hereford Brand', we have been enthusiastically following the 'Good Neighbor' program. It seems to be getting a very good response. Naturally, we feel very honored to be the ones waiting at the reception end of the line. The publicity and words of praise for Drowsy Water Ranch definitely give us a feeling of 'hepped-up emotions'."

"All in all, and in simple English we say 'Thanks a million and we in turn shall see that the Good Neighbor shall experience the grandest vacation they have every had.'"

"We are eagerly awaiting the outcome of this great contest and can see no reason as to why it cannot be a yearly affair. Of course, the final outcome is yet to be seen and we are looking forward to the next issue of The Brand."

"We wish success to the entire staff of The Brand and congratulate each and all on their efficient work."

"Until further word, we remain -- Cecil and Nerine Malone."

Woman Killed In Wreck East Of Black Monday

Mrs. Johnnie Belle Smith of Hereford, 29-year-old mother of two children, was killed early Monday morning when the car in which she was riding with her family was hit head-on at the east edge of Black.

Mrs. Smith was dead of a broken neck upon arrival at the Parmer county hospital. The accident occurred at 12:30 a.m. Monday.

Injured in the accident were the dead woman's husband, Percy Hall Smith Jr., 34, and the couple's two children—Jeanette, 11, and David, 6.

The boy, who suffered a concussion, is in fair condition at the hospital in Friona. Mr. Smith and his daughter were seriously injured.

Driver of the other car, Carlos Soliz, 33, Morton butcher, was given emergency treatment and released. He was alone in the auto.

Funeral services for Mrs. Smith will be held at Palestine, where the couple made their permanent home. They had been living in a Hereford auto camp.

J. A. Dumas, highway patrolman who investigated the accident, said the Soliz auto, a 1951 Ford, hit the Smith vehicle in the south—the Smiths—lane of the highway. The Smiths were returning to Hereford from New Mexico.

Dumas said no charges had been filed in Parmer county court yet. The accident is still being investigated.

Both autos were a total loss.

\$12,068 Damage Suit Filed By Pat Ranspot

A \$12,068 damage suit -- the result of a two-car collision March 27 just west of Hereford on Harrison Highway -- was filed in district court on May 26 by Pat Ranspot.

H. M. Beach, driver of the other vehicle involved in the accident, is named defendant in the suit.

Ranspot's petition charges that Beach turned illegally in front of him as Ranspot was attempting to pass the Beach pick-up, causing the Ranspot vehicle to overturn and injuring the plaintiff.

The petition asks damages for causes listed in the following amounts:

Loss of pick-up, \$1,200; Hospital bill, \$43; doctor bills, \$100 (Ranspot's petition alleged that he is still under medical care); loss of time from farm duties from March 28 to May 10, \$500; pain and suffering, \$2,500; loss of use of his pick-up, \$225; mental pain and anguish, \$2,500; disfigurement of face from accident injuries, \$2,000; disability of left arm and shoulder from accident injuries, \$3,000.

Ranspot's petition alleges that "all of said injuries and damages separately and collectively as (above) alleged were foreseeable by the said defendant. The plaintiff seeks damages in the respective amounts set forth in the petition plus costs."

John D. Aikin is attorney for Ranspot.



THE DEATH CAR, a 1941 Chevrolet coupe, is shown above. Mrs. Smith, her husband and their two children were returning to Hereford when hit by the auto shown in the bottom picture, driven by Carlos Soliz, Morton. Both cars were adjudged total wrecks. Staff Photos.

Local Delegate In GOP Scuffle At Convention

Deaf Smith county's alternate delegate to the Texas Republican convention at Mineral Wells on Tuesday—Mrs. Curtis Traweck—added to the day's excitement on the political front when she engaged in a brief scuffle with Miss Ruthelle Bacon, 18th district committeewoman from the GOP.

The incident occurred in the lobby of the Baker hotel at Mineral Wells. Mrs. Traweck and her husband are delegates pledged to support Eisenhower. Miss Bacon had gotten credentials for all the delegates.

Mrs. Traweck's account of the argument went like this:

"It was all over an argument with Miss Ruthelle Bacon, District 18 committeewoman from Amarillo. We were standing in line waiting for our credentials for our uncontested delegation. My husband is county chairman and I am an alternate.

"When we got to the desk the clerk told us that Miss Bacon had gotten credentials for all the district. Then we asked her for them. She said she didn't have them—but I know they were in a brief case.

"I grabbed for the brief case, she tried to keep me from getting it. Then one of my friends joined in. I don't know what happened but first thing I knew we were all on the floor. She didn't hit me, we just fell down in the scuffle."

Mrs. Traweck said her husband's credentials were obtained later—from some other persons, not Miss Bacon.

Mr. and Mrs. J. B. Sias of Higgins arrived Saturday for a visit here with her sons, Oliver and Ival Rudd, and their families. Their visit at this time was planned in order to attend Hereford's Pioneer Day celebration. Mrs. Sias is a pioneer of Deaf Smith county.

Mr. and Mrs. C. O. Wilkins will attend graduation exercises at Las Cruces this week-end. Their son-in-law and daughter, Mr. and Mrs. Bill Smith, are in the graduating class.

Secretary Resigns Red Cross Post

Mrs. Dyalthisa Brady, executive secretary of the Deaf Smith county chapter of the American Red Cross since January, 1942, submitted her resignation to the Red Cross board of directors Wednesday afternoon, according to Fred Baird, chairman of the local chapter.

Mrs. Brady told The Brand she hopes to be fully relieved of her duties by September 1, 1952.

In her announcement of the resignation, Mrs. Brady said she felt that the increased load of Red Cross work coupled with her present work as county welfare administratrix and secretary-manager of the Hereford Federal Credit Union, was too much. "The Red Cross work has grown to the extent that it needs someone full time," she explained, "and I can do my most constructive welfare work with the county and the credit union."

The board of directors will announce a full-time replacement for the secretaryship in the very near future.

In a formal statement prepared for The Brand, Mrs. Brady said: "It is with very much regret that I resign as executive secretary of the Deaf Smith county chapter of the American Red Cross. In 1942, shortly after the declaration of

World War II, I accepted the responsibility as executive secretary and continued my duties as county welfare administratrix and treasurer of the Hereford Federal Credit Union. With the increase of population of the three offices now require more time. Red Cross will benefit by having a person who can devote undivided time to its duties.

"I sincerely thank each resident of the county for the many ways in which they have supported the Red Cross. During the 10 years service as paid worker, I called on most of you many times and your willing response as volunteer workers made this chapter an outstanding one. The pleasure of working with and for each of you will never be forgotten, and Red Cross will always be one of my first interests.

Mrs. Brady has been a social worker in the county since 1934, when she worked with the state. In 1937, she assumed the duties of county welfare worker. She was a Red Cross volunteer worker during those years and accepted the leadership of the local unit as a paid worker just after the outbreak of World War II.

Fred Baird, county Red Cross chairman, issued the following statement regarding Mrs. Brady's resignation:

"Those of us who have worked with Mrs. Dyalthisa Brady for the past several years in Red Cross, find it somewhat difficult to find words with which to adequately express our appreciation of what she has done for the Deaf Smith county chapter, or our appreciation of herself. By her resignation, Red Cross will lose a most efficient executive secretary, but we know we will never lose Dy as a Red Cross member or as a Red Cross worker. Our best wishes go with her in her new work."

The teenagers will not meet at the Veterans clubhouse this Friday night, according to Ralph Smith.

Rodeo, Parade Are Pioneer Highlights



BUD TOWNSEND, Henrietta, Texas, rodeo announcer, will be here for the Pioneer Day rodeo. One of the nation's top announcers, he is engaged to announce 25 major events in Texas and Oklahoma.

Lucille Posey Candidate For District Clerk

"I wish to take this means of informing the people of Deaf Smith county that I am a candidate for nomination for the office of District Clerk. I have worked as Deputy in the Deaf Smith county and District Clerk's office since 1947, which has given me thorough experience with the duties of District Clerk.

"Hereford has been my home most of my life, since I moved here with my parents, Mr. and Mrs. Jeff Gilbreath, from Castro county as a child. I attended and completed high school in Hereford, attended



MRS. POSEY

West Texas State Teachers college one year and the University of Colorado one summer.

"From 1942 to 1943, I worked in headquarters office of Hereford Prisoner of War camp, then worked as clerk-typist in the office of Farmer's Home Administration from 1941 to 1947.

"Your support will be greatly appreciated, and if elected I will do my best to make you an efficient District Clerk."

Mrs. Lucille Posey.

Gazzaway Rites Are Pending

Funeral services for Mrs. Bill Gazzaway, 30, of Hereford are pending in Dilley.

Mrs. Gazzaway died at the Deaf Smith county hospital on Monday.

Survivors are: her husband, Bill Gazzaway; two sons, Billy and Kenneth Gazzaway; three daughters, Wanda, Sandra, and Joe Gazzaway; and two stepsons, Leroy and Ronnie Gazzaway, all of Hereford; two brothers, Earl Whitley, Victoria; and Delbert Whitley, Dilley and two sisters, Miss Sudie Whitley, Dilley and Mrs. Mary Caslin, Clarkwood.

TOMORROW is the day! Hereford's annual Mid-Plains Pioneer Day opens with a bang tomorrow as old settlers start registering at Hotel Jim Hill for what is planned to be the biggest and best homecoming event to date.

Outstanding entertainment from the beginning to end is lined up for celebrants this year. The best rodeo available has been secured for three performances in Hereford.

Color and excitement will be the watch-word for Friday's parade, which starts at 4 p. m. after the Memorial service by the VFW at Third and Main.

Eight riding clubs—the largest number ever assembled for an event in Hereford, will take part in the parade, which will be led by the 100-piece Amarillo Air Force band.

About 25 floats are expected to enter the parade. Entries are still coming in, Robert Thompson, parade chairman, said. In addition to the floats, commercial entries are also expected.

Sharing the spotlight with the eight riding clubs in the Friday parade will be the 12 Cowgirl Sponsors, who will participate for valuable prizes in the event at the Riders Arena doing the clover-leaf barrel ride.

Various entertainment features lined up for Friday include the window displays, a cake walk, pioneer's meeting, parade, rodeo, whisker contest, and finally two dances Friday night—one at Hotel Jim Hill to the music of Clyde Miller and a Western dance at City hall.

On Saturday, a kiddies yo-yo contest will hold the morning spotlight at 10 a. m. on the courthouse lawn. The fiddler's contest—always a big drawing card—will be Saturday afternoon in Hotel Jim Hill.

A horse parade of the rodeo contestants will be held at 4:30

p. m., followed by the rodeo Saturday night and two dances, one at Hotel Jim Hill and one at city hall. The Lightcrust Doughboys will provide the music for the hotel dance.

Biggest attraction for the entire two-day event will be the rodeo and allied contests. Bob Estes, former champion cowboy, will furnish the stock for the affair.

Casey Tibbs, Fort Pierre, S. D., 1951 world's champion cowboy, will compete in the rodeo. Tibbs is the cowboy who received a full spread and front page coverage on Life magazine last year.

The rodeo will feature some of the toughest stock ever brought to this section of the country. The Lone Star stock has been presented at every leading rodeo in Texas and Oklahoma.

Featured in the rodeo will be the colorful Cowgirl Sponsors' contest, Brahman bull riding, bareback bronc riding, saddle bronc riding, bulldogging, calf roping, and all the rest.

Friday's parade will start at Sixth and Main with the horses forming at Lake park. The parade will form on East Sixth and move down Main street. It will move to Second street, turn east to Sampson, and then north to the courthouse where it will disband.

Riding clubs that will be in Hereford include: Hockley County Sheriff's Posse, Floyd and a Sheriff's Posse, Quay County Sheriff's Posse, San Jon Trail Riders, Roosevelt County Mounted Patrol, XIT Rangers, Lamb County Sheriff's Posse and Lubbock County Sheriff's Posse.

There will be 12 entries in the Cowgirl Sponsor's contest. They are: Miss Janet Ranson, Perryton; Miss Billie R. Williams, Fortales; Miss Darlene Bryant, Floyd county; Miss Billie Watts, Aberdeen.

(Continued on page 7)

OFFICIAL PROGRAM 1952 MID-PLAINS PIONEER DAY

- Friday, May 30
- 9:30 a.m. - 12 noon ... Pioneer registration, Hotel Jim Hill
 - 10:30 a.m. ... Judging of window displays.
 - 1 p.m. - 3 p.m. ... Cake walk, 3rd and Main, American Legion Aux.
 - 1:30 p.m. ... Old Pioneer's meeting, Hotel Jim Hill.
 - 3 p.m. ... Memorial Service, VFW, 3rd and Main.
 - 4 p.m. ... Parade
 - 5 p.m. ... Whisker contest, H&H Furniture.
 - 8 p.m. ... Rodeo, Riders Club Arena.
 - 10 p.m. ... Dance - Clyde Miller, Hotel Jim Hill. Western Dance, City Hall.
- Saturday, May 31
- 10 a.m. ... Kiddies Yo-Yo contest, Courthouse.
 - 3 p.m. ... Fiddler's contest, Hotel Jim Hill
 - 4:30 p.m. ... Horse Parade.
 - 8 p.m. ... Rodeo, Riders Club Arena.
 - 10 p.m. ... Dance, Lightcrust Doughboys, Hotel Jim Hill. Western Dance, City Hall.
- Sunday, June 1
- 2:30 p.m. ... Rodeo, Riders Club Arena.



CASEY TIBBS, 1951 World's Champion all-around cowboy, will compete in the Hereford rodeo. He was recently featured in LIFE magazine.



LINDLEY BECKWORTH, candidate for U. S. Senator—the post vacated by Tom Connally—is shown outside Hotel Jim Hill with his wife. They are standing beside one of the three cars in the Beckworth caravan which stopped in Hereford over the week-end. Staff Photo.

The Hereford Brand

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Our Slogan: "More People—More Farms"



JAMES M. GILLENTE Publisher

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Gets POW Letter, First This Year

Shirley Neighbors received another letter last week from her husband, Sgt. Gerald E. Neighbors, who is a prisoner of war in North Korea.

This letter is the first she has heard from him since receiving a Christmas card about six months ago.

Mrs. Neighbors reports that Sgt. Neighbors' letters are about six months apart.

The letter Wednesday was addressed to Sgt. Neighbors' mother, Mrs. Maude Neighbors.

March 16, 52
POW Camp
North Korea

"Dearest Mother—
Greetings tonight from your loving son.

I just received your loving letter and was I glad to hear from you for it has been a long time. This leaves me feeling just fine at the moment.

Well maw I sure am glad to hear that you and Shirley are close for she will need someone to talk to for I can just imagine what she is going through and I sure appreciate it.

I sure am glad that you like your granddaughter for I just got a letter from her mother last week and I got a picture of Cindy and she is the apple of my eye but I just can't imagine myself being a father with a greater responsibility and I only hope that she grows up to be half the woman that her mother and grandmother are. Well I can't think of too much to write for it has been a long time since I have written to anyone so I will close for now and will write more next time. Tell Less and Hester and all the folks hello.

Your loving son,
Jerry."

"Dearest wife—
I have not got to much paper so I will write what I can on mothers. I received your letter the 27th of February and the picture of the baby and I sure was glad to hear from you.

Honey, I am going to give you an address of a friend of mine. You know I told you about him, Bill Grieger, and I want you to write to his wife for he has not received a letter from her and he is worried about her and he is the one I am going into business with.

Honey I will write every scratch I get and I want you to

do the same for I love you very much.

Tell Cindy Daddy said hello and I will be coming home soon.
Your loving husband,
Jerry"

Commissioners Give 14 Road Workers Raise

A \$15 monthly increase in wages for 14 county road workers was approved by the Commissioners Court at its regular meeting Monday.

Salaries for road workers with the new raise, which will be effective June 1, will range from a low of \$235 per month to a high of \$275 per month.

The Court also transferred \$1000 from the jury fund to the officers' salary fund to meet current payroll costs.

Also on Monday, the Court set the monthly salary of County Welfare Administrator Dyaltha Brady at \$150 per month plus \$30 per month mileage and \$50 per month office help.

Some discussion was entered into on the matter of salary for the newly-created district clerk's office. Although no tentative figure was set, Judge Leonard H. Foster said the salary would be less than the \$3,500 paid Randall county's district clerk because of the difference in population and in revenue sources.

County Attorney Gib Howard told the Court that it was not possible for the Court to set the salary definitely until January 1, 1953 at the first meeting of the new Commissioners Court. He said he would look into legal provisions for a minimum and a maximum; however.

COUNTY OFFICIALS

County officials in 1952 included: W. M. Megart, judge; C. S. Purcell, sheriff and tax collector; A. L. Biggs, county and district clerk; C. E. Lester, assessor; J. J. Ward, treasurer; W. B. Parmer, justice of the peace; J. Frank Potts, surveyor; and C. C. Bowman, W. B. Parmer, W. B. Phillips, J. H. Wagoner, and Omer Baker, commissioners.



THE STATION WAGON, above, overturned about two miles west of Hereford Monday morning when the left rear tire blew out causing the car to skid out of control. The car was driven by Mrs. Verna B. Miller of Yuma, Ariz. There were four passengers in the car. They suffered only cuts and bruises and were released from the hospital after emergency treatment. Damage was estimated at about \$700 by J. A. Dumas, highway patrolman, who happened to be passing by at the time of the accident. Staff Photo.

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NUCOA	lb.	27c
OXYDOL	large box	29c
Skinner's MACARONI or SPAGHETTI, 7 oz. pkg.	2 for	23c
Diamond TOMATOES, No. 2 can	2 for	31c
Del Monte Golden Cream Style CORN, No. 2 can	2 for	37c
Honey Boy SALMON	tall can	49c
Del Monte TOMATO JUICE	46 oz. can	27c
Del Monte SLICED PINEAPPLE, No. 2 can	2 for	63c
JELLO, assorted flavors	3 for	25c
Gerber's, Chopped or Strained BABY FOOD	3 for	25c
Pure Lard SNO WHITE	4 lb. carton	61c
Kibmell's Whole GREEN BEANS	No. 2 can	23c
Western Maid SWEET PEAS, No. 303 can	2 for	25c
ARMOUR'S TREET	12 oz. can	47c

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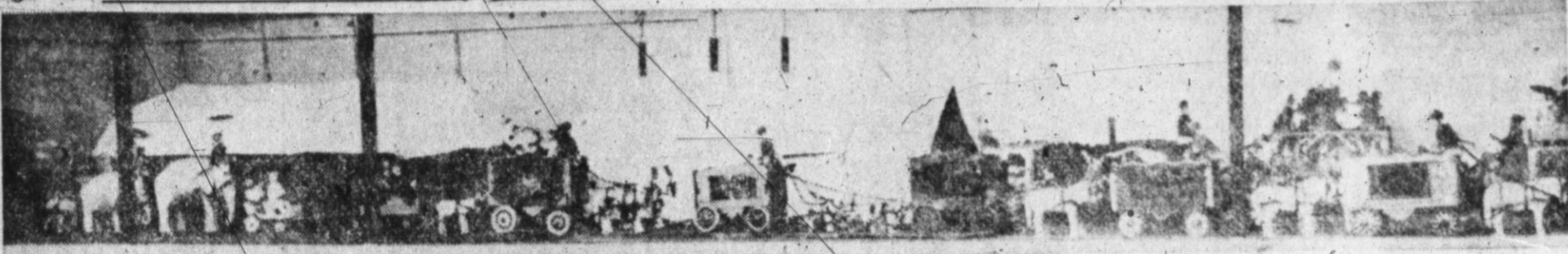
WELCOME
To Hereford

Mid - Plains
PIONEER DAYS
& **RODEO**

May 30 - 31 & June 1

Gulf Service Sta.

Across from City Hall
Arthur Thompson, Mgr.



ABE MARTIN'S circus which was on display in Hereford this week in the Rutherford and company window is shown above. The miniature circus has been made entirely by Martin in his spare time. Staff Photo.



JACK BRADLEY, left, looks over some Beckworth campaign literature with Mrs. Beckworth and Beckworth, Gladewater, who is seeking to go to the U. S. Senate in the seat Tom Connolly is vacating. The picture was taken Monday morning as the Beckworths were preparing to leave Hereford for a campaign swing around the Panhandle. Staff Photo.

Candidates File First Campaign Expense Sheet

The first of three campaign expense accounts for candidates for county offices were filed by the May 27 deadline in the office of Robert L. Thompson, county and district clerk.

Not all candidates filed these statements, which are required by law each 20 days until time of the primary.

A list of the candidates and their expenses and donations are as follows:

L. H. Foster, county judge and ex-officio county school superintendent -- expenses of \$173.13 -- \$20 to Hereford Brand for political announcement; \$153.13 to Advertising Pencil company.

Horace L. Schloss, county judge and ex-officio county school superintendent -- \$450 loaned or borrowed from Olan Schlueter, Texico, N. M.; expenses -- \$30 to Hereford Brand, political announcement; \$18.55, cards for voters;

Ralph Smith, county clerk -- expenses, \$69.40 to Hereford Brand, paper announcements; \$60 U. S. Post Office, stamps and \$22 to Claude Francis, printing cards;

R. L. Thompson, county clerk -- \$30 to Hereford Brand, political announcement;

Edd Cursinger, constable -- no expense, no income;

Velma Hodges, county treasurer -- no donations; expenses -- \$20 to Hereford Brand, political announcement;

A. O. Thompson, county surveyor -- no donations, no expenses;

A. L. Thomas, justice of the peace -- \$20 to Hereford Brand, political announcement;

Lucille Posey, district clerk -- \$20 to Hereford Brand, political announcement;

Gib Howard, county attorney -- no contributions, no expenses;

Lowell Sharp, sheriff and tax-collector - assessor, expenses, \$13.85, Hereford Brand, advertising; \$20 Hereford Brand, political announcement; \$25, car expense; Donations -- \$250, Wallace and Byrd; \$250, anonymous.

J. C. Reese, sheriff and tax-collector-assessor -- expenses, \$20, Hereford Brand, political announcement; \$29.95, Superior Match company; \$5.58, express on matches; \$24.10, Hereford Brand, identification cards to be given away; Donations, \$12.50 value straw hat from Bill Waldrep;

M. T. Rutter, Commissioner, Precinct 1 -- \$20, Hereford Brand;

J. C. Morrison, Commissioner, Precinct 2 -- \$20, Hereford Brand;

J. T. Guinn, Commissioner, Precinct 3 -- \$20, Hereford Brand;

C. G. Richardson, Commissioner, Precinct 4 -- \$20, Hereford Brand.

Expenses listed by all commissioners candidates were for political announcements.

Wakita Camp Fire Group Has Outing

Members of the Wakita Camp Fire group had an overnight outing at the Ky Lawrence ranch near House, N. M. last week.

The group left Hereford Friday afternoon and returned Saturday evening.

Following supper, which was cooked over an open fire, the girls had a council fire when Trail Seekers rank was awarded to Ann Caraway, Janice Medlin and Dollie Jo Prewel. Several of the girls received three year membership buttons.

Knot tying lessons were given the girls on Saturday morning.

Those attending were: Jane Bookout, Ann Caraway, Kay Caraway, Jo Ann Cupell, Linda Hair, Virginia Isbell, Melba Gay Lawrence, Lawanna Lookingbill, Janice Medlin, Mary Lynn Morrison, Carol Ann Newell, Jerre Noland, Linda Kay Noland, Betty Paetzold, Dolly Paetzold, Dollie Prewel, Sue Renfro, Non a Strange, Dana Witherspoon, Virginia Witherspoon, Sandra Worley, Mrs. Bob Wilson, Mrs. H. H. Caraway, Mrs. F. L. Alexander and F. L. Alexander.

PITCH and PUTT

By J. M. Posey

Our Scotch tournament got underway last week end, with all first round matches being played. Owing to the withdrawal of some of the contestants, we had some new entries, who played very well indeed.

In the top bracket, Barrett and Hendricks defeated Dr. Channer and Bob Lindsey, 1 up on the 20th hole. Lingenfelter and McWhorter defeated Stagner and Tinnin, 2 and 1. In the lower bracket, Howard and Wheeler ousted Hardy and Loerwald 4 and 3. Owing to the booming drives, long irons to the greens and deadly short approaches by "KID" Patton, coupled with the unerring putts of Old Streu; they defeated Posey and Neill 2 and 1. This weeks play will see Lingenfelter and McWhorter tangle with Barrett and Hendricks, and Streu and Patton take on Howard and Wheeler, with the winners of these matches meeting in the finals. Let's be thinking about a good tournament for July 4th.

Pleads Guilty

Joe Aldarco pled guilty in county court on Monday to a charge of aggravated assault. He was fined \$50 and costs of \$28.30.

Aldarco was charged in county court on May 25 with assaulting Robert Salyamo with a pair of brass knucks.

S. B. Berry, deputy sheriff, signed the complaint charging Aldarco.

Commissioner candidates were for political announcements.

Frozen Food Demonstration Given HD Women

Mrs. Dale Coleman gave a demonstration on frozen foods for members of three Deaf Smith county Home Demonstration clubs on Tuesday.

Cultural club members attending were: Mrs. Fred Wolfington, Mrs. Jack Fambrough, Mrs. Earl DeHart, Mrs. Paul S. Corbett, Mrs. John Hunter, Mrs. Earl Phillips, Mrs. Grady Parsons.

The members of the Bippus club attending were: Christine Fortenberry, Mrs. Jack Fortenberry.

Wyche club members present were: Mrs. C. R. Damron and

Check Charge

Richard Rochester was charged in county court on May 27 with swindling with a worthless check. The charge was filed on a complaint signed by Bobby Owen. Rochester is charged with writing a worthless \$15.95 check on the Hereford State bank on March 15, 1952.

Mr. and Mrs. Charles Hector of Denver visited last week-end with Mr. and Mrs. Herbert Haseloff.

Mr. C. C. Ellis.

Those from West Hereford were: Mrs. Frank S. Wilde, Mrs. P. H. Luck, Mrs. Roy Boyd, Mrs. Foy Huff, Mrs. Carlos Vaughn, Mrs. Ulys Pierce, Mrs. John Jacobson Sr. and Evelyn Bell.

\$600 Damage In Wreck Wednesday

Damage estimated at more than \$600 occurred in an accident shortly of 6 p. m. last Wednesday night just east of Hereford on Highway 60.

A coupe driven by Orra Eschelman of Texico, N. M., hit the rear of a Mercury driven by Louis Rice of Hereford. Bad visibility due to blowing dust was the cause of the accident, officers explained. No charges were filed.

Both autos were traveling west at the time of the accident. No one was injured.

Judith Ray Haseloff is spending two weeks in Vernon visiting with friends and relatives.

PIONEER DAYS

FOOD SALE

<p>Libby's - Halves or Sliced PEACHES No 2 1-2 CAN 29c</p> <p>Peter Pan Peanut Butter 20 Oz JAR 44c</p> <p>Northern TISSUE 2 ROLLS 15c</p> <p>Wapco Sour PICKLES 24 oz. jar 25c</p> <p>Austex BEEF STEW No. 300 can 35c</p>	<p>Granulated Soap WHITE KING Giant BOX 49c</p> <p>Libby's Sliced PINEAPPLE No 2 CAN 27c</p> <p>Chuck Time Vienna Sausage 2 Cans 17c</p> <p>Concho PEAS 2 No. 303 cans 29c</p> <p>Red & White Grapefruit Juice 2 No. 2 cans 23c</p> <p>White Swan VINEGAR white qt. 23c</p>	<p>Refreshingly MORNING BREAKFASTS 2 Pkgs. WHEATIES KIX Cheerios 33c</p> <p>GOLD MEDAL "Kitchen-natural" ENRICHED FLOUR 5 Lbs. 52c</p> <p>SOFTASILK 43c</p>
<p>Lakewood STRAWBERRY Preserves 2 LB JAR 49c</p> <p>Lakewood PEACH Preserves 2 lb. jar 43c</p> <p>APPLE BUTTER</p> <p>PEACHES</p>	<p>White Swan GRAPE JAM 2 lb. jar 46c</p> <p>White Swan Made from Fresh Apples 28 oz. Jar 24c</p> <p>Heart's Delight Heavy Syrup 2 TALL CANS 39c</p>	<p>Betty Crocker CAKE MIX DEAL 2 reg. pkgs. 49c</p>
<p>HEAP FINE PRODUCE!</p> <p>CARROTS, cello pkg. 15c</p> <p>ONIONS, yellow Bermudas lb. 10c</p> <p>CUCUMBERS, fancy lb. 12c</p> <p>LEMONS, large size lb. 15c</p> <p>PINEAPPLES, fresh lb. 7 1/2c</p> <p>ORANGES, Calif. doz. 39c</p>	<p>HEAP GOOD MEATS!</p> <p>Aromur's Columbia BACON 2-1 lb. sliced layers 75c</p> <p>FRANKS Pinkney's Cello lb. 45c</p> <p>DRY SALT, No. 1 lb. 25c</p> <p>LUNCH MEAT Assorted lb. 45c</p> <p>HAM SHANKS, cured lb. 39c</p> <p>FRESH SIDE BACON lb. 59c</p>	<p>Fancy Table KARO 2 12-OZ JARS 35c</p> <p>Brimfull Salad DRESSING or SPREAD qt jars 43c</p> <p>Red & White SPICES Large Assortment 2 11-2 OZ CANS 15c</p> <p>White Swan COFFEE lb 79c</p>



TEXANS AT BAPTIST MEET--The Hardin-Simmons University Choir sang of the Southern Baptist Convention in Miami, Fla., and here some Texans talk to the choir leader and members. Left to right are Dr. Frank Royal of Abilene; Forrest C. Feezor of Waco, president of the Texas Baptist Convention; Ronnie Bates of Brownwood, choir member; Director Euell Porter; and Marilyn Walker of El Paso, member. (AP Photo)

HUNTER'S FOOD MARKET

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Doors - Windows - Lumber, Bath tub Pipe & Connections, floor furnace & Wall furnace also 12x24 Garage to be moved. Apply 507 Jackson after 5 p.m. B-1-16-8-tfc

FOR SALE: Registered Scotch Shorthorn bulls. 7 miles south on Dimmitt Hiway. Tom Draper. Box 671. B-1-16-8-tfc

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WHITE TYPING PAPER Good Quality Pkg. of 500 Sheets \$1.25

At The BRAND OFFICE B-1-2-42-tfc

BEAUTIFUL Shetland mare for sale. \$175.00. See Sam Nunnally, call 424 or 1711 or look at mare at 115 Bradley. B-1-20-21-tfc

FOR SALE: Twin beds, box springs and mattresses. Call 1587 after 6:00 and Sunday and 1668 during week days. B-1-19-22-2k

REBUILT CAR and truck transmission. Hereford Wrecking Co. Phone 320. T-1-10-18-tfc

GENERATORS and starters for cars and trucks. Hereford Wrecking Co. Phone 320. T-1-12-18-tfc

Let us tell you about **FERTILENE** Liquid fertilizer for your lawns and gardens. **BRADLEY GRAIN CO.** Phone 360 B-1-20-tfc

FOR SALE: Some good registered Hereford bulls. Inquire at West Side Auto. C. I. Rudd or W. D. Nafziger. B-1-19-43-tfc

STORM PROOF, Machine type, early maturing, improved MACHA cotton seed. Cleaned, treated and sacked \$2.75 per bu. Three bu. sack. High germination guaranteed. Ned Bradley, Rt. 5, Floydada, Texas. Phone 502-W3. B-1-45-8c

2. FOR SALE Farm Equipment

FOR SALE: Cadillac motor, fully equipped for irrigation use. Hereford Wrecking Co. phone 320. B-2-14-36-tfc

FOR SALE
One No. 30 Oliver Combine with unloading auger in good shape.

One Allis Chalmers hay baler not used much.
One L. A. Case tractor on Butane in good condition.
Two good plows 12' and 15'.

H. H. Miller Dawn, Texas B-2-22-3p

FOR SALE
1948 Baldwin Combine Cut 965 Acres
1948 John Deere Tractor Model D
C. C. Billingslea
6 East, 3 North, 1/2 East of Hereford B-2-21-4p

3. FOR SALE Automobiles

FOR SALE or Trade clean 1948 Chevrolet 4 door sedan, radio and heater. See Delbert Scott at Jim Hill Hotel Barber shop. B-3-22-22-2p

4. REAL ESTATE

REAL ESTATE
Irrigated Farms, Dry Land Farms, Homes and City Property.

CHARLES SOWELL Res. Ph. 193-W
Office Ph. 792 228 Cl. St. T-4-13-tfc

FOR SALE - Five room house on 104ft. front lot on pavement Adjoining high school playgrounds. Call 1219. Genevieve Guseman. B-4-19-11-tfc

FOR SALE: Five lots on K St. 61 X 135 on pavement, near Shirley School, phone 1583W. J. D. Poarch. B-4-18-47-8k

FOR SALE
30 acres good smooth land right near town, clean as a hound's tooth, \$8,500.
GLENN WEIR
109 Main
Res. 452 Office 200 B-4-49-tfc

2 BEDROOMS
WILL SELL NEW HOME AT 311 PARK
SAM NUNNALLY
Lone Star Insurance Agency
136 Main Phone 424
B-4-46-tfc

FOR SALE
240 acres improved, 1 mile off pavement, good irrigation well, good 4 room modern stucco house, 3 car tile garage, good Grade A dairy barn and other improvements. \$150 per acre, \$10,000 loan can be assumed and will take small amount of clean trade on this farm. It is cash rented for this year.
Glenn Weir Realtor
105 Main
Office Ph. 200
Res. Phone 452-W
B-4-38-tfc

FOR SALE
Modern 5 room house, garage, with 1 room attached. Fenced in back yard, nice lawn. On paving. Price \$8,500.00 with \$2,000.00 down.

New modern 4 room house, garage attached. Nice lawn, on paving. Price \$8,000.00, has \$5,600.00 loan, payable \$45.50 per month. Might carry some second lien.

Modern 4 room house. Large garage. On paving. Price \$5,000.00. Get all loan you can get. Good terms on balance.

Modern 3 room house, 3 lots. \$500.00 down, balance \$50.00 per month.

4 room house on paving. Price \$2,300.00. \$600.00 down, balance \$50.00 per month.
Other good buys in large or small houses.

Also 320 acres, 268 in cultivation. 150 acres wheat, does not go. In good irrigation water. 6 room house, small basement, single garage, 1 room attached. 40x60 barn shedded on both sides. Corrals and other improvements. Price \$140.00 per acre. Possession of all but wheat land.
Will appreciate listings on trades or sales.

J. M. Hamby, Real Estate
South of Courthouse
208 East Third Phone 701
B-4-48-4p

CHOICE
Irrigated and Unirrigated Farm Land. City Property
P. O. Box 506 - 338 Main
E. B. POSEY, REALTOR
Hereford, Texas B-4-15-tfc

FOR SALE: My three bedroom house, also duplex. Shown by appointment only. Mrs. Frank L. Lucas, 710 Lee Avenue, ph. 146J. B-4-21-48-4P

FOR SALE: 4 room house with attached garage, 60 X 150 ft. Lot on pavement, 615 Irving or see Roy Boyer at Brand office. B-4-24-21-tfx

FOR SALE
163 acres close to Hereford. 5 room modern home, good 8 in. irrigation well, 25 acres good grass. Balance good farm land well worked, ready to plant. Possession at once. Owner unable to farm. 29% down, terms.
Lee R. Conklin Phone 728
212 Main Res. 422-W
B-4-22-4c

FOR SALE
Three bedroom home, well located, two baths, practically new, \$16,000.
Glenn Weir Realtor
105 Main
Office Ph. 200
Res. Phone 452-W
B-4-38-tfc

FOR SALE
Service station, 3 pumps, 190 ft. on highway 60. Price \$6,500.00. See me for terms.
J. M. Hamby
Real Estate
South of Courthouse
Phone 701
B-4-48-2p

5. FOR RENT

FOR RENT: Nice 3 room modern furnished duplex, phone 1280. T-5-10-22-1-K

FOR RENT: Bedroom for working lady. 106 K Ave. B-5-9-48-2P

FOR RENT: 2 very nice two room apartments. Furnished. Bills paid, phone 1183. B-5-13-48-tfc

FOR RENT: Bedroom. Close in. 509 Ross. Phone 847-J. B-5-9-42-tfc

FOR RENT: Furnished Apts Private bath. 115-B Street. Call 569. B-5-11-22-tfc

FOR RENT: Small house for couple. 206 Lawton. Phone 487-W or 602 East Third. B-5-14-22-2p

FOR RENT Three rooms and bath, unfurnished. Call 152. 819 25 Mile Avenue. B-5-13-22-tfc

FOR RENT: Furnished apartment. 401 Lawton. Mrs. W. M. Megert. B-5-10-22-2c

FOR RENT: Furnished apartment. 428 N. Jackson. T-5-9-22-1k

FOR RENT: Nice bedroom joining bath, close in, nicely furnished for one or couple only. Or living, dining room and kitchen privileges to right party with care of lawn and pay own bills. 111 W. 6th. T-5-36-22-1p

6. WANTED

WANTED TO RENT: 2 bedroom home for teacher. Permanent residents, contact Geo. L. Graham, 807 E. 4th St., phone 244-W. B-6-20-48-2K

WANTED: Two bedroom unfurnished house. Call Mr. Braidfoot at 1331 evenings or before 8:30 mornings. B-6-15-22-2k

WANT TO BUY maize or kafer, any amount. F. W. Dool, Rt. 1, Hereford. B-6-14-48-2P

WANTED: Custom plowing, planting and listing. Floyd Stivers. phone 930J. B-6-10-43-tfc

8. HELP WANTED

WANTED: Boy to insert papers. Must be over 16 years old. See Jim O'Hair, Hereford Brand.

10. NOTICE

AVAILABLE NOW
Top Soil or Caliche
In Town or Country
Phone 1578 or 538-W
B-10-19-tfc

11. Business Services

RUBBER STAMPS: Fast service Francis Printing Co., phone 1303. B-11-9-21-4P

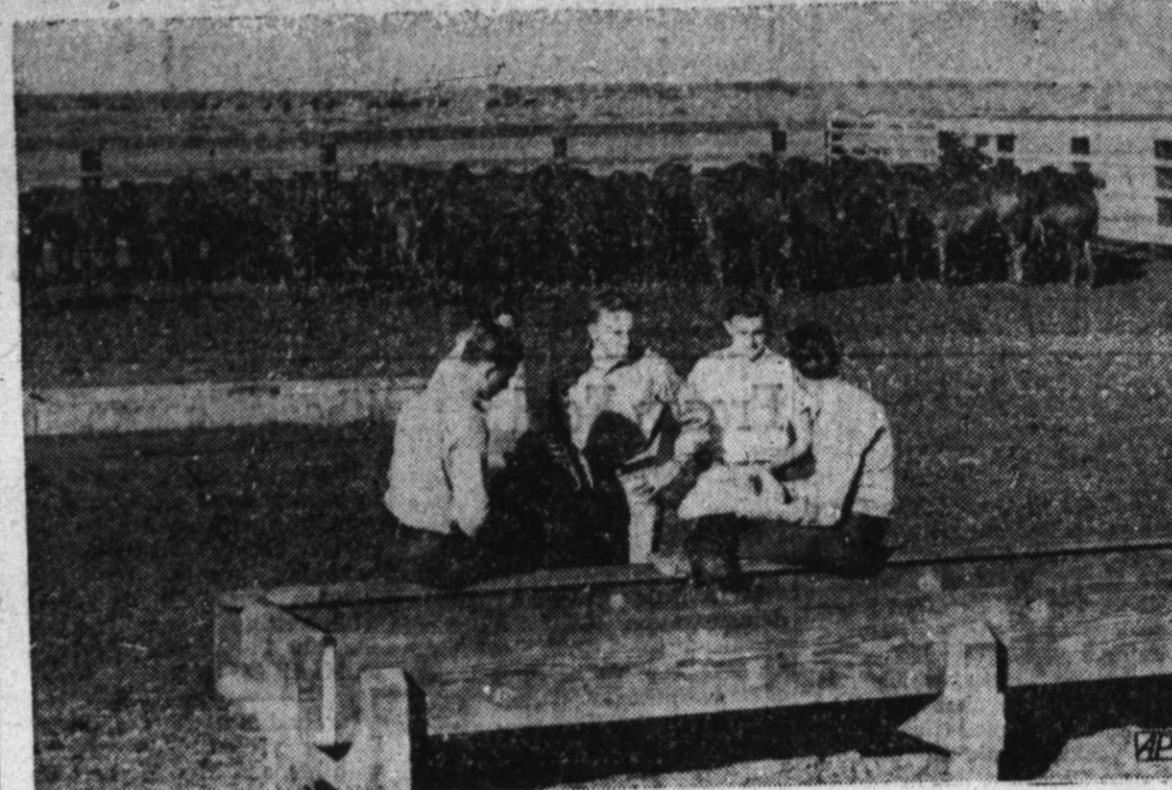
BULL DOZER work: Terracing and pits by the hour or contract. Go anywhere. Contact Troy Newman, phone 1473M. B-11-18-47-8K

GENERAL AUCTIONEER farm sale. Stock sales, merchandise. W. H. Flippin Jr., Friona, Texas, phone 2672. B-11-15-37-tfc

Upholstering - All Kinds
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J. H. Minds
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AUSTRALIA BOUND—Five Texas A&M college students will leave Kingsville to take head of King Ranch Santa Gertrudis cattle to Australia. They're shown at the ranch just before leaving for the west coast where they will board boats bound for the two

King-owned Australian ranches. The boys are Jack Resch, San Antonio; Mit Shearer, Pearsall; Reston Hix and Gaston Hix, brothers from Raymondville; and Rod Summers, San Antonio. (AP Photo)



SEEING IS BELIEVING—Ten-year-old Weeta Sue Holland hugs a brand new calf on her dad's farm near Belton—but she can't do the job very well because of the new-born's weight. Central Texas ranchers had a hard time believing that a calf could weigh as much at birth—115 pounds. Farmer Ellis White Holland, who has been in the cattle business since he was given a calf at the age of six, says he never heard of a heavyweight like that before. Average calves weigh 45 or 50 pounds at birth, Holland says. (AP Photo)

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Method and Machinery
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SAVE MONEY - SAVE LABOR
See Us for Complete Details

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Phone 399
625 West First - Hiway
B-11-2-19-tfc

Mrs. George Miller of Beaumont is in Hereford for a stay with her sisters, Mrs. Jessie Radovich and Mrs. Wirt Phillips. She arrived Monday after visiting her old home in Kentucky and other points near. Mrs. Miller is a former Hereford resident.

KPAN LOG

- 860 On Your Dial
Hear the "KIDDIE SHOW" at 10:00 On Saturday
- A. M.
6:30 Ridin' the Range
7:00 Liberty Jamboree
7:15 News - LBS
7:30 Baseball Scores
7:45 Tomorrow's Tops
8:00 Local & Texas News
8:12 Morning Serenade
8:30 Sons of Pioneers
8:45 Organairs
9:00 World News
9:15 Streu Music
9:30 Church of Christ
9:45 Margaret's Meanderings
10:00 Sesame Secrets
10:15 Dan Malloy - LBS
10:30 F. Kennedy - LBS
10:45 Texas School of Air
11:00 Ranch Rhythms
11:15 Morning Devotion
11:30 Merriman Orchestra-LBS
11:45 Chuck Wagon Gang
12:00 Texas News
12:05 Commentary
12:10 Eddy Arnold
12:15 Trading Post
12:30 News
12:45 Music Remote
- 1:00 Baseball - LBS
1:30 Baseball - LBS
2:00 Baseball - LBS
3:00 Baseball - LBS
3:45 Music In Mello Mood
4:00 Western Jubilee
4:30 Uncle Remus - LBS
4:45 Van Vooris-LBS
5:00 Hank Snow
5:15 John Vandercreek - LBS
5:30 Tops in Pops
5:45 Sports - LBS
6:00 News
6:15 Music by Roth to 7:15

Indian Scare Remembered By Charlie Hodges

Two one-room "shacks" pulled across the prairie by horses was the home of Mr. and Mrs. Charlie Hodges when they came to Deaf Smith County in 1898.

Mrs. Hodges had originally come to this country with her parents in 1890. She had returned to Grayson county for a few years before marrying and coming back to the Panhandle.

She vividly remembers the Indian scare of 1891. Though it turned out to be a false report, it kept the men of this area on the lookout from every available windmill tower.

A hail storm on May 2, 1901, is described by both Mr. and Mrs. Hodges as the "most severe we ever saw." Hail stones as big as goose eggs beat holes in roofs, broke window panes and dishes and killed several head of stock.

