

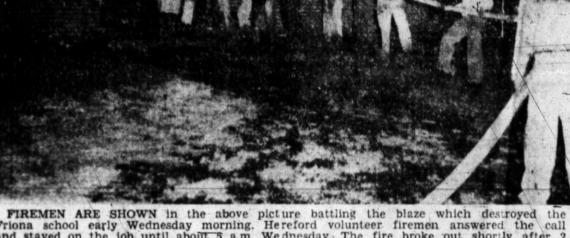
limited due to the newsprint shortage. This edition contains 116 pages of historical material pictures. The 35-cent price be charged at news stands nd on street sales. However, persons purchasing extra copies at The Brand Office may send them anywhere in the United States specially-wrapped and postpaid for 35 cents, or to servicemen anywhere in the world for the same price.

Tom McFarland, secretarymanager of the Chamber of Commerce, said Wednesday night that the rodeo scheduled for Pioneer Day had been cancelled, but all other events will be held as scheduled. If Lake park is too wet to use for the events scheduled there,

Jack Bradley believes there will be another wheat crop made here sometime-he predicted that even before it started raining Tuesday. Construction on the 750,000 bushel Bradley Grain Company elevator is progressing rapidly.

seen on the streets sa 's whis-kers or shaving permit. He said the ducking tank will be work-ing over time this werk unless shaving permits are worn in a conspicuous place on the shirt or coat.

G. W. Brumley says pesn't have a record of



Friona school early Wednesday morning. Hereford volunteer firemen answered the call and stayed on the job until about 5 a.m. Wednesday. The fire broke out shortly after 2 a.m. Origin of the blaze, which caused damage amounting to about \$100,000, was unknown.

Friona School Damage Near for the events scheduled there, Third street from Hotel Jim Hill to the City Hall will be roped off and the events will be held there. The rodeo queen S100,000 in Fire Wednesday

building the structure.

school building. Eighth grade commencement exercises 'will

by insurance.

Fire of an undetermined ori- ing his siren, awakening resigin caused damage which may dents to help fight the fire. mount to \$100,000 at the Friona high school Wednesday morning shortly after 2 a.m. Supt. Dalton Cassey said damage to the brick building-nine

classrooms and offices—was surance adjustors will gather gutted by the blaze, which was at Friona within three days to brought under control shortly Jaycee Prexy Dick Lucas said that his "boys" are going to elemp down on male regiment. All school records were des-All school records were destroy d, school officials stated. Those not completely burned were charred to the point where they ale useless.

until snortly alter

An alarm was sounded in held in the new auditorium on Hereford shortly after 2 a.m. Wednesday night and senior and the new emergency unit commencement exercises and one truck responded to the be held Thursday night in the call. Local firemen stayed at new auditorium.

James Daniel According to the best infor-Pled Guilty to mation available, the fire broke out somewhere near the front entrance of the building **DWI Charge** Engineers, architects, and in-

will

James M. Daniel was picked ee what can be done about reup Sunday by Deputy Sheriff The entire loss was covered. Some classes were scheduled for Wednesday in the high

court with driving while intoxi-cated. He druilty to the charge Monday and was fined \$150 plus ford will be made by O. L. \$29.30 costs. Bybee.

Supt. George Graham, in an- Re-elected are:

are

nouncing the re-election of

teachers for the 1951-52 school

year, stated that only seven

teachers are not returning, and

Mr. and Mrs. O. D. Lowry,

who have taught in the Clar-

endon schools several years, have accepted positions here

for the coming year. Mrs. Low-

practically all of these moving to another town.

singer and charged in conuty in the county courtroom due pict western life, as previously

Teachers Named

2:30. A total of \$3250 in prizes

will be given away at the var-

ous contests and rodeo perfor-

mances:

L. Criswell, coach, math; Jo Quattlebaum, history;

Audine Dettman, civics, typing; commercial; Wayne Stark, Bas-James W. Garner, math; Doug- ketball, driver education, and

las Groom, math and physical history; Pat Sullivan, English

education; S. N. Henry, distri-butive education; Mrs. Eleanor (Continued on page 3)

tinues all day Friday and Satthe contests. They are open to urday, Old settlers organizato everyone who wishes to comtion will be officially formed at pete 10:30 Saturday morning at the hotel.

During the two days a Mid-Each pioneer who registers Plains Old Settlers Association will be given a ribbon, dependwill be formed with special recing on the length of residence ignition to the man who came in the area, gold for 60 years, o the Mid-Plains area first, blue for 50, and red for 40. he woman who came first, and

is open to everyone. Each com-Bruce Wooddell, president of munity and town is especially the Hereford Chamber of Comurged to send a candidate. (merce, is the official parade The horseshoe pitching tournmarshall. The parade is to ment will begin at 10 o'clock start forming at Lake Park at Friday morning at Lake Park 2:30, and the old settlers float and will be concluded at 10 o'is to be loaded at Hotel Jim clock Saturday morning at the Hill. The parade will actually park. start down Main street from Friday afternoon at 4:45 the Lake Park at 3:15 in order to old fiddlers will compete at give the school children time Third and Main. to get to town for the big af-Square dance contests fair. School busses will load at scheduled at the Hereford Ridthree o'clock and will unload by 3:15 on the Baptist church ers arena at 6:30 Friday and Saturday evenings preceding parking lot where they will reload after the parade. The parthe six-event amateur rodeo. ade route includes Main street Spectators will see both shows from Lake park to Highway for the price of one. 60, over Sampson, down Sampson to Sixth street where it will disband.

Everyone entering a float in the parade is requested to call Tom Woodford, above, will be the Chamber of Commerce ofpresented the first Eagle Scout fice, 267, in order that the paraward given a local Boy Scout ade marshall may get the floats in 11 years at a court of a- lined up. Tom McFarland, C. of wards Thursday night, May 17. C. secretary-manager, said the Berry and Constable Ed Curt- The presentation will be held floats need not necessarily de-

> announced. Stores entering the window display contest should also call their entries to the Chamber of Commerce office. Judging of

from various points over the dicting clear skies by noon on county at 3 o'clock yesterday indicated the rain up that time averaged 4 inches with reports from farmers varying from 2 34 inches to 5 inches. This is the first moisture of sizeable

are

Thusday, Pioneer Day / continued in their final stage. O. B. Russell of the Soil Conservation office said unofficial reports from farmer's gauges over the county varied from 23/4 to five inches.

urday morning several contests

will be held at Lake park in-

cluding those for . whiskers,

cowboy, cowgirl, tug-o-war,

At noon Saturday basket din-

ner will be spread in Lake park.