As the storm struck, Mr. Hodges had just returned home from helping to build the old Ward school house.

Though the wild horses and wolves which roamed the prairie were hated by the ranchers for killing and driving off their stock, the wild antelope were loved as pets.

When the Hodges moved into Hereford in 1906, the town boasted a boxcar for a depot, a feed store, one or two grocery stores, and a few houses. Four years later, Mr. and Mrs. Hodges were sporting their first automobile—a Studebaker for which they had traded "six good horses."

The Hodges are members of the First Baptist church, Mrs. Hodges being one of the few charter members still living.

Though his health will not permit it now, Mr. Hodges has made a hobby through the years of raising flowers. Mrs. Hodges enjoys crocheting and has many examples of her needlework in their home.

CATTLE RANCHES

- 640 ACRES:** Small house - windmill. All perfect land in cultivation. Ready to plant. 1/2 mineral. Possession. Terms. Deaf Smith County. A bargain. Per acre 68.50.
- 3000 ACRE RANCH:** Good improvements. Fine grass. Good location on pavement. Extra good terms. Possession. Priced to sell. Deaf Smith County.
- 10,000 ACRE RANCH:** 2 sets improvements. Plenty water. Fine grass. About 1/2 level land. 1/2 rough land. A fine ranch for Winter and Summer. Located in Floyd County, Texas. Price and purchase on request.
- 6000 ACRE RANCH:** Good fences and corrals. Plenty water. Fine grass. Rough country. Located on pavement in Childress County. Possession. Terms.
- MANY OTHER FINE BUYS IN FARMS AND CATTLE RANCHES:** Let us tell you about some of them.
- JOHN HANCOCK FARM LOAN SERVICE:** Free, prompt, and liberal appraisals. Loans for putting down irrigation wells. For making improvements. For buying land or re-financing your present loan on a more liberal basis.

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meets each
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Hotel Jim Hill

Kiwanis Club
Thurs. Noon
Hotel Jim Hill

Regular Meeting Night
1st & 3rd Tues. Night
of Each Month
AMERICAN LEGION
AND AUXILIARY

Stated meeting
second Monday
in each month.
School of instruction
each Thursday night.
R. L. THOMPSON, Sec'y
J. B. NOLAND, W. M.
MASONIC BULLETIN
Hereford Lodge 549

NOTICE OF MEETING
ODD FELLOWS
Each Monday Night
REBEKOHS
Each Tuesday Night

Hereford Rotary Club
meets every
Friday at 12:05
Hotel Jim Hill

Veterans of Foreign Wars
Meets Every
Thurs. 8 P.M.
V. F. W. CLUB HOUSE



ST. ANTHONY'S graduation class is shown above. They are front row from left: Dolores Loerwald, Helen Diller, Laura

Jane Limm. Back row: Robert Vinton, William Albracht, Louis Drerup, and Paul Drerup. Elmer Patterson Photo.

Seven Graduates At St. Anthony School In 1952

Friday morning, May 23, following the school Mass offered by the pastor, Rev. Fr. Dominic Kenny, S. A., St. Anthony's school was officially closed for the year with the giving out of the report cards and the conferring of the awards for superior work.

Rev. Fr. Dominic gave awards to the following students:

Louise Brinkman, Helen Diller, Rosetta Diller, Ann Rose Dziuk, Brendan Gallagher, Jeanette Husmann, Andrew Kersten, Kaye Kersten, Deanna Kriegshauser, Laura Jane Lamm, Dolores Loerwald, Kenneth Loerwald, Susie Loerwald, James Needham, Agnes Noggler, Alice Noggler, Dennis Peters, Oscar Reynozo, Dianne Schmucker, Albert Scumbato, Shirley Schütte and Carole Sundeen.

Seven graduates of St. Anthony's grade school received their diplomas following the 8 o'clock Mass on Sunday, May 25. William Albracht, Helen Diller, Louis Drerup, Paul Drerup, Laura Jane Lamm, Dolores Loerwald, and Robert Vinton received their diplomas from Father Dominic Kenny, S. A.

After the graduation, breakfast was served to members of the graduating class by the seventh grade students.

Enters Contest

Homer Hershey of Hereford has entered the National Duroc Ton Litter contest.

Those entering the contest think they can produce litters that weigh a ton or more in six months.

Nearly 800 litters have been entered in the 1952 contest.

Begin Putting Up Castor Bean Hulling Unit

Construction is scheduled to begin next week on the new \$30,000 hulling center being erected east of Hereford on the Santa Fe right-of-way by the Baker Castor Bean Corp.

The new building will be a 40x80 foot Butler steel building and will be put up by an Amarillo firm. Virgil Dodson, Baker representative here, said it is expected to be completed in about 45 days.

Baker's new building will be set on a lot 100' wide by 400' deep. Seventy-five feet was purchased off the east side of the

Civil Service Job With Local Post Office Available

The Civil Service Commission announces an examination for filling vacancies in the Hereford post office in the position of substitute clerk-carrier at the salary rate of \$1.61 1/2 per hour.

To be eligible to take the examination applicants must actually reside within the delivery of the Hereford post office or be bona fide patrons thereof.

Application forms and additional information may be secured from the post office or from the Regional Director, Fourteenth U. S. Civil Service Region, 210 South Harwood Street, Dallas 1, Texas.

REA storage lot and 25 additional feet of frontage to the east was secured for the set up.

No Charges In Wreck Tuesday

There were no charges filed following an accident Tuesday night on 25 Mile avenue when a car driven by Fritz Hoffman hit the back fender of a county pick-up and overturned. Elmer Reynolds was the driver of the pick-up.

Reynolds, who was going north on 25 Mile avenue, started to make a left turn on to Mormon road when he saw the Plymouth driven by Hoffman approaching from the north. Reynolds pulled his vehicle back into the right hand lane. Hoffman saw the pick-up start the turn and stepped on his brakes. He lost control of the car and hit the left rear fender of the pick-up and overturned.

The Hoffman car came to rest on the top about 100 feet from the spot where the collision occurred.

There was no one injured in the accident.

Damage to the pick-up was estimated at about \$15 by investigating officers. The Hoffman car was a total loss.

Former Hereford Football Coach TSTA President

T. E. McCollum, former Hereford football coach, now superintendent of schools in McAllen, was elected president of the District III, South Texas division of the Texas State Teachers association at a meeting held recently.

McCollum was the coach in Hereford for several years preceding 1940 when he moved.

Investigate Wreck East Of Vega Mon.

The local highway patrolman, James Kirkwood, investigated an accident east of Vega May 19 when one person was injured.

Freda Sermersheim of Jasper, Ind. suffered minor injuries when the 1951 Chrysler in which she was riding hit a 1948 Plymouth driven by Donald Ray Daugherty of Amarillo.

The Plymouth was making a left turn off Highway 66 when it was hit by the Chrysler, which was driven by Phillip Buecher of Jasper, Ind.

Damage to the Plymouth was estimated at \$350 and to the Chrysler at about \$700.

Twenty Attend Bicycle Safety Meeting Sat.

Twenty youngsters attended the organizational meeting of the Hereford Bicycle Safety club in the county courtroom Saturday morning at 10 a. m.

Those attending saw a film on bike safety and heard a talk on safety by Patrolman James Kirkwood.

Plans were made for a second meeting of the organization on June 21 in Lake Park. This will be a bike inspection session and also a fun day with prizes being awarded in each age group for winners of races and other events.

The members bringing the largest number of new members to the second meeting will also win a prize.

Meeting time is 10 a. m., Saturday, June 21.

Tanda Group Honors Leaders

Tanda Camp Fire group met Friday afternoon in the Camp Fire hut in a regular meeting.

A surprise party for the leaders, Mrs. S. S. Williams and Mrs. Paul Hoff, was a feature of the meeting. Denice Barnard and Martha Bookout served on the arrangement committee.

Corsages were presented to the leaders and a musical program was given by Donna Wooddell, Gladys Lee, Linda West and Carla Sue Crosthwait.

A treasure hunt was held for Elaine Rockwell, who is leaving soon to make her home in Fort Worth, which revealed a diary of the group's activities with each member of the group's picture.

Plans were made for an overnight stay and picnic soon in the country.

Girls attending were: Shirley Schulte, Donna Wooddell, Nell Walker, Edna Frost, Glenna Gault, Dorothy Williams, Gladys Lee, Ella Marie Williams, Phyllis Goetsch, Betty Ford, Martha Bookout, Carla Sue Crosthwait, Tina Witherspoon, Linda West, Joan Fowlkes, Denice Barnard and Peggy Bumpass.

Special guests were Ann Dyer and Ann Wagoner and Mrs. W. A. Goetsch.

Church Family Night June 1, Will Show Two Colored Movies

FRIONA—The June Congregational church "Family Night" is to be held June 1 at 7:30 p. m. Feature of the evening is to be sound movies in color. The usual invitation is extended.

The pictures to be shown are: "At the Crossroads Of the Cross" and "The Whole Armor". The first picture was made in the Holy Land and shows in colored pictures, movies, with sound, many of the scenes having to do with the life of Christ.

There is music with the film too. It is pronounced "A Great Picture". The second picture—

"The Whole Armor" is put out by the American Bible Society with which the local church is affiliated and is one of their most recent pictures in color and with sound.

Accident Thursday

The local highway patrolman investigated an accident near Farwell Thursday, May 22.

A 1951 Chevrolet coupe driven by William Harris of Friona ran into the back of a 1950 Dodge dump truck which was stopped. The driver of the truck, J. W. Goselt of Bovina was making repairs on the highway.

Damage to the car was estimated at \$100 and to the truck at \$80, by James Kirkwood, highway patrolman.

Shirley School Honor Students

The Shirley school honor roll for the last six weeks, was released this week by Byron Durham, principal.

Those included on the list were: Eugenia Alexander, Edwin

Axe, Ada Mae Bettis, Jane Bookout, Martha Bookout, Jimmy Bradley, David Brumley, Lois Christman, Judy Kay Coffin, Gregory Combs, Jean Ann DeShazo, Sharon Flood, Peggy Graham, James Gentry, Linda Hair, Judith Raye Haseloff, Patricia Ann Howard, Karolyn Kirby, Gladys Lee, Judy McGee, Randall McGee, Patricia Medlin, Sheryl Patterson, Ruth Powell, Weidon Riley, Sanra Robertson, LaNell Short, Marilyn Sigle, Bettye Smith, Carlie Smith, Linda Smith, Charles Thompson, Lynn Thompson, Ella Marie Williams, Paula Wright and Shirley Zeller.

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SUN-PROOF—Superior exterior paint—contains "vitalized oils"—Primer seals thoroughly—Finishing coat stays live, tough, and elastic.

WALLHIDE—Wonder working oil base paint—covers any surface—uniform rich sheen coating—can be washed repeatedly.

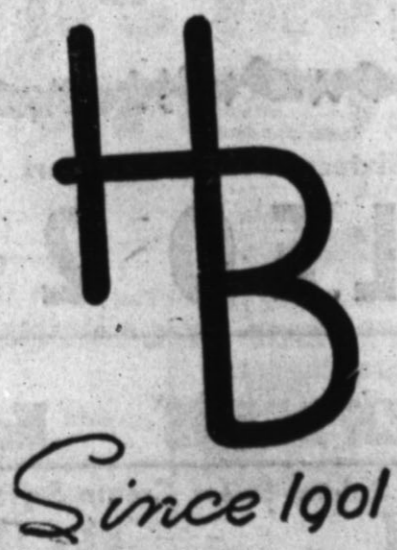
FLOORHIDE—The Floor Paint that withstands heavy foot traffic—use it on floors and steps of wood, cement, metal or worn linoleum.

WATERSPAR ENAMEL—Quick-drying Enamel—gives woodwork and furniture new beauty and added life—resists staining—cleans easily.

Come in today for FREE booklet, "Color Dynamics for your Home."

WELCOME To Hereford Mid-Plains PIONEER DAYS & RODEO May 30 - 31 & June 1

CARL McCASLIN LUMBER CO.
1 Block East of Courthouse
A Complete Building Service



Dedicated to A Greater And Better Community

The Brand has changed many times since 1901 but... always... it has been an outstanding Newspaper...

Which Recalls a basic fact...

A Newspaper Reflects Only the People and the Community which it serves...

It behooves us, therefore, to humbly say, "Thank You" to our friends upon this occasion... and to promise that we shall try to do even better during the years to come.

THE HEREFORD BRAND Your Hometown Newspapers

THE SUNDAY BRAND





EARLIEST SETTLERS HERE—The man and woman who received awards during the 1951 Pioneer Day for moving here earliest are brother and sister, Ed Cox and Mrs. Minnie Walker, who moved here in July, 1887. Their sister, Mrs. Rat Jewell, was given honorable mention. With their parents, the late Mr. and Mrs. J. C. Cox, and three brothers and sisters, Mrs. Walker and Mr. Cox lived in a dugout 10 miles east of what is now Hereford. Staff Photo.

FRIO NEWS

Three Deaths Touch Families In Frio Community Past Few Days

By Mrs. Owen Andrews

On Sunday May 18, Lee Dowdy, father of Mrs. Leonard Irwin of this community, died at the Purcell, Okla. hospital. Mr. Dowdy lacked 15 days being 80 years of age.

He had been ill for several weeks, having been in the Tulsa hospital for awhile after being stricken ill at the home of his son, Luther Dowdy, near Tulsa.

The Irwins had returned home only that day, and so were not there at the time of his death. They, along with Mr. and Mrs. Olin Jarris, W. H. Thompson, Raymond and M. B. Odum, returned to Oklahoma for funeral services on Tuesday. The family home is at Washington, Okla.

On Sunday morning, May 25, W. C. Masten, father of Mrs. C. N. McClure, died at the home of a daughter, Mrs. A. L. Frazier, near Sudan. Mr. Masten would have been 92 years of age June 10.

He had been ill for several months and his children had remained constantly with him all the time. He had visited his daughter here several times and was acquainted with several residents of this community, as he and they all had formerly lived near Wellington. Mrs. McClure is one of nine children surviving him. Mrs. Joe Deavenport is a granddaughter.

Funeral services were held May 26, at 2:30 from the First Methodist church in Sudan.

Those from here attending other than the relatives were: Mr. and Mrs. J. E. Warrick, Mr. and Mrs. Billy Warrick, Mr. and Mrs. H. E. Lindley, Mr. and Mrs. Owen Andrews.

Burial was Tuesday at the old family home community of Illinois Bend, near Nocona, Texas.

On Sunday evening about 9 o'clock, Mrs. W. A. Stone, mother of Mrs. W. A. Springer, died at the home of a daughter, Mrs. Joe Mercer, near Silverton. Mrs. Stone had been ill for several months and had recently undergone surgery. However, on Sunday, she seemed to enjoy visiting with Mr. and Mrs. Springer and Mr. and Mrs. T. L. Sparkman Sr., who went to see her.

She had been able to be up some of the time in recent weeks, up until a few days ago. Mrs. Stone was in her 70's.

Funeral services were to be held at the Silverton Church of Christ, where Mrs. Stone had held membership for near 35 years. She is survived by three daughters: Mrs. W. A. Springer, Mrs. John Lee Francis and Mrs. Joe Mercer, and four sons, Wade, Alton, Jeff and J. R. Steele, all who live near Silverton, except Mrs. Springer.

The Sparkmans, Lindleys and Owen Andrews, in addition to the Springer families, were planning to attend funeral services.

On Wednesday of last week, Mr. and Mrs. W. A. Springer and Mrs. Geo. A. Springer and baby, and Mrs. Elbert Summers and children went to Silverton to attend funeral services for the four-year-old daughter of the J. R. Steeles.

The child was killed in an explosion of butane gas from a bath room heater in the Steele home near Silverton.

Her 10-month-old sister was seriously burned in the accident. The parents and six-year-old son were sitting at the table eating supper when the two little girls went into the bathroom and the older one turned the heater on. The gas was ignited from the water heater in the room and the children were sprayed with flame.

However, the older child died from shock, never having regained consciousness.

Mrs. W. A. Springer remained with her mother until Thursday while the rest of her family returned home after the funeral on Wednesday.

Last week, graduation week, was a busy one for many people here. Several attended the services at Hereford and at Dimmitt on Sunday night; junior high graduation at Hereford on Thursday night; high school graduation at Dimmitt on Tuesday night; and high school graduation at Hereford on Friday night.

Visiting Mrs. Earl Cole on Wednesday were Mrs. Lee Little of Hereford, her sister Mrs. Du-laney of Borger, and Mrs. E. B. Berryman of Hereford.

Mrs. Media Owens of Wichita, Kans., is here for an extended visit with her sister, Mrs. Earl Cole and family.

Walker Parris stayed with the Earl Coles the first of last week while his parents went to the Dowdy funeral in Oklahoma.

Miss Rose Marie Yandell of Tahoka is visiting her aunt, Mrs. Olin Parris and family this week. She came home with the Parrises Sunday as they returned from visiting at Lubbock and Tahoka.

Those baptised by the Frio Baptist church at services in the Avenue Baptist church on May 18, were: Mr. and Mrs. Leo Hall, Mrs. Billy Warrick, Mrs. Frank Robbins, Don Glenn, Tawanna Thompson, Winnie J. Irwin, Mrs. Herbert Schmidt, La Von Thompson, Bob Irwin, Dolores Andrews and Pat Robbins.

The revival meeting is to begin at the Frio Baptist church on Sunday, June 1. Rev. O'Neal will be the evangelist. Rev. O'Neal comes here, recommended by A. D. Johnsons, having been their pastor in former years. Rev. O'Neal will be here for the Monday service and the remainder of the week. All who will come are most cordially invited.

Mrs. Lee Johnson of Seminole spent from Saturday until Tuesday visiting her mother, Mrs. H. M. Mobley, and her brothers and sisters here.

Misses Betty Robbins and Onita Carr came from Plainview where they attend Wayland college, on Sunday morning, to attend church and visit the Robbins home during the day. They came by Dimmitt and brought Mrs. W. S. Dixon for the day also. Mrs. Dixon's many friends here were glad of her visit and to see her looking so well. It

was really a sort of home-coming for her, after having lived here so many years. Miss Carr, who lives at Borger, and Miss Robbins sang a duet at the morning worship service.

Mrs. H. D. Robbins, Mrs. E. H. Little and Peggy, Mrs. Frank Robbins and children visited Mrs. Rhea Robbins in her home at Canyon on Wednesday.

Visiting the W. O. Wilsons last week were their son and daughter-in-law, Mr. and Mrs. Charles Wilson and baby, of Cahone, Colo. They teach school there. Mrs. Wilson plans to attend college at Canyon this summer to complete work for her degree. Mrs. Wilson is remembered by several Frio folk as she was a Blasingame and grew up at Wellington.

Taking Sunday dinner at the Berryman home in Hereford were: Rev. and Mrs. W. O. Wilson, Mr. and Mrs. Henry Dobbs, James Dobbs, Clark Andrews, Leonard Schmidt and Glenn Andrews.

Clark Dobbs spent Sunday with Robert Dobbs.

Visiting the Herb Schmidts Sunday afternoon were Mr. and Mrs. J. E. Warrick and Mr. and Mrs. J. B. Thompson, was taken to Amarillo to the North Texas hospital on Friday night. She has a serious throat and bronchial trouble and has had a tube in her throat so that she can breathe since reaching the hospital.

Mrs. Aubrey Self and children of Hereford.

Mr. and Mrs. W. H. Andrews and children went to Lawton, Okla., Friday to visit Mrs. Andrews' parents, Mr. and Mrs. Herbert Adkisson, and other relatives. They attended graduation exercises Friday night at Marlow, Okla., where Mrs. Andrews' nephew, Theo Lamb, was a member of the graduating class. Theo returned here with the Andrews when they came home on Monday. He plans to spend the summer working around here.

Mrs. H. E. Lindley's mother, Mrs. Greeson, is not well lately. Her granddaughter, Mrs. Jack Shirley, stayed with her Sunday night and the Lindleys kept the small Shirley daughter, Judy.

IT'S LIKE Spring IN ALL OF YOUR FRIENDLY

FURR

Remember THE HIGHWAYS WILL BE BUSY MEMORIAL DAY... DRIVE CAREFULLY

FOOD STORES

HAMBURGER

A McCall's Magazine Fail-Proof Recipe

1 cup soft bread crumbs
1/2 cup milk
1/2 lb. ground beef chuck
2 eggs
2 tablespoons chopped onion
1 tablespoon Worcestershire sauce
1/2 teaspoon prepared mustard
1/2 teaspoon salt

Start your oven at 350°F or moderate. Put bread crumbs in a good-size bowl and pour milk over them. Mix with beef, egg, chopped onion, Worcestershire sauce, mustard, salt and egg. Chopped onion, Worcestershire sauce, mustard, salt and egg (jobs like this are lots easier done by hand). Now dump mixture on a lightly floured waxed paper. Place another layer of wax paper on top of meat and spread paper. Move top wax paper and spread meat with mixture of carrots, celery and grated onion. Roll up like a jelly roll. Place in pan, cover with tomato sauce and bake 1 hour and 15 minutes. This handsome, inexpensive meat roll serves 6.

Hamburger Roll

1 McCall's Magazine Fail-Proof Recipe

1 teaspoon sage
4 tablespoons flour
2 1/2 cups diced, cooked or canned carrots
1/2 cup finely chopped celery
1 tablespoon grated onion
1 1/2 oz. can tomato sauce

Wilson Corn King - 1 Lb. Layers

BACON

2 for 89¢

Cello Wrap

FRANKS lb 39¢

Beef - U. S. Graded

CHUCK ROAST lb 65¢

Plenty of Those Famous Armour's Star Fryers

All Flavors Park Lane

ICE CREAM

2 pints 29¢

Imperial Pure Cane

SUGAR 10 LB BAG 89¢

Orange-Ade

HI-C 2 46-oz CANS 49¢

Proctor and Gamble Soap

TIDE 1ge. pkg. 25¢

Sunkist

LEMONS 2 lbs. 25¢

Large Size

AVACADOS 2 for 25¢

Fancy Cello

TOMATOES 2 pkgs. 25¢

Fresh Green

CORN 4 ears 25¢

Long Green

CUCUMBERS 2 lbs. 25¢

Fresh Green

BLACKEYED PEAS 2 lbs. 25¢

YELLOW ONIONS 2 lbs. 25¢

PINEAPPLE lb. 6¢

For your Market Basket America's Largest Selling Beans

YAN CAMP'S MAY BASKET SPECIAL PORK & BEANS 3 300 CANS 39¢

All Grinds Coffee

MARYLAND CLUB LB CAN 75¢

300 Sheet

KLEENEX 3 boxes 69¢

3-200 Sheet boxes 47¢

SHORTENING

Crisco

3 LB CAN 69¢

Sweet Sixteen Colored Quarters

OLEO 2 1-LB CTNS 29¢

Hunts

GREEN BEANS No. 2 can 21¢

Libby's Golden Sweet Cream Style

CORN 303 can 19¢

Black Flag

Insect Sprayer 20 oz. size 41¢

Libby's Garden Sweet

PEAS 303 can 19¢

Libby's Custard Style

PUMPKIN 303 can 15¢

Hunt's

SPINACH No. 2 can 13¢

Hunt's

TOMATO SAUCE 3 for 24¢

Vegetable Juice

V-8 COCKTAIL 46 oz. can 41¢

Fish Hawk

RED SALMON tall can 79¢

Texasan

Grapefruit Juice 46 oz. can 26¢

Del Monte Crushed or Chunks

PINEAPPLE No. 2 can 28¢

Chocolate Syrup

HERSHEY'S lb. can 18¢

Dog Food

IDEAL tall can 16¢

Mothers

OATS 3 lb. box 48¢

Pillsbury's

Chocolate Cake Mix 17 oz. box 37¢

Men's 12 oz.

CANVAS GLOVES pair 39¢

Menu's Jersey

GLOVES pair 35¢

Insect Spray

Aerosol Bug Bombs each \$1.19

Insect Spray

REAL KILL pt. 69¢ qt. \$1.19

Puffin Biscuits

3 For 25¢

WELCOME TO HEREFORD

Mid - Plains

PIONEER DAYS & RODEO

May 30 - 31 & June 1.

Light Crust Flour

5 lb box 49¢

10 lb bag 95¢

Sunshine Crackers

HI-HO lb. pkg. 34¢

Sunshine

VANILLA WAFERS 10 oz. pkg. 32¢

LIPTONS TEA Lb. pkg. \$1.35 16 count tea bags pkg. 21¢	Dinty Moore BEEF STEW 24 oz. can 52¢	Toilet Soap SWEETHEART Bath size 12¢ with Barbecue Sauce Oscar Mayer Weiners 11 oz. can 48¢	Blues while you wash BLU-WHITE Pkg. 10¢ Swanson BONED TURKEY 6 oz. can 51¢	Puritan half white-half colored MARSHMALLOWS lb. pkg. 37¢ Swanson CHICKEN FRICASSEE Tall can 53¢	Candy M & M Confections Pkg. 25¢ Armour's 3 1/4 oz. can POTTED MEAT 3 for 29¢
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LIGHT CRUST FLOUR

See and hear The Light Crust Doughboys in our store Saturday afternoon.

25 lb bag \$1.89

Fifty Seniors In 1952 DHS Class

Johnny Winters from the State Department of Public Welfare was the speaker for the high school commencement exercises Friday night.

Following the presentation of diplomas to the 50 graduating students honor students were announced and scholarships were awarded.

Katherine Snare was valedictorian of the 1952 class and Bill Kelly was salutatorian of the class. Glenys Goldston was given the Lions club scholarship. This award is presented each year to some student who would not be able to attend school otherwise.

Shirley Sharp was selected to have her name appear on the plaque in the high school principal's office.

She was selected by a group of teachers on the basis of scholastic achievement, citizenship and general attitude.

Don R. Davidson gave the invocation. Mrs. J. C. McCracken played the professional and recessional.

The senior girls sextette sang "Memories" and "The Perfect Day".

Those in the 1952 graduating class were: Clara Jayne West, Harold Morton, Donna Cowsert, Robert Brown, Evelyn Benson, Ray Graham, Wanda Gunster, Jim Lowry, Earlene West, Johnny Fields, Charlene Lee, Paul Rettman, Joan Southern, Bruce Bybee, Sue Scarth, Joe Betzen, Bettye Ramey, Wayne Walsler, Shirley Sharp, Bill Kelly, Joan McGee, Larry Slaughter, Mollie Bettis, Alvin Shirley, Mary Lou Griffith, Raymond Webb, Pat Frye, Wayne Lady, Katherine Snare, Clayton Rutter, Wanda Zumwalt, Randolph Thomas, Marilyn Barkley, Eddie Reinauer Jr., Barbara McGee, Tommy Cuipepper, Dona Airhart, Franklin Springer, Wilma Ruth Shirley, Billy Ray Evans, Doris Wilhelm, Darleen Moore, Joe Woolery, Glenys Goldston, Lee Ford, Elma Rae Hamby, Joe Hacker, Annie Mae Moore, Dabney Williams and Bob Mathers.



OFFICERS OF THE Old Timers association are shown above. New officers will be elected during the pioneer celebration this year. Shown above are front row: Cecil Williams, Minnie Walker, Corrine Jennings; Back row: Claude Witherspoon, Vern Witherspoon and Mrs. L. R. Brady. Staff Photo.

GARCIA NEWS

Community Recreation Topic Of Messenger HD Club Meeting Fri.

By Mrs. Don Kennedy

The Messenger Home Demonstration club met Friday in the home of Mrs. W. D. Howard with Mrs. Don Kennedy as hostess.

The program was a round table discussion on community recreation.

The council report was given by Mrs. N. A. Brown. Game prize was won by Mrs. N. A. Brown and flowing prize was won by Mrs. Eldred Brown.

Those attending were: Mesdames J. T. Guinn, Eldred Brown, S. N. Thweatt, Ernest Brown, Elmer Northcutt, Wanda Northcutt, N. A. Brown, W. D. Howard and the hostess. One guest was present, Mrs. Daily.

Mr. and Mrs. N. A. Brown, Mr. and Mrs. Eldred Brown and son, Mr. and Mrs. Floyd Brown and son, and Mr. and Mrs. Ernest Brown and daughter went to Midland last Sunday to attend the Brown reunion in the home of Mr. and Mrs. Marshall Bagwell.

Mr. and Mrs. Sam Henderson visited in the home of Mr. and Mrs. W. D. Howard last week. Mr. Henderson is Mrs. Howard's brother.

S. N. Thweatt made a business trip to Clovis.

Mrs. S. N. Thweatt went to Amarillo Friday on business. While there she visited with Mr. Thweatt's mother, Mrs. V. V. Thweatt.

Mr. and Mrs. Bob G. Howard, son of the W. D. Howards, will be in from school at Las Cruces Monday.

Mr. and Mrs. Glenn Barkhurst and children visited in the home of Mr. and Mrs. W. D. Howard last week. He is the nephew of Mrs. Howard.

Mrs. S. N. Thweatt left Saturday for Levelland to visit her father, J. R. Hagar and sister, Miss Mattie Lou Hagar. She will be gone about a week.

member, the late Troy Womble, was stowed away in the freight car.

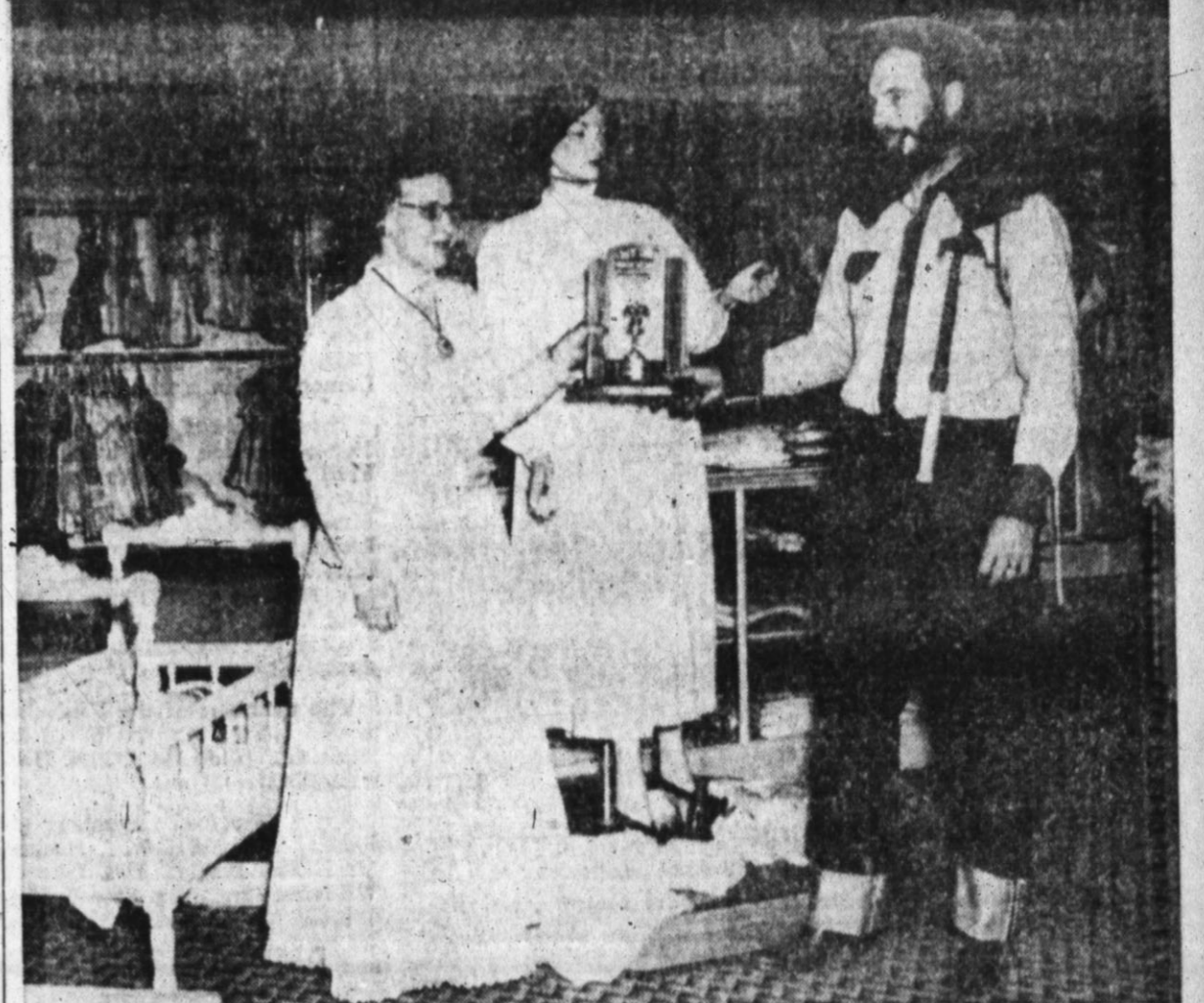
Their first night on the Plains was the night of the last Indian scare in this section. Though the Indian raid never developed, Mrs. Bradley remembers that her father sat up all night holding his shotgun in readiness for an attack.

The Wombles settled near Wildorado. In 1896, Miss Ollie Womble married L. R. Bradley, who had come to Deaf Smith county in 1883. They settled on the Tierra Blanca five miles east of Hereford.

The first registered Hereford cattle were brought to this county in 1898 by Mr. Bradley and a neighbor, G. R. Jowell. And the little town, just springing up in the southeast corner of the county, was named "Hereford" for the registered herd.

In 1905, the Bradlys built a 10-room home on the site of the present rock club house in the old State park. After her husband's death in 1911, Mrs. Bradley assumed full responsibility for the nine-section ranch. She directed the branding and round-ups, kept the records for the ranch, and kept track of the pedigrees of her cattle.

For more than half a century, she has been active in the life and growth of Hereford. A charter member of the first Baptist church and the local chapter of the Order of the Eastern Star, she also served approximately 25 years on the board of directors for the Deaf Smith county hospital and 30 years as a director of the First National Bank.



MRS. BESS MOORE receives the trophy for the best decorated window in the 1951 window contest from Bruce Wooddell. This is a traveling trophy and will be presented this week to the 1952 display winner. Staff Photo.

"Suspicion" Brought Womble Family Here

"Suspicion was responsible," says Mrs. L. R. Bradley, "for the coming of the J. C. Womble family from Tennessee to Texas in

1891—suspicion that the glowing stories about West Texas might be true."

Stories that one could get 640 acres of land for \$2 per acre with 40 years to pay sounded incredible to the Wombles, who were living on a rented farm. But when Mr. Womble came to see for himself, "the country was more wonderful than he had imagined."

Mrs. Bradley, a daughter of Mr. Womble, adds, "He could stand in the middle of a section and see all over it and more—no trees, no stumps, roots, rocks or weeds—just grass."

So, loading their household goods and enough lumber to build a home on an emigrant railroad car, 11 members of the Womble family started by passenger train for Texas. A 12th

Friena Bible School Opens On June 2

FRIONA—The Daily vacation Bible school will begin on Monday, June 2 and continue through June 6. On Saturday May 31, at 2:30 p. m. everyone is to meet at the church and go through town to the park where the program will end for the day.

On June 2 the classes will begin.

The Brotherhood met Monday night at 8:15. The brotherhood meets each second and fourth Monday night. All the men of the church are invited to attend.

The Womens Missionary study met for a regular meeting Tuesday night. They had a round table discussion with the Ruth circle studying Spain and Italy and the Kimbrough circle studying Hungary and Yugoslavia.

On Tuesdays the Sunbeam band, the Arise and Shine GA and the Van Earl Hughes GA will meet at the church. The YWA girls meet on Monday night.

Dust Storms Aid Joe Green's Collections

One Deaf Smith county pioneer has a good word to say for the devastating dust storms of the thirties. He is Joe Green, collector of Indian artifacts and student of southwestern lore.

An authority on Indian life in this part of the country, Mr. Green says, were it not for the dust storms which uncovered them, many important clues to the history of this area would still lie buried.

Not content to let the bones and relics of early Indian and Spanish plainsmen lie, Mr. Green has accumulated one of the most complete private collections of southwestern historical material in this country. Some of his rarest finds have been made after the worst dust storms.

When the W. B. Green family came to Hereford from Navarro county in 1901, 14-year-old Joe had already been collecting arrowheads for several years. His collection of arrowheads, all neatly mounted, now numbers between 4,000 and 5,000. Coming principally from the Texas Panhandle, with some from all over the United States, they range in size from quarter-inch bird points to an eight-inch Norwegian spear head.

His private museum also includes bones of prehistoric animals, Indian awls, hide scrapers, broken and reconstructed pottery, stone knives, drills, hoes, and axes. Much of this material came from Pueblo Indian camps, believed to be about 1,000 years old, near Hereford.

Mr. Green considers his most valuable display that of a Folsom and Yuma points used by prehistoric man who inhabited this area between 7,000 and 17,000 years ago. One of these points he found northwest of Hereford, and another in a street in the east part of town.

He also collects unusual stones, fossils, old guns and Spanish trinkets. In the last-named group is a metal spear believed to have been left by Coronado's party when they passed through this section in the middle of the 16th century.

Rodeo...

(Continued from page 1)

nathy; Miss Mike Reid, Silverton; Sue Reid, Hairpin ranch; Billy Smith, Portales; Francis Smith, Figure 2 ranch; Darlene Edgmon, Quay county; Maud-eane Kemp, Tucumcari; Anna Sue Myers, Quay, N. M.; Dathene Vineyard, Kress; Jody Mayfield, Dimmitt.

Parade prizes include: Commercial float — first prize, \$25; second prize, \$15; Club or organization — first prize, \$25; sec-

ond prize, \$15; Individual—first prize, \$5; second prize, \$3. Other prizes listed by the C of C are:

SPONSORS CONTEST
1st prize — Hand-tooled bridle and hand-tooled breast harness;
2nd prize — Silver spurs and Nylon lariar rope;
3rd prize — Silver bits and nylon-lariar rope.

OLD FIDDLER'S CONTEST
1st prize — \$10 and trophy;
2nd prize — \$5
3rd prize — \$3

WINDOW DECORATING

CONTEST
1st prize — Traveling trophy to be held until next Pioneer Day celebration.

YO-YO CONTEST
Alex Thompson Judge
13-Year Age Limit
1st prize — 5 malted milks
2nd prize — 3 pints ice cream
3rd prize — 2 malted milks
4th prize — 1 malted milk
Rides will be brought here by Rhodes Carnival and will be set up in the parking lot west of Hotel Jim Hill.
Pony rides will be here on the lot south of Hotel Jim Hill.



Hey, Kids

Come By Today and Pick Up Your Yo-Yos For Our Big Yo-Yo Contest Which Will Be Held Saturday Morning 10:00 A.M.

At the Courthouse (Contest Open to Kiddies Up To 13 Years Old) and

Be Sure To Visit Our Dairy Bar During Pioneer Days

CREAM - O - PLAINS

HEREFORD CREAMERY CO.

CLOSE **DRUGS**

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

• you always **SAVE MORE** AT YOUR **STORE**

TUNE IN ON **AMOS 'n' ANDY**

THE REXALL RADIO SHOW SUNDAYS • CBS

Rexall Products Advertised in

• LIFE • LOOK • POST • COLLIER'S • COUNTRY GENTLEMAN

<p>CAPE COD Pint VACUUM BOTTLE Metal finish, with plastic top..... 139</p> <p> MILK of MAGNESIA Pure, mild, creamy. FULL PINT 39c</p> <p> HOUSEHOLD GLOVES Natural latex, non-slip fingers, palm.... 79c</p> <p> ASPIRIN 5-grain tablets, bottle of 100. ONLY 54c</p> <p> PLENAMINS Vitamins plus liver concentrate and iron. 36-day supply 2.59</p>	<p style="text-align: center;">1/2 PRICE SPECIAL</p> <p>Cara Nome CREAM DEODORANT</p> <p>Stainless retards perspiration, guards daintiness for hours.</p> <p style="text-align: center;">REG. \$1.10 55c</p> <p style="text-align: center;">WEEKLY SPECIALS</p> <table border="0" style="width: 100%; font-size: x-small;"> <tr><td>60c Rex-Eme Skin Cream</td><td>33c</td></tr> <tr><td>75c Bayers Aspirin</td><td>59c</td></tr> <tr><td>75c Pepsodent Tooth Paste</td><td>59c</td></tr> <tr><td>1.00 Helen Cornell Bubble Bath</td><td>59c</td></tr> <tr><td>79c Gypsy Cream Lotion</td><td>59c</td></tr> <tr><td>1.00 Silque Beauty Lotion</td><td>79c</td></tr> <tr><td>79c Helen Cornell Shampoo</td><td>59c</td></tr> <tr><td>1.20 Pepto-Bismol</td><td>89c</td></tr> <tr><td>60c Lavis Mouth Wash</td><td>39c</td></tr> </table> <p>Ann DeLafield Reducing Plan It's Easy - It's Fun 6.95</p>	60c Rex-Eme Skin Cream	33c	75c Bayers Aspirin	59c	75c Pepsodent Tooth Paste	59c	1.00 Helen Cornell Bubble Bath	59c	79c Gypsy Cream Lotion	59c	1.00 Silque Beauty Lotion	79c	79c Helen Cornell Shampoo	59c	1.20 Pepto-Bismol	89c	60c Lavis Mouth Wash	39c	<p style="text-align: center;">GIVEN at no extra cost!</p> <p>CARA NOME COLOGNE STICK</p> <p>(Purse Size) 75c VALUE</p> <p>With each \$1 purchase or more of CARA NOME toiletries.</p>
60c Rex-Eme Skin Cream	33c																			
75c Bayers Aspirin	59c																			
75c Pepsodent Tooth Paste	59c																			
1.00 Helen Cornell Bubble Bath	59c																			
79c Gypsy Cream Lotion	59c																			
1.00 Silque Beauty Lotion	79c																			
79c Helen Cornell Shampoo	59c																			
1.20 Pepto-Bismol	89c																			
60c Lavis Mouth Wash	39c																			

<p> ELKAY'S MOTH FUME CRYSTALS Full pound, REG. 79c 49c</p>	<p> ALCO-REX Cooling alcohol rub. FULL PINT 59c</p>	<p> FIRST AID PACKETTE 5 essential first aid items in plastic bag. Reg. \$1.25 98c</p>
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Meet your friends at Hereford's Pioneer Drug Store



BABE UNDERGOES OPERATION—The world's greatest woman athlete, Mildred (Babe) Didrikson Zaharias, had a hernia operation at the Beaumont hospital recently. Her sister, Mrs. O. B. Grimes (right), is shown here keeping Babe company after the surgery. (AP Photo)

Memorial Service Friday For Dead Of World Wars

A special Memorial Day service will be held Friday afternoon at 3 p. m. in honor of all the local boys who were killed in action during World War I and World War II.

The VFW will be in charge of this service which will be held at the corner of Third and Main.

The service will open with the National Anthem followed by a short prayer by a local minister.

Andy Rogers will be the guest speaker at the service.

Ed Zimmerman will play "Taps" following the Memorial Day speech by Rogers.

The firing squad will fire three volleys in honor of the local men.

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Three HD Clubs At Demonstration

Three Home Demonstration clubs attended a demonstration on frozen foods at the REA kitchen last week.

Members of the North Hereford, 20th and South Hereford clubs attended the demonstration which was given by Mrs. Dale Coleman, assistant Home Demonstration agent.

Those attending from the North Hereford club were: Mrs. Fred Saltzman, Mrs. Richard E. Barrett, Mrs. A. A. Brinkman, Mrs. Frank Brinkman, Mrs. Lloyd Neill, Mrs. Tony Hoffman, Mrs. Otto Olson, Mrs. A. E. Hodges, Mrs. O. C. Williams, Mrs. Paul Hoff, Mrs. Mary Bodkin, Mrs. H. E. Pettyjohn and Roberta Campbell.

The members of the Ford club present were: Mrs. D. W. Strubling, Miss Hilda Both, Mrs. Herman Both.

South Hereford members attending were: Mrs. W. J. Hacker, Mrs. John Draper, Mrs. Steve Williams, Mrs. Julia Sowell, Mrs. John P. Slaton, Evelyn Bell, Mrs. W. H. Goettach, Mrs. Eldon Craig and Mrs. Clarence Hollabough.

4-H Youths At Camp This Week

Six Deaf Smith county 4-H boys and girls attended a District 1 4-H camp this week at West Texas State college.

The theme of the camp this year is "Farm and Home Safety and Recreation".

The Deaf Smith county 4-Hers took courses in leadership training in the two phases so that they can instruct their home clubs.

Those attending were: Jo Eddy Scott, Marilyn Russell, Walter Kaul, Woodrow Northcutt, Rebba Joyce Pinnell, Judy Pinnell, Mrs. Grover Caywood and Hugh Clearman.

Bluebird Girls At Camp Here

There were 56 Bluebird girls attended the annual two-day Bluebird encampment at the Camp Fire hut Tuesday and Wednesday.

Mrs. Jack Walker was in charge of the two-day affair.

Betty Culpepper directed the group games and crafts during the encampment and Laura Jane Lamm taught folk games on Wednesday.

Mrs. Hartland Caraway conducted the story hour each day. On the schedule for Wednesday was a nature hike in Veteran's park. Mrs. Louis Woodford conducted the hike.

Mothers of the Bluebird groups helped in the preparation of the meals.

Political Announcements

The Brand has been authorized to present the names of the following candidates for office subject to the action of the Democratic Primary Election on Saturday, July 26, 1952.

For State Senator, 30th District—A. J. (Andy) Rogers Harold M. LaFont

For County Judge and Ex-Officio County School Superintendent—L. H. Foster Horace L. Schloss

For District Attorney, 69th Judicial District—Floyd H. Richards

Memorial Service Friday For Dead Of World Wars

A special Memorial Day service will be held Friday afternoon at 3 p. m. in honor of all the local boys who were killed in action during World War I and World War II.

The VFW will be in charge of this service which will be held at the corner of Third and Main.

The service will open with the National Anthem followed by a short prayer by a local minister.

Andy Rogers will be the guest speaker at the service.

Ed Zimmerman will play "Taps" following the Memorial Day speech by Rogers.

The firing squad will fire three volleys in honor of the local men.

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SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

PIONEER DAYS
EXTRA SPECIAL SUPER SAVINGS!
PIGGY WIGGLY
First with the **BIGGEST BARGAINS!**

<p>FLOUR Light Crust 25 lb. bag \$1.89 5 lb. pkg. 49c 10 lb. bag 89c</p>	<p>Be sure to see the LIGHT CRUST DOUGH BOYS In Person this week end</p>
<p>BLACK PEPPER Schilling's Pure Ground 1 1/2 oz. Can 19c</p>	<p>FISH CRISCO 3 lb. can 79c Luncheon Meat Oscar Mayer 12 oz. can 37c</p>
<p>Sardines Amer. in oil Flat can 10c</p>	<p>1/2 SALE LIFEBOUOY to introduce you to NEW with Puralin GRAND-NEW Pleasant FRAGRANCE Stops "B.O." before it starts! BATH SIZE 2 at reg. price 25c and 1 at 1/2 price 12c ALL 3 FOR 26c</p>
<p>GULFSPRAY AEROSOL BOMB ea. 79c SYRUP, Karo, fancy maple flavor, 12 oz. bot. 19c SWEET PICKLES, Hunt's 24 oz. jar 49c Hunt's STRAWBERRY PRESERVES 16 oz. jar 33c PRUNE JUICE, Sunsweet quart bottle 29c</p>	<p>DREFT large box 29c CHEER large box 29c OXYDOL large box 29c Spic & Span reg. size 23c Ivory Flakes large box 29c Ivory Soap Personal Size 4 for 25c CAMAY, reg. size 2 for 17c</p>
<p>Frozen Food Locker Boxes 25 QUART SIZE 69c Locker Box Liners 25 QUART SIZE 59c</p>	<p>1/2 PRICE SALE! TO INTRODUCE YOU TO BATH SIZE LUX TOILET SOAP you get 2 at reg. price 25c and 1 at 1/2 price 12c All 3 for only 32c FOR ALL-OVER LUX LOVELINESS</p>
<p>V. F. W. BAKE SALE IN OUR STORE SAT.</p> <p>Lawn Sprinkler Oscillating Reg. \$9.95 Value \$6.95</p>	<p>8 Vegetable juices blended V-8 JUICE 46 oz. 39c Campfire PORK & BEANS big 2 1/2 can 18c FRESH PRODUCE U. S. No. 1. Fancy White, Sweet, New Crop ONIONS Lb. 10c Calif. Fresh and Fancy CELERY HEARTS cello pkg. 25c Colo. young and tender GREEN ONIONS 2 bunches 13c Colo. Fresh and Crisp RADISHES 2 bunches 9c Fancy Calif. Blue Goose, fresh daily ORANGES 5 lb. bag 43c LEMONS, large Sunkist dozen 35c</p>
<p>Pineapple Juice Dole's 46 oz. can 29c</p>	<p>Swanson Egg Noodle Gible Dinner lb can 23c Swanson Egg Noodle Chicken Dinner lb. can 33c Swanson CHICKEN SPREAD 6 oz. can 29c Swanson CHICKEN A LA KING per can 49c Swanson BONED CHICKEN 6 oz. can 49c</p>
<p>Nourishing Meat a complete protein food for everybody PUFFIN CANNED BISCUITS 3 cans for 29c Pinkney's Pure Pork PORK SAUSAGE 2 pound cloth bag 69c</p>	<p>For County Judge and Ex-Officio County School Superintendent—L. H. Foster Horace L. Schloss For District Attorney, 69th Judicial District—Floyd H. Richards For County Treasurer—Velma Hodges For County Commissioner, Precinct One—M. T. (Marion) Rutter For County Commissioner, Precinct Two—J. C. (Clarence) Morrison For County Commissioner, Precinct Three—P. B. (Buren) Sowell J. T. Guinn. For County Commissioner, Precinct Four—C. G. RICHARDSON For County Sheriff-Tax Assessor and Collector—J. C. Reese Lowell R. Sharp For Justice of the Peace—A. L. Thomas For State Rep., 96th Dist.—Jesse M. Osborn For County Clerk—R. L. Thompson Ralph Smith</p>
<p>PLenty OF FRYERS, CAPON FRYERS & HENS</p>	

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

warming the bench

By Wally Knief

With a larger-than-usual Brand coming out for Pioneer Day this week, the ole bench warmer has not been doing much on the local sports scene. Instead, we've been warming the airfoam (hah!) seat cushion pecking away at the old faithful Remington.

SOFTBALL --

This column wouldn't be doing justice to the softballers if we failed to mention the two thrilling games we saw on Thursday last between Hereford Hardware and the Knights of Columbus and Dawn and Summerfield. Ball games they were, too!

The games were both thrilling and hits were banged out with enough regularity to be exciting but not boring. In the first game, the KCs put up a GOOD game against the league-leading Hereford Hardware nine. Take away a rough first inning and it would have been a stinger.

Tommy Albracht, who started on the Hill for the KCs, had a good ball. He's one of the better pitchers. The KCs showed how fortunate they were when they lifted Albracht and put in Kenny Walterscheid, another good pitcher.

Not many teams in the league can boast of one good pitcher, let alone two!

With Hereford Hardware, it was the usual power, power, power. They looked ragged when ahead, though, and the KCs -- with a little more time -- could have overtaken them. Hereford Hardware still looks the best when the chips are down.

Summerfield and Dawn -- currently two of the hottest cookies in the loop, staged a knock down, drag out campaign in the nightcap. Walt Lemons had things the way he wanted them until the fateful sixth when BOOM! Sum-

merfield picked themselves up in a hurry and staged what proved to be the game-winning rally.

Summerfield and Dawn both are blessed with power hitters on their squads.

Anyone who has seen more than four games at the Vets park diamond will concur in the view that ALL SIX teams in the league are powerful. They're all dangerous given the right situation.

WRESTLING

Guy Lawrence, matchmaker for the local Lions club weekly wrestling fans, asks that we notify mat followers that he has (or had) 30 pasteboards for tonight's World Championship wrestling match at Amarillo between Lou Thez and the Masked Marvel. All tickets, he says are for third and fourth row seats. Price \$2.50.

FISHING --

To date, none of the local fishermen have reported any bonus catches in the Buffalo lake fish derby. Only a few of the tagged fish have been snagged, though. Still on the prowl is 10½ pound "Mr. Shamrock", a channel cat worth \$300 in prizes.

According to the best information we have been able to uncover, the huge bonus baby is near the biggest channel cat known to be in Buffalo. Dick Culppepper says the largest channel caught there was something like 12½ pounds. The other day, a 16-pound blue was pulled out of the lake. Is that a record?

We'd like to hear from the fishermen in this area who get any of the prizes offered in the derby at Buffalo lake.

Seems the crappies are hitting best there now. Occasional catches of channel cat are being made with cut bait.



JUST TO GET INTO the spirit of things for this Pioneer Day edition, we ran into this old picture of the Panhandle Christian college baseball team of "way back when." Identification of the players is as follows: Front row, from left: John Patton, Les Smith,

Karl Shirley, Otis Parks and Lester Guinn. Back row, from left: Rufus Hubbard, a man known only as Davis, a Mr. Haynes, Monroe Hill (brother of the late Jim Hill), Leron Gough, and an unidentified man.

Oyama Loses First Mat Battle, Carlson Victor

Sesue Oyama, the Tokyo terror, lost his first mat battle in the Hereford arena Saturday night when he bowed to Cowboy Carlson, Ekalaka, Mont. flash, in the main event of the Lions wrestling card.

Oyama, however, didn't lose the battle on falls, dropping the first fall of the evening on a disqualification after he failed to loosen his hold on Cowbey's neck, which was entwined in the ring ropes.

The Japanese Sandman has lost bouts at Amarillo, but his won-lost record is still enough to keep him among the top dra-

wers of the area. In other battles on the three-event card Saturday, Bob Giegel, former Hawkeye grinder now claiming Amarillo as his home went to a 20-minute draw in the opener with Benny Trudell; and Scotty McFarland tied the can to Hungary's John Pavich in the semi-finals with two out of three falls.

Back to a bout-by-bout story of Saturday's action: In the curtain-raiser, Newcomer Giegel, a former foreman at Boys Ranch, went the route with Canadian roughie Benny Trudell. Trudell didn't depart

from his usual off-color tactics in the bout, but Giegel did manage to keep all the action within the confines of the ring.

John Pavich found his match in Scotland's Scotty McFarland in the 45-minute semi-windup. The Hungarian managed the first fall against the burly McFarland, pinning him in 15 minutes with a top body press following a drop kick.

McFarland came back in 10 minutes to pin Pavich from an unusual maneuver. Pavich had a rolling short arm scissors on the Scotchman when McFarland

(Continued on page 8)

Rocky's Downs KC Nine Monday Nite

Rocky's Service station moved into third-place tie with Dawn as they downed the Knights of Columbus Monday night, 9-8, in a thrilling Hereford Softball league contest.

The winners took their game of the season against two losses when they tallied nine runs on seven hits. They were guilty of five miscues.

The KCs garnered eight runs on six bingles and committed two errors.

Bill Massie, playing third for Rocky's, banged out a home run in the third inning. He was followed by Glen Nelson, center-fielder, who pasted out another round-tripper off the slants of Tom Albracht. Nelson added the

homer to a second-inning triple. Pitcher David Miles held the KCs to a tame six hits, all singles as he never once reached deep water.

Rocky's came off to a fast start in the second with six runs and added three more in the third. The KCs picked up one in the second, two in the third, one in the fourth, two in the fifth, one in the sixth and the same in the seventh to tot up an eight-run total.

A shifted line-up for the Rocky nine paid dividends Monday night. The shift moved Winkler off the mound onto third, Massie to second, Miles to the hill, Burdine at short, McCullough to first, Nelson to center.

Sparks in left, Hamilton in right, and Combs behind the bat were the only three in familiar surroundings in the 1952 box scores to date.

Thursday night's schedule calls for Hereford Hardware and L-V Motors to meet in the early game and the KCs and Summerfield to hit it off in the nightcap.

Only one game played Monday night, with the second tilt a practice game.

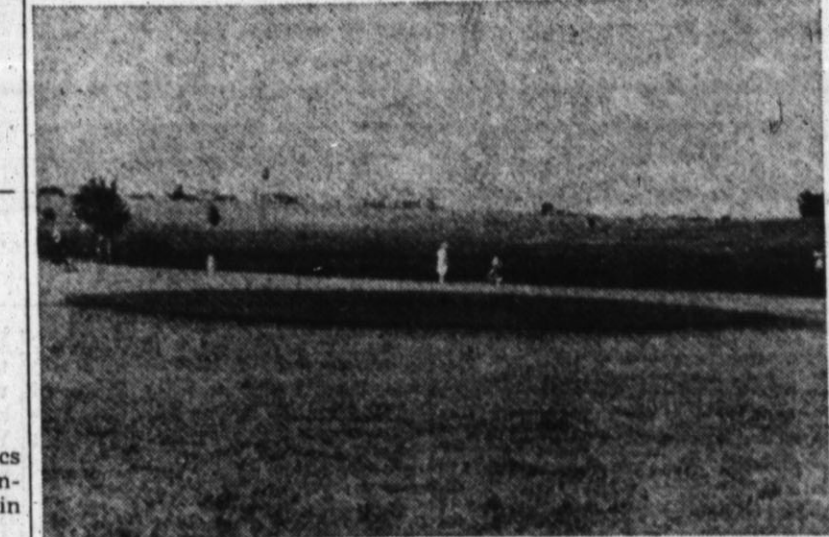
Box scores for the Monday games were:		AB	R	H	E
ROCKY'S -- 9					
Combs, c		2	1	0	1
Burdine, ss		2	0	0	1
Sparks, lf		4	0	0	0
Miles, p		2	1	0	0
Winkler, 3b		3	1	1	1
Hamilton, rf		4	2	2	0
Massie, 2b		4	2	2	0
Nelson, cf		4	2	2	0
McCullough, 1b		2	0	0	2

KC's -- 8		29	9	7	5
		AB	R	H	E
Koelzer, cf		1	0	1	0
D. Albracht, 3b		4	0	0	0
L. Albracht, ss		2	1	0	1
D. Nogler, 2b		4	2	2	0
Enders, 1b		4	1	1	0
S. Albracht, lm		4	2	0	1
T. Albracht, p, ss		4	0	0	0
V. Walterscheid, c		4	1	1	0
Wilhelm, rf		4	0	0	0
Urbanczyk, cf		2	1	1	0
K. Walterscheid, p		2	0	0	0

35 6 8 2

LEAGUE STANDINGS

	W	L
SUMMERFIELD	4	1
HEREFORD HDWE.	4	1
DAWN	3	2
ROCKY'S	3	2
KC	1	4
L-V MOTORS	0	5



LOOKING NORTH from the sixth hole at the Hereford Golf course, this picture, taken in the early 1900's, shows how small the Hereford skyline looked as compared with today.

The Hereford Brand

Hereford, Texas, Thursday, May 29, 1952

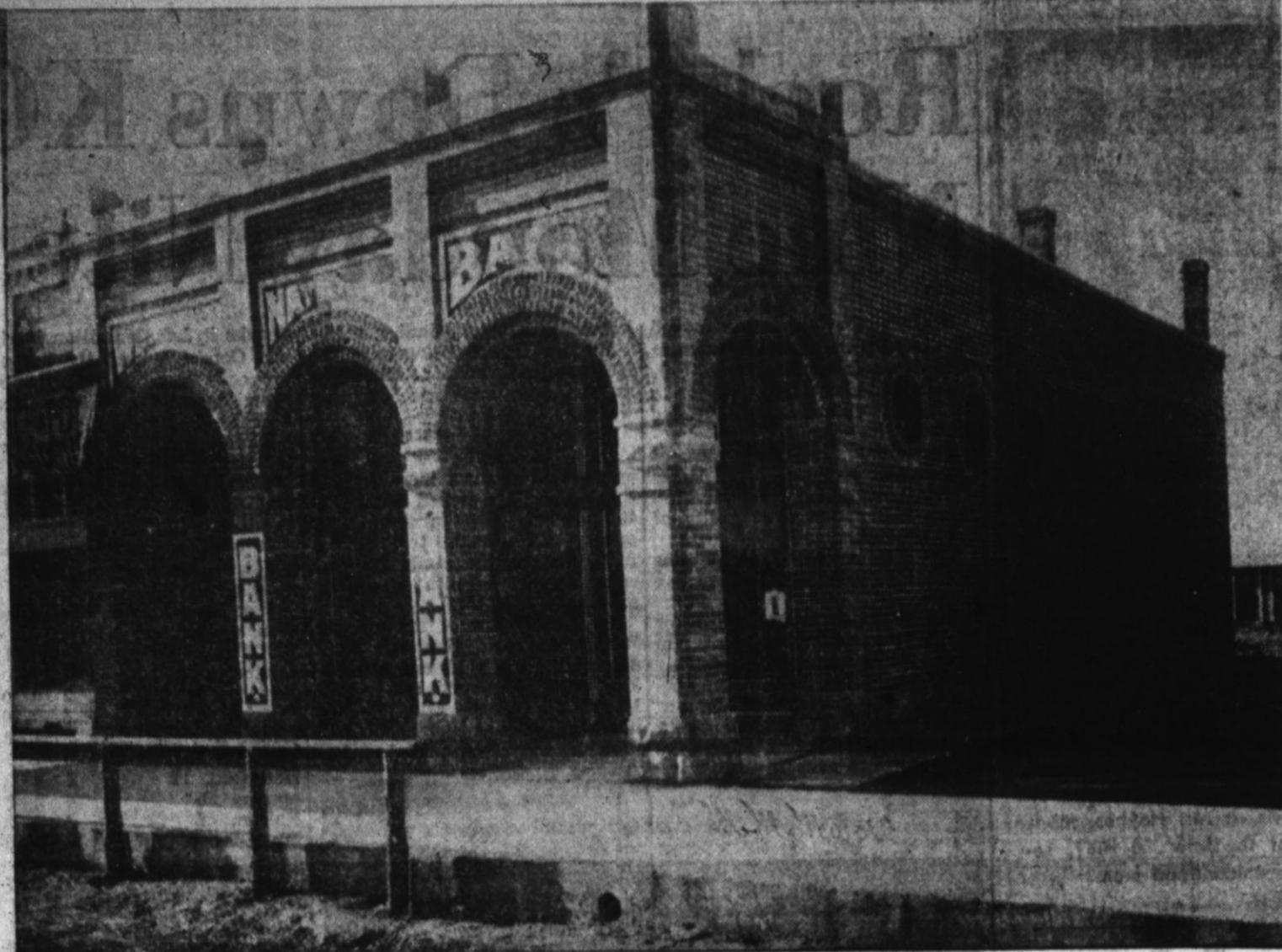
Section Two

We're
PIONEERS
Too!
SINCE 1906
First In
**DEPENDABLE
BANKING
SERVICE**

WELCOME
To Hereford
May
30 - 31
June 1

**THE FIRST NATIONAL BANK
of Hereford**

Member: Federal Reserve System, Federal Deposit
Insurance Corporation



ONE OF HEREFORD'S main banks used to be The Western National Bank which is shown above. It was located on the west side of the second block of Main street.

John S. Wyche Came To Castro County In 1892

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

Arriving in Texas from Georgia, he married Zuelieka Virginia Tucker in December, 1885, at Terrell.

Mrs. Wyche was a school teacher and the daughter of Gen. W. F. Tucker of Okolona, Miss. From Royce City, near Dallas, the Wyches 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 1890. 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 Ines, Maurice and Joe Kelihor.

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, Colo. Miss Nellie Lee Wyche at Fort Worth, Jennie Wyche Hellams at Terrell and Tucker S. Wyche at Temple.

Among their first and nearest neighbors were the families of Pres Burnam, Blevie Hinton, Ruf Davis, Frank Ines, and Geo. Hays.

Askrens Came Here In 1901

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 sight of Hereford. La Platta was the county seat. Mrs. Askren remarked "It took 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.

Hauled Supplies

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.

Cub Scouts Enjoy Picnic

Den 5, Pack 50, Cub Scouts enjoyed a picnic at the Scout hut Tuesday afternoon at the regular meeting time.

Mrs. George Paetzold directed games and assisted the den mother, Mrs. Archie Scott. Special guests were families of the cub scouts.

Cubs attending were: Waldon Scott, R. G. Arrington, Larry Edwards, Jan Wallace, Phillip Roland, Billy Mack Noland, Corky Paetzold, Donald Roland and Dennis Hodges, Wayne Scott and Deward Jacobs were guests.

Mothers attending were: Mesdames Ed Cox, Raymond Jacobs, Wayne Edwards and Linda; Geo. Paetzold, Dolly and Betty, Sharon Arrington, Walter Hodges Jr., Jerry and Austin, Mack Noland, Janie and Joe Don, V. O. Roland, Carolyn and Kenneth and Linda and Ray Scott.

GAS SURVEY
April 19, 1928
A. G. Barnard of West Texas

Gas company is at work making a survey to determine the number of people to be served here.

WELCOME
To Hereford
Mid - Plains
PIONEER DAYS
& **RODEO**
May 30 - 31 & June 1

Home of
Phillips
66
SERVICE
WASHING
AND
GREASING



White Sidewall Lee Tires
Rocky's Service Sta.

Where Hiways 51 & 60 Meet

NOPE.....!

WE'RE NOT THE OLDEST
WE'RE NOT THE BIGGEST
BUSINESS IN HEREFORD



BUT -- OUR MANY SATISFIED CUSTOMERS AGREE WE **-- BEST**
GIVE THEM THE IN

Electric Motor, Generator, Magneto, Starters and Refrigeration Service

Electrical Wiring Contractor Overseen by O. D. Brietling

Walker Refrigeration Service

Phone 402

Hereford

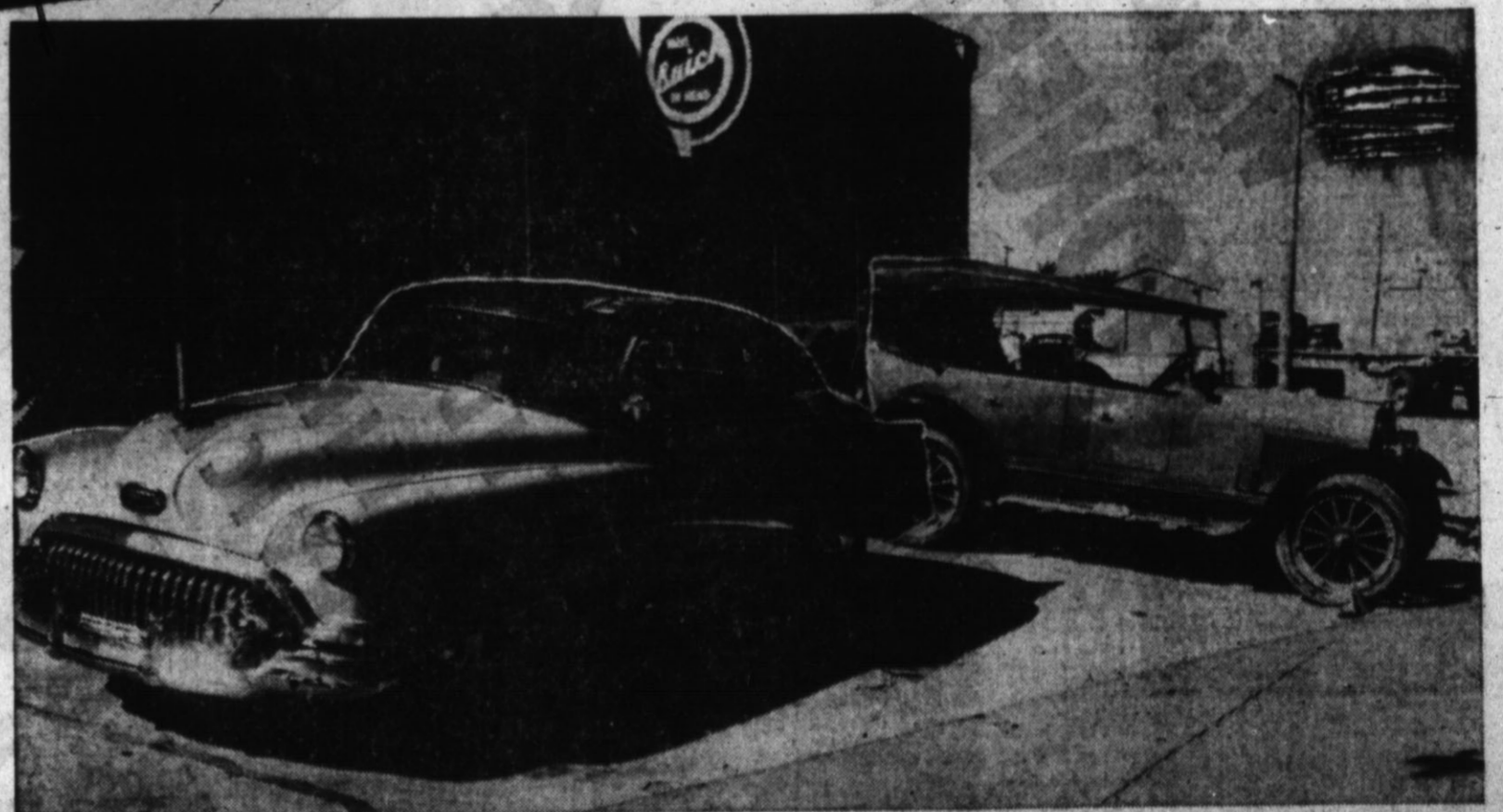
305 E. 3rd St.

In Yester Year And

TODAY

When better automobiles are built
BUICK
will build them

WELCOME
To Hereford
Mid - Plains
PIONEER DAYS
& **RODEO**
May 30 - 31 & June 1



See this 1923 Model Buick In the Pioneer Day Parade -- Yep, she still runs like new. Came all the way from Colorado for this parade.

You Are Always Welcome at

Earl Hendricks Buick

"Phone 11" On Hiway 60

Hereford, Texas



THE DINING ROOM of the Cordova hotel is unidentified. is shown above. The woman in the picture

Teacher, Judge Merchant Story Of C. F. Kerr

From school teacher, to county judge, to merchant—that's the success story of Judge C. F. Kerr, "old timer" of Castro and Deaf Smith county.

After coming to the Plains in 1890, Mr. Kerr first taught in a one-room school-house at Hale Center. In 1897, he came to Dimmitt to teach. The next year, L. Gough resigned as Castro county judge and moved to Hereford. He persuaded Mr. Kerr to run for the office he vacated. Mr. Kerr served four terms as

son, Aline Lomenick, Arthur Shaffer, Joe Wagoner, Jimmy Thomas, Joe Landers, G. C. Merritt, Johnny Townsend, P. B. Sowell, Finis Wright, Elmer Combs and Merlin Kaul.

county judge. While campaigning for the office, he became a friend of the late cowboy humorist, Will Rogers, then working in Castro county. In 1938, Mr. Kerr established the first general merchandise store, this side of Amarillo. In this store, pioneer families found their groceries, dry goods, medicine "and just everything" needed in farm and ranch life.

In 1899, Judge Kerr married Mrs. Eula Ireland McDonald, who had come to Dimmitt the year before from Clay county. Mrs. Kerr's father was a nephew of early-day Texas governor, John Ireland.

With the years, the Kerrs' changed from general merchandise to a hardware store, which also stocked farm implements, undertaking supplies, and furniture. Later, they operated a grocery and drug store. Mrs. Kerr, who first arrived in Hereford in the caboose of a freight train, says, "I have seen this area progress from 'cow

chips to natural and butane gas—and I believe I prefer the first'." The Kerrs moved to Hereford and entered the implement and hardware business here in 1927. Mr. Kerr has also been engaged in real estate business here for many years.

Judge Kerr, who this week celebrated his 92nd birthday, has been in poor health for approximately two years. Before that, he was active in the Presbyterian church and the Masonic lodge.

Mrs. Kerr, for many years a Sunday School teacher in the Presbyterian church here, is also a talented musician. Not only has she served as pianist for her Sunday School department, but she sang in the church choir until she was 73 years of age.

SELLS STORE

Effective January 1, 1950, George A. Stambaugh sells his dry goods store to James A. Hughes and J. E. Crouch. With the exception of D. R. Gass,

who came in 1898, Stambaugh has been continually in the mercantile business here longer than any other man. He has been in the same location for the past 18 years.

NOTICE! CANDIDATES

Bumper Signs, Emery Boards, Thimbles, Book Matches, Pencils and numbers of other items that will Help Elect You.

Write, wire, or phone and salesman will call.

O. G. BATES CO. ADVERTISING SPECIALTIES

Phone 2-5946 1808 - 19th St. Lubbock, Texas

WELCOME TO HEREFORD

Mid - Plains PIONEER DAYS & RODEO

May 30 - 31 & June 1

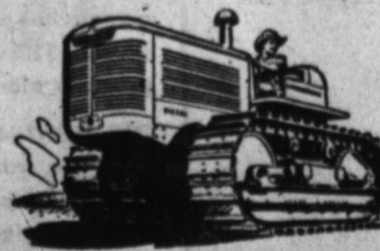
Agricultural Diversification Ranks HEREFORD First in Area Appeal

Those Farmers Who Pioneered New Crops And Farming Methods Have An Able Assistant



INTERNATIONAL HARVESTER

Hereford Implement Co. WHO PIONEERED



Eversman Levelers and Ditchers
McCormick Diesel Tractors
Chatin Ditchers
McCormick Potato Equipment



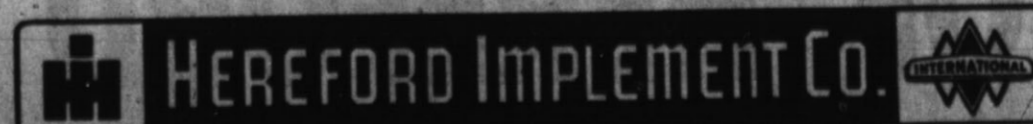
McCormick Lettuce Equipment
Brillion Seeders
International Crawler Tractors
McCormick Beet Equipment



McCormick Deep Chiseling Equipment
Ezee Flow Spreaders
McCormick Roll Over Plows
Miller Scrapers



Complete Grain Growing Machine Equipment
Joliet Shellers
McCormick Haying Equipment
McCormick Heavy Duty Disks



International Harvester Freezers and Refrigerators
Blackstone Laundry Equipment
Estate Ranges

WESTWAY NEWS

Francis Boyd Honored On His 15th Birthday With Party

By Mrs. Merlin Kaul and Mrs. Elmer Combs

Francis Boyd was honored on his 15th birthday Wednesday night at a party given by Dixie Neal and Patsy Townsend at the Neal home.

Following the weiner roast Gordon Shaffer entertained the group with several numbers on his guitar.

Those present were: Dale Williams, Sandra and Patsy Townsend, Mr. and Mrs. Johnny Townsend and Terry Jan, Mrs. Joe Landers and Ross Joe, Mr. and Mrs. G. C. Merritt and G. C. Jr., Patsy and Sue Osburn, Gayle Wagoner, Mr. and Mrs. Merlin Kaul, Larry and Walter Lynn, Mr. and Mrs. Louis Neal, Dixie and Clayton, Woodrow and Jimmy Northcutt, Frank Boyd, Iva Gail Landers, Mr. and Mrs. Roy Lee Wilson and Nathan, Gordon Shaffer and Billy Don Combs.

Mrs. Kelly Gray of Brewston, Tenn., visited in the Pat Ranspot home last Friday. She came from Brewston to have her furniture moved to her new home there.

The Willing Workers Missionary society met last Wednesday afternoon in the home of Mrs. Johnny Townsend. Mrs. C. A. Saulcy was leader of the lesson, "Love of Wisdom." Mrs. Louis Neal led the opening prayer, Mrs. Saulcy led the devotional. Starts on the lesson

were given by Mrs. Neal, Mrs. Robert Boyd, Mrs. Johnny Townsend, Mrs. R. L. Wilson, and Mrs. Carl Schroeder and Mrs. Joe Landers.

Those present were: Mesdames Lander, Schroeder, Wilson, T. D. Alston, G. C. Merritt, Robert Boyd, Jimmy Thomas, C. A. Saulcy, Louis Neal, A. A. Head, Harold Head, James R. Coleman and Johnny Townsend.

The next meeting will be held at the home of Mrs. W. W. Rhodes at Hereford. Mrs. Roy Lee Wilson will conduct the Bible quiz.

Mrs. Joe Landers, Mrs. Elmer Combs and Eugene accompanied R. M. Gunn to Amarillo Monday. Mrs. Landers visited Mr. and Mrs. Hiram Painter.

Mrs. George Turrentine entertained members of the Westway Home Demonstration club with a tea last Tuesday afternoon. Mrs. Alice Rudd assisted Mrs. Turrentine with serving.

Those present were: Mesdames Joe Wagoner, C. A. Saulcy, Joe Landers, R. L. Wilson, Paul Rudd, Ken Rudd, G. C. Merritt, Bess Werner, P. B. Sowell, and two visitors, Mrs. Marjorie Shaffer and Mrs. Herman Paetzold and the hostesses.

Mr. and Mrs. Louis Neal, Dixie and Clayton went to Raton, N. M. Sunday where they visited Mrs. Neal's sister, Dixie

stayed in Raton. She will work there this summer and stay with her aunt.

Several Home Demonstration club and 4-H club members from this community attended Commissioners Court at Hereford Monday morning. Mrs. C. A. Saulcy was chairman of a program which was presented by several clubs in Precinct 2. The women told the court what club projects had been carried out during the past year.

Those present from Westway were: Mesdames C. A. Saulcy, G. C. Merritt, W. B. Nunley and Merlin Kaul.

Those present from the Sadie Lee Oliver 4-H club were Jo Eddy Scott, Patsy Townsend and Gayle Wagoner.

Members from the 4-H club attending 4-H camp at Canyon this week are Jo Eddy Scott of the Sadie Lee Oliver 4-H club, Walter Kaul and Woodrow Northcutt of Plains 4-H and Mrs. M. G. Caywood, who sponsors the Workers 4-H club.

Mrs. Johnny Townsend and girls, Patsy, Sandra and Terry Jan, spent Saturday night and Sunday in the E. E. Allen home at Adrian.

Mr. and Mrs. Arthur Shaffer, Gordon and Linda are visiting in the home of her sister, Mr. Joe Wagoner. They plan to leave soon to follow the harvest.

Neighbors and friends of Mrs. Merlin Kaul met at her home Saturday morning for a "welcome home from school" coffee. Mrs. Elmer Combs was hostess for the occasion.

Those present were: Mesdames Roy Manning, Hi Nickerson, Edna Bowe, A. N. Hop-



Home of Sesame Secrets

KPAN

Monday
Wednesday
Friday

WELCOME To Hereford Mid - Plains PIONEER DAYS & RODEO May 30 - 31 & June 1

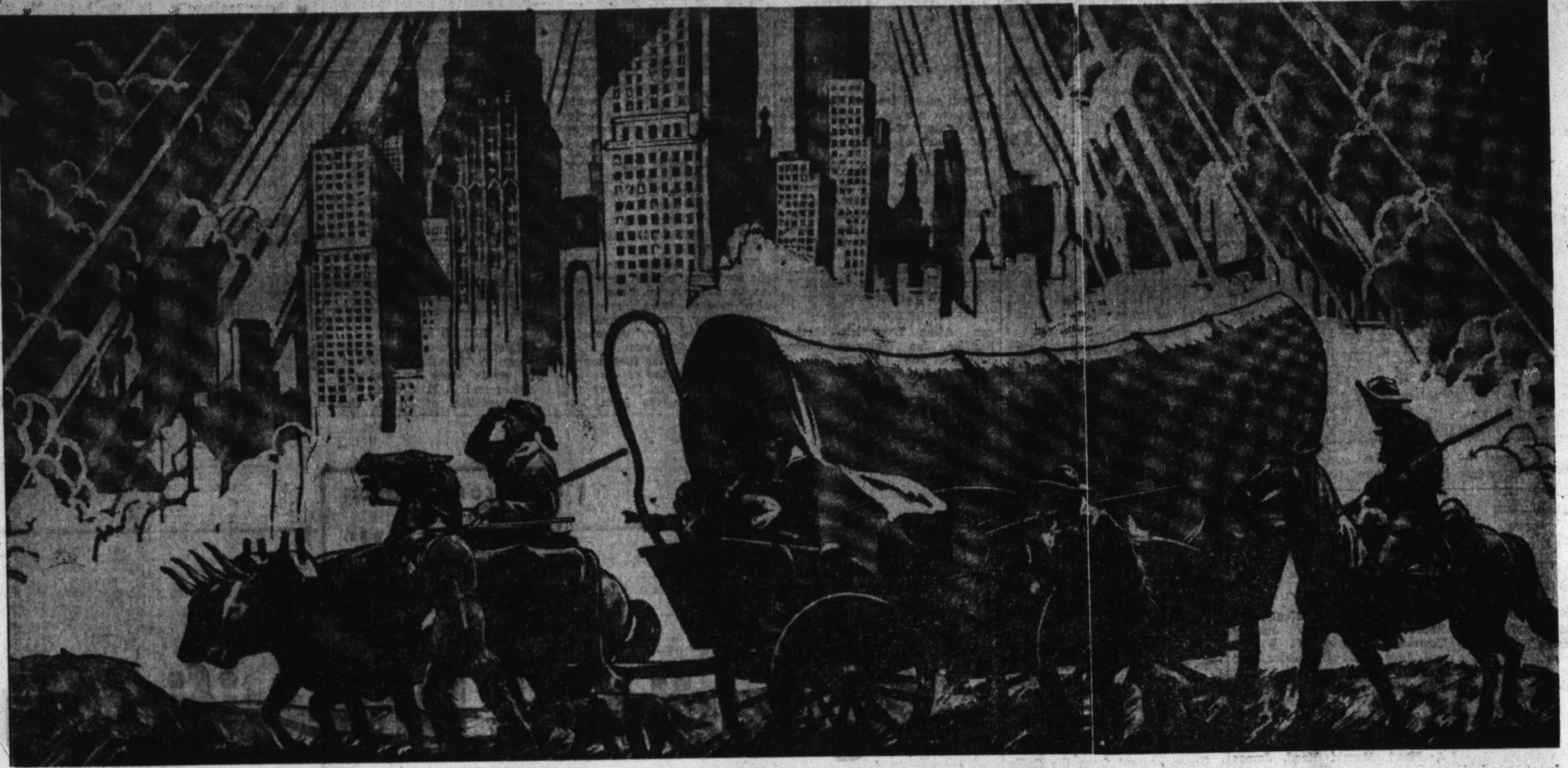
Home of PHILCO Appliances and Quality Furnishings

We Give S & H Green Stamps

Hereford Furniture Co.

Corner 4th & Main

Phone 823



A Word of Sincere Appreciation to the Pioneer Settlers of Hereford, Texas

Excitement, adventure ... and sometimes despair ... mingled in the warm blood which coursed through the veins of Pioneers back in the 80's and 90's ... and history records that sometimes these attributes overshadowed better judgment.

That is why, 50 years later, we say Congratulations and Thank You to the pioneers who settled and helped plan the foundation for Hereford, Texas.

In operating your city, these things are frequently obvious to the men you have chosen. Water, for instance, is one of the most important factors in the appearance of a town, in the comfort and happiness of its citizens, in the future growth and progress of the community.

Hereford, thanks for the foresight of its founders, is one of the towns in Texas with an abundance of pure, wholesome water. While other towns over the nation are importing water for drinking purposes, Hereford today can boast Oceans of Water for future expansion as a town and as an industrial center. This will become more and more important as time passes.

Hereford, too, can give thanks to the fact that it possesses streets of adequate width. Only a few alterations have been required as the town grew ... resulting in thousands of dollars saved by taxpayers ... while many other towns and cities face situations impossible to remedy.

City owned property is another point for which the people of Hereford may well pause to offer thanks to the Pioneer builders of the community. Although not fully developed, Hereford is one of the few Texas towns which owns lands designated for parks and recreation.

These parks have been materially improved with the past few years, but it is difficult to find funds with which to improve parks. If we had to vote bond issues and buy the land at present day prices, Hereford would be like most other towns in America ... it would have few or no parks.

The Pioneers of Hereford, Texas, were no doubt much like the pioneers of other communities in many respects. We are glad that many of them lived to realize their dreams of green pastures, herds of fine cattle, fields of waving grain—and the flourishing City of Hereford, Texas, in 1952. Above all of these things, however, stand the fact that they planned for the future of their community. And while they made mistakes along the line, they planned carefully, sensibly and to the best of their ability.

It is this same spirit which today keeps Hereford in the spotlight as a progressive community as the sons and daughters of the early pioneers carry on and strive to live up to the dreams and ideals of the Pioneers of those by-gone days.

Let us, in the future, in tribute to the Pioneers, strive to plan and operate our city with the same diligence and foresight.

CITY OF HEREFORD

**WELCOME
To Hereford
Mid-Plains
PIONEER DAYS
& RODEO
May 30 - 31 & June 1**

Not all of those PIONEER DREAMS came true, of course, but here are a few accomplishments of which the people of Hereford may well be proud.

WATER SUPPLY AND SYSTEM. From a small beginning of one well and a few blocks of water lines Hereford has expanded its facilities to one of the best in Texas. Three wells pump an abundant supply of pure water into storage tanks. Booster pumps pick it up there and fill overhead storage and water mains reaching every part of the city. Our water supply and distribution system is adequate for much larger population. Also, we might add that new extensions on the water mains are being added now.

SEWAGE SYSTEM AND DISPOSAL PLANT. The new Sanitary Sewage Disposal Plant built in 1949 and will accommodate a city of eight or ten thousand people. The collection system reaches every part of the city.

PAVED STREETS. Hereford perhaps has more pavement than any town our size in Texas. The last paving program alone covered some 175 blocks. We have miles and miles of pavement.

FIRE FIGHTING EQUIPMENT. As in other respects Hereford is a step ahead in fire fighting equipment. With three fire trucks and one specially equipped smaller unit, Hereford has the best equipment available. To afford the best possible fire protection Hereford has invested more than \$20,000.00 in fire equipment within the past two years. This equipment is manned by one of the best Volunteer Fire Departments anywhere. And thanks to the men and equipment, Hereford's Fire Insurance has taken a considerable reduction.

PARKS. Hereford is fast developing a park system. We are using the locations and areas the fore-looking pioneers set apart for park development. Sprinkler systems have been installed in four smaller parks, and these parks otherwise beautified. A larger program has been set up for accomplishment in this year. It is the intention of the city to beautify every park the Pioneers set aside for us and future generations.

GARBAGE COLLECTION & DISPOSAL. Garbage collection covers every area of the city, with daily service in the business district.

TRAFFIC CONTROL. The installation of parking meters and traffic lights has brought order out of confusion in the control of traffic.

POLICE DEPARTMENT. Hereford has police radio equipped service. From a one man force in the early days five men work day and night to afford protection to all in both person and property. We believe the Pioneers still with us look with approval on the progress made by our city. We know those who have passed on would rejoice if they could see our clean, prosperous and progressive city which they founded more than fifty years ago.

HOME RULE CHARTER. is ready for final ratification by the full 15 member committee appointed by a citizens meeting this spring. This new form of modern government will be ready for the voters of Hereford within the next few weeks.

POPULATION. The population of Hereford is now 5207 within the incorporated City Limits (which make Home Rule Government available to the City), with possibly a thousand citizens living outside the incorporated limits.

Legal Notice Hospital Notes

Notice to Bidders: The Commissioners Court will accept bids to be opened June 9, 1952 at 10:00 a. m. on the following machinery:

One Motor Grader with Tandem drive to be powered by an engine of not less than 100 horse power, two cycle for diesel fuel. Grader to be equipped with steering booster, cab, cab heater, and hourmeter. Tire equipment to be 13.00 X 24 on both front and rear wheels.

The County will offer in trade One Galion Motor Grader Model 102.