Each family is requested to bring its own basket and eat

with friends there. Soft drinks,

coffee, and ice cream will be

sold in the park by the Junior

Chamber of Commerce to help

Saturday afternoon at 2 o'-

clock a greased pole climbing

contest will be held at the

park, followed by a flour

placed on the ground and four

dumped over them-winner tak-

At 2:45 Saturday afternoon

the Lightcrust Doughboys will

present a band concert at the

park. Also at 2:45 in a differ-

ent part of the park, a select

(Continued on page 3)

are

scramble at 2:30. Coins

ing what he can get.

finance the occasion.

and sack race.

receive as big a downpour as A gauge at the John Paetrecorded at Canyon, where an zold farm registered 414 inches; Curus ITaweek

Four Inches Rain Falls in Two Days

Unofficial weather reports with the weatherman pr

amount since early last fall. Although Hereford did not

which fell here some 34 years ago, but he thinks mow fell on a Sunday ht. He was farming what as known as the Baskin or Hogs farm just northeast of town and had a crop of maize town and had a crop of maize and kaffir hand high and had it harrowed. "It was completely turned in the alarm and drove visit in Graham and fish at

the

a.m. The Friona fire department worked at the scene of the blaze until daybreak Wednes-day Friona reported 21% inches of varie affine for the there wishing in the ton, Calif., are visiting in the Smith of this week Smith of this week Smith of this week Smith of this week Mrs. Allen L. Hallum of rain after 4 a.m., when the Smith of this week.

(Continued on page 3) Jup and down the streets blow- Possum Kingdom.

Assault With Motor Vehicle Charged Following Collision

Lorenzo Anoya of Hereford Anoya, driving a Studebaker satisfactory condition in pled guilty in county court sedan west on Highway 60, Tuesday to assault with a mo- turned left off the highway intor vehicle. The charges were to the path of the pickup filed May 14 as a result of truck driven by Albert C Stem the southest of Stemson Steers was urday night in which four per-sons were injured and hospital-Stengel was unburt in the

Anoya was fined \$100 plus Stengel, a passenger in the costs of \$28.30 by Judge L. H. truck, suffered multiple cuts a-

Deaf Smith county hospital Wednesday.

out the face and the neck. accident occured at about Anoya suffered cuts and a

with a fracture of the pelvis. A junior high. numerous cuts and bruises. The other three persons injured were still in the hospital

Damage to the Stengel truck was done to the Anoya vehicle. while about \$350 in damages was done to the Anyo vehicle.

p.m. on Highway 60 at neck injury in the accident but ptersection of the road was released from the Deaf g to the Mexican labor Smith county hospital Monthe Mexican labor Smith county hospital Mon-ligating officers said day. Mrs. Lorenzo Anoya is in a of the Stengel vehcle.

the ry will be assigned to the high school and he will teach in third passenger in the Anyo and dittens? Machers will be Assignments may be changed for some of those who have accepted their contracts for the

coming year. The school board announced several weeks ago the renewing of contracts for the superintendent and the principals, Don T. Martin, high school, H. Anoya was turning off the highway to go to the labor V. Stanton, junior high; D. C. Martin, Central school, and camp when he turned in front Byron Durham, Shirley school. A few of the teachers re-elected are subject to qualifications.

> **April Moisture Report Averages Only** .2 Inch

Moisture over the Deaf Smith County Wind Erosion District for the month of April was very light. Reports from only six gauges were received by the May 14 and the average from these gauges was .2 of an inch for the entire month of April. Rainfall appears slightly hea-vier in the northwestern section of the county but amounts reported there were slightly less than 3 of an inch.

Since there was such a small mount of rainfall reported the ainfall distribution chart this h of April will not be

sture for A 950 was 75. of an inch,

r fellows wouldn't have a chance. Bradly, who say n't shaved in over 50 years, arrived at the old T An equarters on March 15, 1887, and has lived on the p that time. His beard was 30 inches long, but the broken off in recent years. Bradly, who will be 84 years are on August 25, lives with his daughter on 25

official government gauge registered 7.36 at noon Wednesday, the moisture in Deaf Smith county was enough to make the farmers smile to alter many activities.

Uncle Jay To Judge

Uncle Jay of KGNC, Amaril-

o, has accepted an invitation

to judge the rodeo queen con-

test Friday afternoon at 1 o'-

clock at Lake park. The contest

Early Wednesday morning with rain still falling, water Hudspeth, math; Frank Jones High school: Bruce Beene, English I: Claude C. McDougal, science; Mrs. Charlott N. Cal- English III; Don W. Moore, park the water was just the vert, science, Spanish; Dalton choral and orientation; W. C. right level to float the see-saws, Sadye but the swing seats were com-Ed Cupell, math, science; Mrs. Rigler English II; Joe H. Smith

pletely out of sight.

farmer reported 3 inches of moisture. By 8 o'clock Wednesday morning, the rain gauge at the city stood from one foot to a depth hall showed 2.79 and by 3 o' of three and a half feet at clock Wednesday afternoon the Lake Park. At the edge of the gauge at the raido station KP-AN registered 4 inches. At 6 o'clock last night the city gauge registered 1.17 inches which fell

east, reported 4 inches of rain

by 10 o'clock Wednesday morn-

ing. Eight miles north east one

during the day.

Fiftieth Anniversary Edition

This is the 50th Anniversary edition of The Hereford Brand. Historical material contained in this souvenir edition has been based on material recorded in The Hereford Brand and The Here ford Reporter since the first issue of The Reporter February 23, 1901.

This historical edition was purposely prepared in handy tabloid form for convenience in saving as a memento of 50 years of progress.

In many cases, the material contained in this edition is a word-for-word account of what had been written years ago in The Hereford Brand.

The history of Deaf Smith county and Hereford for the past 50 years is recorded—as it happened—in the files of The Hereford Brand. The Brand is one of the few papers in the Southwest-yes, in the United States-that has EVERY ISSUE ever printed bound in permanent files.

This material should be accurate as presented in this issue. It is not impossible, however, that errors may find their way into the information recorded in this edition. If there are any su corrections to be made in our presentation of this material. The Brand will gladly make them in the interests of keeping an accurate account of events in Deaf Smith county.

Compiling this material from records of 50 years has been no easy task. Mrs. Elmer Patterson has spent three months in research to prepare the material for this anniversary edition.