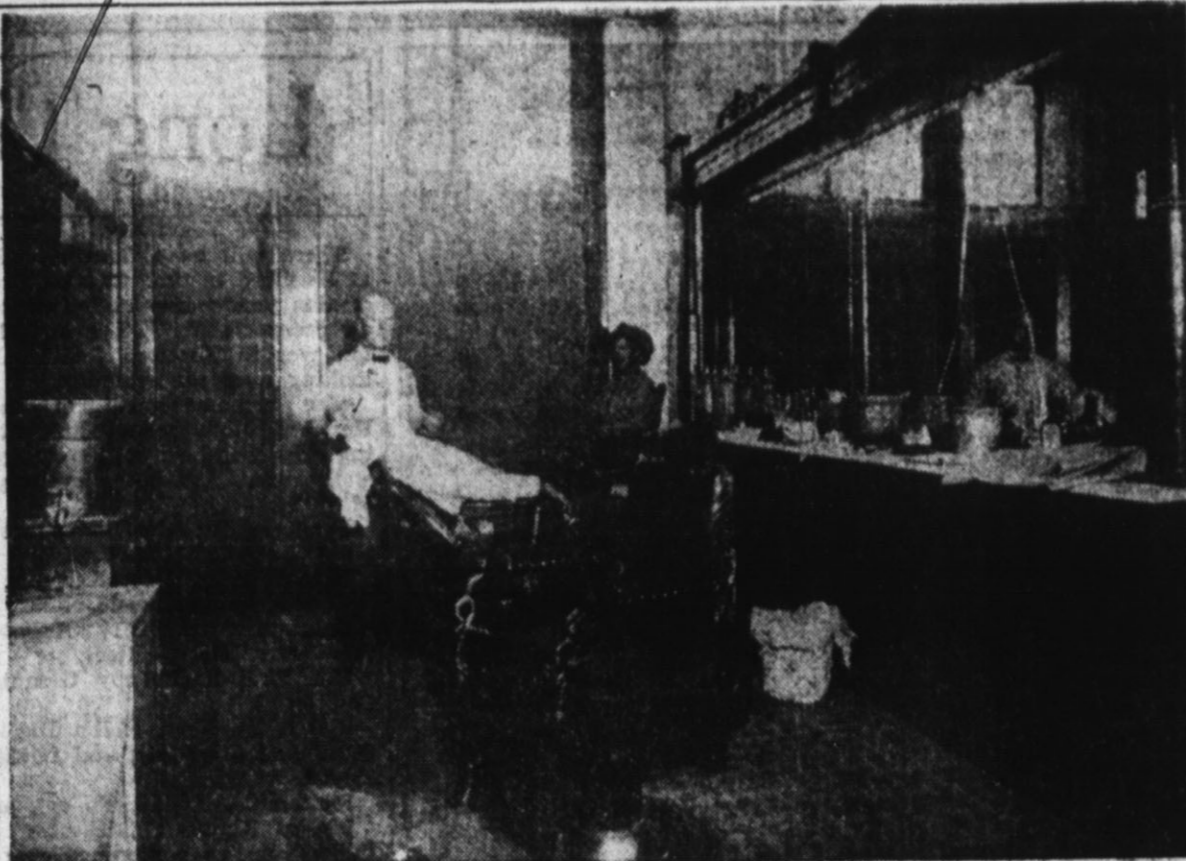
The County will issue warrants for part payment not to exceed \$7200.00 with final maturity date not later than May 10, 1955 and interest rate not to exceed 4% per annum.

The Court reserves the right to accept or reject any or all bids.

L. H. FOSTER
County Judge of
Deaf Smith County
T-48-2-C

Patients in Hospital
Edward Smith, med., Mrs. Ray Downey, OB; Mrs. Jim Jackson, OB; Elsie V. Lloyd; Fred Mullen, med.; Mrs. Cawthon Bryant, surg.; Mrs. H. L. Childress; Mrs. Scrapp Johnson, med.; Mrs. Dennis Lomas, med.; C. W. Edwards, accident; Mrs. G. A. F. Parker, med.; Mattie Woodburn, ortho.; Mrs. Minnie Walker, ortho.; Mrs. Bertha Pope, med.; Melvin Joe Burgess, accident; Mrs. Lee Roy Robertson, surg.

Patients Dismissed
Betty Gayle Thompson, med., 5-23; Mrs. N. L. Peters, OB, 5-24; Johnny Wolfe, med., 5-24; Mrs. J. A. Schulte, OB, 5-25; Mrs. O. C. Wadlow, med., 5-25; Arnold Prichard, med., 5-26; Linda Kay Morton, med., 5-26; Alton F. Monroe, med., 5-26; Mrs. Elmer Carlson, med., 5-27; Ray Cole, T&A, 5-27; W. L. Davis Jr., med., 5-27; Mrs. George Morrison, surg.



THE POST OFFICE barber shop which was located next door to the post office behind the First National bank. The barber is Pearl Long.

their breathing made holes in the snow. Another incident connected with the weather which stands out in Mrs. Orr's mind was the death of a neighbor, Fred Tommichael. Mr. Tommichael, who was killed by lightning during a thunderstorm, was one of the first persons to be buried in what is now West Park cemetery. Church services were held on Sunday afternoons in the ranchers' homes when a circuit rider was in the county. The Higgins home was often the meeting place for these services.

In 1907, Maude Higgins eloped with James Silas Orr, a young Hereford barber whom she had met at an old settlers' reunion in Canyon. Mr. Orr died in 1950. Mrs. Orr has been a member of the First Baptist church since she was baptised 52 years ago in the lake just west of town near the Pink Gilliland farm. For many years, she was a junior Sunday School teacher and was active in the Woman's Missionary society.

She likes to cook and do her own housework; she also enjoys needlework and reading.

1908 ARBOR DAY
Tomorrow is Texas Arbor Day as well as Washington's birthday. It must be supposed that Texas made February 22 as Arbor Day to make amends for that "cherry tree and hatchet" incident. Hereford has been observing the day for several years and no special efforts will be made tomorrow, but next Tuesday the ladies of the Civic League will plant trees in the City Park. Let all help make next Tuesday a real arbor day.



Stop at the Sign of the



Magnola Serv. Sta.
COY PHILLIPS, MGR.
143 E. First St. Phone 191

FRIONA NEWS

None Injured When Pick Up Hits Cow, Overturns On Country Road

By Mrs. E. R. Day
No one was injured Friday night when the pick-up driven by Glen Minges hit a cow and overturned. Lee Renner and Jim Rule were riding in the pick-up with Minges.

Ray Fitzgerald overturned his 1949 Ford Monday night about 10 miles south of Friona. He is in the Parmer county hospital suffering from minor injuries.

New babies in the hospital this week are a son to Mr. and Mrs. D. C. Looney and a son to Mr. and Mrs. Jimmy Baxter.

Mrs. Jack Likes received word this week that her mother, Mrs. Clyde London was ill. Mr. and Mrs. Likes left Tuesday for Missouri.

Mr. and Mrs. Wesley Foster are in Dallas this week at market. They will go to Denton and get their daughter, Raynell and Vera Ann Jones, who are students there.

5-27; W. T. Kelly, med., 5-28.
Births
A son, Daryl Bryce, to Mr. and Mrs. Ray Downey May 27.
A son to Mr. and Mrs. Jim Jackson on May 26.

Mr. and Mrs. Sloan Osborn and Mr. and Mrs. Bill Stewart took all the girls of Troop 2 to Tres Ritos for the week-end. There were 10 girls that made the trip.

Mr. and Mrs. J. T. Gee visited in Oklahoma City last week. They flew down and will drive back a new car for the Parmer County Implement company.

Mr. and Mrs. James Neal Smith of Matador are visiting her parents, Mr. and Mrs. Wesley Hardesty this week.

Friona Methodist Church News

This years work for the Methodist church in Friona has been good. There have been presented for baptism 20 babies and 23 young people and children. We began the year with a membership of 429, received 44 into the church and have removed 30 with a gain of 14. The present total membership is 443.

Charles Mercer and P. L. London and Rev. Jimmy Tidwell left Tuesday for Lubbock to be there for the conference that began Wednesday.

"Prairie Lakes" Fascinated Mrs. J. S. Orr In '90

The big prairie lakes which did not exist fascinated three-year-old Maude Higgins when she arrived in this country in 1890.

Now Mrs. J. S. Orr, she recalls, "To peer out from behind a tent flap and see a huge lake of water on the hot prairie land was fun, until I realized it was only a mirage."

The W. S. Higgins family came from Grayson county in a wagon and settled on a ranch 10 miles northeast of Hereford. Their first home here was a large tent made by Mr. Higgins. Mrs. Orr well remembers the time their tent was blown over during a rainstorm, and all their belongings were soaked.

More than once, such a big snow fell that the Higgins' sheep were completely covered. The animals were found only when



Come In and See Us, folks at 109 Main St.

WELCOME To Hereford Mid - Plains PIONEER DAYS & RODEO May 30 - 31 & June 1

for Reliable Real Estate Service Call 200

Glenn Weir, Realtor

Announcing...

our appointment as dealers for

Bigrow Liquid Fertilizer

We are proud to make this announcement to our customers who are always looking to us for better methods of improving yields. BIGROW LIQUID FERTILIZERS are designed for ditch irrigation and contain in each gallon of concentrate a complete supply of all trace elements. One gallon of Bigrow, applied to an acre of irrigated land is equivalent to broadcasting 100 pounds of the same formula in dry form.

We suggest you try test plots with 30-0-0 (nitrogen) and prove to your own satisfaction the value of adding Bigrow Liquid Concentrate to your irrigation water. We can also obtain on order 10-20-0 Liquid.

FREE with every order... A Bigrow Calibrator for accurately measuring amounts to be added per acre.

See Us Today and Place Your Order Early as Supplies Are Limited Your Exclusive BIGROW Dealer



WELCOME To Hereford Mid - Plains PIONEER DAYS & RODEO May 30 - 31 & June 1

featuring some of the finest Lines on the market Today ---

In our Hardware Department there is anything and everything in the way of Hardware; also Irrigation Supplies, Fence Chargers, Eclipse Lawn Mowers, and Hundreds of Other Items.

We have a complete line of bits, bridles, spurs, lariats and many other riding needs.

FOR THE SPORTSMAN, TOO! A complete selection of fishing and hunting equipment: tackle, guns and camping equipment.

Hereford Hardware

216 Main St.

Phone 567

"Home of Courteous Service"

Hereford Feed Co. Bradley Grain Co.

Minor Injuries Suffered When Lookingbill Thrown Off Digger

By Bobbie Walsler
Bradley Lookingbill was thrown from a ditch digger Saturday and cut his lip and cheek. Several stitches were required to close the cuts.
Row crop planting is underway in the Summerfield community. Some already have their row crops in the ground and some is

already up. The potatoes are up and doing good.
Capt. and Mrs. L. P. Hansen and son of Lubbock spent the week-end in the home of Mrs. Hansen's parents, Mr. and Mrs. Ray Johnson.
Mrs. Eugene Curry and Mrs. Betty Hopkins of Ft. Worth were in the Lee Curry home Friday af-

TIME FOR MODERN LIVING—ELECTRIC LIVING—

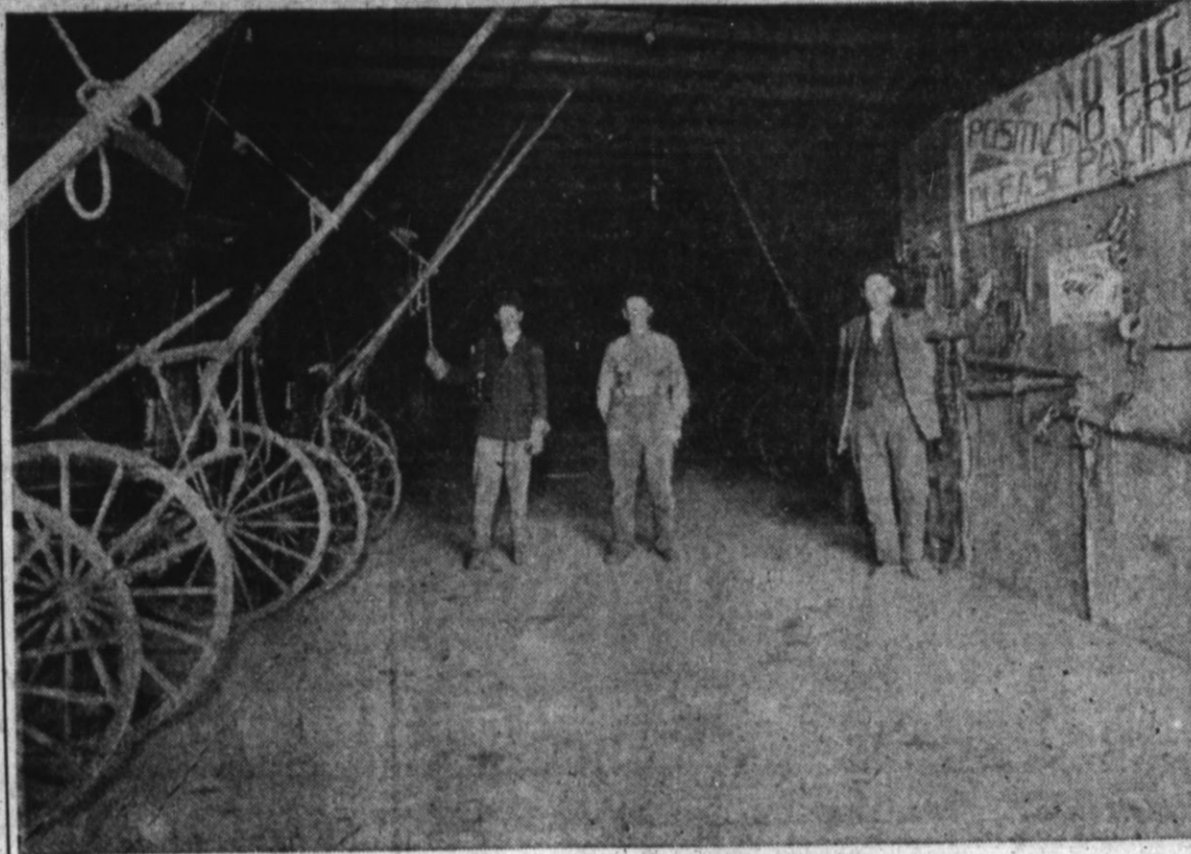


COOL YOUR HOME ELECTRICALLY!

As refreshing as a double-dip ice cream cone — that's your electric room cooler. Window or console models cool the air — filter it, too — and keep the moisture of the air perfect for pleasant living. Room coolers are in good supply now — before the season — so pick the models that will make your home a refreshing place for summer living.

SEE YOUR MODERN ELECTRIC APPLIANCE DEALER

SOUTHWESTERN PUBLIC SERVICE COMPANY
37 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE



PURCELL AND SON livery stable is shown above. The man on the extreme left is not identified. The other two are T. C. Major, left, and C. P. Purcell.

ternoon for a short visit. They had been to Bovina to attend Mrs. Curry's sister's funeral.

Mrs. Fred House reports that Fred House will have to stay in the hospital in Albuquerque for some time yet. Their son, who is in the Navy, is home helping his two brothers, Kenneth and Ray, run the farm. Some of Mrs. House's relatives in Clovis and Portales are keeping the smaller children.

Mr. and Mrs. Forbus Blakemore are building a new home south of Summerfield on the Blakemore farm.

Mr. and Mrs. Jim Clark, Leaton and Richard, Wanda Block of Hereford, Mr. and Mrs. R. J. Stubbleill and Vergie and Jimmy, Mrs. Ella and a friend of the family from Littlefield, Mr. and Mrs. Guy Walsler, Wayne, Donald, Kenneth, Betty and Bobbie of Summerfield and Wayne DeLozier of Lubbock spent the day in Palo Duro Sunday.

Mr. and Mrs. Earl Lance, Jerry and Ann, Mrs. Reece Dawson and Reece Allen Jr. spent the week-end in Woodson with their son and family, Mr. and Mrs. Earl Lance Jr.

Wayne DeLozier of Lubbock spent the week-end in the home of his parents, Mr. and Mrs. George DeLozier. Wayne will leave for Austin Wednesday where he will attend school for six weeks at the University of Texas. He will return home in September.

Wayne Walsler and Clarence Lee were among the high school



CECIL WILLIAMS and Dyalithia Brady are shown above with their 1951 Pioneer Day costumes. This is just a sample of what will be seen on the streets of Hereford Friday and Saturday. Patton Photo.

seniors who graduated Friday night.

Mr. and Mrs. Luther Foust and Walter of Plainview spent a few hours Friday night visiting in the Lee Curry home. The Fousts also attended the graduation exercises in Hereford Friday night. Mr. and Mrs. Lee Curry spent Sunday visiting in Claude. They visited Mrs. Curry's old home.
Mr. and Mrs. Carl Lee and family are in Michigan on business.

Mr. and Mrs. L. J. Councilman are the grandparents of a new baby girl born two weeks ago. The parents are Mr. and Mrs. Duff Hatcher of Amarillo.

Mrs. J. R. Euler and family accompanied her parents, Mr. and Mrs. Ralph Smith, to Lubbock recently to visit relatives.

Joyce and Jan Story, Kay Cole, and Betty Walsler attended the two-day Bluebird camp Tuesday and Wednesday at the Camp Fire hut.

Long Time Ago

45 Years Ago
There will be a flouring mill at Hereford in time to take care of this year's crop according to all prospects. W. J. Lee of Belton was in Hereford this week looking over the situation.

The commencement of the Hereford high school graduating class was held at the college auditorium Friday evening, May 24.

Program for the commencement exercises follows:
Invocation by Rev. Keiry
Chorus by the music class
Salutatory by Kitty Kellow (now Mrs. Harry Rice)
Her First Recital by Glennis Coulson
March De Fete, Nellie Black (Mrs. Jess Stanford); and Lottie Hough.
Pantomime, Old Folks at Music, Hereford Orchestra
Shakespearean conference characters

Cleopatra—Nona Arthur (Mrs. Charlie Jowell)
Lady Macbeth—Bertha Dameron (Mrs. Claude Witherspoon)
Juliet—Kittie Kellow
Desdemona—Ethel Graves
Miss Cawdor—Glennis Coulson

Romeo—Paul Barnett
Hamlet—Edgar Inmon
Macbeth—Lee DeAtley
Shylock—Sam Bratton
Pantomime—Coming through the Rye
Over Hill and Dale—Lora Guinn (Mrs. John Sherman)
Ruby Wilson (Mrs. Jeff Gilbreath)
Nellie Black, Mable DeAtley

Music—Hereford Orchestra
Class Poem—Bertha Dameron
Vocal Duet—Nona Arthur and Glennis Coulson
Valedictory—Vivian Rogers (Mrs. Sam Bratton)

CATTLE AUCTION

April 15, 1920
Sidelight on Registered Hereford Breeders' first annual sale: "Carl Gilliland simply could not keep his feet dry. As usual, he became enthusiastic and bought one heifer and really bought another, as he bid \$50 more than the man who got her, but in the confusion his last bid was not heard. Commenting on this at the banquet, toastmaster Dameron remarked that the registered business already had ruined one good lawyer and now it began to look as though it would ruin another."

Diplomas delivered—C. G. Witherspoon
Class song.

25 Years Ago

Boys and girls from all over the county attended the county-wide 4-H rally held Monday afternoon. Sterling Evans, state club leader, spoke to the group. Ralph Wolfe, who won state honors with his club record is trying for a national club leader's honor.

WELCOME To Hereford
Mid - Plains PIONEER DAYS & RODEO
May 30 - 31 & June 1



You're Always Welcome

At

COWAN JEWELRY

Phone 34

the Friendly Credit Store



Draw Up and Light, Pahdner

Whether it's to SWAP CARS

fill 'er up with Conoco or talk about old times

You're at the right place!

WELCOME TO HEREFORD
Mid - Plains PIONEER DAYS & RODEO
May 30 - 31 & June 1

Emmett Milburn

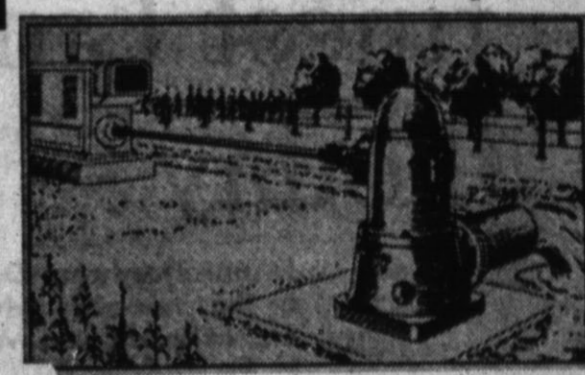
A Sincere
"HELLO"
from a couple of OLD TIMERS...
who want to say Thanks for Past favors and invite you to drop in during the celebration
Rose & Barber REALTORS

Complete IRRIGATION PUMP SERVICE

featuring...

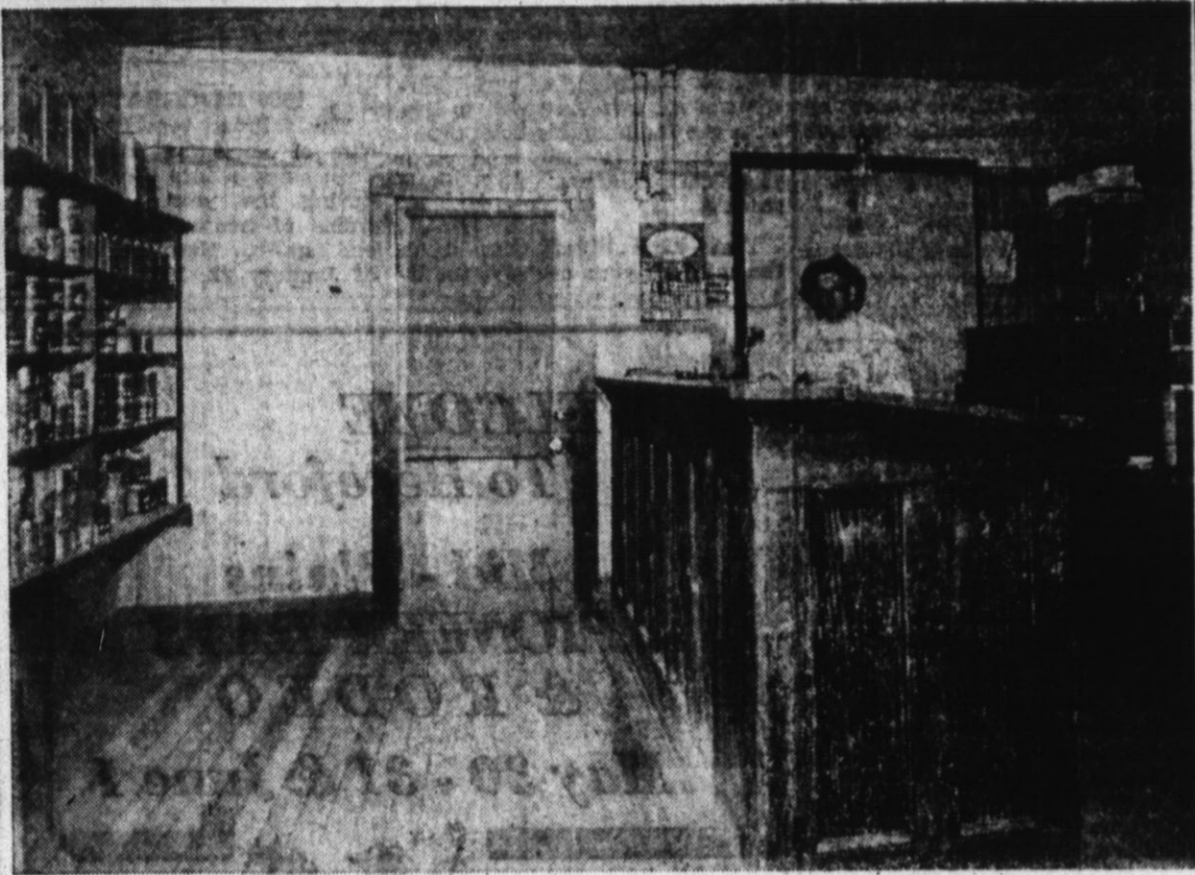
WINTROATH

Vertical Turbine Pumps



WELCOME TO HEREFORD
Mid - Plains PIONEER DAYS & RODEO
May 30 - 31 & June 1

KIRKLAND PUMP CO.



THE OFFICE OF the Alfalfa lumber company is shown above. The company was located where the Hereford Lumber company is now.



NANCY LEE MAUK, daughter of Mr. and Mrs. Edwin Mauk, is shown in her 1951 Pioneer Day costume. Patton Photo.

Twp. 4, North of Range 2 East. Caroline Ohlig to Kansas City Life Insurance company, Sec. 56, Blk. K-8, TT Railroad lands. John Sibley to N. E. Gass, 220-76 acres, Sec. 31, Twp. North Range 4, East.

WARRANTY DEEDS
James W. Witherspoon to Ernest Witherspoon, 1/2 interest in Lot 19, Blk 18, and 1/2 interest in Lots 4, 5, 6, 7, 8, 9, 10, 11, and 12, Blk 5.

W. T. Kelly et ux to T. H. Roberts, E. Sec. 82, Blk. K-4.
J. A. Winthroath and wife Lucille I. Winthroath to C. W. Owens, Lot 67, Allison Add., a sub. of Blk 2, W. Blk. 3, and E. Blk 16, Welsh Add.

Bob L. Gray et ux to John I. Morris, Pt. Blk. 14, Evans Add.

RAILROAD DEPOT

The contract for the construction of the Santa Fe depot was let in July, 1908 on a bid of \$23,000.

We Just Want to Say:

WELCOME To Hereford Mid - Plains PIONEER DAYS & RODEO May 30 - 31 & June 1



At The Same Old Location: In The BUCKNER BUILDING

C. R. SMITH REAL ESTATE

DAWN NEWS

Dawn Bible School Is Being Conducted Week of May 25-31

By Bertha Frye

This week is vacation Bible school week at Dawn.

The Dawn school picnic was held at Elwood Park in Amarillo Friday.

George S. Parker of the Dawn Independent Oil company and his son, Tom Parker of Ulysses,

Kans., purchased the Dawn service station from Miller and Rodgers. Tom Parker will operate the station.

Mr. and Mrs. Everett Enlow of Wynoka, Okla., and Mrs. W. E. Dark of Panhandle spent Friday in the home of Mr. and Mrs. J. W. Dart.

Visitors in the home of Mr. and Mrs. Charles Corder Monday were Mrs. Henry Mozier and son and Mrs. Fred Phelps, Freddie and Beth Ann of Clovis. Beth Ann remained for several days to visit her grandparents.

Mrs. W. D. Jernigan was ill with measles last week.

Mrs. J. B. Caraway, Robert Eldon, Alice Ann and Mrs. Zed Stewart visited Mrs. Caraway's grandfather, J. P. Gandy of the Wyche community last Wednesday.

Pat Miller, who has been home on leave left Thursday night by plane for Camp Stoneman, Calif.

Wayne Wilcox, who formerly resided in this community, was home on leave and returned a few days earlier to Camp Stoneman, Calif.

J. T. Cronin underwent a tonsillectomy last Thursday morning.

Alfred May returned home from Deaf-Smith county hospital last Friday.

Mrs. F. C. Lowe of Borger is visiting in the home of her son-in-law and daughter, Mr. and Mrs. Bruce Brown.

Mrs. A. H. Frye, Mr. and Mrs. Harold Lowery and daughter of Amarillo were visitors in Dawn Sunday.

Miss Camilla Olsen of Amarillo spent the week-end in the H. H. Miller home.

JOEL NEWS

September 16, 1950
News from Joel—The youngsters have started to school. Orin Sharp left on Monday for Clarendon Academy. LaVerne Robinson, Mabel and Tda Park, Wm. and Muller Duke, Horace and Howard Hershey, Cyrus and Walter Galley, all go to Hereford High. The girls and the Duke boys stay in town. The others take the "Tin Lizzy" route.

Courthouse Records

DEEDS OF TRUST

K. H. Oliver and wife to Hereford Texas Federal Credit Union, Lot 30, Lytle's Sub., Pt. Blk. 13, Evans Add.

B. N. Gamez to E. Y. Crowe, W 52', W 52', E 156', Lot 13, Blk 5, Womble Add.

H. D. Hill et ux to J. G. Evans and J. G. Welz, All section 60, Blk. K-5.

Charles R. Hoover et ux to John Hancock Life Insurance company, Sec. 19, Twp. 4 North of Range 3 East; and Sec. 24,

Greetings & Best Wishes

WELCOME TO HEREFORD
Mid - Plains
PIONEER DAYS & RODEO
May 30 - 31 & June 1

to our many PIONEER FRIENDS from

KESTER'S

Jewelry and Gift Shop

24 YEARS.. SINCE APRIL, 1928 your CONSUMERS Has Operated In Hereford

A Business - of the people - by the people - and FOR THE PEOPLE!

As a pioneer service organization of this area, your Consumers joins in welcoming you to the big, annual celebration. We, your officers, directors and employees, want to say "Thank You" to the many folks who have kept this organization growing and flourishing—as one of the biggest outlets in the community.

BECAUSE this business belongs to the customers we strive at all times to keep the things you want and to give you the kind of service you appreciate and deserve!

During the past
24 YEARS
We have had
\$3,000,319.54 Total Sales
Which gave our
Members a net savings
\$234,145.40 in Dividends

WELCOME TO HEREFORD
Mid - Plains
PIONEER DAYS & RODEO
May 30 - 31 & June 1



AND— whether it's Pioneer Day duds or everyday wear you can depend on us to do a Good Job of Cleaning!

WADE CLEANERS

Ernest & Nadine Wade

Colby Conkright, President
J. C. Morrison, Vice President
W. P. Axe, Secretary
Glenn Snyder, Manager

DIRECTORS:
Colby Conkright
J. C. Morrison
W. P. Axe
V. E. Dodson
W. R. Scheihagen

CONSUMERS Fuel Association

INCORPORATED

Oyama...

(Continued from page 1)

stopped the play in the middle of a roll and pinned Pavich via a top body press. It took McFarland seven minutes to sew up the match later

as he again used a top body press as the final blow. There was nothing spectacular in the way of wrestler's bloodshed in the McFarland-Pavich go. Cowboy Carlson, the sturdy athlete from Ekalaka, Mont., kept his local record intact as he handed the first defeat in the Hereford ring to Sesue Oyama.

An Old Timer Says

WELCOME To Hereford

Mid - Plains PIONEER DAYS & RODEO

May 30 - 31 & June 1

Acme Cleaners

G. P. Owen



THE HUGHES FEED store was a familiar place in the early days in Hereford. Shown in the above picture are: an unidentified man, Albert Murphy and James A. Hughes.

Books on Parade

BOOKS ON PARADE

"Living Pioneers" Characters Will Be Remembered Locally

Oyama's sleeper didn't hold water as he failed -- or didn't have the opening -- to apply his dread sleeper hold.

The husky Japanese had his troubles start 20 minutes into the match after Referee Bill Sledge disqualified Oyama for failing to break a hold in the ropes.

Carlson taught Oyama how the "wild west" got so wild as the Montanan copped the second fall and the match in eight more minutes with a bulldog hold.

This bulldog hold is the same one Carlson has used so effectively in other bouts in the local arena, notably against Alex Kasaboski.

Oyama was playing things just a little rough Saturday night, but Carlson kept on with him and finally put his brand on the crafty Judo expert.

Reviewed by Corinne Jennings In the history of "Living Pioneers" by Harold Preece there are at least two men who will be remembered in this community by old timers. They are Ira and Ed Aten.

The two stories told about them carry plenty of danger and action but perhaps the most typical of the wildness of the pioneer days is the one in which Ed is the chief figure and with his brother, Ira, taking a part in shaping his future.

A Panhandle saloon is the scene of the event and it is there Ed got mixed up with a card

Ed took a refund from him as he lay and set 'em up to all present. The fun lasted a full five minutes before Ed felt something hard and threatening pressed against his ribs and saw all the men at his side stepping back.

Knowing that crooks usually travel in pairs, he kept his nerve and dared the man to drop his gun and suggested then that both men make a grab for their guns and come up shooting. Just then he got a glimpse of the man behind him and saw it was his brother, Ira Aten, Sheriff of Castro county, and before that a Texas Ranger.

While Ira was a Ranger, Ed admitted he was making good in the sporting halls and said of his brother, "I'd taken on Tombstone with Tascosa thrown in before tackling him".

Ira, determined to keep law and order, even if it were his own brother, told him to take a choice of going to the "pen" or of going to Austin and becoming a Ranger. Ed chose the last very reluctantly and against his will.

The Panhandle is mentioned only once in Ira's experiences which were taken at the time he was a Ranger and before the above episode occurred. After a particular dangerous assignment handled in a way that displeased the head Ranger he thought of taking off his badge and tossing it across the table to Sul Ross, head Ranger, as he thought to himself, "I'd had enough of being a thief to catch a thief. Now I wanted to go up in the Panhandle settle on a little farm, marry a nice girl and read my Bible more."

Other pioneer stories include ones about Jack Holly, Joe Pearce, Eucl Click, David Preece Sr., Harvey H. Harris, Nan Thornton, Billy McGinty, Edith Wheeler, Riley Martin, Elizabeth Bond and La Verne Kershner.

If you like stories like the preceding ones, "feudin and fightin", Arizona Rangers, the coming of barbed wire, new ranches on new ranges, pioneer women, The

Cherokee Strip dash, a plucky girl outriding a stampede, up trail to Wyoming, a boy who went of his own free will to live with the Indians, this book offers some good historical and biographical sketches for your reading.

Your local library has it on the shelf for your use says the li-

brarian Mrs. J. J. Boydston.

1908 IMMIGRATION The railroad reports that 1184 cars of immigrant outfits have been shipped into the Panhandle during the year. Two long trains of home and land seekers came to Hereford the week of January 22, 1908.

WELCOME To Hereford Mid - Plains PIONEER DAYS & RODEO May 30 - 31 & June 1



Phillips & Lawrence

Your

NASH Dealers

Complete TEXACO Service

PIONEERS in

Specialized

Farm & Ranch

SERVICE - - -



Allred Oil Co.

Phillips 66 Jobber



The Emblem of Quality and Service!

Hereford Butane Gas Co.

Philgas Butane & Propane

Philgas Butane & Propane

Phillips '66' Gasoline, Oils

Greases & Accessories

Plus... Prompt, Dependable Service

Welcome To The MID-PLAINS PIONEER DAYS & RODEO MAY 30 & 31 - JUNE 1st

PIONEERS

In methods to make you more money on your farm



Howard GAULT Co.

Fertilizers

Certified Seeds

Farm Chemicals

Complete Irrigation & Dry Land Grass Seeding Service

Come In any time - We're Always Glad to talk over these Money-Saving Services

Scenes Of 1951 Pioneer Day Parade, Contests



LÚKE FIELDS, winner of the 1951 Pioneer Day fiddling contest, is shown above being presented the award for the event from Tom McFarland, former Chamber of Commerce manager. Luke is in charge of the 1952 contest, which will be held May 31 at 3 p.m. in Hotel Jim Hill. Staff Photo.



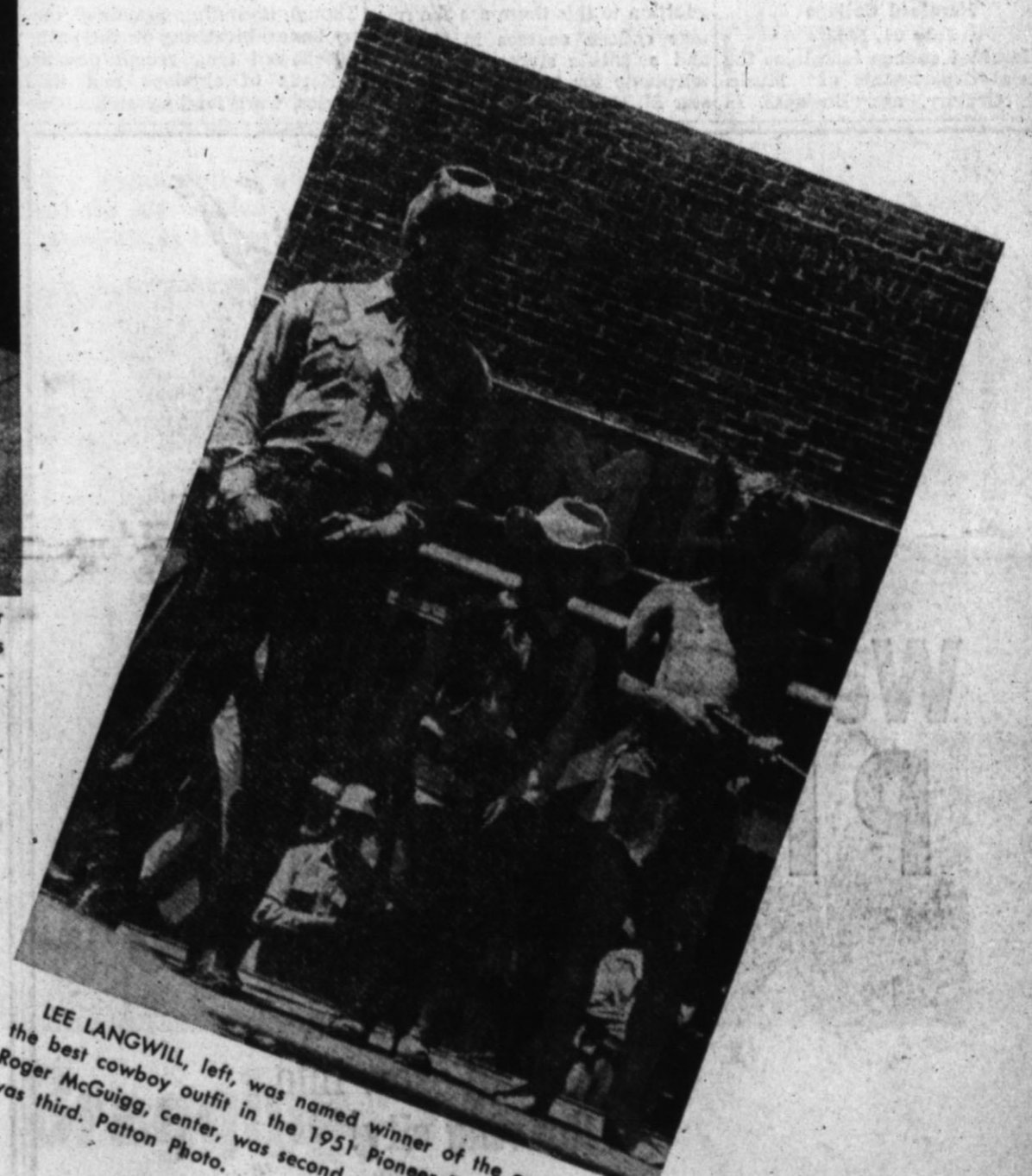
SOME OF THE OLD 60-year pioneers on the Mid-Plains are shown in the above picture, taken last year following registration at Hotel Jim Hill. They are, from left: Mrs. Cy Orr, Mrs. Walter Bennett, Mrs. W. B. Beach, Charlie Hodges, Mrs. Matt Gilliland, Mrs. Minnie Walker and Mrs. Troy Wamble. Patton Photo.



MRS. KATE DAVIDSON REID, of Corona, Calif., was the pioneer who traveled the furthest distance to attend the 1951 Mid-Plains Pioneer Day. She is shown being awarded a table radio by Tom McFarland, former C of C manager. Staff Photo.



THE OLDEST REGISTRANT at the 1951 Mid-Plains Pioneer Day was Mrs. B. T. Bell of Hereford, 97 years of age. This picture shows her daughter, Mrs. E. S. Ireland, pinning a Pioneer button on her. Staff Photo.



LEE LANGWILL, left, was named winner of the contest for the best cowboy outfit in the 1951 Pioneer Day celebration. Roger McGuigg, center, was second and Kenneth Ladd, right, was third. Patton Photo.

The Hereford Brand

Hereford, Texas, Thursday, May 29, 1952

Section Three



SOME OF THE 50 and 60-year residents of the High Plains area formed one of the 1951 Pioneer Day's most impressive floats. Patton Photo.

WELCOME
To Hereford
St. Paul
PIONEER DAY
MAY 29 - 31, 1952

Mrs. L. R. Jowell Member Of First Settling Family



TWO OF THE YOUNGER set are shown above all decked out in their 1950 Pioneer Day costumes. This is just an idea of the scenes that will be seen this year during the Pioneer Day celebration. Staff Photo.



MRS. G. R. JOWELL

Because she refused to have the word "obey" in her marriage ceremony over half a century ago, Mrs. G. R. Jowell's children laughingly call her a "modern."

Actually this "modern oldtimer" was a member of the Joe Cox family, the first family to settle in this country by covered wagon in 1887, the spot where Hereford now stands was an ideal round-up ground for the ranches.

The Tierra Blanca, near which her family settled, was a beautiful winding stream, much deeper and wider than it is now. Though no buffalo remained, many bones, bleaching on the prairie, showed their recent passing. Herds of antelope and wild horses, were familiar sights. One



A PLAY at the college auditorium some time about 1906. The cast nor the name of the play is not available.

barbed wire fence stretched west 52 miles from the T - Anchor ranch. It had been built by the ranch in 1881 to keep cattle from drifting.

Mrs. Jowell, then Eugenia Cox, joined the other settlers and cowboys who gathered at the G. R. Jowell home in 1890 to make a stand against an expected Indian attack. Since the redmen never showed up, it is presumed the wildfire rumor was started by a cowboy who saw a party of Indians moving westward to new territory.

During that same year, her father and neighbors hauled lumber from Amarillo to build the first school house in Deaf Smith county.

In 1899, Eugenia Cox married G. R. "Rat" Jowell, Jr.

Besides rearing a large family, Mrs. Jowell has found time for many hobbies — among them, china painting, needlework, collecting salt and pepper shakers, cooking and reading.

Mrs. Jowell has seen Hereford from the day of wagons to jet planes. Four of her children have had flying lessons, and she still

says she would not be afraid to fly if her health would permit it.

Visitors Here

Nov. 28, 1922

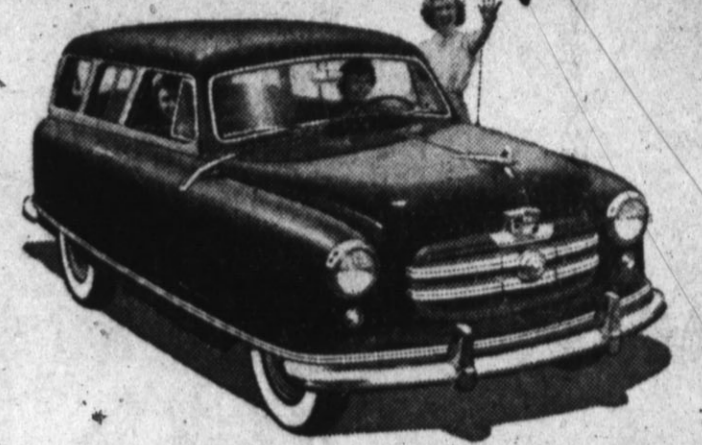
Misses Bertha and Frances Dameron of Washington D. C., reached Hereford Tuesday morning to visit home folks and friends until after the holidays. Mrs. A. M. Jones of Ranger, Texas, is expected to reach Hereford overland the fore part of the week. The Damerons each hold a position in Washington, in the Internal Revenue Department.

Hereford College July 31, 1908

Hereford college maintains the special departments of Music, Art, Oratory, and Business. In

addition to this there are the regular college courses in literary and scientific study. Write or telephone for information to Elster M. Halle, president.

Drive America's Smartest Economy Car!



Here's a distinctive new kind of car that has custom smartness with record-breaking economy.

The Nash Rambler, with overdrive, holds the all-time record in the Mobilgas Economy Run with 31.05 miles per gallon!

Add to its amazing economy and smart custom styling the fact that the Rambler is designed to meet today's driving and traffic conditions. It's so easy to steer, handle and park... such a wonderful performer... such a smooth-riding, roomy car!

Everybody loves our Ramblers. And they're really "buys"! Come in and check—you'll want to own one, too!

Nash Motors, Division Nash-Kelvinator Corp., Detroit, Mich.

Nash Golden Master

THE AMBASSADOR • THE STATESMAN • THE RAMBLER

Phillips & Lawrence Nash

501 E. 1st St.

Phone 97



We're PIONEERS Too

We have watched
Hereford grow into
a thriving city!

SINCE 1925 -- REAL ESTATE
has been our business . . .

And when we look back upon the changes during these years and the progress made in this area, it serves as a real stimulation for a feeling of confidence for the things which lie ahead. We want to be a part of the expansion as we have been in the past—and are always happy to give you the benefit of our experience of 27 years as an active Realtor. Come in and see us during your visit here for Pioneer Days!

WELCOME
To Hereford
Mid - Plains
PIONEER DAYS
& RODEO
May 30 - 31 & June 1

J. C. RICKETTS REALTOR

Sure, the Indians and
Cowboys got here first --
but it was the spirit of these Pioneers
that made Possible



Today's Growth & Industrial Progress...

As Pioneer Processors
and Packers of

Hereford Potatoes

WELCOME
To Hereford
Mid - Plains
PIONEER DAYS
& RODEO
May 30 - 31 & June 1

We wish to take this opportunity of inviting each of you to visit our modern plant while in Hereford on Pioneer Day. As THE PIONEER PACKERS of this area, we have seen the produce business come a long, long way since our original charter was issued in 1940—and with it goes a lot of "know how" in handling your produce. We also want to express our appreciation to all of our friends and customers along the line and to invite you to call on us when we can be of possible assistance.