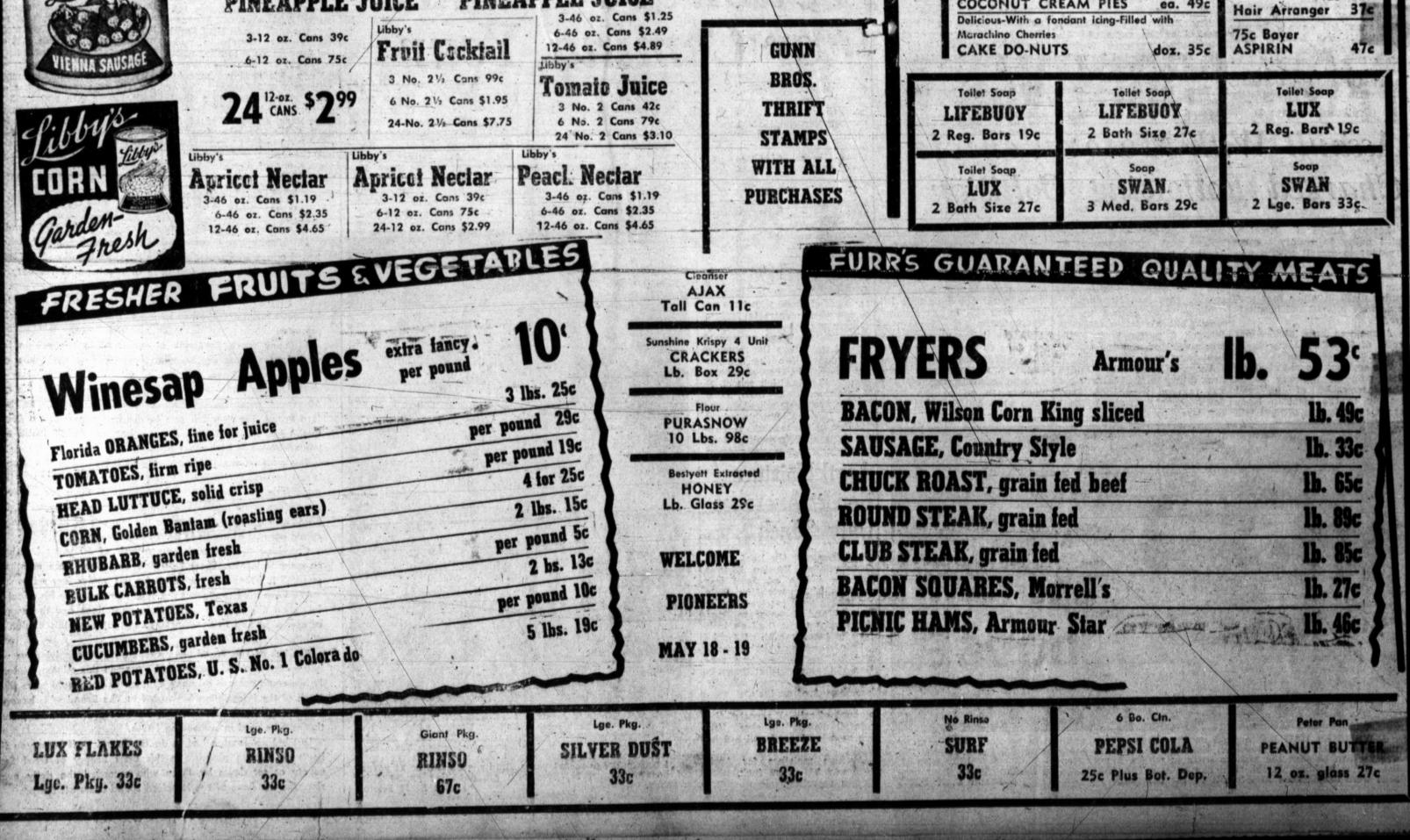
We have tried to present the most representative historical information possible. Time and space limitations and the scarcity of newsprint had to be considered in preparing this edition for distribution, however.

Readers of The Brand were cooperative in supplying us with information and old pictures to be used in this edition. Natu ly, we could not use as many of them as we would have liked Much of the information forwarded to The Brand will, however, be used in the future. We still have several old-time picture that will be used in succeeding issues.

Last but not least, all of us on The Brand staff hope you find hours of reading pleasure in this brief history of Deaf a county as set down by those who recorded the delly a since the first issue of The Hereford Brand came off the press

Stengel was unhurt in the wreck, but his father, John E.

reford, Texas, Thursday, May 17, 19	51		Pog
	FOOD	1.22	CARLOAD
	STORES	1 P	SALE
70	nature		KDAFT'S Colod Copping
cfilby's	CORN 3-303 Cans 54c 24 303 \$399 ARE 6-303 Cans \$1.05 24 CANS \$399 OF T	FURR FOOD STORES	X X X Dalau Vallina
	CORN 3-303 Cans 54c 24 503 \$399	AANY FURR PRICES ARE BELOW THE D. P. S. CEILING WHY PAY MORE?	
Key	CORN 6-12 oz. Cans 95c 24 CANS * 5		MIRACLE WHIP, Kraft's quart 63
FRUIT COCKT	Peas-Carrots 3-303 Cans 63c 24 CANS \$405 Libby's Cut GREEN BEANS 3 No. 2 Cans 93c 24 CANS \$699 CANS \$699	Libby's Garden Sweet PEAS	FRENCH DRESSING, Kraft's 8 oz. bot. 23
N. N.	Libby's Whole New Potatoes 3 No. 2 Cans 48c No. 2 Cans 93c 24 No. 2 \$365	3-303 Cans 63c 6-303 Cans \$1,19 24-303 Cans \$4.65	SANDWICH SPREAD, Kraft's Miracle, pt. 35 MAYONNAISE, Kraft's pint 49
filly	Libby's SAUERKRAUT 3-303 Cans 33c 6-303 Cans 65c 24 cans \$249		MUSTARD, Kraft's jar
	Libby's Pork & Tomato Sauce Deep Brown Beans 3-14 oz. Cans 39c 6-14 oz. Cans 75c 24 CANS \$299	Libby's Cut Red	Kraft's Salad Oil pt. 44c qt. 85c Alabama Girl SWEET PICKLES quart 49c SWEET STREES Quart 49c SWEET PICKLES QUART 49c Sylmar Medium - Picnic RIPE OLIVES can 2 Oleo Colored Quarters PARKAY
	Libby's Vienna Sausage 3-4 oz. Cons 63c 6-4 oz. Cons \$1.20 48 4-oz. \$995 Libby's	BEETS 3-303 Cans 45c 6-303 Cans 87c 24-303 Cans \$3.39	Hunt's Country Style PICKLES No. 21/2 glass 29c Morton's Plain-lodized SALT 2 log boxes 19c Purity
PRINCIPANED HAWRING	Corned Beef Hash 3-16 oz. Cans \$1.29 12 CANS \$4.49		SALT2 lge. boxes19cOATS3 lb. box 3Laundy Bleach CLOROXquart17cOATS3 lb. box 3CLOROXguart17cCHEESE-IT7 oz. box 2
PINEAPERSUN	POTTED MEAT 3-5 oz. Cans 49c 48 CANS 5-oz. 5799 Libby's Libby's Crushed Libby's Crushed Dibby's Crushed Dibby's Crushed	Libby's Green	FURR'S BAKERY TREATS
	DEVILED HAM PINEAPPLE PINEAPPLE PINEAPPLE 3-3 oz .Cans 49c 3 No. 2 Cans 89c 3 No. 1 Cans 49c 6-3 oz. Cans 95c 6 No. 2 Cans \$1.75 6 No. 1 Cans 95c 24-3 oz Cans \$3.99 24 No. 2 Cans \$6.95 48 No. 1 Cans \$7.99	LIMA BEANS 3-303 Cans 99c 6-303 Cans \$1.95	PHIled with Pecans & Dates DATE NUT CAKES 2-7 inch Layer Cake 57c IPANA 3-8 inch Layer Cake 89c 14 oz. Antiseptic
fibbys		24-303 Cans \$7.65	Baked with fresh sweetmilk-Topped with fres'; Coconul & Pure Egg Whites Plus



The Hereford Brand, Hereford, Texas, Thursday, May 17, 1951

round Town (Continued from page 1)

covered," he writes, "I started out there the next morning in a Ford, met a man and we both got stuck and had quite a time. The snow melted that day and didn't hurt my crop.'