HEREFORD POTATO GROWERS ASSN.

Henry Benson, Mgr.



W. B. BEACH was the president of the First State Bank and Trust company when this picture was made. Shown in the pic-

ture are from left: Harry Webb, Ortho Vardeman, W. B. Beach, J. B. Vanoy and Jerry Burkhauler.



EZRA NORTON was the freight agent at the time the above picture was taken at the

freight depot. The other man is A. W. McDuff, bill clerk.

Messengers Came From Iowa in 1909

(Ed. Note -- The following history of the Messenger community is a first-person account, written by Mrs. J. N. Messenger, pioneer resident and former correspondent of The Brand. The article was written and first used in the 1939 Pioneer Day Brand.

Mr. and Mrs. J. N. Messenger and three children, accompanied by his sister and brother-in-law, Mr. and Mrs. H. W. Moffitt and son, arrived in Friona on March 9, 1909, after a long train ride from Iowa.

The three emigrant cars which they brought were filled with horses, cows, chickens, hogs a dog, furniture, and feed.

Snow started falling on us at Canadian and when we arrived at Friona everything was white. The two boys came with the cars while the rest of us rode on the passenger train. The men unloaded the stock and got most of them under shelter.

We stayed in Friona several days before we could go to the ranch 14 miles northwest. It snowed 11 inches, leaving the roads very muddy.

We started to our new home with three wagons, two buggies, one surrey—also the tralling machinery hitched on back of wagons.

When we got to the draw, one quarter of a mile from our barn, the men turned the dog loose. He saw a jackrabbit and started after it—and we didn't see or hear from him for 10 days. Mr. Messenger got a letter from his in Iowa, who wrote that he saw the dog in Murry, Iowa, going along the railroad track, looking up into the box car. He said the dog went back out to the place where we raised him, and the new residents drove him away.

When the dog got within a mile of town he stopped at the

cousin's home, where he was taken in and sheltered.

The men folks only got a small amount of ground broken out that spring, but they fenced our land, built the houses and chicken houses. The second year, Mr. Messenger was elected as school trustee, and he hired Miss Ada Sandifer from Anton, Texas, as the teacher. She was an old friend of Mrs. Godwin and the Burns family who lived in Hereford at that time. They started school in a little shack on what is now known as the old "Dipping-Vat" quarter.

The second week after school opened, our house, burned and we were unable to save any clothing or household goods.

Henry Tiefel came by, saw the fire and stopped to try to save the shop and hen house. By that time people from all over the country had arrived from miles around to help, but nothing could be done.

We started to rebuild and all of our neighbors volunteered to help. We fixed the shop so we could cook and eat in it, and cleaned the north part of the barn for a place to keep our beds and things. Folks gave and lent us things until our house was finished.

When Sunday School first started, it was held at different homes in the community. We kept this up for several years until the automobiles came along and from that time on we came to town. It was about this time that Mr. Messenger had the first school house built, and we held Sunday School and church there.

In the early years we would take the team and carriage and drive to the breaks. At that time we saw droves of wild horses and antelope. Prairie dogs and coyotes were also a curiosity to us. Once Mr. Moffitt's son caught a wild colt and raised it by hand; it made a fine saddle horse and was a regular pet.

Mr. Stephens, one of our neighbors, had a large bunch of sheep and hired a Mexican herder to look after them. During the winter a blizzard and snow storm raged to such an extent that the Mexican froze to death. The men in the community searched for several days before they were able to locate his body.

Hardest Winter
Mr. Messenger and his son bought 927 head of sheep from Mr. Wood. After keeping them three years we sold them and bought 200 head of cows from Bill O'Brien. That year George went to the World War.

Eva, our youngest daughter, was away at school so Mr. Messenger and I were left to face one of the severest winters of the Plains alone. We sold all of the calves and part of the hogs, and managed to get along. We did not lose any of the cows until April, when a cold rain turned into snow and several head froze.

In the early days our crops were mostly sorghums. We never tried wheat until later. We have always kept a few good milk cows, and if it hadn't been for them, I don't know what we would have done. Our chickens have also been a great help during the 30 years on the Plains. But perhaps our greatest blessing was our good neighbors, who have been so kind and who have helped us so much.

March 16, 1901
D. R. Gass & Sons have received the large shipment of Rushford Special wagons they have been advertising in this paper.

A Texas Fish
September 3, 1915
One of the big fish stories comes from Sulphur park. A gentleman here from Indiana while out rowing in the beautiful Tierra Blanca, was surprised to see a big bass flip his tail and roll over into the boat.

Freight Agent
October 6, 1922
J. E. Beyer has been appointed agent for the Santa Fe railroad at Hereford to succeed L. I. Garton; promoted, and will take over his new work just as soon as he is relieved of his present station at Mooreland, Okla.

WELCOME To Hereford

Mid - Plains PIONEER DAYS & RODEO

May 30 - 31 & June 1

Hereford Poultry & Egg

Delmo Williams

(Apology. Folks, this is our 1951 ad. We liked it so well last year that we just added the 525,600 minutes for 1952—and told the monkeys to run it again. Odice & Ed.)



We're Bragging, folks

Ours is the only firm in Hereford which has never owned a

DOOR KEY

founded in 1936, this station has never been closed except a few hours for funerals.

8,301,600 MINUTES of Continuous Service

(You Can Figure It In Seconds If You Want To!)

REWARD!!!
We Will Give A New \$10 Bill To Any Person Who Produces Our Door Key

Anyway, it's a long time - and tomorrow or the next day or night - you'll find us on the job — ready to serve you . . .

PITMAN SERVICE STATION

Odice Bulls First & Main Ed Bulls

DISTRIBUTORS OF SHAMROCK PROPANE & BUTANE

12 YEARS of DEPENDABLE SERVICE

As the pioneer butane dealer in this area, it has been our pleasure to bring butane gas — and modern living — into many homes over the area,

and we want to take this opportunity of saying **THANK YOU** to those of you it has been our privilege to serve . . . also to our many friends in the territory . . . and to assure each of you that you can continue to depend upon . . . **BLANTON'S RELIABLE SERVICE . . . NIGHT OR DAY!**

Phone 551

WELCOME To Hereford Mid - Plains PIONEER DAYS May 30 - 31 June 1

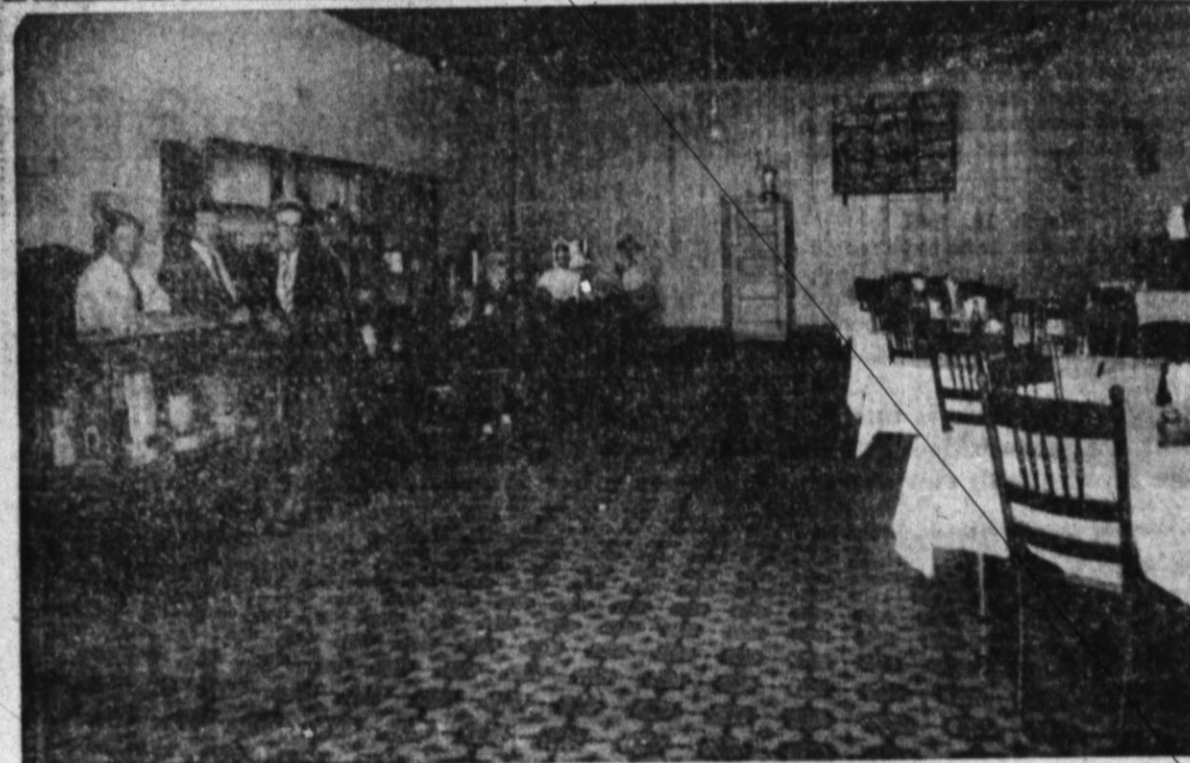
Blanton Butane

INCORPORATED
DIMMITT ★ HEREFORD ★ FRIONA

Lewis Arnold First Settler Of Westway Community



HUBBERT AND BARNETT'S dry goods store is shown above. The store was located where the present Penney store is now.



THE STOCKMAN'S CAFE which was operated by Omer Baker is shown above. Baker is the man on the extreme left. The others are unidentified.

Community Site East Boundary Of XIT Ranch

MRS. MERLIN KAUL

(Ed. Note — This history of Westway was written for the 1939 Pioneer Day edition. Because of the large part Westway played in the growth of Deaf Smith County since 1900 we reprint it now.)

WESTWAY—and indeed it was truly named—for it was the lane by which pioneers reached a large expanse of prairie land lying but a few miles west of the village of Hereford.

In September, 1898, when the first tent was raised in what was to become the town of Hereford, there were only two houses, between La Platta, the county seat of Deaf Smith county, and Amarillo.

The prairie stretched endlessly north, south, east and west, and thousands of cattle roamed over them. Many bore the brands of Jim Ivy, Lee Goats, Nath Horde and George Sykes. Thousands of acres of this prairie made up the great XIT Ranch—the eastern line of which practically divided what is now the community of Westway in half.

The first settlement of any kind in the community was the Terra Blanca Camp of the XIT, located a short distance southwest of the Kelly Gray place. It was built over fifty years ago. When this land was thrown open for settlement, many cowboys took claims and filed on the land. Many stayed — some did not.

Lewis Arnold was working for the XIT. He filed on the section where Moody Stephan now lives (in 1939) held it and continued to work for the Syndicate. He traded a horse for a house near Hereford, moved it to his claim, and so became the first settler in Westway.

Then Squire Burum built a dugout on his claim on the draw on the V. Skypala place. However, he left it and was gone so long that Judge Boyd, County Judge at the time, jumped his claim.

Kelly Gray built the next dugout. Kelly had ridden the range

for several years and he and his brother, Toni, had both been working on the XIT. When the Syndicate began selling XIT land, Kelly bought the section where Terra Blanca Camp was located.

Hogs Ate Worms

"Hogs were unknown here at that time," he said, "and antelope were usually killed for meat. There was never a day that one couldn't go out and kill an antelope — and usually more if wanted. Antelope meat was hung on the windmills just as beef is now."

The first hogs were shipped here from Denton county by Bud Morman in 1898 and 1899 and sold over the county. R. H. Norton raised the first hogs. He also raised alfalfa. W. W. Locker, who south of La Platta, also brought some pigs from Cook county. He fed them dry corn and water and at six months they weren't as big as they should have been at one month.

He and his son were plowing with a walking plow and the pigs would follow along behind them and eat the worms which were turned up. They started growing and were soon as large as they should be.

This taught the settlers that hogs could not be raised without some protein food.

First Windmill

The first windmill was built at Lewis Arnold's place and the next one at Squire Burum's. A piece of pipe in the draw just east of the V. Skypala home marked the spot where the Burum mill was located.

Then to the north came Wallace English, who settled on several sections. In 1902 D. W. Hawkins now of Hereford, bought out

English. He bought four sections and leased five, and so had nine sections of pasture.

When Mr. Hawkins came to look at his land in the summer of 1901, he rode on horseback from the end of Hereford straight west for three miles and then angled off across the prairie. It was a wet year and so muddy he could not gallop his horse. There was more loco weed and more loosed cattle that year than has ever been known before or since.

Mr. Hawkins made the place where Paul Mathers now lives his home place. His neighbors on the north was Henry Weems. Mr. Montgomery was his neighbor on the east. To the south was the great Mounts' Pasture, which extended from three miles west of Hereford to the corner of Lewis Arnold's land.

North of Mr. Hawkins were the Mercers. Dow Mercer was a great antelope chaser. One day he and six other men, including D. W. Hawkins, went antelope hunting. Dow rode an old gray horse. The six men took their stand on a hill on Terra Blanca draw. Dow spied the antelope near Summerfield and drove them as he would a bunch of cattle straight into the six men on the hill who with guns and dogs got plenty of meat that day.

Mr. Hawkins moved to Hereford after two years and became superintendent of the schools there.

"Six-Mile Lane"

In 1906, came the first road—"Six-Mile Lane." It reached from Hereford west to the O. G. Hill corner, it was fenced then, but wasn't graded for several years

(Continued on Page 5)

for dependable
Repair Service
VISIT US OFTEN

WESTERN

BATTERY & ELECTRIC
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PHIL ARTHUR'S butcher shop was located about the middle of the first block on the west side of Main street when this picture was taken. The men in the picture are Robert Harper and R. A. Brand.

Hereford Four Years Old When Alex Arrived

Hereford was four years old, and its Main street was "full of wagon ruts and chug holes" when Alex Thompson arrived on the scene in 1902.

The trip by covered wagon from Cooke county had taken 13 days at an average of 30 miles per day. And the last night on the road, the 10th of June, "a northern blew up, and we nearly froze to death."

Alex insists a favorite pastime on the ranch near Hereford, where his parents settled, was listening in on neighbors' conversations over telephones connected to barbed wire fences.

Alex was on hand for Hereford high school's first commencement exercises in 1906. On the stage with the graduating seniors was



ALEX THOMPSON

Miss Audrey Argo, whom he married two years later on Thanksgiving Day.

Elected county clerk in 1915, Alex began a career of public service in which, 40 years later, he is still going strong.

Serving as county surveyor since 1925, he has literally "cut up Hereford's map." Not only has he surveyed about 10 subdivisions of Hereford and all or parts of approximately 150 sections of land in Deaf Smith, but he has also laid off around 800 miles of roads in the county.

Always active in church work he has served the First Baptist church here as Sunday School superintendent since 1918 and is recognized as a Sunday School leader throughout the Baptist General Convention of Texas.

With camera in hand, a cheerful whistle and an inexhaustible store of jokes, Alex Thompson has become a familiar and welcome figure at all church and civic affairs in Hereford.

Lewis...

(Continued from page 4) after that.

In 1920 it became known as Harrison Highway, being named for E. W. Harrison, who was the means of its being graded and extended to the New Mexico line. Mr. Harrison had an elevator in Hereford and he wanted the

Perkins of Wichita Falls, put down four irrigation wells on their land.

They were run by Farbanks-Morse engines which used distillate as fuel. They did not irrigate much, but kept eight or 10 men on the payroll to start the engines and "show off" the wells to prospective purchasers.

They eventually sold their four sections to Mr. Shaffer, George Fraser of Fort Worth (father of Alton Fraser) and Mr. Fuqua. The wells were never satisfactory—being too expensive to operate; Mr. Shaffer was the only one who ever irrigated and he didn't do much.

First School

The first school was taught at the Tierra Blanca Camp of the XIT in the camp house. Mr. Watsie Thomas was the teacher. Then the community began go-

ing north and the Syndicate gave a house known as the "Schneid-House" to be used as a school. It was moved from what is now Herman Gray's pasture to the place owned by O. J. Christy (the present Grady Wilson home.) It was used as a school house for two years; the Christy family living in one part and school being held in the other part.

Then in 1919 a little school house was built just west of the Christy place and four terms of school were taught in it.

The community then included the families of Mr. Autrey, Bill Gilbreath, Charley Bell, Luther Gore, Mr. Merrill, A. C. Pierce, Oliver Christy, Mr. McDermott, Walter Craig, Walter Simmons, L. C. Ferris and L. C. Crisswell.

The children attended school in buggies and on horesback some coming as far as 10 miles to school.

First Sunday School

In 1919 a Sunday School was organized and preachers from Hereford held services whenever possible.

In 1923 Tierra Blanca school was moved to Westway and a year later the Weems school house, which had been built on the Henry Weems land, was added to it. Judge Slaton had bought land from the Mounts Pasture on the northeast corner of the section east of where Judge Boyd's section was located. Incidentally it was placed on the high point of four sections—from the school house the water will flow in all directions.

Judge Slaton named the school "West Way" in 1923, the purpose being to show the direction from town. The one word—Westway—is now used instead of the two words, "West Way."

The first board members were Mrs. Bess Turrentine (now Mrs.

Al Werner), Fred Curtis and Shade Moore.

The two south rooms were added to the Tierra Blanca part shortly after it was moved and in four or five years the north part was added. At present there are 50 pupils in attendance, but at one time there were more than that.

Miss Clara Davis (Mrs. Bill Gilbreath) taught the first term at Westway in 1923, and the first bus was a Model T used in 1924. Other teachers since 1923 have been Estelle Slaton, Fern High, Lela Wester, Oren Sharp, Jewell Porter, Mr. and Mrs. Clifford Franklin, Mr. and Mrs. B. M. Keys, Thelma Myers, Mr. and Mrs. S. J. Lovell, Ruth Hanna, Frances Brown, Mr. and Mrs. Early Joimer, Ina Mae Hastings, Miss Barnard, Martha Ellen Dodson, Louise Walthall, Emily Minter, Mrs. Merlin Kaul, Mr. and Mrs. F. W. Dodson and the

present teachers, Mr. and Mrs. F. W. Dodson, Carolyn Beall and Helen Gilmore.

R. A. Kelly started and helped organize the Baptist church in 1930. Rev. Boyer was the first minister. He was followed by Benny Harrison, Ray Stephens and Henry Burrow.

In 1934 Paul Collins organized the Methodist church. Ray Paterson and Robert Gilpin were succeeding pastors.

In 1927, Phineas Short started a store on land donated by Judge Slaton. He sold out in two years to R. M. Gunn and established a store at Bootleg.

See LUTHER PEVLEY about Real Estate. Res. Phone 524-W



AS

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Hereford Wrecking Co.

Early Settlers Of Bellview Are Remembered In Historical Sketch

As I begin this article, April 5, 1939, 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 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 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 whisky as any man without getting drunk.

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. 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 Bath Tub
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 which was finished inside with wainscoting. 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 it 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 later name came from L. M. Boney, who filed two miles north and ran a store there for several years.

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 1937.

Bellview's first school was taught in a dugout by Miss Edna King. 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.

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.

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 pre-

sent site in 1920.
Soon after a rural route was established. W. E. Brown was selected carrier. He came here a young man and married Miss Ola Carroll, whose father filed just west of Bellview.

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 supposed to connect the lines with the Doctors home, but sometimes 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 when he came, he recalls. 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.

Mr. Mitchell tells 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 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, I. P. Storm and family, Ira Colter, Jim and Henry Miller, John and Larkin Ford, Ernest Witherspoon and several others, who still live here came and filed.

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.



MYRICKS MENS STORE, above, was located about where Harman's is on Main street now. The men are Les Moreman, left, and Brack Williams.

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.

Another prominent pioneer was 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.

The women had a rather 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.

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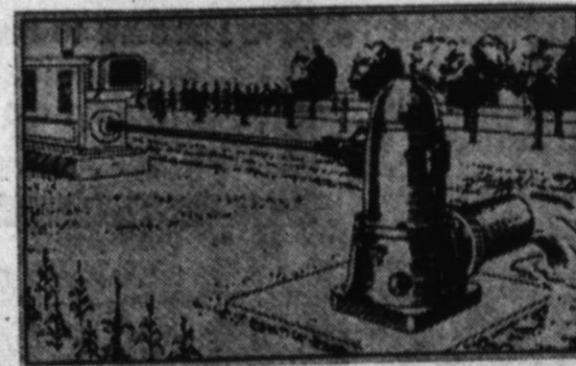
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Modern plant here in the
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When you are in the market for pump equipment, it will pay you to investigate carefully WINTROATH PUMPS ... and the prompt Service which we offer you!

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Office Hours—8:30 5:00

Fire was the dreaded demon
of Pioneer Days...

**And
When You Old Timers
Swap Yarns About
Early Day Fires**

We hope you
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**COMPLETE
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JOHN McLEAN AND ROY STOCKING were the owners of the Corner Drug store when this picture was taken. Shown in the picture are from left: Roy Stocking, Dr. Hicks, Dr. Rogers and John McLean.

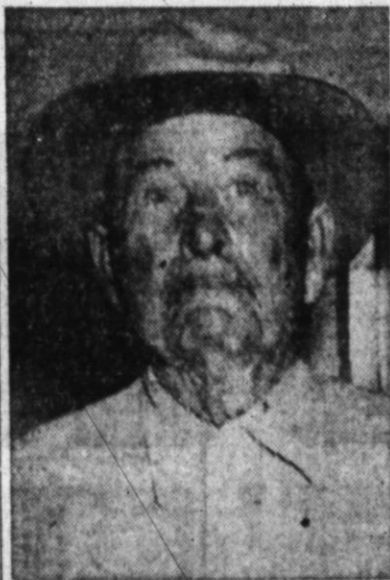
Hereford In 1898 Described By Bob Higgins

"A small grocery store, a tent restaurant, and a water tank." That's Hereford in 1898 described by one of Deaf Smith county's pioneer cowpunchers, Bob Higgins.

Coming from Tennessee by train, livery buggy and "ankle express," "Mr. Bob" arrived in Hereford, as he says, "before the railroad." At that time, there was no wire fence within 300 miles in any direction. His first years here were spent on the Jack Killough and Andrew Lipscomb ranches. It was while he was working on the Lipscomb spread that he helped plow a fire guard which later marked the route of state Highway 51, better known here as 25-Mile avenue.

In 1901 he went to work for the three-million-acre XIT ranch in the Escabada division which included part of Deaf Smith county.

Some of his most vivid memories are of the sweeping prairie fires. The worst he recalls broke



BOB HIGGINS

out in 1906 near Tucumcari, N. M., and roared into Texas, burning over a strip 125 miles long and 50 miles wide.

When Mr. Bob and Miss Ada Wood, of Mineola, were married in 1907, they settled on his ranch near Hereford. The two sections one of which he had bought for \$15 and the other for \$50 grew with the years to 14 sections. Also, in time, his small herd of cattle, made up originally of stray

doggies given him by other cowboys, was replaced by 300 head of registered Whitefaces.

For 36 years, Mr. and Mrs. Higgins lived on the same ranch, and until 1943, when they moved into town, they were the only ones in this county living on the land where they originally filed. He is still engaged in ranching with his son. Even now, he declares, "When the boys find a bronc they can't ride, I have to show them how!"

Cattle Sale April 13, 1901

On Wednesday last Messrs. Hudspeth and Chiles held a public sale of fine Hereford and Durham cattle. On account of the inclement weather and the fact that most of our buyers of fine cattle were on the Thornton murder case, the sale was not as successful as their former one held last February. (Thornton, whose case was transferred here from Bristow County for its third trial got two years in the penitentiary.)

Entertains February 25, 1909

Mrs. Orville Newell very pleasantly entertained a crowd of young people Saturday evening at her suburban home north of town.

Sets Oats Record April 3, 1908

J. Axe has broken the record in raising a quality of high-test oats. They are the rust-proof variety. He recently brought in a few bushels and had them tested. A large half-bushel mea sure was used. This was filled and leveled off and weighed. The scales showed that the half-bushel stricken measure weighed 21 pounds, thus making a bushel weigh out 42 pounds. When it takes only 32 pounds of oats to make a bushel the 42 pound test certainly proves a high test, if it does not break the record.

Cherries Plentiful June 19, 1914

Cherries are plentiful in most of the Hereford orchards; red, ripe cherries. A. M. Jones was showing a limb of very fine cherries this week end was good enough to present the limb to the newsfakir for the Brand. He is hereby cheerfully thanked.

No Knocks

Banner across first page of The Brand, 1915, "You'll Like the Hereford Country, Where Nothing Knocks But Opportunity". In 1911: "Quit praying for rain and DIG, DIG, DIG, DIG!"

Water Shortage September, 1924

The Santa Fe had shipped 14 cars of Hereford water to Amarillo. The supply there was very low and the shortage was considered very acute.

August 28, 1914

A. L. Skeen shipped two tons of grapes to Amarillo from his three quarter acre patch south of town; he was paid \$400 less expenses for the shipment. Besides these, he has sold lots of grapes on the local market. They were Niagara, Delaware, and Concord varieties.

Don't Miss Boss March 14, 1902

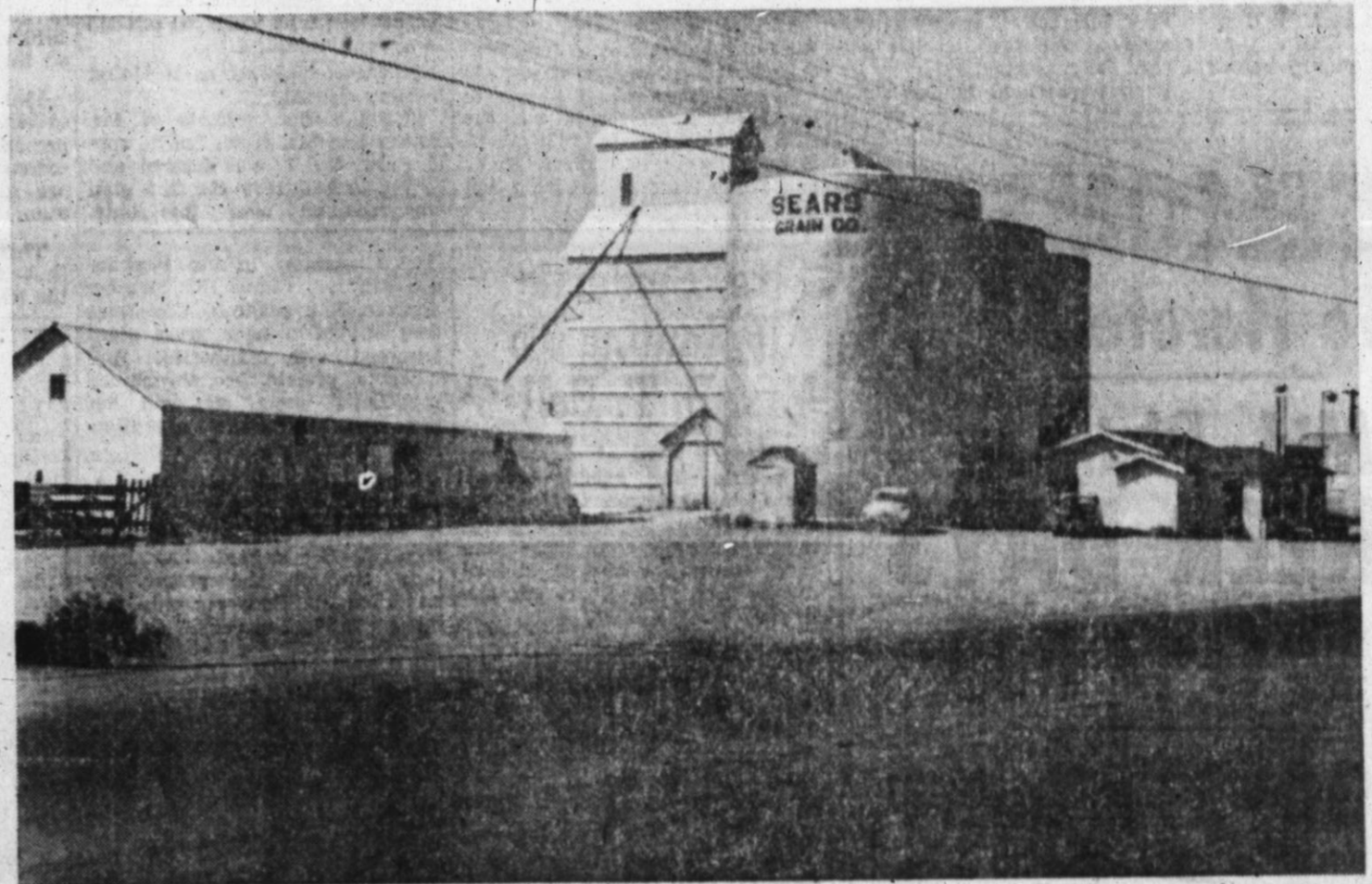
F. L. Vanderburgh, proprietor of this rag, has been absent most of the time for the past two week, and as a consequence the work has been progressing very nicely. With one more hope of relief the printers hope fully to catch up with the work on hand.

Good Enough Here 1915

C. J. Paddock returned from Colorado this week, where he was looking up a location, and says the Panhandle is good enough for him.

Same Freight Rate March 9, 1901

There was great exhilaration on the part of our citizens, especially those engaged in the live stock business when word was received that Hereford would receive the same rate as Amarillo. In other words, our cattlemen can ship beef or stock cattle to all market points as well as to the northwest grazing fields as cheaply as they can be shipped from Amarillo, notwithstanding the fact that Amarillo is nearly fifty miles nearer to those points than is Hereford.



Eleven Years Of Reliable Service

... and because it has been our pleasure to work with and to serve many of the pioneers of this area, we know that it was the same spirit of service which led the early settlers to found and work for the future of a new community ... back in 1900!

We also wish to say Thanks to our friends and patrons on this occasion ... and to invite you to Hereford and to visit with us upon the occasion of Pioneer Days, 1952.

Mid-Plains Pioneer Days May 30th - 31st June 1st

Sears Grain Co.



Greetings

and

Best Wishes

an old

Pioneer

"23 Years of

Insurance Know How"

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John McLean Insurance Agency

John McLean

George McLean

Higgins Family Settled 'Progressive' In 1890

By Ira Jean Ricketts
Written In 1939

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 that 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 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 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 16 x 20 feet. The school 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 Joille 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 20 x 44 feet.

For four years there was only one teacher employed, but since then two teachers have been employed.

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 bus driver in 1936.

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.

First Sunday School

In 1909 the first Sunday School was organized. Literature was furnished by Everett and Doan Burbanker, who were old settlers in this community.

It was organized as a Union Sunday School.

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 1906

In 1906 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 before 1939 the line was disconnected with town, but until the past year (1938) a neighborhood line has been in operation.

Some Early Settlers

Some of the first settlers in this community other than previously named were: George Ballew, Mr. Berve, B. A. Kiethley, Burbanker, Doran Shane, J. M. Kimmons, H. T. Wedel, J. L. Park, and W. C. Russell.

First Irrigation

The first attempt at irrigation in this community was made in 1918 when J. M. Kimmons erected three twin windmills.

This method failed to prove satisfactory, however. At the present time irrigation is used extensively in this area and there are many, many wells in operation in this community.

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 first power was received in this community in October of 1938.

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 have 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 procedure was followed. The name chosen was "Progressive." C. C. Bowman submitted both names.

Since the community was named in 1918, 34 years ago, the citizens of the community have always tried to... and believe they have been quite successful, live up to that name—"Progressive."



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We Welcome You

CHURCH OF CHRIST

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Radio KPAN 9:15 A. M.

Bible Study 10:00 A. M.

Worship 11:00 A. M.

Evening:

Young People 6:45

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KPAN-860 on Your Dial

9:30 A. M.

The Bible is right and it does make a difference what we BELIEVE AND PRACTICE. We invite you to all services of the church.

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Mid - Plains PIONEER DAYS & RODEO

May 30 - 31 & June 1



Cecil Lady

Your Magnolia Consignee

Fire, Epidemic All Routine To Mrs. B. T. Bell

Saving a herd of sheep from a prairie fire, raising money for a church organ and nursing her neighbors through a pneumonia epidemic were little more than routine for Mrs. B. T. Bell during her first years on the Plains.

Ninety-seven year old Mrs. Bell, who settled near Dimmitt in 1897, is Hereford's oldest living pioneer. From the days when her grandfather, Josiah Bell, came to Texas with Stephen F. Austin, her family has actually grown up with the Line Star State.

Doctors, preachers and other travelers soon learned they were welcome at the Bells at night or mealtime, so the Bell place became a landmark of hospitality in this area.

Mrs. Bell's resourcefulness often made her the heroine of her frontier community. When her family and their neighbors were caught in a sudden blizzard without coal oil for lamps, she solved the problem with homemade wicks dipped in lard.

When the church needed a musical instrument, Mrs. Bell planned a turkey supper, the proceeds of which bought the first organ in Castro county. In 1898, she organized the first Ladies Aid society in this region, and when there was no money for dues, suggested the members "pay" a dozen eggs a week. She was charter member of the Dimmitt Presbyterian church, organized in 1902.

The lack of evergreens for her

first Christmas in the Panhandle did not phase this pioneer mother. She made a Christmas tree out of a bear grass plant trimmed with cranberries. And when a prairie fire threatened the Bells' sheep she and her son drove them into a shallow lake.

Though deaf now and almost blind, Mrs. Bell, who lives in Hereford with her daughter, Mrs. E. S. Ireland, has kept busy through the years. Her handmade quilts are highly prized by family and friends. Even this spring, as she was marking her 97th birthday, she was finishing another quilt.



MRS. B. T. BELL

BUILDERS



FOR 51 YEARS

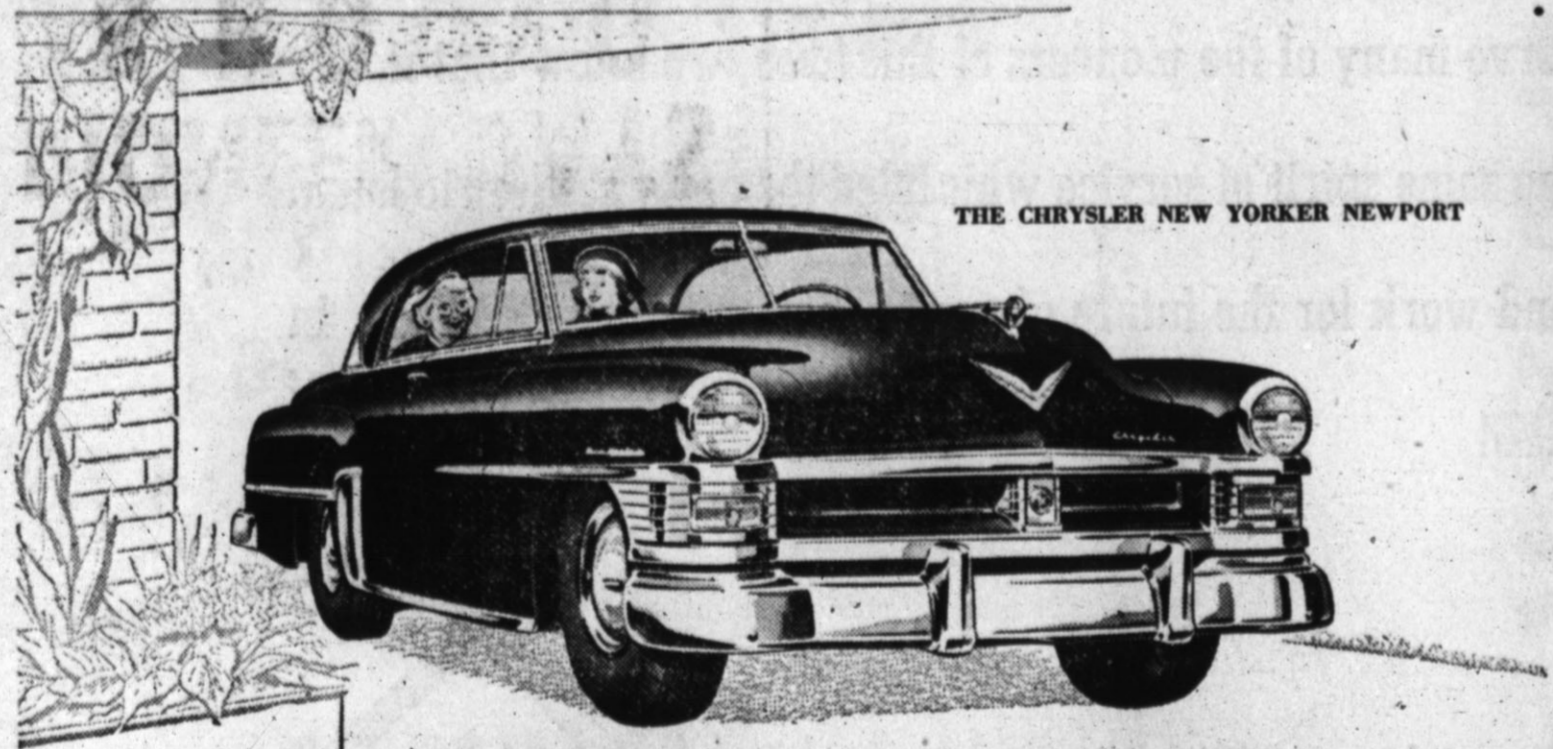
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Builders literally and generally for the past 51 years. A business built on integrity and honesty. Pioneers yesterday - today - tomorrow. It has been a distinct pleasure to have served such fine people . . . we have faith in the future . . . the same kind of faith we had 50 years ago—because the same kind of people . . . with the same pioneering spirit will progress.

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THE CHRYSLER NEW YORKER NEWPORT

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This invitation could result in the most important day of your motoring life. We'd like you to take the wheel and really drive a Chrysler New Yorker car. Everything good you've heard about this great car is true . . . and then some. Its new V-8 engine . . . its power steering . . . its power brakes . . . its astonishing comfort . . . each is an experience you will thrill to, and remember.

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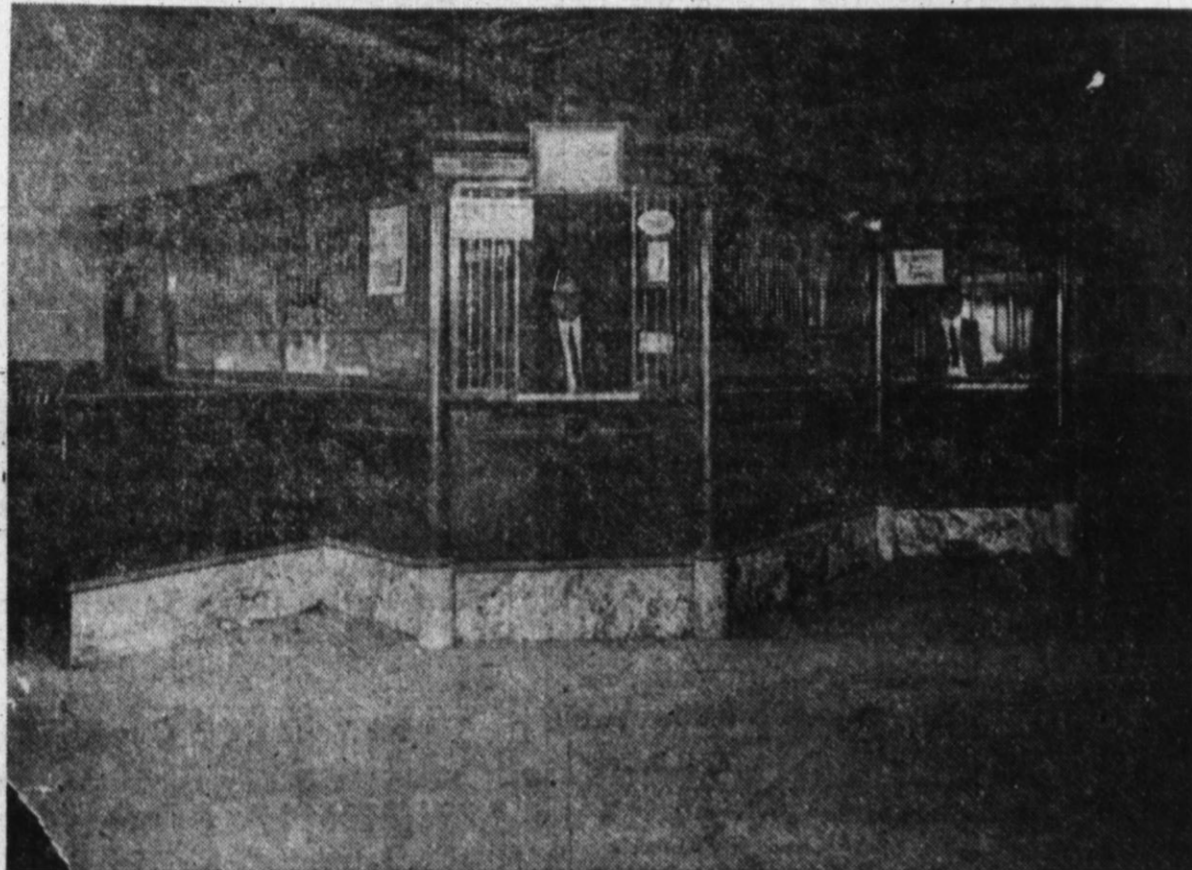
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Remember These Early Scenes Around Hereford?



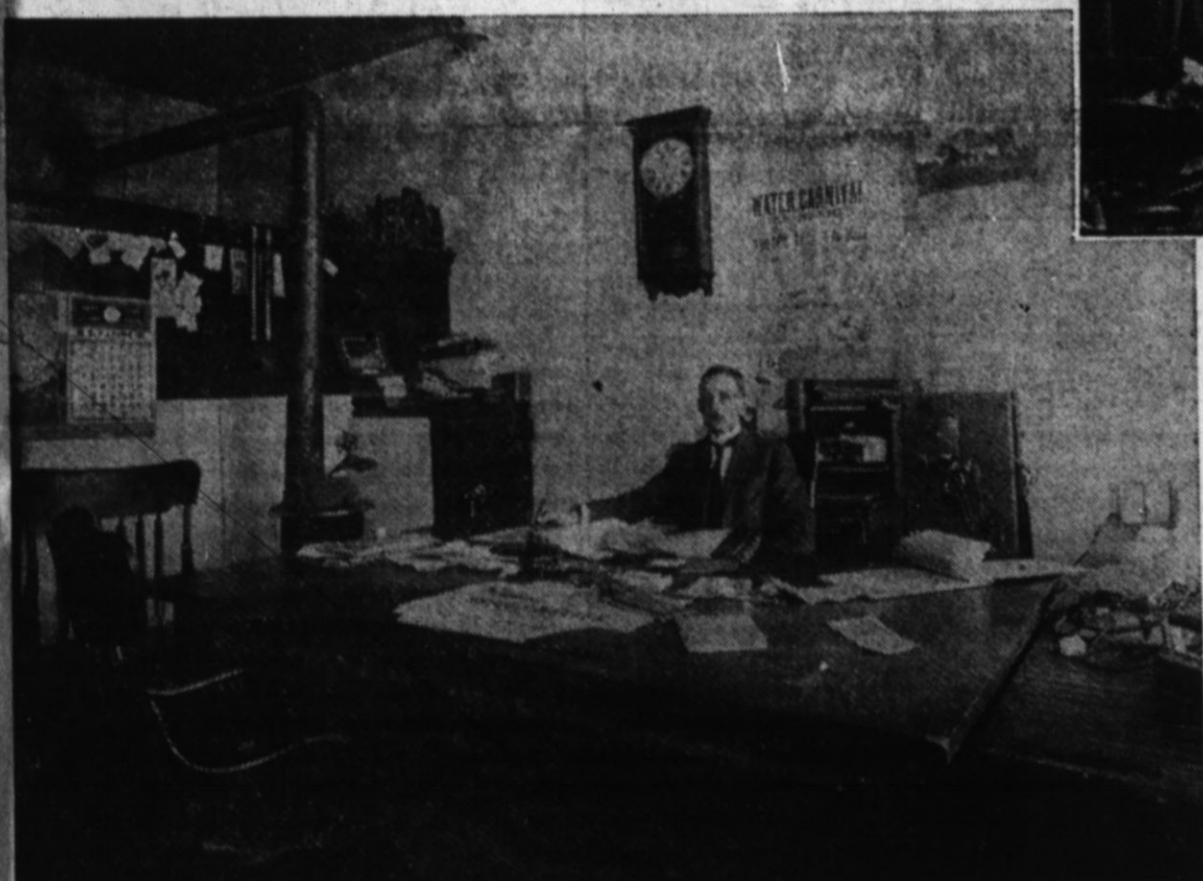
THE INTERIOR OF the old First State bank in 1912 is shown in the above photo. In the front window is Henry Wilkin- son. At the rear window is bookkeeper W. L. Palmer.



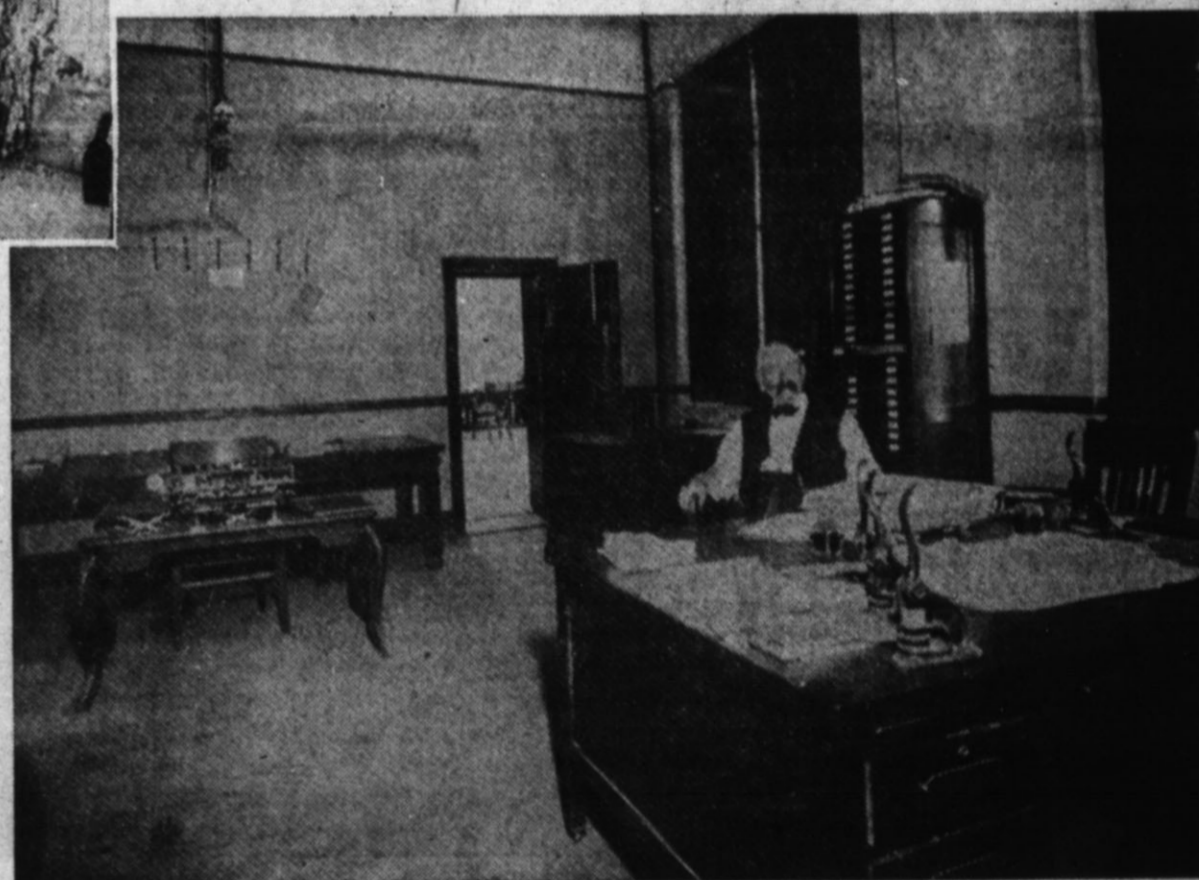
REMEMBER THE old Hotel Hereford? The Hereford News Stand is now in the site formerly occupied by the community's early-day hostelry. Guests and employees in the picture are not identified.



DRY-LAND FARMING and gardens produced bountiful crops in Deaf Smith county as evidenced by the display above, grown in 1909. Shown with the display, are from left: A. H. Elliston, Willie Davidson, R. L. Davidson, Byrle Elliston and Floyd Elliston.



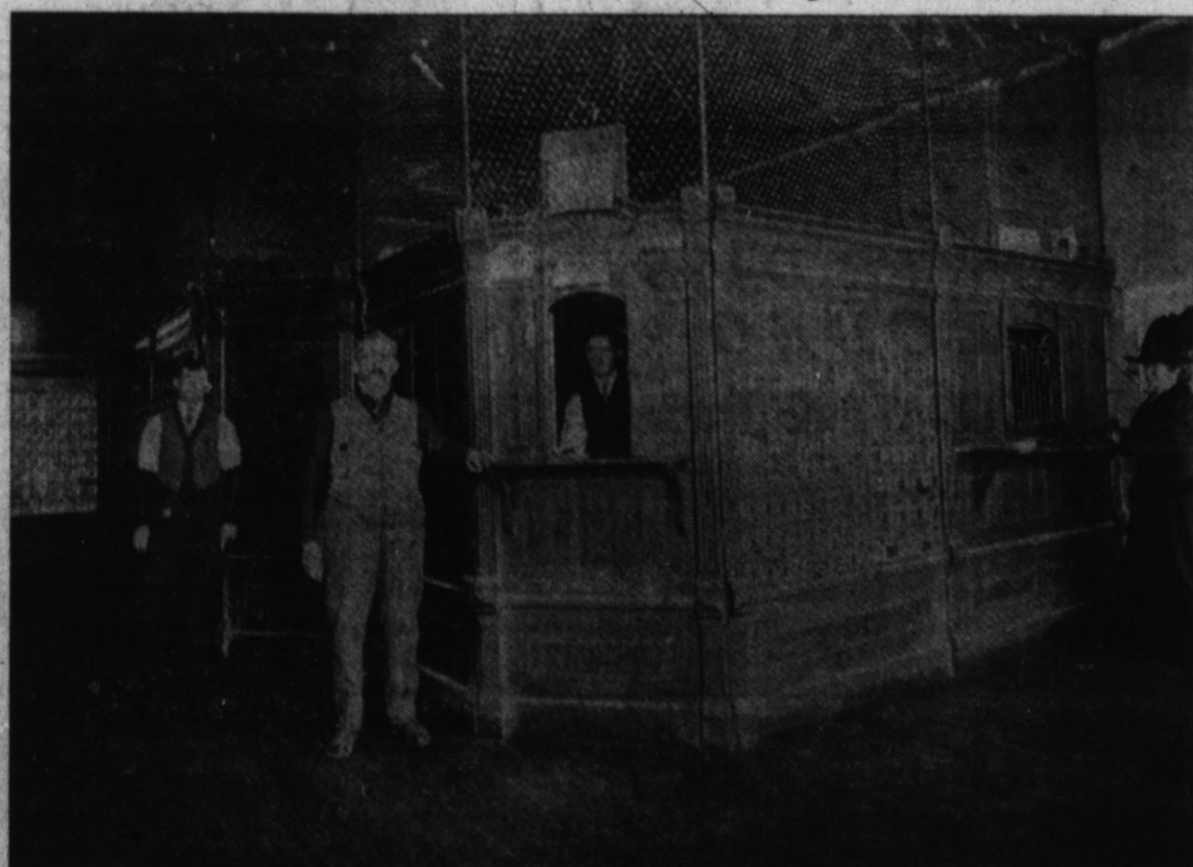
F. H. OBERTHIER is shown seated at his desk in the Star Land company office in January, 1912.



R. T. MOSES, pioneer deputy county and district clerk, is shown at his desk in the courthouse in this early-day scene.

The Hereford Brand

Hereford, Texas, Thursday, May 29, 1952 Section Four



HEREFORD'S FIRST postoffice was located behind the First National bank. Shown in the early-day postoffice are, from left: Les- lie Smith, assistant postmaster; Clarence Smith, postmaster; and Lloyd Snyder, clerk.



DEAF SMITH COUNTY'S tax collector-assessor's office in the early 1900's is shown above. An unidentified man is shown behind the window at extreme left. Next to him is R. W. Baird (father of Fred Baird) sheriff and tax collector; Charlie Jowell, deputy; and Al Miller, deputy. One of the volumes shown on the table is still in use today.



THE OLD CORNER drugstore is shown above. T. M. Coulson was the owner of the store at the time the picture was taken. In the background is Ralph Barnett Dry Goods store. Note the Buick in the picture.

Walter Easter Pioneer Farmer In Deaf Smith

A rod plow, not a cowpony, was the prized possession of the W. F. Easter family when they moved to Deaf Smith from Hill county in 1905.

And as Walter Easter, who was only 13 years old at the time, grew up, he learned to break sod and plant crops instead of riding the range and branding cattle.

Walter's family settled 12 1/2 miles south of Hereford on the old Hereford - Dimmitt road. The community which later grew up near their farm was named for the Easter family.

It took Walter and his two brothers the whole spring of 1906 to break 160 acres of sod. They were using the early - day plows which had rods instead of moleboards used now. Mr. Easter estimated the same acreage today could be broken in five-six days with modern equipment.

The Easters used a knife planter to put in their crop of kafir, maize and sorghum, and since there were no weeds on the freshly turned sod, they were through until harvest time.

In 1907, they bought a steam tractor and that year planted about 400 acres of wheat. They considered the 12 - 15 bushel yield per acre very good. The same land, now irrigated, often yields 40-50 bushels per acre today.

When the Easters bought the first grain separator in the county, they went all over this area threshing the farmers' crops.

Outstanding in Mr. Easter's memory is the generosity of neighbors who helped supply the new family with food until they could make a crop. All kinds of vegetables and even a quarter of beef were among the neighbor's gifts. He well remembers the time he was sent to a nearby ranch for some watermelons, and

Irelands Active In Civic Events Here Since 1900

Both Mr. and Mrs. E. S. Ireland can lay valid claim to being Castro and Deaf Smith county pioneers.

When Mr. Ireland made his first trip from Hereford to Dimmitt in a mule cart in 1899, Mrs. Ireland, then Emily Bell, had already been helping her father herd sheep along the Tierra Blanca for two years.

A salary of \$16 a month plus board looked good to Edgar Ireland when Judge C. F. Kerr offered him a job in the Kerr gen-

eral merchandise store in Dimmitt. After all, top cowhands were drawing only \$25 a month.

Mrs. Ireland, daughter of the late B. T. Bell and Mrs. Bell, now of Hereford, came with her parents to Castro county in the early 1890's. Her great-grandfather, one of the first settlers in this state, came to Texas in Stephen G. Austin's colony.

A few years after their marriage in 1909, the Irelands moved to Hereford, where they have been active in business, civic and Presbyterian church affairs.

Serving two separate terms as mayor of Hereford, Mr. Ireland has been influential in bringing about many improvements in the city. During his first term as mayor, 1924-32, Hereford got its first brick-paved streets and a

new city hall, the one still in use.

Mr. Ireland was also a member of the board of trustees when the Hereford high school was built in 1925.

Because of improvements in the city water works during these years, Hereford had the lowest fire insurance rate of any town its size in the United States.

Always fond of farming, Mr. Ireland now spends much of his time gardening, particularly in raising fine watermelons, which he gives away to friends.

Mrs. Alta Johnson of Abilene is in Hereford to visit her brothers, Chris and John Renfro. She accompanied Mr. and Mrs. Chris Renfro home from Abilene Wednesday.



Minnie C. Walker

Many Firsts For Mrs. Minnie Cox Walker, Pioneer

Mrs. Minnie Cox Walker, in years of residence as Deaf Smith county's oldest living citizen, has a string of historical "firsts" to her credit.

Settling near here in the summer of 1887, her family, the Joseph Coxes, was the first fam-

ily in Deaf Smith. Her brother, E. M. Cox, Hereford, was the first white child born in the county. Her wedding to C. V. Walker in 1890 was the first to be performed here, and her daughter, now Mrs. A. H. Swigart, also of Hereford, was the first white girl born in the county.

Minnie Lamorah Cox was only 16 years of age when she drove one of the horse - drawn wagons which brought her family from Stephens county to the Plains. For two weeks, the family camped on the T - Anchor Ranch near where Canyon now stands.

Mrs. Walker recalls that a cow and a calf together, if sold on the ranch at that time, would have brought \$7.50.

The Coxes left the T - Anchor and settled a few miles east of what is now the town of Hereford. A dugout, 16 x 20 feet, served as their home for 18 months.

In those months, Minnie thought much of Cal Walker, one of the 35 cowboys she had met at the T - Anchor. And, in January, 1890, a Methodist circuit rider performed her marriage ceremony. The marriage license, like all of their mail, was received at Old Tascosa.

Mrs. Walker, despite her years,

Gift Party Glven

Mrs. Clinton Massie was named honoree at a gift party given in the home of Mrs. J. B. Harlin Thursday morning. Hostesses for the informal coffee were Mesdames Harlin, G. P. Owen, Bobby

has remained active in civic affairs. She is now in Deaf Smith County hospital, following a recent fall, in which she broke her leg.

Owen, George Cameron of Dimmitt, Neil Young, Clarence Schulz and Jack Roberson.

Decorations of pink and blue spring blossoms and white peonies were used for the refreshment table and about the house.

Others attending besides the honoree were Mesdames Clyde Rayburn, George Graham, Jimmie Allred, Hazel Sparks, Cecil Boyer, Malcolm Cassels, Abe Martin, Cy Freeman, J. K. Baker, Otto Massie, O. M. Dickey and Miss Sue Scarth.

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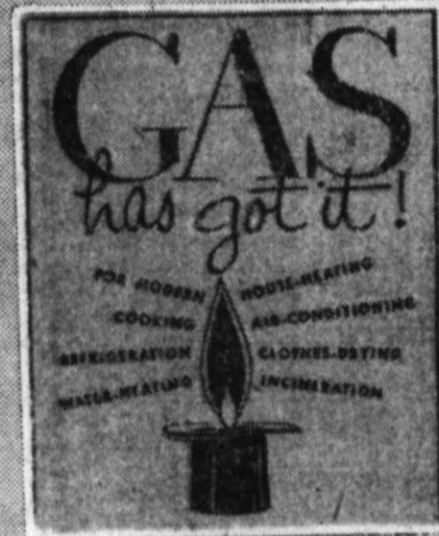
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Progress
of
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ALONG WITH MANY
OTHER TOWNS

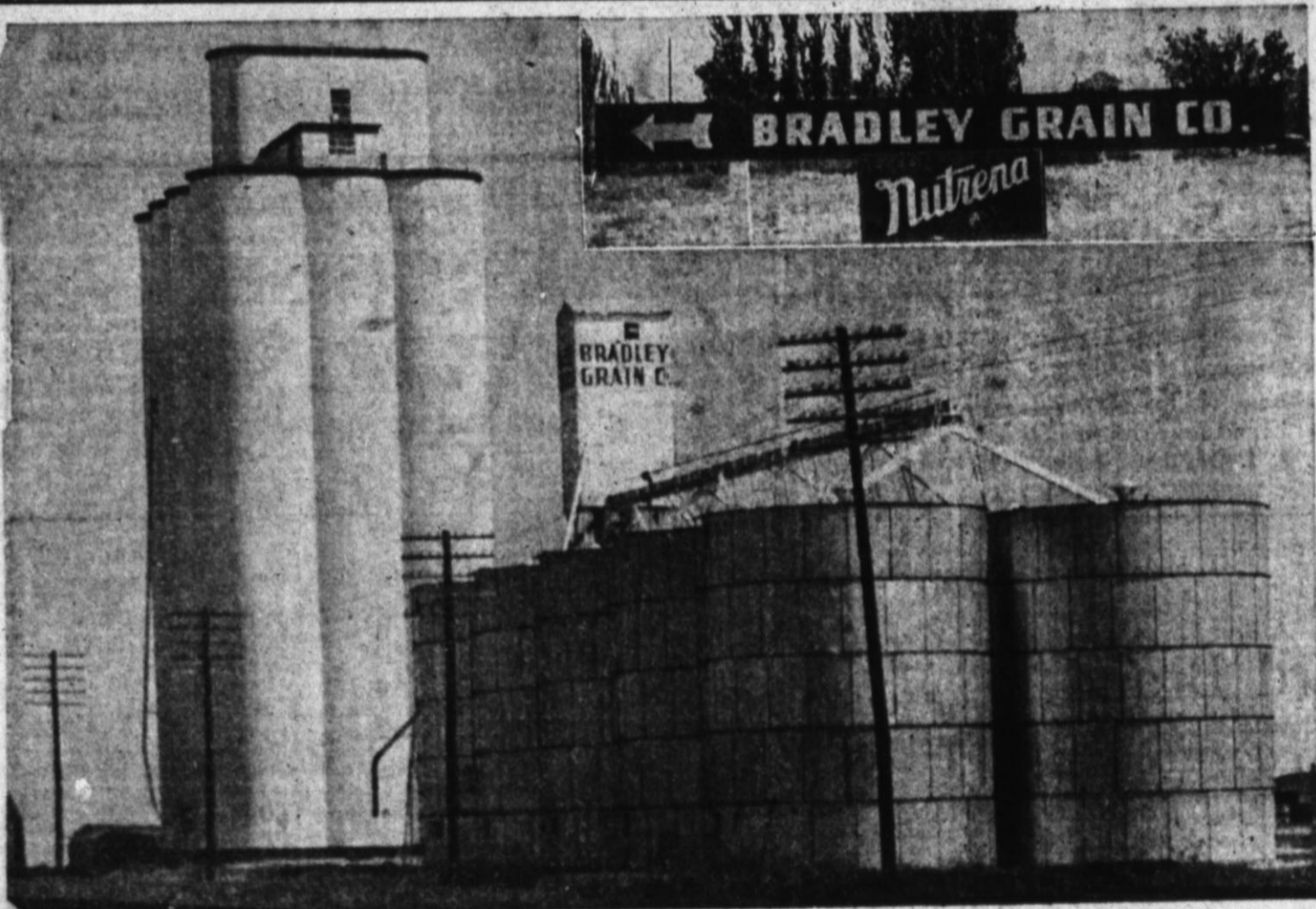
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PLAN FOR THE
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WELCOME
To Hereford
Mid - Plains
PIONEER DAYS
& RODEO
May 30 - 31 & June 1

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WELCOME VISITORS
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MAY 30th - 31st - JUNE 1st
**BRADLEY GRAIN COMPANY
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Ward Community Named After Pioneer Settlers

Five Members In Community's First Church

The Ward community was named in honor of the J. F. Ward family, who were among the first settlers in the 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 lived three miles north and who settled here in February, 1893, coming from Grayson county. John Higgins was on the west; he came to Deaf Smith county in 1888 and bought land.

Organized Church

In 1902 Mr. Ward was instrumental in organizing a church in the 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 the 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 50 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. She came here with her husband and three children on March 4, 1900, and settled on the ranch she still owned at the time of her death. Mrs. Rutherford recalled that in those days 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, "and we appreciated neighbors in those days." She



THERE WILL be old-time residents of Hereford come from all over the United States for the Pioneer Day celebration in Hereford this week. Mayor Dameron, above, presents an award to a lady for traveling the longest distance to attend the 1948 celebration. Staff Photo.

recalled her nearest neighbors were Mr. and Mrs. J. F. Ward, Mr. and Mrs. Phansteel, Mr. and Mrs. Johnston, Mr. and Mrs. Charlie Hodges, and Mr. and Mrs. Kesee.

There were only about seven families in the community when the church was organized.

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 54 years.

Mrs. Bob Higgins has always been active in the Sunday school. She says she can remember

when she and Lynn Powelson's mother kept the Sunday School going in the Ward school house with themselves and five little boys (her three and Mrs. Powelson's two).

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.

"Town Builder" J. A. Buckner, Early Settler

"I built the town of Hereford," might truthfully be the boast of J. A. Buckner. For until recently there were few buildings in town which this pioneer carpenter of Hereford and Deaf Smith county did not help to construct. With only his tool box and some quilts, Joseph Alexander Buckner arrived in Hereford in 1902. Now, 50 years later, he laughingly says, "I had planned to go on to Roswell, but my money gave out, so I decided to stop here."

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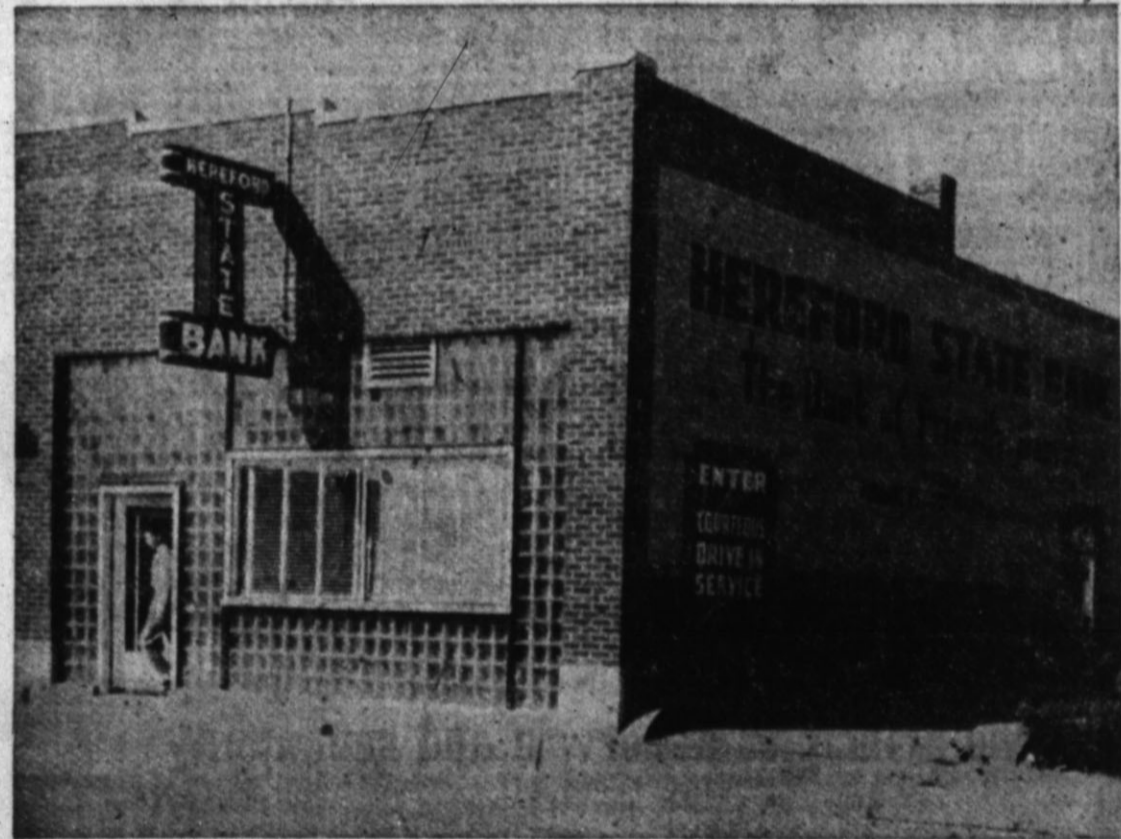


For 22 years, real boys and girls have pre-tested every pattern of Poll-Parrot Shoes in actual wear! So your child gets such benefits as: extra reinforcements at strain

points to prevent ripping—pear-shaped heels to hug and cradle young feet—so! durable upper leathers! See your Poll-Parrot dealer for better shoes for your child!

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The great factor in Pioneer Days is still our major consideration today ...

Security and Service ...

are the two factors upon which the Hereford State Bank was founded in 1947, and upon which it has grown and expanded until today the deposits total over \$2,000,000.

For this acceptance and patronage we want to express our appreciation and to assure you that we expect to continue ever stressing the two highly important factors: Security and Service.

Welcome To Hereford PIONEER DAYS MAY 30th - 31st JUNE 1st

HEREFORD STATE BANK

MEMBER FEDERAL INSURANCE DEPOSIT CORPORATION



"Aunt Jennie" Fondly Recalls Early Hereford

Even if she had to "steal" wind-mill water from the cattle for her garden, Mrs. Jennie Thompson always raised fine vegetables during her first years at Hereford. One year, she won first prize for her garden exhibit which she sent to Gainesville for the Cooke County Fair.

When Aunt Jennie and her husband came from Cooke to Deaf Smith county in 1903, Hereford was a tiny cattle town with a few business houses. Some of these were brick, but most were of the false-front, frame variety. She describes the present residential section of the town as being then "mostly rolling pasture land."



AUNT JENNIE

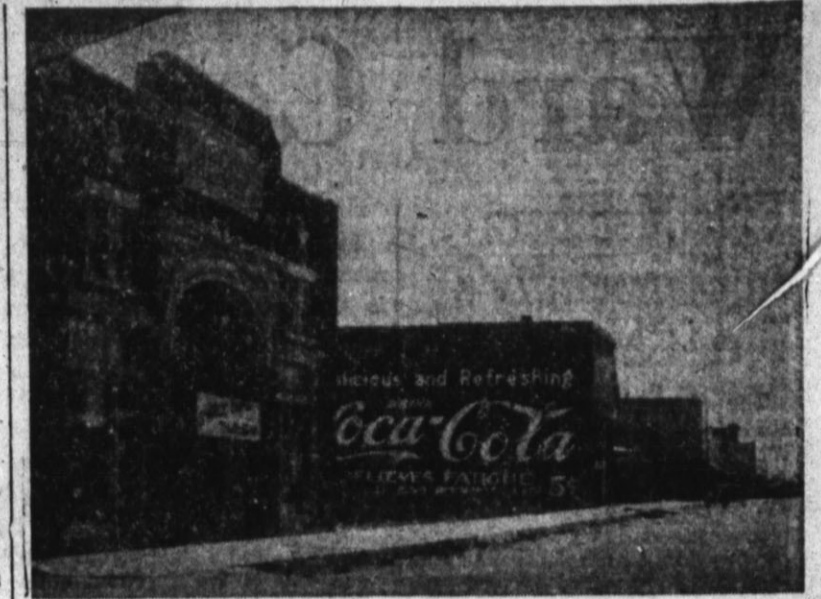
For three years, the Thompsons lived on a ranch 16 miles north-east of town. Aunt Jennie was never too busy to watch after animals which needed her care. When her son Alex found seven baby antelope in the Thompson

pasture, Aunt Jennie raised all seven, feeding them from a baby bottle.

Her memories of long-ago Hereford include the replacing of the old court house with the present marble structure. The old court house building stands just north of the present one and was used for many years as St. Anthony's church. It had been moved here from La Plata.

Mrs. Thompson was a charter member of the Hereford Mothers' club, which is known today as the Pioneer Study club. For years, she was active in the Woman's Missionary society of the First Baptist church. She is a past Worthy Matron of the local chapter of the Order of the Eastern Star.

During World War I her home served as meeting place where Hereford women could sew and



THE STAR THEATRE as it looked in about 1918. The building with the Coca-Cola sign on the side is the first two story building ever built in Hereford.

PIONEERS WILL be honored again this week as old-settlers get together to recall the early days in Hereford. In the above pic-

ture, Mrs. Ida Vaughn received an award from Mayor Dameron at the 50th anniversary celebration in 1948. Staff Photo.

Smith Recalls \$1.50 Price Of 1900 Rangeland

When C. R. Smith went to work on the huge XIT ranch in 1900, rangeland in Deaf Smith county was worth \$1.50 per acre. And, a few years later, when



C. R. SMITH

he helped sell much of the XIT land, he laughed at "poor, crazy guys" who paid \$2.00 an acre for it.

Little did he dream that, half a century later, some of that same land would be making fortunes in wheat, and he would be selling it for \$75 an acre and more.

Stampedes, prairie fires and cattle rustling were common occurrences when Mr. Smith became foreman of the Escarbada division of the XIT in 1903.

The ranch had been traded to the Capitol Syndicate company of Chicago in exchange for the building of the Texas state capitol at Austin. It reached from where Levelland now stands to the Colorado state line and included over three million acres. Mr. Smith estimates 10,000 calves were branded each year in his division alone. There were seven other divisions in the ranch.

Soon after moving here from New York, Frank Vanderburg, news editor of Hereford's newspaper, visited Mr. Smith's division during branding season. He was so impressed with ranch activities that on his way back to town, he told his sister, Miss Zula Vanderburg, he had decided to

call his paper, "The Hereford Brand."

Miss Vanderburg, however, was interested only in the friendly foreman, Mr. Smith, whom she had met at the ranch. And, in August, 1906, she married him.

In 1910, Mr. Smith helped survey the first three sections of XIT land sold out of Deaf Smith county. In later years, he helped to sell 150,000 acres of the Syndicate land in other counties.

Both Mr. and Mrs. Smith have been active in church and civic affairs. Mr. Smith has served several years on both the school board of trustees and the Deaf Smith county hospital board. From the time she came to Hereford in 1902 until recent years, Mrs. Smith was organist at the First Christian church.

Mr. and Mrs. Bonnie Brumley have returned from a recent trip to points in Texas. In Dallas they visited with his sister and family, Dr. and Mrs. J. O. Baker and children, and in Fort Worth with a son, Cal Brumley and Mrs. Brumley. They transacted business in Denton and visited her sister, Mrs. Richard Fife, in Houston before returning home.

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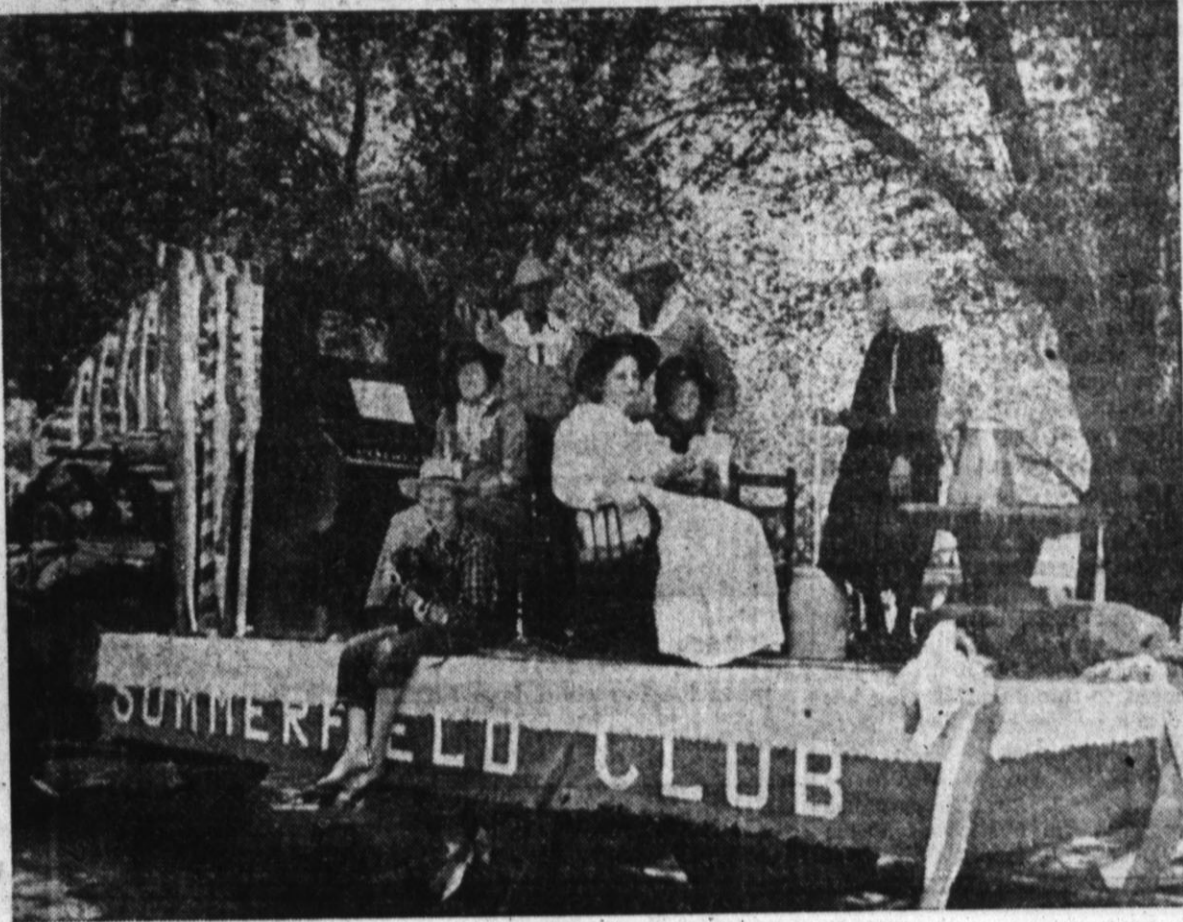
includes the name of every pioneer who has owned property down through the years—that's why we can give such accurate, dependable service ... so quick!

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ONE OF THE MANY floats which was entered in the Pioneer Day parade in 1950. An even bigger and better parade is anticipated this year. Staff Photo.

Town Of Adrian Named After Settler's Son

The little town of Adrian is situated in the southern part of Oldham county, on the Rock Island railroad.

It is 50 miles west of Amarillo and 13 west of Vega and about 50 miles northwest of Hereford.

J. P. Collier sold four sections

of land at \$15 an acre to William Cullen of Essex, Iowa, in 1908 for a townsite. It was Mr. Cullen's idea to build a branch railroad from Adrian to the Gulf Coast and pay for it in these town lots.

On July 9, 1909, the opening of the lots began, several hundred were sold in short time.

Mr. Cullen had a small son named Adrian and he then gave the little town the name of "Adrian" in honor of his son. Soon after the opening of the town, grading was begun for the new railroad, but the bed was finished only a short distance past Hereford. He never finished paying for the land, so Mr. Collier had to take it back.

Saloon Voted Out

For a few years, Adrian was on the boom with 250 inhabitants. It boasted three lumber yards, a hardware store, bank, grocery store, pool hall and saloon. The saloon was soon voted out, however. A small one-room school house was built and the first school began in the fall of 1909, with W. N. Miller of LaRue, Texas as teacher.

During the boom several fun-

ny things happened, one of which Mr. Collier relates: "There had been a heavy rain and there were no graded roads from Amarillo. A real estate agent of Amarillo was bringing a carload of men out to buy lots. He had a big sign painted on the back of his car. Going to Adrian, he failed to get as far as Bushland, about 12 miles out of Amarillo, where he stuck in the mud — and his car remained for several days."

The mercantile store was organized by J. P. Collier, Lacy and Ole Olson (father of Otto and Louie Olson). Mr. and Mrs. P. M. McAdoo ran the store and hotel until 1920, when Chafe Glascock bought them out. He kept the store and hotel until January 1938 when he sold out to Ernest Frank.

The first post office was started in the bank building with Dr. Ritterspach as first postmaster. O. F. Foster was second. Dr. Hawn was third.

Among the first settlers in Adrian were J. P. Collier, Cal Atten, J. E. Jacobsen, Henry Klein, Henry Creitz, M. H. Zaring, Dr. Hawn, Chafe Glascock, P. M. McAdoo and David Swanson.

F. J. Axes Early Settlers Of Area

Itasca, Texas, was the home which Mr. and Mrs. F. J. Axes and their small child left in 1903 to come to Hereford. They lived in town one month, which was the only time in his life Mr. Axes ever lived in a town. Then he moved his family to a farm in the Frio community and resided there five years.

Having become attached to the plains during this time, also noting a marked improvement in Mrs. Axes's health, they bought a farm in what is now (1939) known as the Arney community. Mr. Axes was not entirely satisfied with this location and a short while later sold this farm and in 1903 brought the farm where he now lives.

Being a progressive couple, Mr. and Mrs. Axes had part in organizing school and Sunday school immediately after establishing their home. The little school house was built near the lake close to the T. L. Sparkman home of today and it was here the older Axes children began their schooling. The school was known as the Lakeview School.

On Sundays, Mr. Axes and his family with neighbors assembled

and worshipped in the school building.

Mr. Axes made two trips a week to Hereford, hauling his grain a distance of 10 miles. "Snowstorms and blizzards, I know, were worse than they are now," he said, "and it got a whole lot colder then."

A few times he was lost in driving snow storms, but some landmark would usually show up and he would eventually arrive at home.

In company with two neighbors he was once driving cattle, which had just been dipped, from Hereford to his home. They were going fairly well with the men following the cattle. As they neared the present location of the J. W. Alexander irrigation well, one of the saddle horses shook, causing a sudden noise, thus starting a stampede among the cattle. Mr. Axes rode his pony as fast as he could for about six miles before he headed off the cattle and got them quiet.

In 1916, Mr. Axes became the proud owner of a model "T" Ford car. Things were progressing fine in the new land and he was fast becoming a staunch settler.

J. C. Allred To County In 1900

A cowpony was J. C. Allred's transportation when he came to Deaf Smith county in 1900. On horseback, J. C. and his brother accompanied the covered wagon which brought the rest of their family from Vernon to Wildorado where they settled.



J. C. ALLRED

Mr. Allred recalls that 30 days were required to drive the family's 250 head of cattle to the new home, and what time the cows weren't being stampeded by the unfamiliar trains, they were almost running themselves to death chasing mirages.

Though he does not remember when he learned to ride, this pioneer "bronc buster" does remember a few times "when I reached for the saddle horn and picked up a bunch of grass."

He was one of the first in the county to purchase a steam-engine thresher. Fourteen men and 65 barrels of water a day were required to operate it. The fire whistle on the engine, which could be heard for miles, is the same one blown at 12:00 noon in recent years from the Hereford Laundry.

Always active in church work, Mr. Allred was one of eight charter members of the Palo Duro Baptist church, the first rural church in this county. In 1903, he helped erect the Palo Duro church building, and in 1939, donated his time and labor to add 10 Sunday School rooms to the building.

Though the finest automobile would make little impression at the little church today, Mr. Allred remembers the time when a new red-wheeled wagon almost broke up services.



IN PERSON -----
Light Crust Doughboys

at the big
MID-PLAINS PIONEER DAYS

Hereford, Texas

May 30th - 31st - June 1st

PACKARD MILLING CO.

HEREFORD, TEXAS

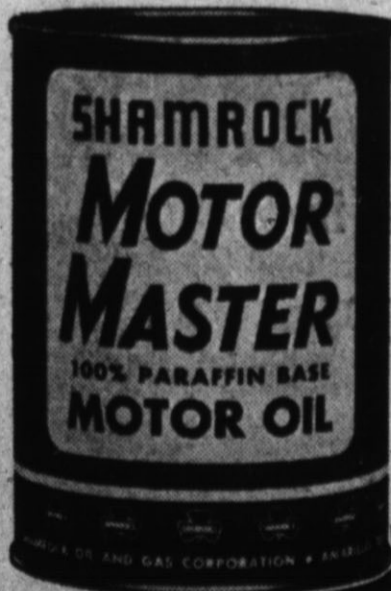
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The quality ECONOMY lubricant that gives more satisfactory service at low cost. Next time you buy, specify ECO-LUBE.



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WATCH REPAIRING that Skips Nothing

NEW ELECTRONIC Watch Timing Instrument

CHECKS EVERY DETAIL ONLY WITH The Paulson TIME-O-GRAP

Accurate Time Means Dollars To You COSTS YOU NO MORE For The Complete SCIENTIFIC SERVICE

Your doctor of all sick & decrepit watches.

Kenneth "Doc" Cowan Cowan Jewelry



"Uncle Andy" Is Locater Of Oil Wells, Relatives

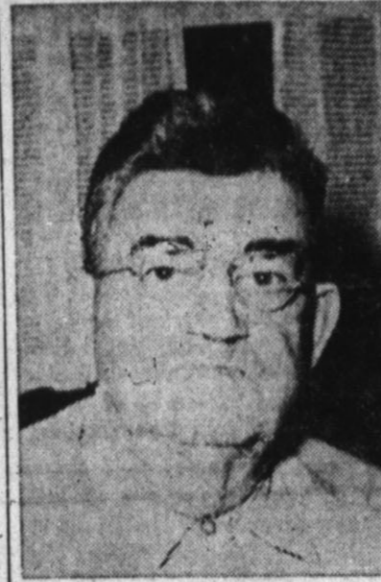
A millionaire is what A. L. "Andy" Thomas, Deaf Smith county pioneer mineralogist, by rights ought to be.

During the past 45 years, Mr. Thomas has located and predicted the outcome of over 100 oil wells in six states — all for somebody else. Though many wells dug where "Uncle Andy" directed are producing today, he does not own a single one himself.

"Uncle Andy" did not know he was coming to Hereford when he left Cooke county 50 years ago; but he did know he was going to stay here once he arrived.

Hearing glowing reports of the Panhandle from his father, in 1902, he started with Mrs. Thomas in a wagon to West Texas.

Planning to settle in Gray county, they arrived there only



A. L. THOMAS

to search in vain for the land on which they were to file. In that vast, unfenced country, the land had simply been lost! So they moved on to Deaf Smith county and settled in a dugout near Hereford.

About the trip, Mr. Thomas recalls that Indians kept them

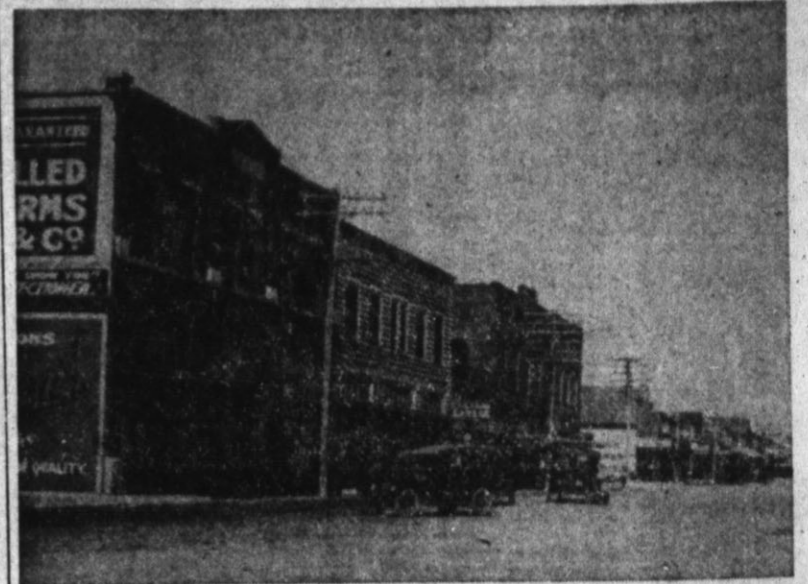
awake all one night when they camped in Oklahoma near Quannah Parker's place. The Thomases crossed rampaging Red River in a canoe.

In 1917, Mr. and Mrs. Thomas moved to New Mexico for seven years. It was there he became interested in geology and mineralogy. Around the battery of a Model T Ford, he built a machine, which he calls a "doodlebug," which would direct him to the location of oil and other minerals.

Since then, he has travelled through Arkansas, Oklahoma, Texas, New Mexico, Arizona, Colorado and Utah showing drillers where they would find oil. He has several affidavits showing that he predicted to within feet and inches the depth at which oil would be found.

His "finding" ability is not limited to minerals. He also has a dozen or more affidavits stating that he has located "lost" relatives for various people.

Since 1940, Mr. Thomas has served as the Justice of Peace for Deaf Smith county.



MAIN STREET of Hereford about 1912. The picture was taken looking north from First street. It shows the west side of Main.

READ THE CLASSIFIED

THIS TYPE OF GARB will be common in Hereford during the Pioneer week among youngsters and children alike as this area lays plans for the celebration of another Mid-Plains Pioneer Day celebration Friday,

Saturday and Sunday. Here a group of students at Shirley school were snapped just prior to the 1951 Pioneer Day wearing their "western" clothing to school. Staff Photo.

Jumbo Community Was Named After Mexican Shepherder In Country

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 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 1902 that a community sprang up in the country surrounding the lake. Two schools, Lakeview, situated near the T. L. Sparkman and F. J. Axe homes, and the Parrot school, some four or five 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. Baird, 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 the 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, the Sunday school had Methodist 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.

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 drought, 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.

The Jumbo grade school was consolidated into the Dimmitt school district during World War II.

PITMAN SERVICE STATION MAIN STREET & HIGHWAY 38 Phone 588 "THE BIG PLACE"

I got Conoco's NEW 1-2-3 "50,000 Miles No Wear" Service!
CONOCO's great new "50,000 Miles—No Wear" Service will help your engine perform better, last longer, use less gasoline and oil! And here's proof:
This is exactly the same service that kept test cars new in Conoco's spectacular "50,000 Miles—No Wear" road test!
In that famous 50,000-mile test, with 1,000-mile drains and proper filter service, test car engines showed no wear of any consequence; in fact, an average of less than one one-thousandth inch on cylinders and crankshafts. Gasoline mileage for the last 5,000 miles was actually 99.77% as good as for the first 5,000.
Now you can get this same 1-2-3 "50,000 Miles—No Wear" Service, at your Conoco Mileage Merchant's, today!