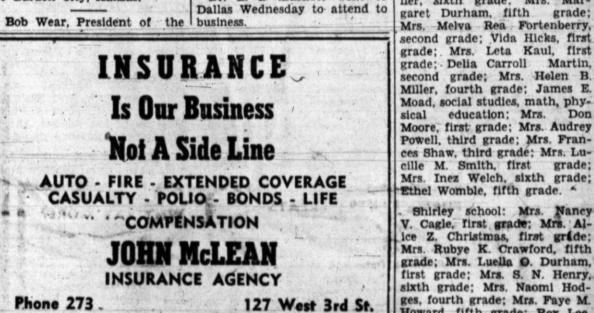
Mrs. E. J. Williams also wrote The Brand: "Burl Elliston, Plez Turnbow, and C. E. Shepperdare correct when they tell about that big snow in May 1917. House plants sent me by friends in California I had kept in the house all winter, froze. The plants were beauties. I planted the whole collection in my yard the first week in May. The tenth day of May every plant was frozen stiff under a heavy bank of snow."

D. E. Mariner, Kirby Sales company employee, escaped serious injury on Wednesday of last week when the company 1950 Ford pick-up which he was driving was completely demolished. The accident occurred on Hwy. 54 just east. of Fowler, Kas. Mariner hit a slick spot on the asphalt pavement, lost control of the vehicle going off the highway to the left, snapped a telephone pole In two, jumped an embankment and landed on the railroad track Mariner received a cut over one eye and numerous bruises, but no serious injuries.

Kirby said the pick-up was a total wreck. The grand opening of the Hereford Motor company is being held May 19. A total of \$1,-

000 in prizes is being awarded.

Mrs. W. E. (Billy) Hicks will operation Wednesday morning come to the Pioneer Celebration this week and will be at in a Dallas hospital for a rupthe Jim Hill Totel and wants | tured intervertebral disc. Mr. and Mrs. Edwards left Sunday to have her friends come see her. Her family lived here many years and she now lives at Garden City, Kansas.



Hereford Safety Council, will be the guest speaker for the regular meeting of the Dawn Home Demonstration Club today at 2:30 p.m.

and still snowing."

Brand.

permits.

for Dallas.

frost and freeze"; May 9, "cold

and cloudy"; May 10, "Tex had a batch of pups. Rained all

day"; May 11, "Pa plowed sod".

Baccalaureate services for the

Tiny Blazita Jackson, who

weighed less than two pounds

when she was two weeks old,

died Tuesday night at Deaf

Smith county hospital. She was

born on April 6 to Mr. and Mrs.

Santiago H. Jackson. The baby

was born three months prema-

ture. Funeral services will be

held as soon as the weather

Wayne Edwards underwent an

1951 Hereford High school grad-

At 15 march

The subject for discussion Fred Baird, chapter chairwill be: Farm Safety. The meetman; has announced. the aning will be in the home of Mrs. nual meeting of the local Red Bill Wilcox. Cross chapter to be held Wed-

nesday afternoon, May 23, at Mrs. Minnie Walker, a resi-3 o'clock in the county court dent here 64 years, brought in room.

Red Cross To

Elect Officers

further proof that the six-Officers will be elected and inch snow which fell in May reports will be' made by the was on May 6, 1917. Mrs. Walkvarious service chairmen er for years consistently kept

a diary on a calendar. On the the date mentioned above on Guests of Mr. and Mrs. R. J her 1917; calendar, she had Naylor part of last week were written, "Cold and snowed_ atheir daughter and son-in-law. bout 6 inches and is melting Mr." and Mrs. J. R. Fogerson of Los Angeles, who were en route to Pampa for their grand-On May 7, she wrote: "Big

grades.

Hereford ...

daughter's wedding. -0-Miss Nettie Ferguson of Dallas is visiting her cousins, Mrs. D. R. Vandevir, Mrs. W. F. Gil-

lis and Mrs. C. W. Riddle.

uating class will be held Sunday evening at 8 o'clock at the Teachers... high school auditorium. Rev. Roy Ford, pastor of the First (Continued from page 1) Christian church, will be spea-

speech, history; Purris Williams ker. The complete program will be carried in The Sunday band and orientation; William J. Stanford Jr., vocational agriculture.

> Junior high school: Mrs. Caudie Ola Brown, English, spelling: Mrs. James W. Garner, reading, history; Mrs. Belle Harris Hromas, reading, physical education, library; Mrs. Mildred C. Ramey, science, English, reading; Mrs. H. V. Stanton, science; Walter L. Thompson, health, science, arithmetic; I. L. Whitfield, science, history; Mrs. Gladys Wil-

liams, English, reading, Central school: Madeline Bell, sixth grade; Mary Bradly, third grade: Mrs. Ellen Byrant, fourth grade; Mrs. Mary B. Carter, second grade; Mrs. Minibel Col-Dr. L. B .Barnett went to lier, sixth grade; Mrs. Margaret Durham, fifth grade; Mrs. Melva Rea Fortenberry, second grade; Vida Hicks, first grade; Mrs. Leta Kaul, first grade: Delia Carroll Martin, second grade; Mrs. Helen B. Miller, fourth grade; James E. Moad, social studies, math, phyeducation: Mrs. sical Don Moore, first grade; Mrs. Audrey Powell, third grade; Mrs. Frances Shaw, third grade; Mrs. Lu-

> Mrs. Inez Welch, sixth grade; Ethel Womble, fifth grade. " Shirley school: Mrs. Nancy V. Cagle, first grade; Mrs. Alice Z. Christmas, first gride; Mrs. Rubye K. Crawford, fifth grade; Mrs. Luella O. Durham, first grade; Mrs. S. N. Henry, sixth grade; Mrs. Naomi Hodges, fourth grade; Mrs. Faye M. Howard, fifth grade; Rex Lee, sixth grade; Mrs. Tandy Legg,