Here's the Famous "50,000 Miles—No Wear" Service!

- 1 Your Conoco Mileage Merchant Will Drain Out Grit and Sludge, preferably while engine is hot! "Hot-oil" drains every 1,000 miles flush out grit, dirt, acid and contamination—leave your engine sparkling clean!
- 2 He'll Recondition Air and Oil Filters! He'll clean filter elements, replace dirty cartridges, record mileage. Every time hood is lifted, he'll check mileage to be sure filters have been serviced at proper intervals.
- 3 He'll refill with great Conoco Super Motor Oil! Conoco Super is fortified with additives that curb dangerous accumulation of dirt and contamination—protect metal surfaces from corrosive combustion acids—fight rust—OIL-PLATE against wear.

This is a HEAVY DUTY OIL.

©1952—CONTINENTAL OIL COMPANY

PIONEERS

IN BETTER LIVING

For Hundreds of Families

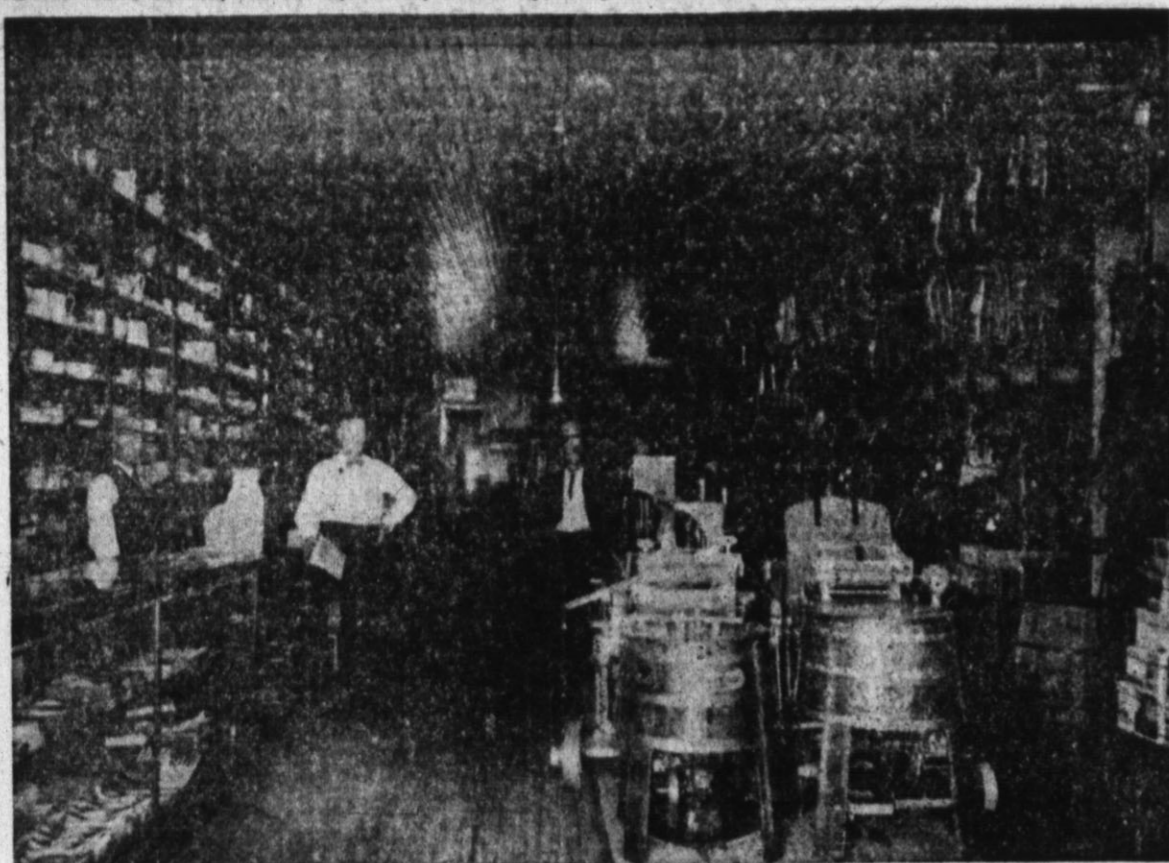
Through Rural Electrification

The Deaf Smith County Electric Cooperative, through its Member-Ownership, represents the greatest testimonial possible of the growth and future of West Texas.

REA-Since 1938-REA

DEAF SMITH COUNTY

ELECTRIC COOPERATIVE, INC.



DUNLAP HARDWARE company is shown above. Shown in the picture are Walter Dunlap and Luther Hough and an unidentified man. One of the lines of the store was washing machines. They may be seen in the foreground.

Plains Of 1896 Was Alarming To Mrs. Williams

"Mercy! Where have I landed with four girl babies?" was Mrs. E. J. Williams' first thought when she arrived on the Plains on a "raw November day in 1896."

She had "landed" in Amarillo and would have stayed there had there not been a shortage of water in the hotel, and if the cowboys hadn't "shot up the town" that night. When she refused to live where water was scarce, the Williams family travelled on, finally settling near Dimmitt.

The late Will Rogers, world-famous humorist, worked as a cowhand for several months on the Williams Castro county ranch. He was then still in his teens. Mrs. Williams described him as having had "an exuberant sense of humor and being as full of pranks as a dog is fleas."

At one time, Mrs. Williams threatened Will with having to do without breakfast unless he

wrote his mother a letter. He wrote it, and Mrs. Williams mailed it.

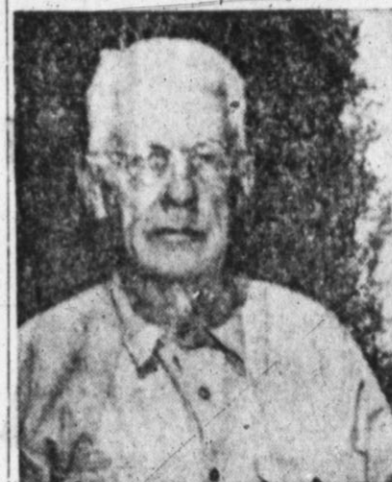
Mrs. Williams came in for her share of the crises in the life of a pioneer mother. She well remembers the time two yearlings ate all her freshly laundered clothes off the line; another time a calf ate all the lye soap she had just made.

Then there was the time she drove several miles in a wagon to get a barrel of fish from a neighbor, only to get back home to discover she had a barrel of water dogs.

Moving to Hereford when it was six months old, she found "plenty of water, a school, a church, and good people... a good town already."

Through the years, she has been active in the Order of the Eastern Star, the Presbyterian church, United Daughters of the Confederacy, and the Panhandle Penwomen's association. Doing her own typing, she still does quite a bit of writing and is currently helping another writer with a biography of her father.

Circuit-Rider Beavers West Texas Pioneer



REV. BEAVERS

Only 32 years in Hereford makes the Rev. M. M. Beavers seem to be a "newcomer." However, 65 years in West Texas ac-

tually qualifies him for the name of "oldtimer" in this country.

Marcus Milton Beavers was born in Arkansas in 1872, "but I came to Texas as soon as I saw my mistake," he quickly adds.

As a Methodist circuit rider, for many years, Rev. Beavers rode the open range, marked only by trails and a few wire fences. He organized churches in community school houses or wherever he could find a place. Often his was "a mission without a parsonage, a church, or a salary."

Now retired after 33 years in the active ministry, he emphatically declares, "I never had any dollar mark ambitions in my preaching!"

When he came to Hereford in 1920, the small village he saw was made up largely of "a court house, a railroad and a Main street — the first paved road I'd ever seen." Whiteface cattle were everywhere.

Rev. Beavers served out two different assignments in Here-

ford. During the first, he helped complete the First Methodist church building. He still holds membership in the Northwest Texas Conference of Methodist preachers.

Though nearing 80 years of age, he is still interested in affairs about him as evidenced by his statement of his political affiliation — "I'm a grass roots Democrat. That means I vote the Democratic ticket unless there's a skunk on it, in which case, I scratch him off."

A. O. Thompson Abstract Co.



Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.

Vega 'Biggest Little Town In United States'

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, Charles 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 less than 700, 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 1938 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 news-

paper was published. J. C. Hornbeck was the first editor.

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

There are now 17 teachers in the Independent School system; besides the regular public school work. Home economics, art, public speaking and agriculture are taught.

About 280 pupils are enrolled, 100 of whom are brought to school from the country in buses each day.

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.

Vega has six 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, cafes and auto camps have been added since the completion of the highway.

For the past several 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.

Mrs. J. E. Beyer returned Tuesday from Modesta, Calif. where she was called recently by the death of a sister. Before returning home she visited relatives in Los Angeles.

Guests of the Beyers the past week have been their son, P. L. Beyer, and Mrs. Beyer of Amarillo.

THIS IS IT!

"the most satisfying coffee I've ever tasted!"

Better Blended

WHITE SWAN COFFEE

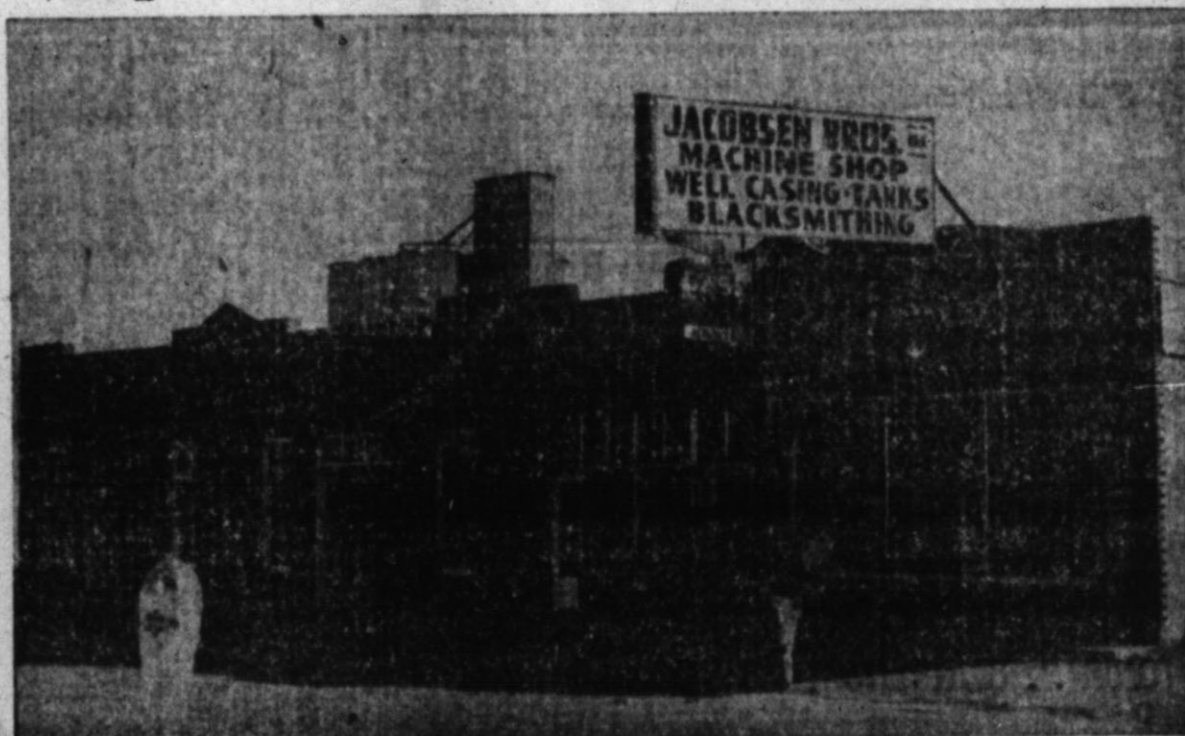
PIONEERS IN HEREFORD



John N. Jacobsen Co. — 1904

AND

GROWING
WITH
HEREFORD



Jacobsen Bros., Inc. — 1952

PIONEERS

We helped to forge the link of the past into the link of the Present—
Our duty to forge the link of the future is the driving impetus of our business. Your Co-operation and support will assure this.

JACOBSEN BROS., Inc.

"Your Case Farm Equipment Dealer"

Hereford, Texas

WELCOME

To the Mid-Plains

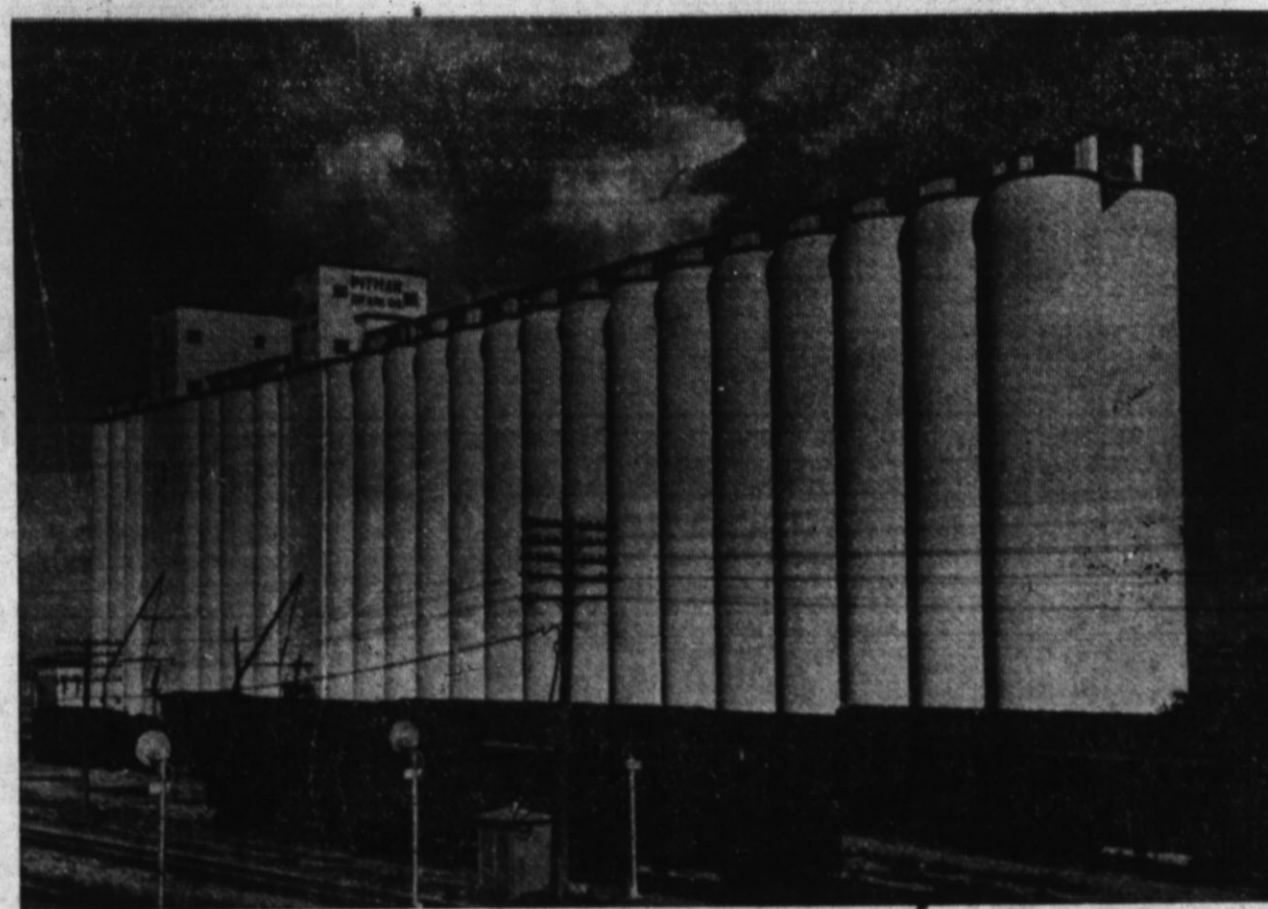
PIONEER
DAYS

May 30 - 31

June 1

Hereford Lumber
COMPANY

33 YEARS



Serving The People Of This Area...

Through good times and bad . . . Growing with a great community. Doing our best to help you do a better job.

Naturally, we are proud of our facilities—but we are equally proud of the area . . . and the fine people we serve . . . for thereby are the bounds of every business, regardless of size.

DROP BY ANYTIME
YOU'RE ALWAYS WELCOME



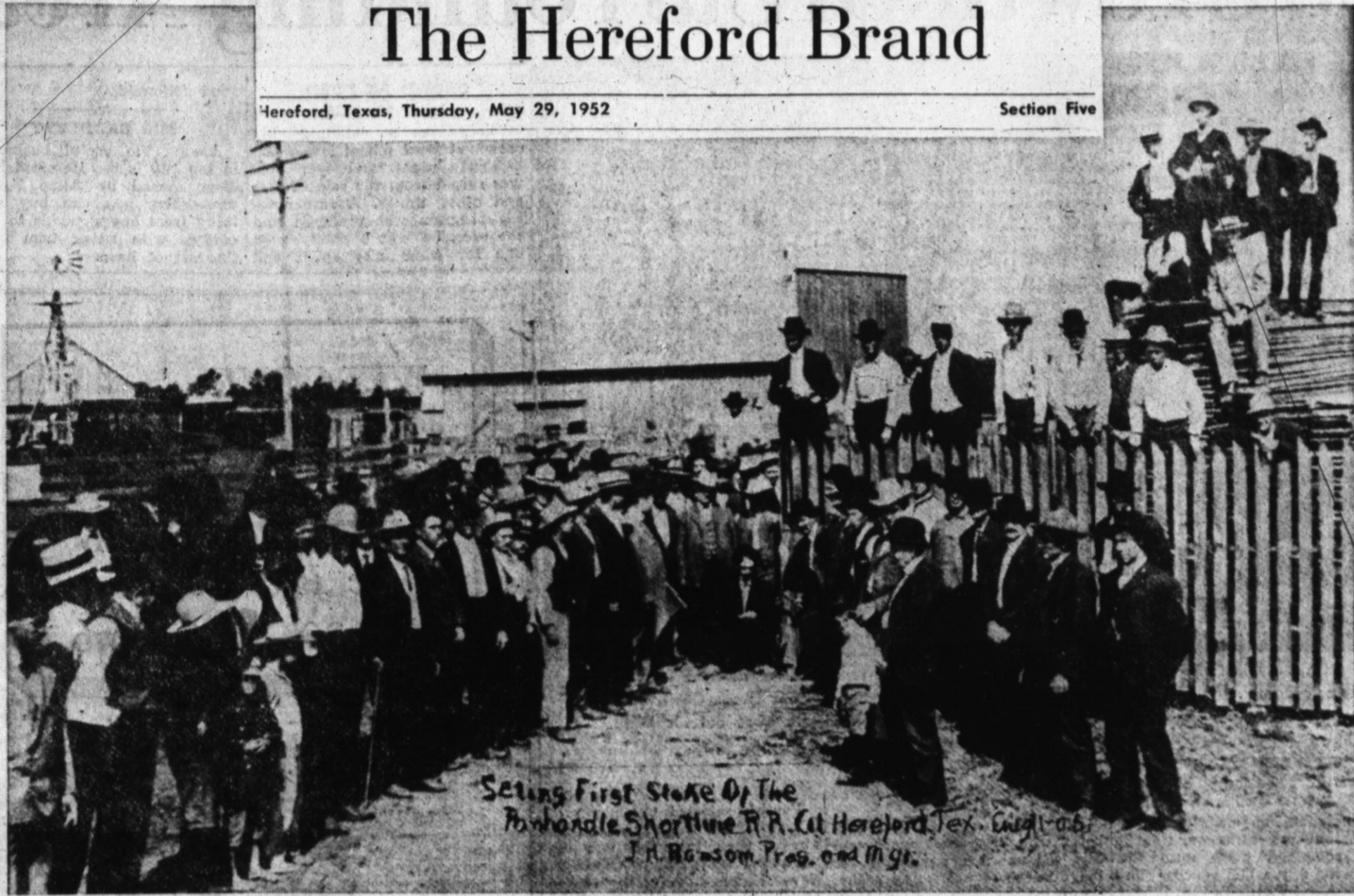
PITMAN GRAIN COMPANY

1,750,000 Bushels Bonded & Licensed Storage

The Hereford Brand

Hereford, Texas, Thursday, May 29, 1952

Section Five

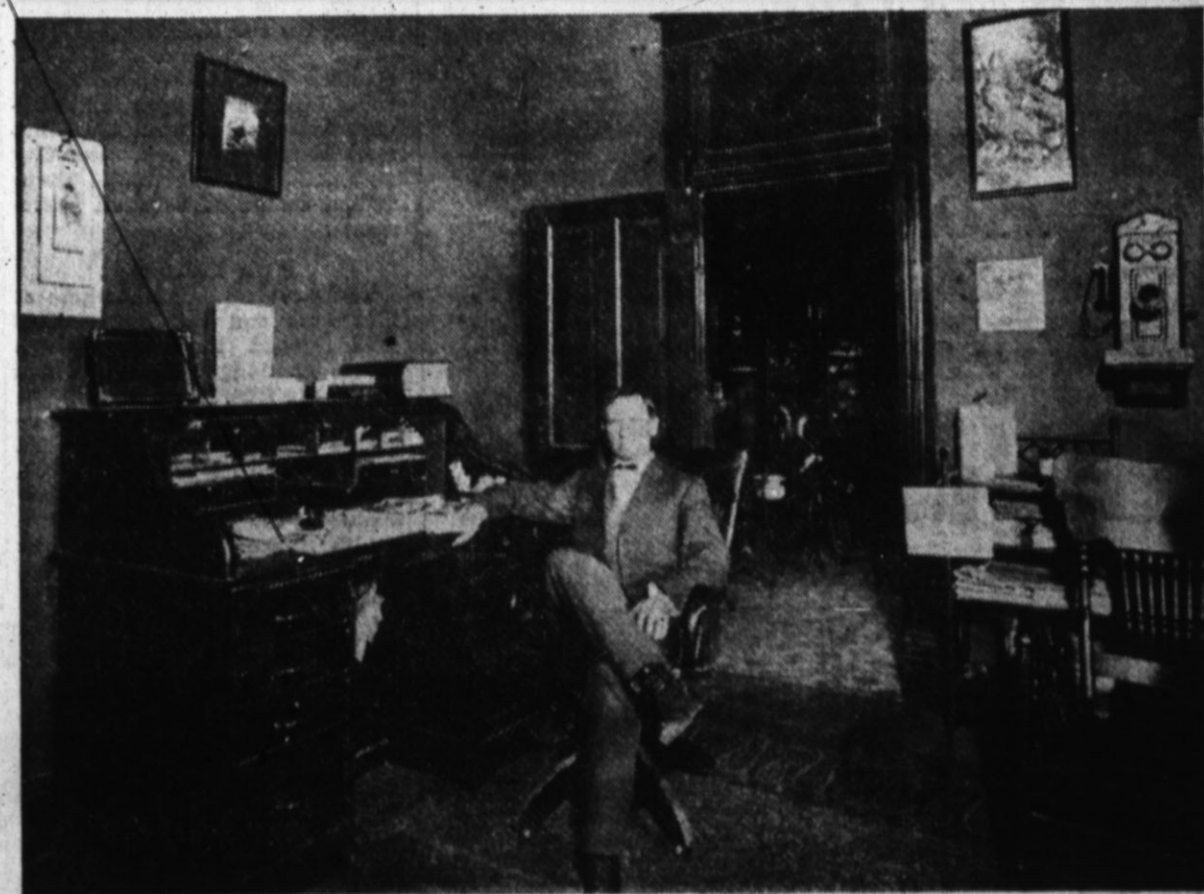


Setting First Stone Of The Panhandle Shortline R.R. At Hereford, Tex. Aug 11-06 J. H. Ransom, Pres. and Mgr.

AN IMPORTANT EVENT in the growth of Hereford and Deaf Smith county was the service offered by railroads. The picture above is the scene attending the driving of the first stake on the Panhandle Shortline railroad in Hereford on August 11, 1906. J. H. Ransom was president and manager at the time.

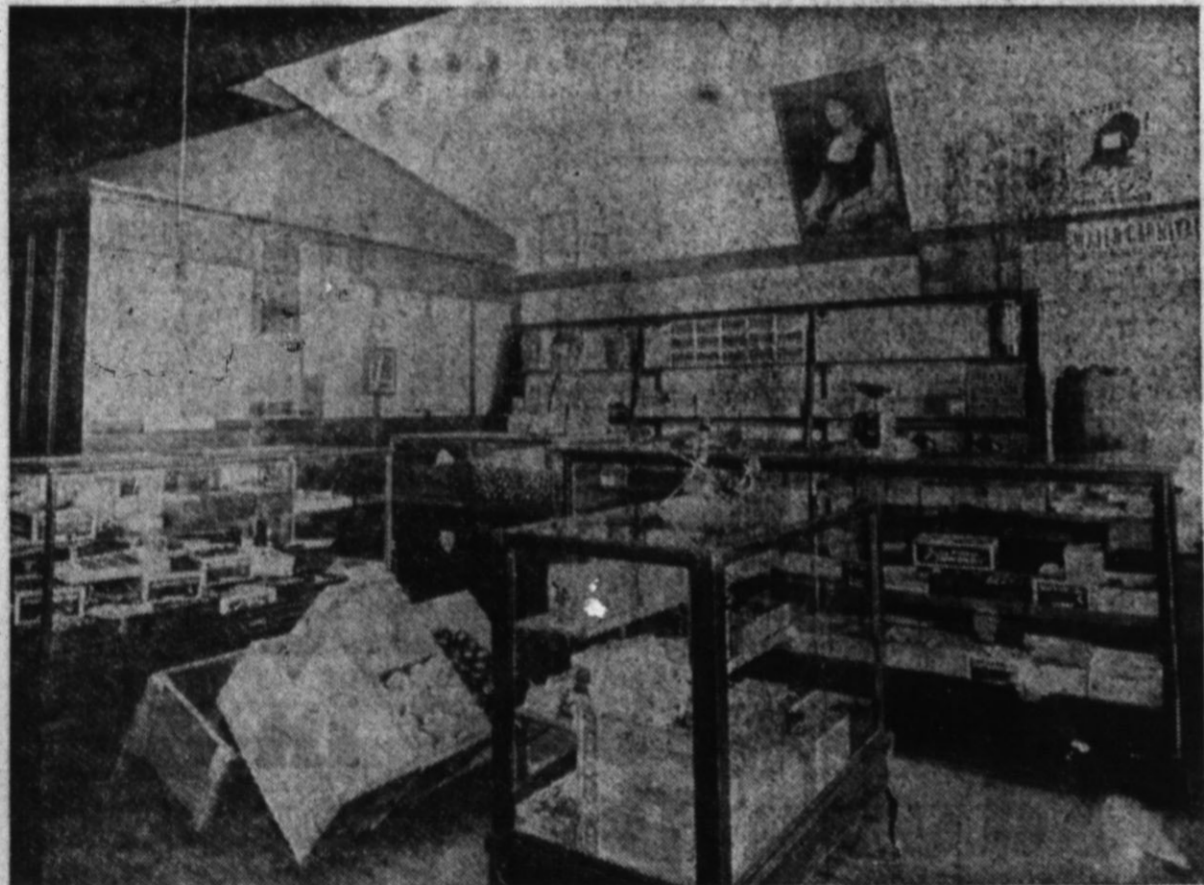


EDGAR BETTS and Jim Clark are shown in the Betts Drug store in the early 1900's.

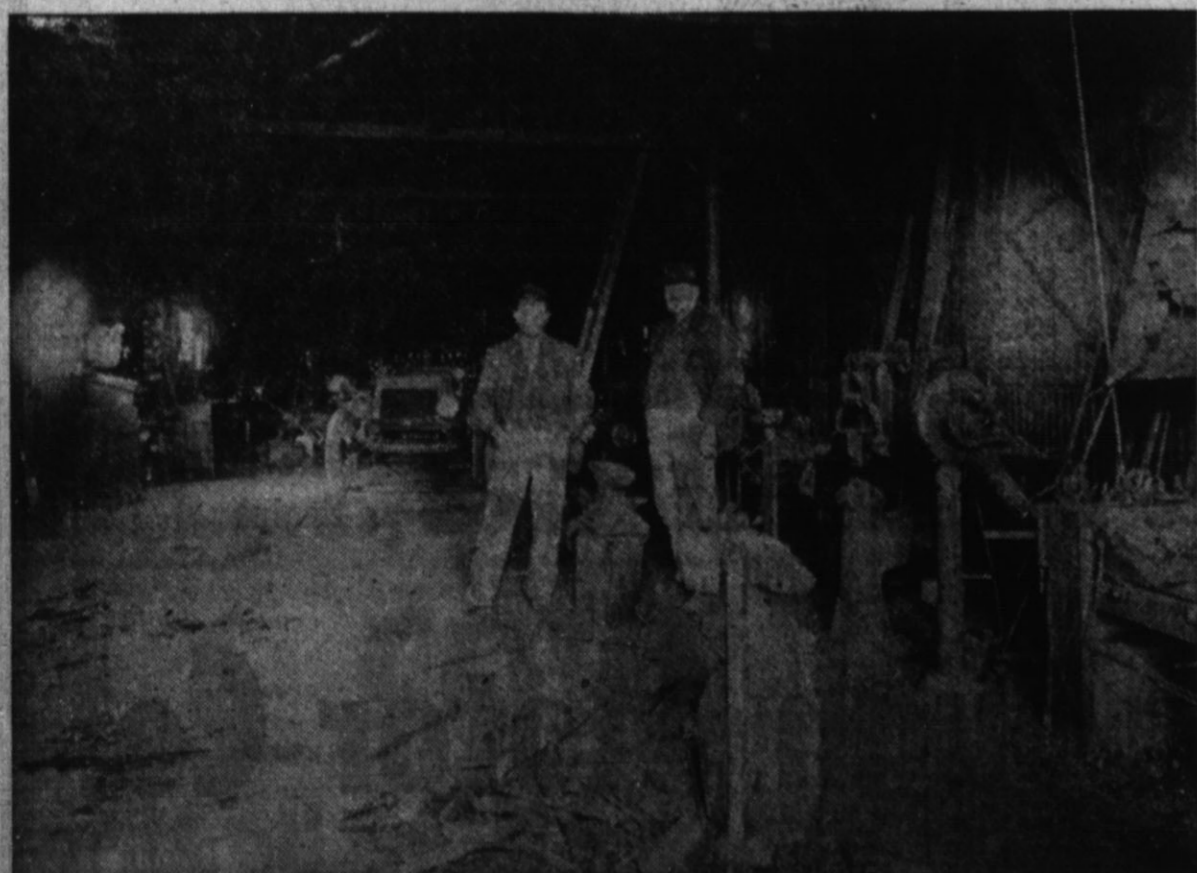


ONE OF THE county's early doctors—Dr. Hicks, M. D.—is shown in his office over the corner drugstore. Time is 1905.

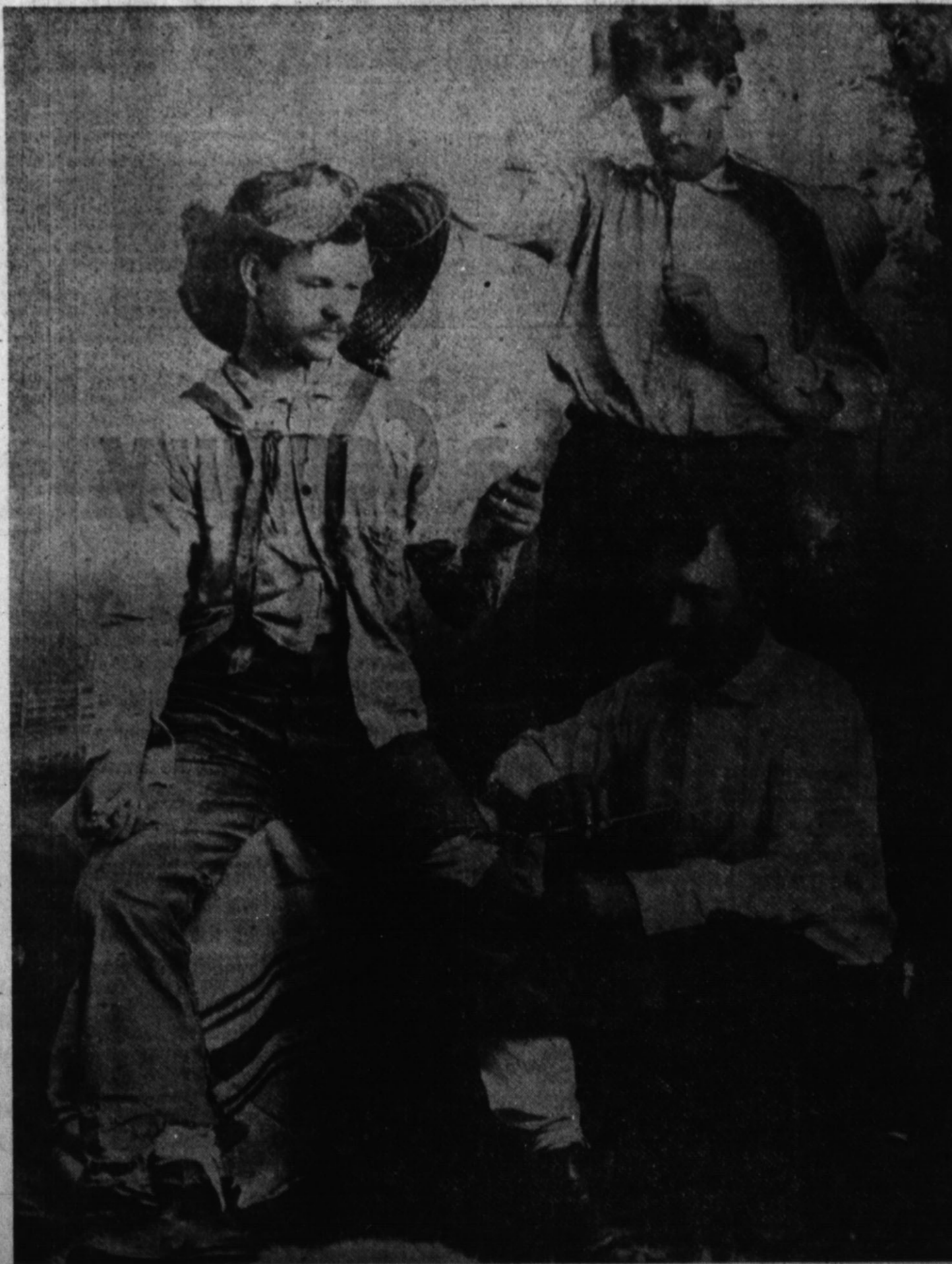
Highlights Of Pioneer Days In County's 'Growing Stage'



BRITTAIN'S CONFECTIONARY is shown above as it looked in 1912. F. H. Brittain, proprietor is shown in the background.



THE BARNHART BLACKSMITH shop which was located on Miles street is shown above. The men in the picture are Emmett Rice and A. C. Barnhart.



DR. GEORGE HEARD, pioneer Hereford dentist, is shown above as youth in his early 20's in his native Georgia. Dr. Heard is shown in this picture as he prepares to work in cottonfields. The story—as relayed by Alex Thomp-

son—is that they sewed up Dr. Heard's trouser leg. The toes of his shoes were open with his bare toes peeking through. The copy of this photograph was made by Alex Thompson.

Dawn Founded After Growth Of Surrounding Area

From 1938 Pioneer Day Brand
To trace the history and development of the present Dawn, we find it necessary to turn back several decades—in truth, toward the latter part of the nineteenth century.

The few old timers still living from which the material for this brief history of Dawn was received, were able to give ap-

proximately the same information as to dates and events hence this report should be reasonably reliable.

Though the present Dawn site was established in 1905, it will be of interest to note the development of the surrounding country leading to its establishment.

Until the year 1887, according to Mrs. Cal Walker, there were

no people living in this territory except a number of cowboys who looked after the range cattle that roamed the open prairies.

Large ranchmen had found cattle raising quite profitable here on the grassy Plains region, where space was not limited and practically no law and order prevailed.

Cox, Walker Families
In 1887, J. C. Cox, father of Mrs. Cal Walker and his family moved here from Grayson county Texas, G. R. Jowell (known as Rat Jowell) and E. Carter and their families also came that year. These three families comprised the entire population, braved the hardships and uncertainties of pioneer life, and paved the way for others who were soon to follow.

The two first named were cattlemen, the latter a sheepman.

These first settlers lived in small "box-houses" or half dug-outs. They were cow men, operating general stock farms. Not much time or space was devoted to farming. Their small fields consisted of only five to 100 acres, which were planted in Johnson grass, millet and sorghum. This provided fodder sufficient for the livestock.

The general means of travel of these pioneers was on horseback. However, wagons and buggies were not uncommon, but made slower progress. Rapidity was necessary due to the tremendous distances between settlements.

No Indians
There were no Indians here at that time and the few settlers soon learned that this was a source of danger from which they were free.

However, it is told by the surviving old timers, that they had their scare. In January, 1891, runners were sent out from Amarillo to the surrounding country to inform settlers that the Indians in Oklahoma were on the warpath, and were coming up the



CLIETT'S GROCERY is one of the up-to-date grocery stores that Hereford women patronized in the early days of Hereford. Shown in the picture are from left: Earl

Bennett and Charlie Purcell. The man on the extreme right is Oscar Cliett. The other two in the picture were not identified.

Palo Duro 300-strong.

The people gathered together at a neighboring ranch house, for protection in numbers, though few, remained there until the following day, when another runner brought the news that it was only a rumor.

When these first settlers arrived in this region there were no stores or post offices.

However, in the fall of 1887, J. H. Parrish of Silverton bought from Jim Moore a section of land on the creek (Sec. 22, Blk. K3) which was the original sight of the post office. This was the first

section filed on in Deaf Smith county.

Jim Moore was at that time boss for the T-Anchor ranch, and this section was purchased for the purpose of protecting a line camp in the west end of their range.

In 1889, Parrish moved to the place and started a small post-office and general store combined with living quarters in the rear of the building. There were few people to receive mail and to patronize his store; it is said his entire stock amounted to about \$90.

"Dawn"
Parrish selected the name of "Dawn" from the expression he always used, that this was the "dawning of a new country." Several ideas have hitherto been expressed as to the origin of the name "Dawn" but all of these are either casual or exaggerated statements.

There was no railroad here at that time and mail had to be carried on horseback from the settlement called Dean located on the present Amarillo Lakesite in Randall County, which in turn, (Continued on Page 3)

CROWD AT FORD
April 30, 1925

There was a whacking big crowd at Ford school house last Saturday night, and over \$100 was raised from the sale of pies and other things. A fine singing program was rendered and the occasion was a dandy good one for community spirit and

good fellowship.

1915 SADDLERY
Among the useful businesses in the city is the Hereford Saddlery owned by Allan Powell—where you can buy anything from buggy whips to fine saddles with silver trim or a fine set of harness.

WELCOME To Hereford
Mid - Plains PIONEER DAYS & RODEO
May 30 - 31 & June 1
CAVES 5 & 10c STORE
Corner 2nd and Main St.

WELCOME To Hereford
Mid - Plains PIONEER DAYS & RODEO
May 30 - 31 & June 1

Phone 3 - For Appointments
The BEAUTY MART



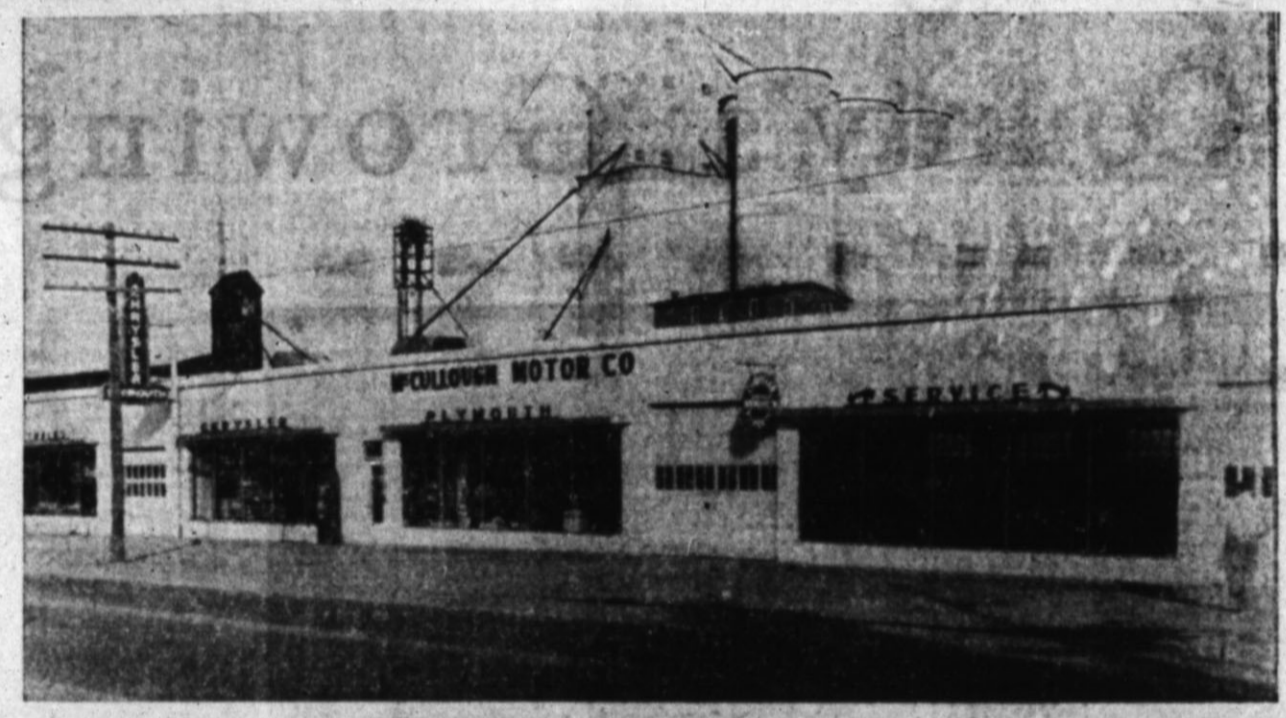
for more than
A Quarter of a Century
We've been helping to make this a better place to live . . .

Many of today's pioneers we helped in building their first home . . . just as we are helping many young people today—and this is one of the most pleasant phases of the lumber business.

These associations are mutually pleasant because these folks generally become steadfast friends and customers, because we treat them in the fashion that we would like to be treated—a foundation upon which this firm was started and has grown through the years.

WELCOME TO HEREFORD
Mid - Plains
PIONEER DAYS & RODEO
May 30 - 31 & June 1

Kemp Lumber Co.



CHRYSLER —
has a long record as 'Pioneers' in Modern Day Transportation . . .

WELCOME TO HEREFORD
Mid - Plains
PIONEER DAYS & RODEO
May 30 - 31 & June 1

- First in Hydraulic Steering
- First in High Compression Engines
- First in All-Steel Bodies
- First in Hydraulic Brakes
- First in Floating Power
- First in Automatic Transmissions
- First in 180 H. P. Engines

all these things - plus

CHRYSLER V-8 Fire Power Engine

Now On Display At
McCullough Motor Co.
411 West 1st St. Hiway 60 Phone 17

Dawn.....

(Continued from Page 2)

was carried from Amarillo. When Parrish sold his land in 1893 and moved to Oklahoma, the postoffice, was moved to the Jowell Ranch, one-mile farther, down the Tierra Blanca. Later, W. H. Cleary, who lived some four miles farther down the creek, was prevailed upon to take the postoffice.

In 1898, when the first rail road passed through this country, and Hereford was founded, Cleary closed the office and moved to Hereford, where he ran the first restaurant in the new town. The settlers then received their mail in Hereford.

Installed Switches

The Santa Fe put in several switches between Hereford and Canyon, but soon, finding the stops were "too few and far between," they were moved. From this arrangement came the Joel Switch, and the present "Dawn just north of the last location of the old Dawn postoffice, and was known as the Milford switch. The name was changed because there was found to be another place in Texas named Milford.

At this time there were no buildings except the section house, which consisted of a box-car. Thus, the beginning of the present Dawn was indeed humble.

It might also be interesting to trace the development of educational facilities in this area. The first school, a small, one-room box affair, was located one and one-half miles west, and two miles south of the present Dawn site, just south of what is now the J. O. Miller place. The school was taught by Miss Myrtle Martin, who later became Mrs. Clarence Wheeler. After several years the school was closed and the few children who attended were sent to Hereford.

Fate having destroyed their school building the ranchers were not to be defeated. School was held in the north room of the present Cal Walker home, where the Walker family then lived. The school, which boasted

only eleven pupils, was taught by Miss Ida Bourland.

In 1904, Miss Millicent Griffith taught the same school, but the number had dwindled to eight pupils. Among these was the well known Sam Bratton, of Albuquerque, N. Mexico, a member of the New Mexico legislature, and now a prospective candidate to the Supreme Court. The Bratton family lived in a small house just west of what is now the W. W. Wimberly place.

After some time the school was discontinued. The Askren and Coker schools were in turn organized, and the few pupils Dawn boasted were sent to one of these until the time the Dawn school at the present Dawn site was constructed.

No Change

From that time until about 1913-14 no noticeable change in the development of the Dawn area was recorded. It still remained largely a cattle country. Land changed hands often and remained unsettled. The railroad had erected a depot and water station-house formed the basis of expansion of Dawn.

In 1913, W. E. Neal of Lawrenceville, Ill., and S. B. Edwards purchased the section of land where Dawn now stands. In 1914 the Dawn townsite was opened, during this time the partnership of Mr. Edwards and Mr. Neal had been dissolved, and Mr. Neal, alone went ahead with the improvements.

First the Dawn Lumber Company was opened, so that lumber could be bought at wholesale price for the hotel, store, and other buildings in the town site. The present R. A. Frye, A. T. Frye, and H. E. Miller homes are some of the first residences built by Mr. Neal and his sons.

For some little time, the new town flourished and trade was good. The hotel was opened, the main boarders being traveling men, and members of the train crew. The store and postoffice, which were located in the hotel, were operated by Mrs. McDaniel, a niece of Mr. Neal.

Some years later the hotel was taken over and operated by William Frye, who built the

present store and postoffice. After the World War, August Frye took charge of the business and since then it has changed hands a number of times. Mr. Leasure and Paul Frye were among the operators, but since 1935, A. T. Frye has again owned the business. Mr. Frye still has the first money order stub made out in their new postoffice building.

Abandon Depot

It was some time after the war that the Santa Fe depot was abandoned. There had been no regular depot agent up to this time, but a part-time dispatcher. Several years later, due to rapid development in railroad facilities the water station was no longer needed, and the pump was moved to another station. The hotel, too had also been closed.

Not long after the opening of Dawn, Mr. Neal acquired a number of sections of land in the immediate vicinity. Seeing the great possibilities of irrigation in this shallow water belt, Mr. Neal put in two irrigation wells in 1914.

The first was on the present Leslie Neal place one and one-half miles west of Dawn; it broke down and was never repaired; the other just across the railroad track south of Dawn, proved unprofitable for various reasons and was also shut down just after the war. The later well is now operated by H. H. Miller, but the land is still owned by Mr. Neal.

By 1917 farming was coming into prominence, and wheat was an outstanding crop. The Great West Elevator was located here around 1917-18. The country rapidly settled and by 1930 Dawn boasted two elevators, The Great West and The Farmers Elevator. Farming gradually has taken the place of cattle raising on a large scale. Dozens of small farm homes dot the country, especially in the shallow water district. Today Dawn boasts some of the finest wheat lands in the West Texas Plains region.

Education has been an interesting factor in the development of the present Dawn. In 1916, when the first one-room school house was built, land was donated



ANOTHER EARLY DAY business house in Milling company. C. V. Holman is the man Hereford is shown above. It is the American in the picture.

by W. E. Neal. It was located where the teacherage now stands. Its first teacher was Miss Myrtle Vore of Spring Lake, followed by Goochie Sisk Ball, Lucy Wilson and Olive Wilson Frye.

By 1921 the building was too small to accommodate the increasing number of pupils, so a two-room school was built to replace the old one. Miss Ima Buster and Miss Lula Orr were the first to take up school duties in the new building.

Consolidate Schools

In 1927, three schools—Dawn

and Rice—were consolidated and two more rooms were added to the old structure, modern equipment was also installed. A five-room teacherage was built, the old Askren school remodeled and the faculty increased to four teachers: Mr. M. V. Bond was the first superintendent of this new consolidated school. It boasted from 60 to 80 pupils. The school remained practically the same, though its faculty was reduced to three members, until 1938 when it underwent a noticeable change. The high school, sixth and seventh grade pupils were transferred to

the Training School connected Teachers College at Canyon, with the West Texas State. Only the first five grades were left at Dawn, and two teachers employed.

The school house has at all times been the gathering place and social center of the community, and is still, today, the center of social activities.

Dawn within itself, has become no larger, is hardly a wide spot in the road, but the community which bears its name breathes of success, and is destined one day to be one of the choicest farming regions in the

western country. Its success lies in the hands of the people of the community today—and of their children.

TODAY

as in the Pioneer Days

There is no substitute for

Beautiful Flowers

Whether the occasion be one of

Good Tidings
Anniversaries
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The universal language of flowers
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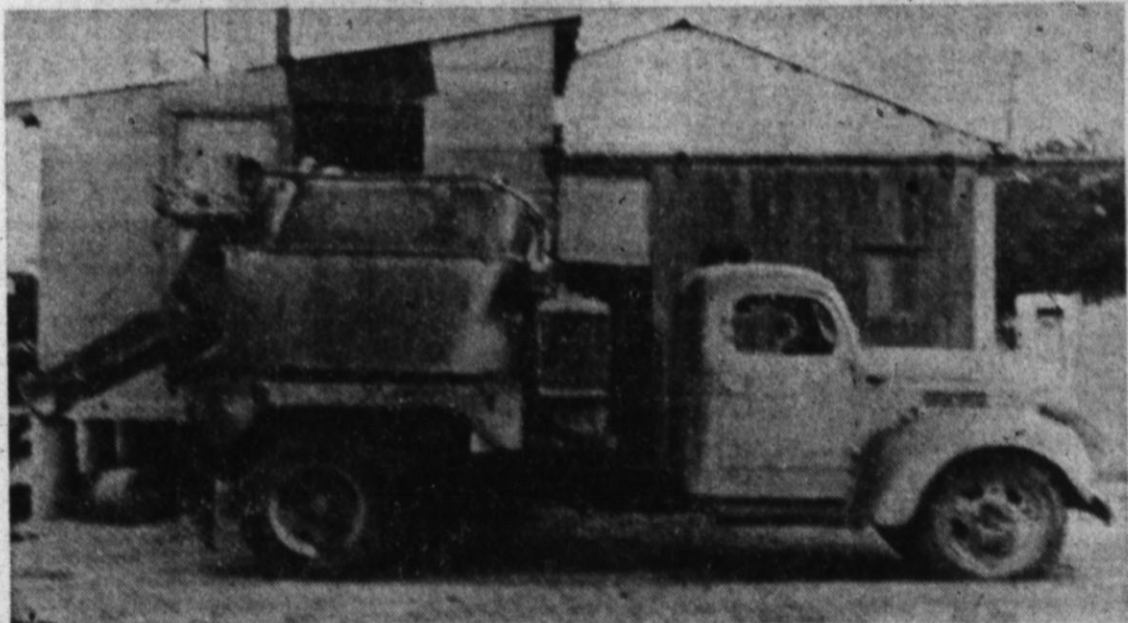
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WESTERN Flower Shop

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PIONEERS IN PROGRESS

Many things have, of course, contributed to the growth of the Hereford territory. Our service has, however, been important in this growth and we are proud of the part we have been able to play... offering a service comparable to any city in America.

Like Leading Contractors All Over
The Country... You, Too, Will
Find It Profitable and Convenient
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Welcome To Mid-Plains Pioneer Days and Rodeo May 30-31 and June 1 -- in Hereford

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When you buy a tractor you need power — not promises.

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Hereford Farm Equip. Co., Inc.

Early Plainsmen Lived In Terror Of Prairie Fire



MR. AND MRS. BENNY WOMBLE cut a fancy pioneer figure during the 1951 Pioneer Day celebration with the old-fashioned garb shown above. Patton Photo.

Great Fire Of 1894 Described By Area Pioneer

The following article regarding prairie fires in general and the Big Prairie Fire of 1894 in particular — was written by special request of The Brand in 1939. So many stories refer to the fires as common enemies of the early days that they have a definite place in the history of the community. Allen G. Bell of Adrian has done an excellent piece of work in presenting the story, and The Brand feels sure you will enjoy the description — whether you are an old timer or more recent.

By Allen G. Bell

With the commemoration of our Pioneer Day, we turn back to the days when hardy men and faithful women came to this new frontier with brave hearts and strong determinations to establish themselves in the new surroundings.

There were many privations and problems—among which was the Prairie Fires.

This article is written in an effort to portray them exactly as they were in the early days of the Panhandle country.

Always these fires were considered dread menaces to life and property. They were all the more dreaded, because they were uncontrollable and because of the uncertainty of what they might do, though they seldom resulted in fatalities.

For these reasons, settlers from far and wide willingly joined in combatting this common enemy.

Needless to say, settlers were ever alert for that "thin" white column of smoke which was unmistakably the signal for every able-bodied man to drop what he might be doing and proceed to the scene of the fire. Neighbors joined in combatting, to the last spark, any fire that happened to get started.

Often these rolling clouds of smoke by day (or the red glare of flames by night) were deceptive as to distances. I have ridden for hours, hurrying to a fire—only to turn back no nearer than when I started.

No Sure Method

Although there was no sure method of controlling a prairie fire, the digging of fire guards was common and effective. The usual method was to plow two parallel furrows, about 100 feet apart, and in the fall, when the grass would first burn, the space between the furrows was burned away.

This protection usually was sufficient to stop most head fires—but on few occasions, I have known head fires, driven by a high wind, to cross such guards.

Without wind a prairie fire would be a tame affair. If there

were no wind at all a fire would burn in an ever-widening circle, and it's surprising how rapidly it would spread in the short, dry grass.

Heat from the fire caused air currents to circulate rapidly, carrying the fire with them—and the first breeze would send a head fire off on its journey of destruction, lashing and rolling great tongues of flame high into the air.

It is almost unbelievable that the short grass of the Panhandle could cause such fires, but many times I have seen blazes reaching hundreds of feet into the air and great masses of flame leaping out of a tornado. Sometimes these fires swept so fast that it would tax a good horse to out-distance them.

Therefore, it is easy to see that the great danger from a prairie fire lies directly in front of the head fire.

It is possible to stand within a few hundred yards to the side of a big fire and watch it work forward at a terrific rate of speed, leaving only the small side fires which burn more or less intermittently until they are extinguished by "fire fighters" who must begin at the point where the fire started and follow with the wind, sweeping the side fires as they go along.

Necessity is the mother of invention, and many devices were used in fighting these early fires.

"Back Fire Method"

With the first appearance of a fire, it was always understood that the settlers living nearest the front of the head fire would try to stop the fire by "back firing" against an old road or a narrow trail if such was at all possible. This was a dangerous procedure, because the men are always working directly in front of the oncoming head fire—but many times it was done successfully.

The operation was about as follows: With a bucket half filled

with kerosene and a rope with five or six feet soaped in the oil, you are ready to set fire to the grass of a road or trail. Light the oil and with the six feet of burning rope, you can walk rapidly, dragging it through the grass and starting an unbroken line of fire.

Care must be taken not to fire the grass too far away from the road, so that it can not jump across. A second man follows behind the first, dragging his rope at a much wider distance, this burning a guard across the path of the approaching flames. This operation can also be used successfully in checking the side fires in case the head fire has crossed the road—out of control.

Since the wind velocity sets the speed of the fire, it also sets its intensity. The burned area is left in a V-shaped formation with the fire spreading as it advances.

Should a party of fire fighters start this line of side fire, they would soon be overtaken by the burning fire driven from the wind at the rear.

Used Cow Carcass

One of the methods used invariably in fighting fires of any consequence was the drag, made by the carcass of a cow. When the first fighters arrived the nearest cow was driven to the spot and killed (no matter who owned her), then she was split open flat. A rope was tied to one foreleg, another to a hind leg, each being fastened to the saddlehorns of two horses. The animal was then dragged with the flesh side down, directly over the side fire, a rider skirting each side of the fire. This drag is fast and effective and is always followed by men with brooms or other instruments with which to beat out the few blazes which may escape the drag.

Fighting fire is hard, hot work and the only end is the sight of the last flickering flame. Often days and nights were required to fight a fire to the finish.

Big Fire of 1894

Late in November 1894, residents of this country experienced the most extensive prairie fire

in the memory of earliest Plainsmen. I had moved to Castro county in November and was located on the old OYO Ranch,

five miles north of Dimmitt. To the west of us we saw the red glare of this fire for five consecutive days.

(Continued on Page 5)

WELCOME To Hereford
Mid - Plains PIONEER DAYS & RODEO
May 30 - 31 & June 1

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(Since 1905 in Hereford)

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Mid - Plains
PIONEER DAYS & RODEO
May 30 - 31 & June 1

and come by for
a visit - We'll sure
be glad to see you!

PARK AVENUE DRUG

WELCOME TO HEREFORD
Mid - Plains
PIONEER DAYS & RODEO
May 30 - 31 & June 1

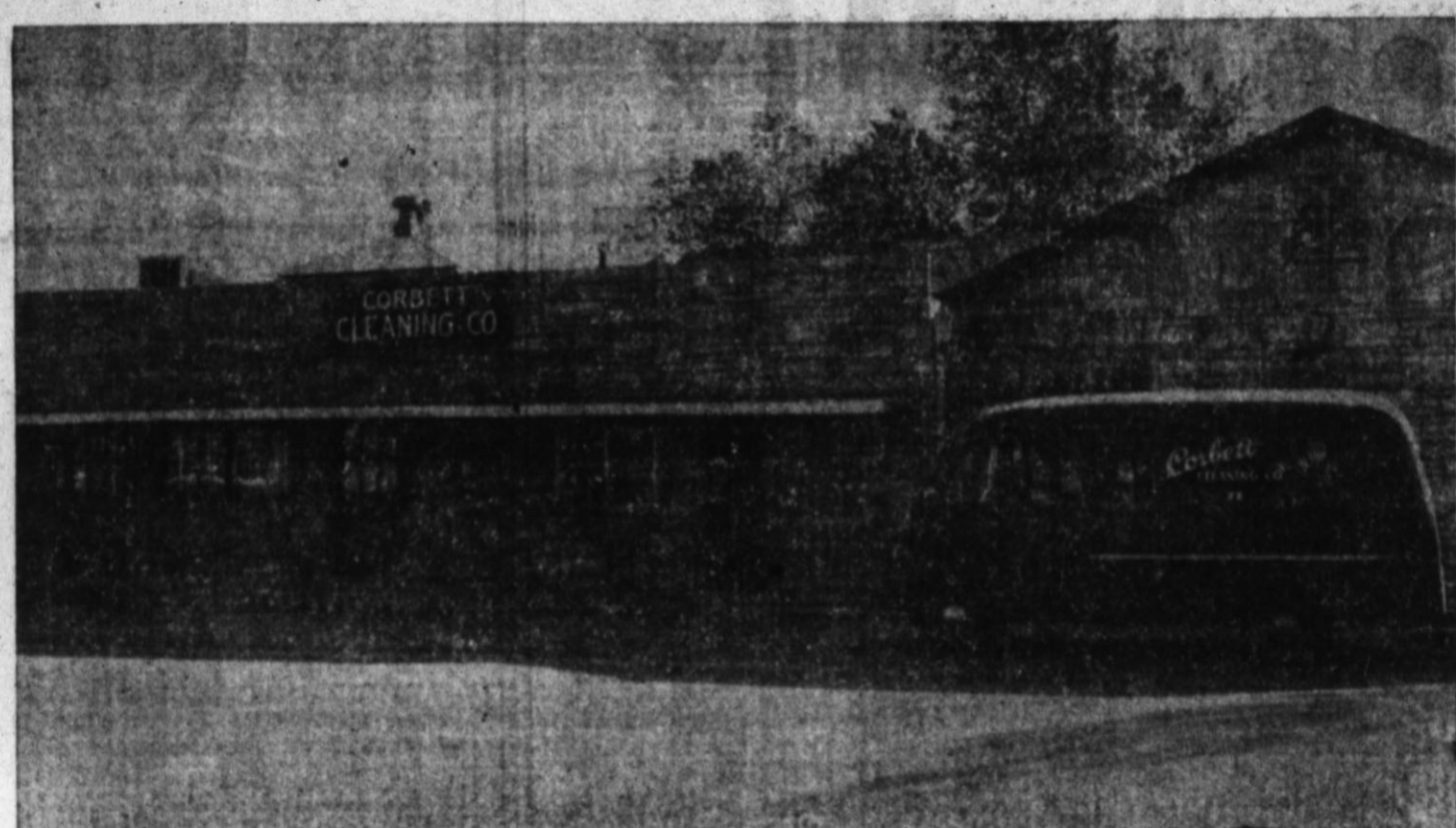


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Hereford's Pioneer Dry Cleaners

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No kidding Folks, I have been in the cleaning business longer than I like to remember ... and I am the All-American chump when it comes to buying new equipment (at least, that's what Zenda says)—and when you get it all together, we do have just about the best deal we ever were able to offer the public on Top Quality Cleaning. Furthermore, I learned the hard way; by having folks eat me out for mistakes from time to time. As a result, we don't make some of the mistakes we used to make around here. It still makes us feel mighty good when you brag a little, of course, and I guess it always will. But regardless of all this, we do appreciate your business and we are trying to show it by giving better service than ever before. Remember our Telephone Number—71.

—Roger Corbett

CORBETT CLEANING CO.



ROYCE ANN GILLILAND, age 5, won first place in the women's and girl's costume contest in the 1951 competition. Mrs. David Neal Beavers, center, wearing a basketball costume used in 1908, won second and Mrs. Walter (Granny) London, third. Bill Patton Photo.

situation. Just about the time I decided that the fire would not reach us at all, things began to happen fast. A column of smoke about four miles to the north suddenly attracted my attention—then I saw great tongues of flame leaping and rolling across the open country. This puzzled me, since I had expected the fire out of the west—and it had already passed me four miles to the north.

I saw another fire beyond the first. Suddenly, I could see fire rolling much closer to me—and the same thing was happening on the south. Then I realized the whole country was aflame. I wasted no time in starting the sheep for the house. No fire had swept close to me, for at the ranch was a field of 640 acres which stopped the blaze—and I was directly east of this field, which likely saved the sheep from being burned.

If necessary, I had planned to set fire to the grass and move the sheep to the burned area—but after experiencing that fire, I doubt if this would have been successful.

We fought fire all that night in an effort to save small patches of grass here and there. Shocks of Johnson grass were in the field and a great lot of this was also lost.

Next day smoke was rising in every direction and people all over the country fought to save what grass they could.

People Were Dazed

I shall never forget that night for the scene is pictured permanently on my mind. Countless, roaring head fires had swept the country on their wild eastward journey. People were dazed as to what had happened.

This fire extended from near Vega in Oldham county and to Spring Lake in Lamb county. It swept in from the west on a front 75 miles wide—an irregular front, of course. It was like a giant cross-cut saw with teeth 20 miles long and five miles apart.

The head fire represents the points of the saw teeth, which have passed us. To the north of south are countless lines of side fires, long slender

lines plainly visible in the darkness. Line after line has been painted with an artistic touch as far as the eye can see—blended into the distance on a background of flaming horizon. The world was literally on fire that night.

I know of no organized effort to fight this fire; it was too big and covered too much country, but every person worked for days in some section or other.

The big fire turned east into Palo Duro Canyon, where we could plainly see the red glare for several nights following. Stories of all kinds came in from over the Panhandle during days.

One man lost his whole freight outfit: teams, wagons and all. Several narrow escapes were reported by individuals and the loss of livestock was appalling, including 1,800 head of sheep in Crosby county. Each locality had its own experience in this big fire. I have only tried to give this account as I saw it.

During later years I have talked with a lot of people from different points over the country and have gathered the following information from good authority:

The big fire of 1894 originated east of Roswell, N. M., when a cowboy unable to control the blaze; thus started a long journey of blazing destruction. A strong south wind swept the fire northward toward Tucumcari, where it burned for several days, the wind changed to the west, turning a long side fire into a wide front, which advanced east across several Panhandle counties, Castro being about the center of its path.

Roughly speaking, Vega was the north boundary and Spring Lake the south boundary. A path of destruction between these two points was swept across this area.

The eastern limitations of the fire seem to be just north of Palo Duro Canyon in Randall county, where it was stopped by the Fort Worth and Denver railroad between Amarillo and Claude. South of the Canyon it was stopped by the canyon breaks. It swept Swisher and Hale counties, also doing much damage in Briscoe, Floyd and Crosby. In addition to these counties it also did extensive damage in Eastern New Mexico.



THE CITY BARBER shop was where Reed chair is Walter Bennett but the other barber William's shop is now, when the above picture was made. The barber at the back is unidentified.

Early...

(Continued from page 4)

cutive nights. Everyone was talking about it and rushing around to complete fire guards—just in case it should come our way.

At that time the fire was burning in New Mexico. Separating us from the blaze was the XIT Ranch, which stretched up and down the state line. Most of the settlers believed that the XIT fire guards would protect the area and confine the fire to the New Mexico side.

Tense Situation

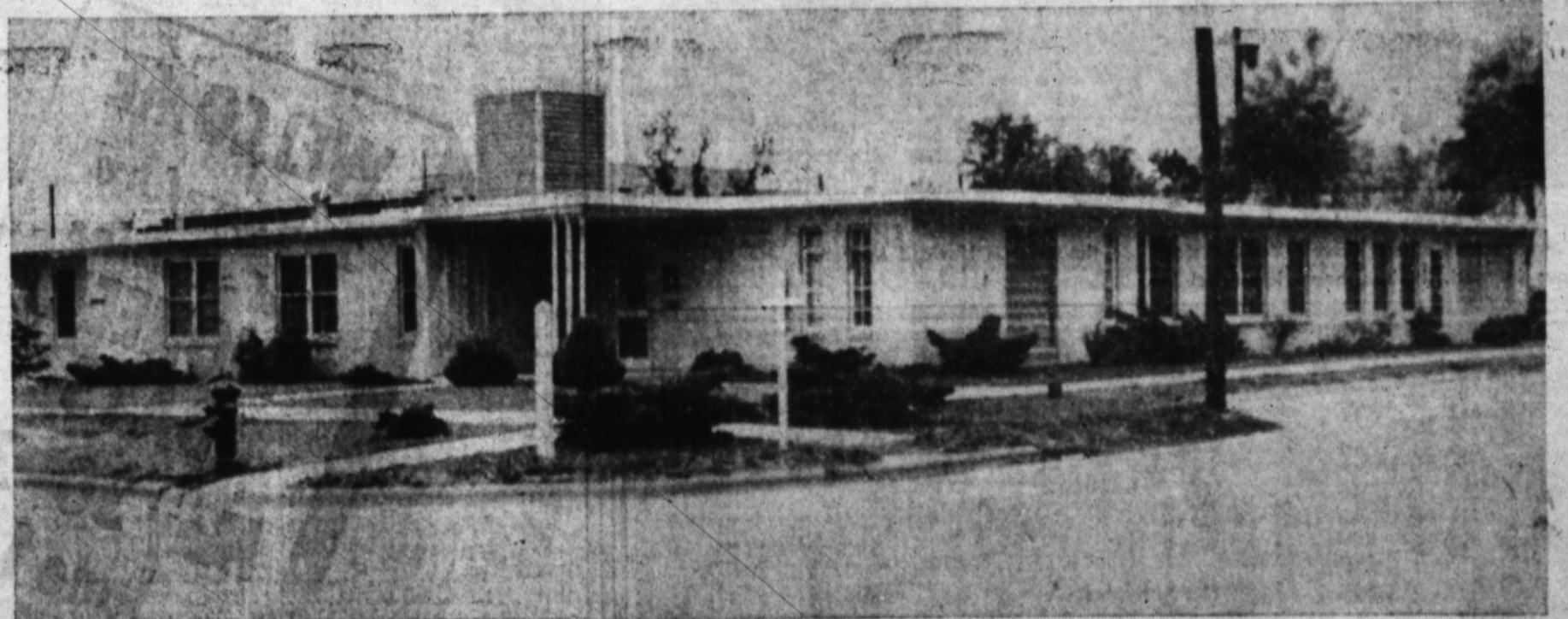
On the fifth day the wind changed to the west. Great

clouds of smoke drifted in our direction and soon we could smell the unmistakable odor of burning grass. The situation was tense. This change took place early in the morning, and the day wore away without anything more serious than dense smoke.

I was out in the pasture about two miles east of the ranch house with around 1,500 head of sheep. I sat on my horse and watched the clouds of smoke high in the air; I could see plainly for miles across the prairie.

It was growing late, however, and about ready to move the sheep toward the ranch. I was uneasy, to be sure, but nothing having happened during the day I had grown accustomed to the

It's A Pleasure to
Extend GREETINGS to the
MID-PLAINS PIONEERS
WELCOME TO HEREFORD
May 30 - 31 & June 1



Congratulations from:

As individuals we do not lay claim to the title of pioneers, but we do pause upon this occasion to pay tribute to those Pioneer Doctors who made our profession a great one . . . To the Pioneer Doctors of the High Plains area who, with scant facilities and limited medicines, achieved accomplishments which are astounding in view of the modern practice of medicine.

- R. R. Wills, M. D.
- Lewis B. Barnett, M. D.
- Millard W. Nobles, M. D.
- Roy J. Grubbs, M. D.
- Elizabeth Jane Erdman, R. N.
- Betty Sue Holland, R. N.
- Betty Jane Squyres
Technician
- Joyce Diana McEvoy
Receptionist
- John M. Hamby
Custodian
- Grant A. Fuller
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The Hereford Clinic

343 Miles Ave.

Davis-McCracken

Your Friendly Minneapolis - Moline Dealer

WELCOME To Hereford Mid-Plains PIONEER DAYS & RODEO May 30 - 31 & June 1

Bryant Hauled First Bricks For Construction

A resident of this community for the past 50 years, D. H. Bryant came to Texas in 1887 from Hunting, 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 reared 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 50 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 dray 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 Grandpa Womble threshing grain. He drove the first combine that came to Hereford and recalls that it was

owned 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 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." **PLANS HOTEL**
June 19, 1919
W. B. Dameron is considering building a -50,000 hotel here.



A MODERN JEWELRY STORE—for 1907. Jack Newell is shown on the left and Bill Ray is on the right. The jewelry store above is Rays Jewelry.



THE STORE above was located at Second and Main street where Cave's Variety store is now located. It has been identified as George Stambough's store and the clerk on the right is Howard Murrell.



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And please accept this as a Personal Invitation to Visit the Hospital if at all Possible during Your Visit.

You're Always Welcome

FOUNDED By Pioneers

... who circulated petitions and attended public gatherings back in 1923, the first county hospital was built in 1924 and enlarged to its present capacity, 40 beds, in 1948-1949.

Established originally as a haven of mercy the Deaf Smith County hospital today represents one of the most modern small town hospitals in America.

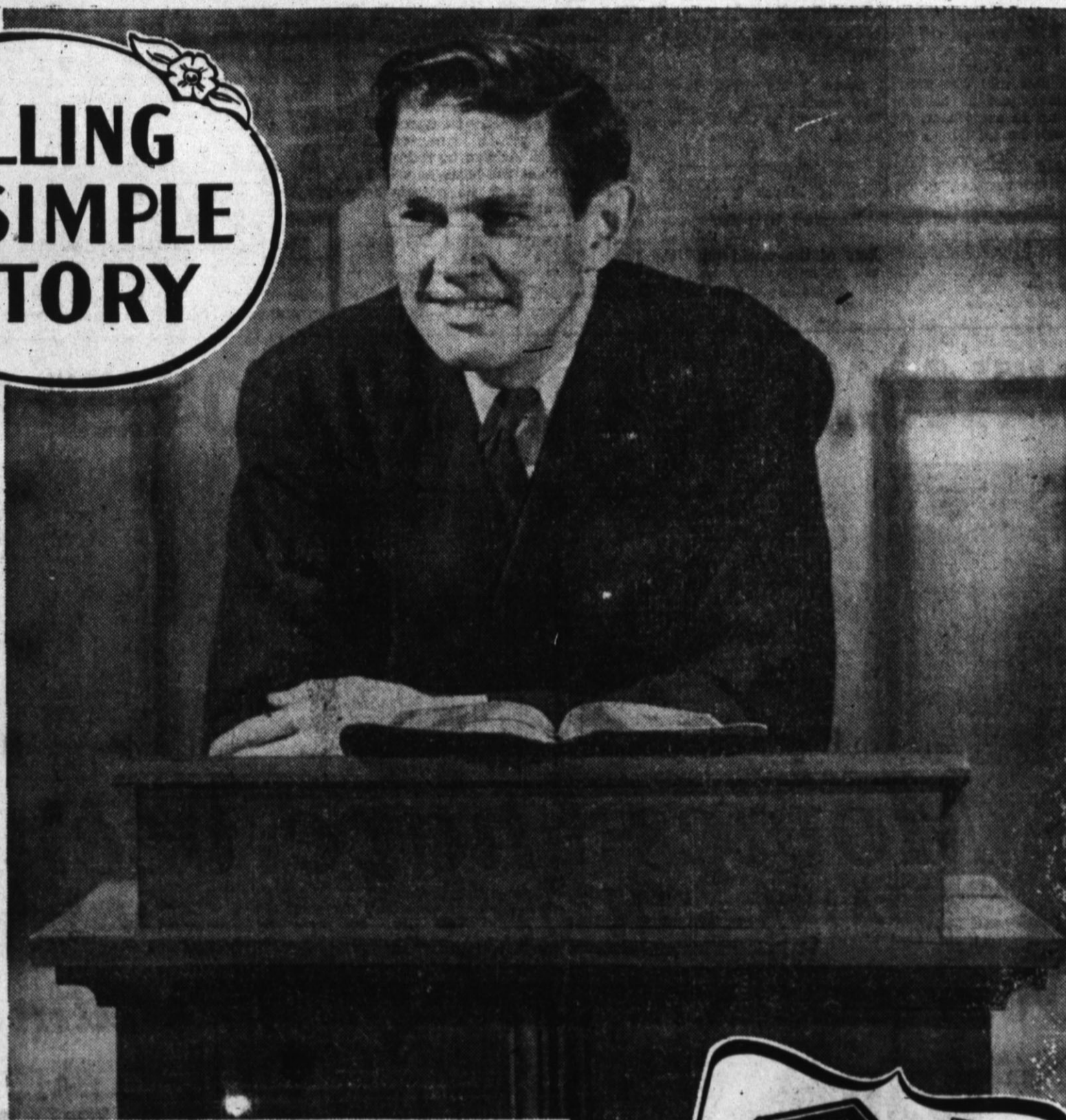
In many ways, the Deaf Smith County hospital is symbolic of Pioneer Dreams come true; Modern X-Ray equipment, Technician's laboratory . . . Diet Room and model kitchen . . . Nursery . . . Nurses quarters . . . and other general advantages needed to provide truly adequate care of your family and your neighbors—in times of stress and need . . . because you, the Pioneers, dreamed this vision 26 years ago and because you pitched in and actually organized the Deaf Smith County Hospital . . . We join in Saluting you upon this occasion and open wide the doors for your inspection during Pioneer Days.

Deaf Smith County Hospital

Attend the Church of Your Choice This Week

This Week's Calendar at Your Hereford Churches

**TELLING
the SIMPLE
STORY**



MANY of us smiled at the farmer in Pearl Buck's story of the Good Earth. It seemed to us most strange that a man should buy his coffin ahead of time and take grim satisfaction in looking at the fine box in which he was to be buried. Perhaps many of us are as strange in our American refusal to think about death at all. The old adage "as sure as death and taxes" should have put us in the frame of mind to look forward to our own death and to make some preparation for it. Too many of us, however, are like the proverbial ostrich; we dig our heads down into the sand and assume that while death will overtake everybody else, by some strange shift of good fortune, it will never knock at our door. We are "foolish virgins" as Jesus called the people who made no provision for the coming of The Great Day, because the hour was uncertain.

ONE of the SIMPLEST STORIES ever told is the one told by Jesus to the Disciples on how to be saved. How to be ready for death. He made it so simple that even a "little child" can understand. Let us not take lightly the responsibility of telling this simple story! May we be conformed to right; subject to, and influenced by the moral laws of the Supreme.

FACE TO FACE let's face the fact of death and its certainty for ourselves. Then make plans that take death into account. See to it that we have arranged our minds and our souls for the promotion that we expect, from earth to Heaven. See to it that our families have been adequately provided for; let us face the fact fearlessly. May we be resolute and more determined to keep telling the Simple Story of how to live and what to live for so that we may know how to die. Come with me to Church.

**YOU IN THE CHURCH
THE CHURCH IN YOU**

Character is a by-product of the church. It is here that young and old alike are showered with benedictions that fortify and influence for a better citizenship and a stronger democracy. In the church the ministerial are molding religious character. Statesmen today declare that the church alone can furnish leadership to handle the affairs of state in these perilous times. Then we with our children should go to the church of our choice on Sunday. "You in the Church and the Church in you" form a combination for good. Be a regular CHURCH GOER and a daily BIBLE READER.

Williams Newspaper Features
P. O. Box 211, Ft. Worth, Tex.

Church services will be held at 8 a. m.

Assembly of God

The Women's Missionary council of the Assembly of God church will meet at 9:30 Thursday morning. Sunday school will be held at 9:45 at the Assembly of God church and the morning worship service will begin at 11 o'clock. Young people's and junior children's church will be at 6:45 on Sunday evening. Evening preaching is at 7:45. Wednesday night prayer service will be held at 7:45. The Assembly of God radio program can be heard at 8:45 each Sunday morning over KPAN.

Avenue Baptist

Sunday school will be held at the Avenue Baptist church at 9:45 followed by morning worship at 11 o'clock. Training union is held at 7 o'clock and evening worship services are held at 8 p. m. Wednesday night prayer services are at 8 p. m. Rev. H. V. Fields is pastor of the Avenue Baptist church. The WMU of the Avenue Baptist church is held every Friday afternoon at 2:30 p. m. at the church.

Christian Science

Christian Science services are held at 11 a. m. on Sunday at the Star theatre. Everyone is invited to attend the services.

Church of Christ

Sunday school at the Church of Christ will be held at 10 o'clock on Sunday. Morning worship services will be held at 11 o'clock. Each Wednesday night prayer services are held at 8 p. m. You are cordially invited to listen daily to the Hereford Church of Christ broadcast over KPAN at 9:30 each morning. On Sunday afternoon from 1 to 1:30 p. m. there is a nationwide broadcast over radio station KFDA, Amarillo.

Church of Nazarene

Morning worship at the Church of the Nazarene will be held at 11 o'clock. The Sunday night services are held at 7:45. Roy Bickford is the pastor of the Church of the Nazarene. The church is located at Fourth and Jackson.

First Baptist

Saturday morning the junior choir of the First Baptist church will meet at 10 o'clock for a practice session. Sunday school will be held at 9:45 on Sunday morning and morning worship will be held at 10:50. Sunday evening training union is held at 7:15 and evening worship services are held at 8:30. Wednesday evening there will be a superintendents meeting at 7 p. m. followed by a meeting of the teachers and officers at 7:15. The youth choir will also practice at 7:15. The Wednesday evening services will be held at 8 o'clock. The vacation Bible school for the First Baptist church will be held June 9-20.

First Christian

The daily vacation Bible school which is being held this week at the First Christian church will have charge of the Sunday night, June 1, program. They will present a program and demonstration. The young peoples conference will be held at Ceta Glen from June 1 through June 7. On Tuesday night at 8 p. m. the church cabinet will meet. The monthly luncheon meeting of the Christian Women's Fellowship will be held on Wednesday, June 4, at 1 p. m. The new officers for the group will be installed at this meeting. A covered dish supper for the Christian Mens Fellowship will be held on Thursday night, June 5 at 8 p. m. Sunday school at the First Christian church is held at 9:45 on Sunday morning and the morning worship service is at 10:50.

At 6:30 on Sunday evening the youth groups meet at the church. The evening worship is held at 7:30 p. m. Monday morning at 7 a. m. the prayer group will meet at the church.

First Methodist

Rev. Ray Miller of the United Texas Drys will bring the message at the morning worship hour at the First Methodist Church. There will be no preaching service Sunday evening. The Senior and Intermediate MYFs will meet at 6:30 Sunday evening. The Board of Christian Education meeting has been postponed to June 11. The Woman's Society of Christian Service will meet at 1 p. m. Wednesday in the church at the Fellowship luncheon.

First Presbyterian

Sunday school will be held at the First Presbyterian church each Sunday morning at 9:45. Morning worship is held on Sunday morning at 11. Sunday evening services are at 7:30. The First Presbyterian church is located at Seventh and Lee. Rev. Russell Wingert is pastor of the church.

Immanuel Lutheran

The worship hour at the Immanuel Lutheran church will be held at 11:30 a. m. Sunday school and Bible class convene at 10:30. Each Saturday morning the church presents the morning devotion service over KPAN at 8:45. The Lutheran hour may be heard during the summer months over KAMQ, Amarillo at 6:30 p. m.

Seventh Day Adventist

"The Certainty of Our Faith" is the subject for the morning worship at the Seventh Day Adventist church on Saturday May 31. The Lesson-Scripture will be taken from 2 Peter 1: 12-21. The memory verse is 2 Peter 1:16. A group at the Seventh Day Adventist church will take a course "Teaching Teachers to Teach" soon. It will be a 13-week course and is put out by the General conference Sabbath School department. The studies will be held each Saturday afternoon at the Seventh Day Adventist church, which is located at Third and Lawton.

St. Anthony's Catholic

Week-day masses at the St. Anthony's Catholic church are held at 6:30 and 8 a. m. Masses on Sunday will be held at 6:30, 8 o'clock and 10 o'clock.

St. Thomas Episcopal

The Women's Auxiliary of the St. Thomas Episcopal church met Wednesday morning at the church for a Corporate communion service. The group made envelopes of collection for the missionary work. Following the communion service a breakfast and social hour was held in Mrs. Rex Tynes tea room. The Rogation service will be held on June 8 at 6 p. m. at the Curtis Traweck farm. This service was postponed from May 18 because of bad weather. The Sunday school of the St. Thomas Episcopal church will not meet during the summer months.

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Wear Clean Clothes — Phone 111

Old Easter School Built Around 1906

BY MRS. CARL FRYE
From 1939 Pioneer Day Brand

Easter school house is 11 miles south and one mile east of Hereford, located on the old highway between Hereford and Dimmitt. It was first built about 1905 or 1906.

It was named Easter in honor of a man who took a great part in the development of this community. This man was the late J. F. Easter, who brought his family here from Hill county.

Mr. Easter was an extensive landholder here and had a nice well improved place.

Mrs. Easter died in 1914 and Mr. Easter passed away around 23 years ago.

The district had approximately 36 sections. Some was originally Syndicate land, other was Gregg county school land. On the west and south is the old "U-Bar" Ranch—at one time owned and operated by "Uncle John Gordon," known to all old timers in this part of the country. The Old Collins Ranch also joins on the south. On the east is the old OYO, the headquarters being in this district.

Will Rogers Worked at OYO

The OYO was one of the first ranches where the late Will Rogers punched cattle in his younger days. The owner of the ranch at this time was Dr. Burnam, father of Bill Burnam of Dimmitt, and Press Burnam who was shot in Amarillo a few years ago, while trying to enforce the law as a peace officer.

W. R. Evans, who came to Hereford in the early 90's improved the first place in this community and it was a landmark, until destroyed by fire in 1926. This place was three miles west of the present Carl Frye home. Other landmarks are the old Greer place and the Field place, where the Peacock family now lives. Other old timers who made their homes here at one time were Wink Valentine, John McIntyre, Rev. Johnson and their families.

Among those who have lived here 23 years or longer are E. O. Dixon, M. Slemmons and Carl Frye.

The original school house, 20x20 feet, was used until the year of 1924, when it was decided that the population had increased

enough to justify a new building.

A nice stucco building was erected and the old school sold at auction. This sale was made by Ray Barber, just as he was starting out as an auctioneer. At the same time, he auctioned off boxes at a box supper which netted the school \$25—which was about three times as much as the "Little Old School House" sold for. It is regrettable to say that this new building, of which we were all so proud, was abandoned in 1937, for school purposes. The children are now sent by bus to Dimmitt to attend school.

Teachers who have taught in this district are Comma Gandy Easter, Leta Satterwhite Sanders, Stacy Easter London, Mable Hacker Wagner, Virginia Ellis, Frank Easter, Lilymae Allen Hunter, Anna Simms, Gladys Buchanan, Lucyle Hughes, Lilith Boyd, Josephine Hardy Wood, Martha Medley Wagner, Major Bruton, Oline Ramey and Louise McClure.

Some years there have been two teachers and in other years there were no children to go to school.

March 3, 1905

Hereford bids fair to become one of the principal onion markets of the world with the finest varieties now being raised on irrigated and non-irrigated land.

80-BUSHEL OATS
In 1909, Troy Womble reported a yield of 80 bushels per acre of oats.

Broom Factory June 7, 1901

The broom manufacturing firm of Woodruff & Allison have dissolved and a stock company formed for the manufacture of that useful article. The officers of the new company are G. A. Stambaugh, president; A. J. Lipscomb, secretary-treasurer; T. R. Allison, general superintendent, and J. N. Askren traveling salesman. That the business will be a success under its present management is unquestioned.

LIKES TEXAS STEERS 1902

J. R. Collins of Morris, Ill., livestock operator, prefers Texas steers to fill his feed lots.

PROSPECTORS February 21, 1908

The city is filled today with an enthusiastic lot of prospectors, all of the immigration firms bringing in men, about 100 being the total number.

SEVEN-INCH SNOW May 10, 1917

Seven inches of snow covers the Hereford country. Some trees were leafed out and branches are broken. Some fruit was frozen, while part of the crop, when protected, escaped the freeze.

DRAIN LAKE October, 1921

The big lake in the northern part of town, which has been a problem for years, is being drained and will be made into a playground (Lake Park).

TWO TON ONIONS November, 1915

R. T. Mooney, who lives one mile east of town, brought in a sample of his Red Weatherford Globe onions—six weighed four and a half pounds. Mr. Mooney raised these onions between the rows of one acre of grape vines on a half acre of land. He reported a yield for something over two tons for which he has been offered \$40 per ton.

PEACH RAISER September 3, 1915

Master Lester Boardman, son of H. H. Boardman, is the champion peach raiser so far reported so far as size is concerned. Complimented the Brand office with a peach that measured 10 inches in circumference.



MRS. LORA LONG and Mrs. Earline Manning were two more ladies in the county who joined in the Pioneer Day excitement in 1951 by wearing old-fashioned dresses. Patton Photo.

WELCOME to HEREFORD PIONEER DAYS

MAY 30 - 31 - JUNE 1

Since those early days . . .

when the villain twirled his moustache . . .

Movies have been

And still are

Your best and cheapest entertainment

STAR

Friday - Saturday



Sunday - Monday - Tues.



TOWER

DRIVE-IN
Thursday - Friday



Saturday Only



Sunday - Monday



Things have changed since those first "Silent Movie" days, of course, but The Movies are still operating on the policy of bringing the best possible entertainment to you—at prices you can afford to pay.

Since that time, too, your local theatre has become an important part of the community in which you live. It provides a payroll which is distributed among the business firms; it is a community meeting place for big events; it has become an educational center, second only to the public school systems of our country.

From those early "Flickers," occasionally brought back for laughs, the Movies of 1952 bring to Hereford, Texas, the world's greatest actors, actresses . . . renowned musicians, sports—even a recording of world events.

And just as any other business must keep pace and grow with its community, so must the theatres.

WE PROUDLY PRESENT FOR YOUR APPROVAL

ON PIONEER DAY, 1952

The MODERN **Star Theatre**
your Family Theatre **The TEXAS**
The Come As You Are Theatre **The TOWER**

COMING TO YOUR HEREFORD THEATRES IN JUNE



Elmo Fridley

(The Insurance Man)

Says -

Boys, I've got some good yarns lined up already . . . and am looking forward to PIONEER DAYS May 30-31, June 1st . . . Still in the Buckner Building . . . and you're always welcome.



Let Us Help You . . .

KEEP HEREFORD CLEAN!

Hot Steam
Soft Water
New, Modern
MACHINES

Serving
Hereford with
A
COMPLETE
LAUNDRY
SERVICE

WELCOME PIONEER DAYS

May 30 - 31 June 1

Rough Dry
Fluff Dry
Family Finish

Let Us Solve
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Problems

Phone

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Hereford Laundry

& DRY CLEANERS
ERNEST KENDALL