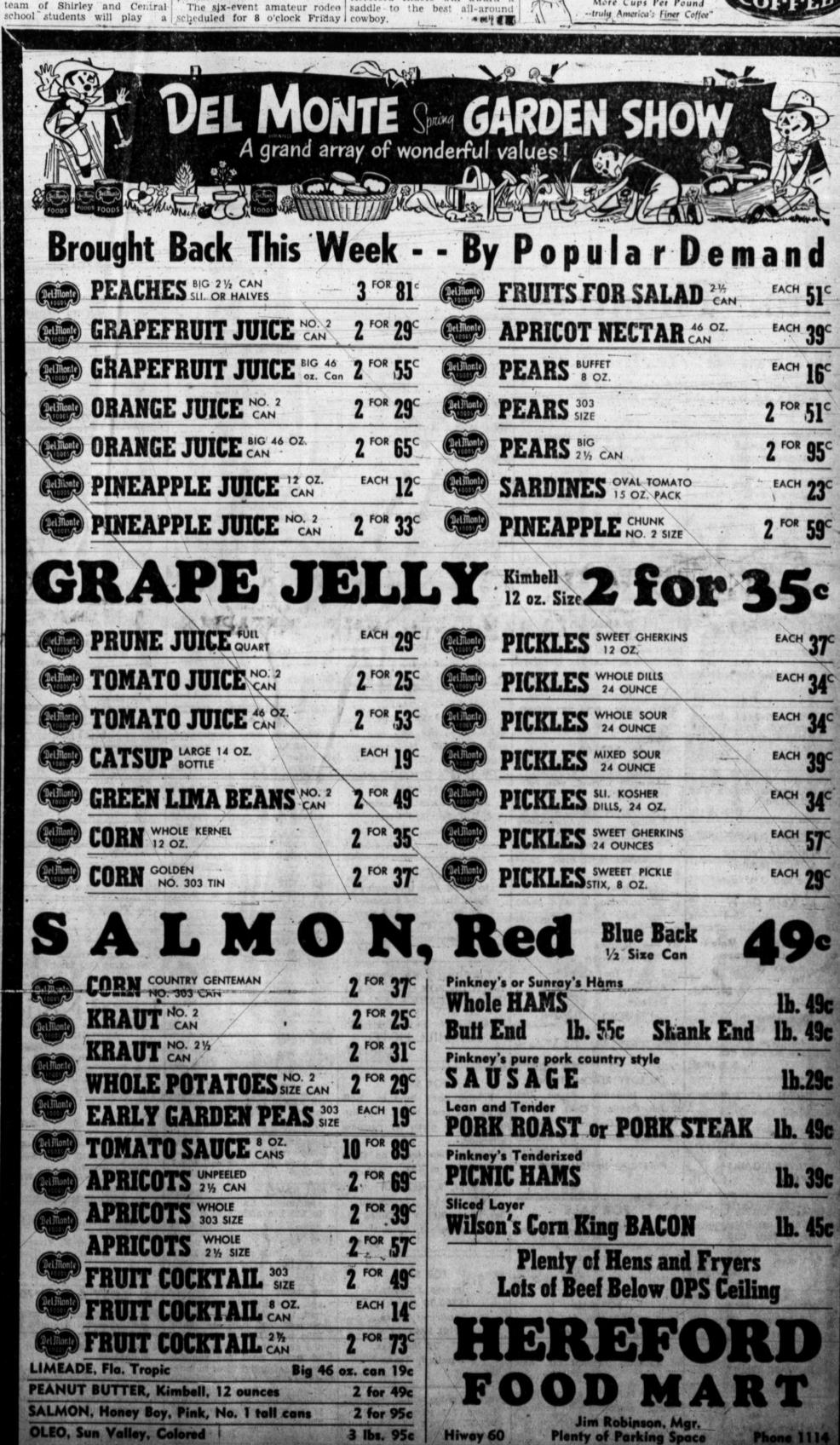
sixth grade; Mona McMaster, softball game with the junior and Saturday nights and 2:30 fifth grade; Mrs. Jewell Malone. fourth grade; Lavada Shannon, ber of the winning team will riding, bateback brone riding, was in Hereford-Saturday and second grade: Mrs. Sophie Kno- receive a gold button, and each saddle bronc riding, bulldogg- Sunday looking after business wles Snare, second grade; Mrs. boy on the losing team will te-ceive a free ticket to the Lois Thompson, third grade; Erma Walker, third grade, Mrs. movies Earlene Walton, second grade Prizes totalling \$1000 will be

Della Stagner was re-elected given at a drawing at the and Highway 60 by noon Frilementary school coordinator. Hereford Motor Company, sec- day. The entry fee is \$15 for At Dawn Mrs. Hazel Bruner ond and Miles, Saturday after- each event. Prize money, awas re-elected first and secnoon at 5:15. ond grade teacher and Charles All day Saturday the Here- among the six events. Corder, fifth and sixth

ford Garden club is exhibiting its spring flower show at the sors event is \$5 with the prize office of the Southwestern Pub- being winner take all.

lic Service company. -Mal Stewart; president, states The Hereford Riders will pretop stock has been obtained for sent a shield to the best visit- the three day rodes. In addiing club participating in the tion to the cash prizes, the

(Continued from page 1 parade. team of Shirley and Central-



Dr. C. O Smith, president high school team. Each mem- Sunday afternoon includes buil of Oklahoma City University ing, calf roping, and team ty- interests' Dr. Smith owns and operates several farms near ing. All entries must be made Hereford. to rodeo headquarters, Phillips

3

Service Station, corner of Main

mounting to \$1800 will be spli

Entry fee for the girls spon-

Hereford Riders will award a

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



Page Three



Delillonte	TOMATO JUICE CAN	2 FOR 53C
Delfflonte	CATSUP LARGE 14 OZ.	EACH 19C
Delillonte	GREEN LIMA BEANS CAN	2 FOR 49°
	CORN WHOLE KERNEL	2 FOR 35C
	CORN GOLDEN NO. 303 TIN	2 FOR 37C
5	ALMO	N.
1 mento	CORN COUNTRY GENTEMAN	2 FOR 37
el filonte	KRAUT NO. 2	2 FOR 25°
A COLORADO	KRAUT CAN	2 FOR 31C
el Morte	WHOLE POTATOES NO. 2 SIZE CAN	2 FOR 29°
elfilonte	EARLY GARDEN PEAS 30	E EACH 19C
lelfilante	TOMATO SAUCE & OZ.	10 FOR 89C
Delillonte	APRICOTS UNPEELED	2. FOR 69°
	APRICOTS WHOLE	2 FOR 39C
	APRICOTS WHOLE	2 FOR 57
Del filonte	FRUIT COCKTAIL 303 SIZE	2 FOR 49°
Delfilonte	FRUIT COCKTAIL & OZ.	EACH 14C
Del Monte	FRUIT COCKTAIL 27/2	2 FOR 73C
		oz. can 19c
	BUTTER, Kimbell, 12 ounces	2 for 49c
Contraction of the local division of the loc	Honey Boy, Pink, No. 1 tall cans	2 for 95c
LEO, S	un Valley, Colored	3 lbs. 95c



Hereford Brand, Hereford, Texas, Thursday, May 17, 1951 **Boardman Outstanding** Soil Conservationist

named the outstanding G. farmer and the best consertion farmer in the Deaf hith County Wind and Eros-District for 1950.

Hereford after returning soils. rom the Army in 1947. He imneans of re-organizing

By Mrs. E. R. Day

superintendent of the Friona

given their contracts for an-

other year, but four have re-

signed, Band Director Glenn

Cunningham, and three ele-

mentary school teachers, Mr.

and Mrs. Shipley and Mrs.

Mr. and Mrs. Lee Renner and

son have returned to Friona

for the Friona Motor company.

and family are spending two

weeks in St. Joe, Fla., visiting

Mr. and Mrs. Dan Etheridge

The men hope to do some fish-

Northwest Texas hospital in

Amarillo, was home for the

week end, accompanied by her roommate, Miss Betty Hood of

Canyon and Virginia Whitaker

her husband's parents in Lub-

Home Tour

Dimmitt, Hereford,

Mrs. Eddy Hannabas visited

ing while they are gone. Miss Tila Rue Day, who is taking nurses training at

Mr. and Mrs. Frank Spring

Pearson.

of Amarillo.

Tulia.

bock last week.

Supt. Dalton Caffey of Friona

Receives Three-Year Contract

schools. All the teachers were persons Friday afternoon.

night.

FRIONA NEWS

Herbert Boardman this week farm and building the soil. According to soil conservation officials, Boardman has had unusual success in growing vetch and Austrian Winter Peas for cover crops to turn Boardman took over his fath- under to build up the nitrogen farm two miles southwest and organic content of the

Boardman's parents will at nediately sought aid and sug- tend the Conservation awards restions from the Sail Conser- meeting and banuet at Tulia ation service on ways and Friday night as guests of the the district's board of supervisors.

lowing were registered Mesdames T. B. Armstrong, C. E. Hall, Richard London, "Edwin White, Hershel Johnson, Ralph-Price, Fern Barnett, Fred Barker Jr., Charles Sanders, Glenn Mingus, and the hostesses. A pink and blue shower honored Mrs. Edwin White at the

> cently when hostesses were Betty Stuve and Mrs. James Pope A pink and blue shower honored Mrs. H. V. Smith at the Friona club house Thursday afternoon when Mesdames

> Church of Christ annex re-

where hostesses were Mes-

dames E./ R. Day, O. C. Jones,

Pat Farwell and H. C. Wills. Appropriate games were play-

sented the honoreo.

Wayne Stark, Bill Kennedy, Hillis, John Benger, and Shipley were hostesses. Supt. Dalton Caffey has been Vega, Bovina, and Muleshoe SCHAFER PLOW given a three-year contract as were represented at the Friona tour of homes, attended by 155

Roy Wilson and Glenn Sparkman attended a waterworks meeting in Dumas Thursday Supt. Dalton Caffey attended a Texas educational agency meeting in Amarillo Thursday. Mr. and Mrs. Haywood Vaughn of Muleshoe visited in and Lee has gone back to work Friona Thursday with his par-

> Vaughn. **Showers** Given bridal shower honoring. Mrs .Wayne Hendrix, nee Patsy Cobb, was given Friday evening at the Friona club house

A BRAND NEW 1951

The easy pulling plow that pays for itself. ents, Mr. and Mrs. Elwood MILLER OLIVER CO.

HIGHWAY "60"

DR. MILTON C. ADAMS **OPTOMETRIST**

140 West Third Hereford, Tex-Office Hours-8:30 5:00 Phone 37



Bake Sale Saturday, May 19th - Sponsored by The Les Meres Study Club

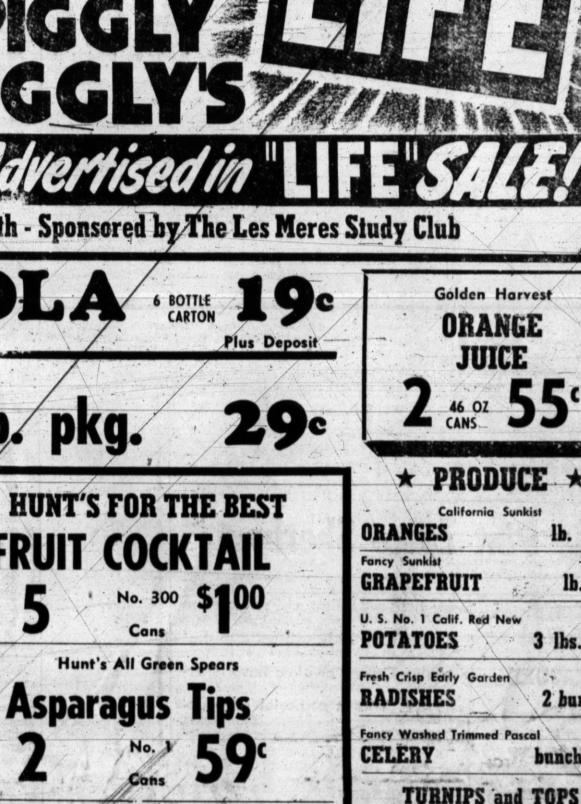
COCA COLA 6 BOTTLE CARTON **Golden Harvest** ORANGE Plus Deposit JUICE Lipton's **FEA** 1/4 lb. pkg. Qe Sunray Tenderized \star produce \star **HUNT'S FOR THE BEST California Sunkist** ORANGES FRUIT COCKTAIL Fancy Sunkist Shank **End**

Hunt's

5 to 7 lb. avg. **Butt Portion** 4 to 6 lb. avg. Whole Ham 54 lb. 10 to 12 lb. avg. Fresh Dressed

59 By the Piece - Slab BACON 45 Ib.

TH



WITH S&H GREEN STAM

GREEN

SI

Page Five

Extra Fancy Large Bunches Each 10c



The Hereford Brand, Hereford, Texas, Thursday, May 17, 1951

WESTWAY NEWS

Mrs. Jimmy Thomas and Mrs. Mary Caywood Entertain Westway Club

By Mrs. Elmer Combs

Westway Home . Demonstramas with Mrs. Mary Caywood as co-hostess, Mrs. Argen Draper gave a demonstration on attaching collars and cuffs and setting in sleeves.



PLUMBING Metal Work 25 N. SAMPSON . Phone 1281 HEREFORD

After the business meeting refreshments of homemade ice tion Club met Wednesday in cream and cake were served to the home of Mrs: Jimmy Tho- the following: Mesdames Louise Hayes, Bernie Northcutt, Joe Landers, Paul Rudd, Roy Lee Wilson, Leo Oligh, Clarence Morrison, Elvin Wilson, Johnny Townsend, G. C. Merritt, Mattie Pierce, George Turentine, Abraham Drager, C. M. Phipps,

on planting corn and raising Members of the Sadie Lee Oliver 4-H club rated as follows on their entries in the dress review: Gayle Wagoner, first place on her dress and third on her club book; Ann

Hanna showed the group a film

ed one night last week in the DAWN NEWS

Wagoner first place on her dress and third on her club book; Patsy Townsend, first place on her dress and first on her club book; Helen Diller, second place on her dress and second place on her club book; Jackie Brinkman, third place on her dress and Mary Lynn Harold Rudd, Joe Paetzold, Clarence Saulcy, Kenneth Rudd

second place on her dress. **Caywood** Entertains Joe Wagoner, W. B. Nunley, Clarence Caywood entertained

Mac Jackson, Elmer Combs. group of teen-agers from Bess Gills, the hostesses, 15 children and two visitors; Mrs. Hereford with a hayride recent-Adolph Duckworth of Tulia ly Clarence went into town and brought the group out to and Ruby Welsh of Portales, N. his home on the truck loaded Mrs. Stella Thuett and Mrs. with hay. After they got to the Caywood farm they roasted John B. MacNaughton of Nega weiners and marshmallows over

were recent visitors in the an outdoor fire. Clarence Morrison and the Those enjoying the party were: Jimmy Thomas homes. Mrs. Clarence Saucy spent Joe Bill Wills, John Benson, the week end at Altus, Okla., Dale Hinds, Tunny Wilson, Geovisiting in the Eddie Hernandez rgia Lewis, Norma Cummings, home. Mrs. Clifton Combs ac- Joe Easley, Donnie Johnson, companied Mrs. Saulcy as far Sylvia McCracken, Shelby Whitas Altus and then went on to field, Barbia Sue Rogers, Rob-Anadarco, Okla., to spend a few ert Hics, Eddie Morrison of weeks there with her mother. Hereford and James Airhart Mr. and Mrs. Grant Hanna and Buddy Godfrey of Dawn and Noberta Hernandez visit- | and the host.

Meeting, Birthday Party, Held By Bertha Frye One of the highlights of the school year was the Parent-Pupil banquet at the school house Friday night. Fred board members. Phelps, manager of the Clovis Chamber of Commerce, was master of ceremonies. Supt: George Graham, speak-

er of the evening, used as his subject, "Rising Under Diffi-Beard; "Bag of Smiles", Jan-Mrs. Clarence Saulcy and

Mrs. Carl Kropff of Hereford by Mrs. J. D. Bruner's room; a song. were recent visitors with Mrs. Kropff's parents in Hart. Nita Jo Moore's room. Clarence Morrison visited with his mother, Mrs. Lizzy Morri-

Parent-Pupil Banquet, Cafeteria

ice Kerschen.

sang several numbers.

of Mr. and Mrs. Corder, gave a violin solo, after which her son, in the Bud Morrison home daughter, Beth Ann, gave a of Hereford. piano solo. Miss Moore was Mrs. P. B. Sowell is attending planist for the evening.

the Red Cross supervision school at Carlsbad, N. M., Mrs. Sowell will be there-two weeks. Billy and Larry Perez of Hereford spent Thursday night in the Clarence Saulcy home. Larry spent the remainder of the week with his grandmother. Frankie Hernandez returned to his home after spending several weeks visiting his parents

in Phoeniz, Ariz. Cliff, Eugene and Billy Don Combs spent the week end in

Plainview. They visited the W. E. Combs, Jr. family. R. M. Gunn visited a few days

this week in the home of his daughter, Mrs. Joe Landers. Mrs. Joe Landers and Mrs. Norberto Hernandez have been on the sick list this week. Mrs. Gray has not been well.

Sixth Birthday

Jackie Lynne Nunley was honored on her sixth birthday with a party given by her mother at her home on Friday. After playing outdoor games the children enjoyed refreshments of birthday cake and ice cream with balloon and candy as plate favors, Children present were: James Burris, Joe Bob Wagoner, Adair Melton, Dannie and Debbie Thomas, Ronnie and Rickie Nunley, Beverly and Jerry Williams and Pamela Sue Coltharp of Hereford. Others present were Mesdames Jimmy Thomas, Joe Landers, Elmer Combs, Bert O'Connor, Hershel Burris and Glen Williams of Hereford.

Jackie Lynne Nunley attended a birthday party for James Burris on Thursday of last week.

Mrs. Adolph Duckworth and Janice of Tulia were callers in the Kelly Gray and Elmer Combs home last Wednesday.

Approximately 150 / plates were served from tables decorated with sweet peas. Shower Falls

The farmers and housewives welcomed the shower that fell Sunday night-the farmers because of their crops and the housewives because of the unin charge of the kitchen. culties", stressing the value of usual amount of dust with serving and the great benefits which they have contended that come from serving. Supt. this spring. Graham introduced the school

Mr. and Mrs. Clifford Stewart and children spent Sunday A tribute to mothers and in the Henry Hamblin home at fathers was given by Mr. Cor-Wayside.

der's sixth graders; "The Gos-Mr. and Mrs. Dudley Ruthsiping Neighbor", given by Dorerford and sons were Sunday dinner guests of Mr. and Mrs. Clifford Stork at Dimmitt.

Mrs. T. L. Sparkman and A choral reading was given Mrs. Zed Stewart attended a Stanley party at the home of "Springtime" by Miss Mrs. Charles King- in Amarillo Mrs. Fred Phelps, daughter Thursday.

Mr. and Mrs. Johnnie Carathers and children were dinner guests Thursday evening in the home of her mother, Mr. and Mrs. T. R. Atkinson, in Amar-A quartet, Mrs. Norman Milillo

Vickie Stork of Dimmitt ler, Mrs. Carl Wimberley, Coley spent last week with the Dud-Arender, and J. D. Bruner, ley Rutherfords.

Beautiful Savior Lutheran Mrs. Galley, Supervisor At the cafeteria meeting last Thursday Mrs. Walter Galley was re-elected supervisor, and Mrs. David Rodgers was named assistant supervisor; Mrs. Norman Miller, secretary and treasurer; Mrs. Walt Beavers is

arts in Canyon.

The Dawn Music club had a luncheon in the home of Mrs. Carl Wimberley last Tuesday when a special guest was the district president, Mrs. Brush of Phillips.

Mr. and Mrs. Ray T. Phillips and Linda spent Mother's Day with her parents, Mr. and Mrs. R. Oglesby at Etter.

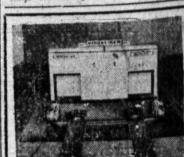
Harold Robinson was one of nine WTSC students who attended a track meet at Tucson, Ariz., last week.

Mr. and Mrs. Paul J. Frye, Martha and Johnnie, of Amarillo were dinner guests Sunday in the R. A. Frye home. Burton Olsen spent Sunday at the home of his father, Gus Olsen, near Gruver.

Mr. and Mrs. H. H. Miller, Audni and Jon David, attended

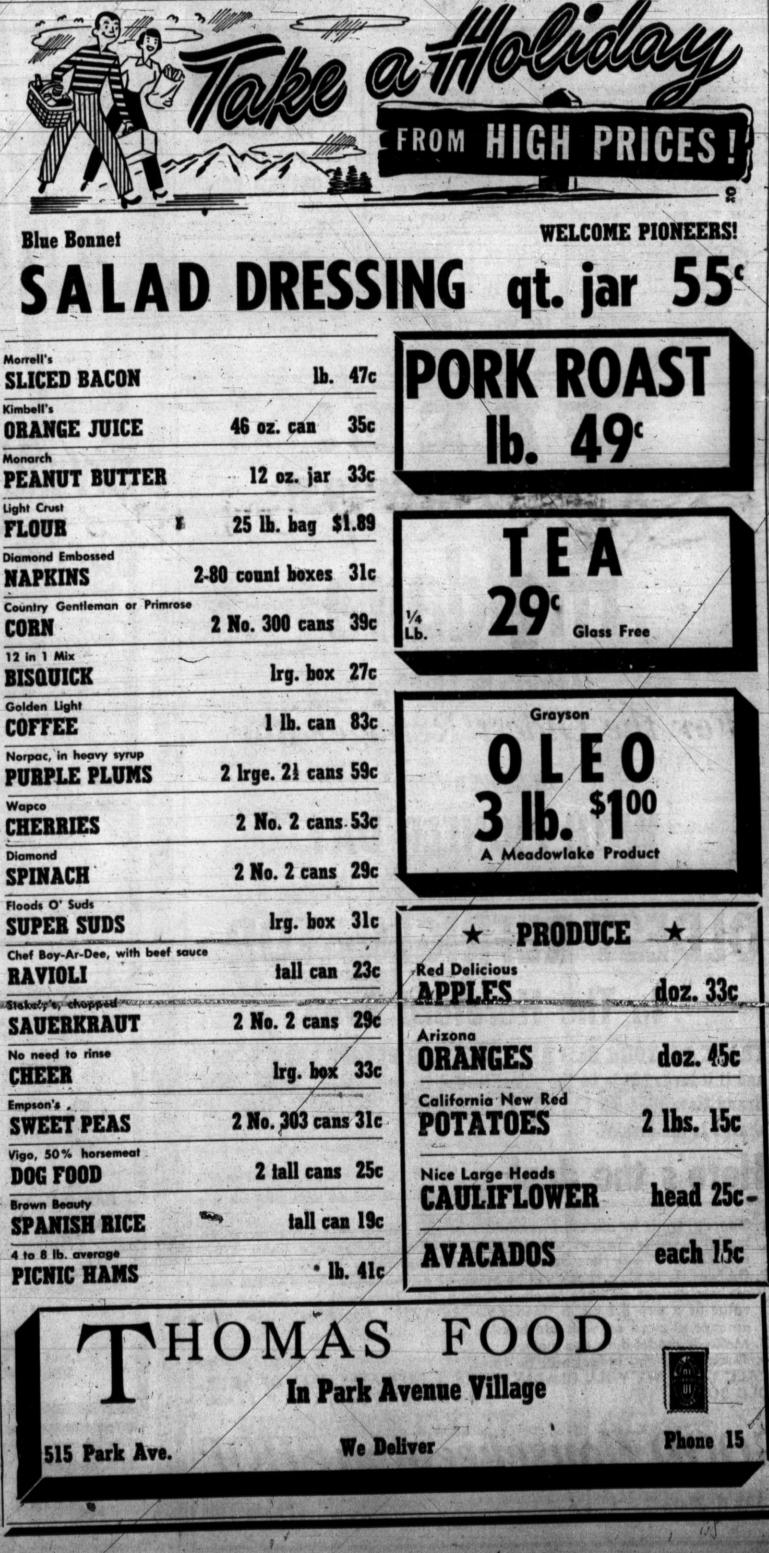
Church at Amarillo Sunday morning and were guests of Rev. and Mrs. Daniel Schorlemer in the afternoon. Mr. and Mrs. Zed Stewart

and Dwayne were Sunday dinher guests of the Walter Stew-



VISUALINER

FRONT END ALIGNMENT AND WHEEL BALANCING For Ail Makes of Cars FRANK CRAIG Studebaker, Massey-Harris



FREE **One Pint Zesto Sherbert**

Every housewife that visits our store Saturday, May 19th, will get a pint of This Week's hi-quality Orange or Lime flavor sher-FEATURE bet FREE. This is a special introduc-Fresh tory offer. Strawberry Sundaes



Greater advantages for you in these great truck features

GREAT ENGINE FEATURES

- . Two Great Engines · Valve-in-Head Efficiency
- Blue-Flame Combustion
- . Power-Jet Carburetor
- Perfected Cooling
- Specialized 4-Way Lubrication . Thermostatic Heat Control
- · Cam-Ground Cast Alloy Iron Pistons

GREAT CHASSIS FEATURES

- . Rugged, Rigid Frames . Hypoid Rear Axles
- . Single-Unit Rear Axle Housings . Wide Range of Springs
- New Twin-Action Rear Brakes (heavy-duty models)
 New Dual-Shoe Parking Brake
 (heavy-duty models) Flexi-Mounted Cab Adjustable Seat Assures Proper Eye Level New Torque-Action Brakes
- Foot-Operated Parking Brake (models with 3-speed transmission) Large Door Openings Steering Column Gearshift (models with 3-speed transmission)
- Side Doors Held Open by Over-4-Speed Synchro-Mesh Transmission

KINSEY MOTOR COMPANY

FEATURES

- CHEVROLET
- GREAT CAB AND BODY . Sturdy Steel Construction • Unit-Design Bodies
- Pick-Up Bodies with Flush Skid Strips New Ventipanes in Cabe Insulated Panel Bodies . Improved Full-Width Cab Seat
 - . Extra-Strong Stake Bodies . Full-Width Gravel Shield
 - . One-Piece Fenders
 - Counterbalanced Alligator-Jaw Hood
 - . Choice of 12 Colors
 - CHEVROLETS IN USE THAN ANY OTHER TRUCKI

Phone 740

COFFEE Norpac, in heavy syrup PURPLE PLUMS Wapco CHERRIES Diamond SPINACH Floods O' Suds SUPER SUDS Chef Boy-Ar-Dee, with beef sauce RAVIOLI Stakely's, chopped SAUERKRAUT No need to rinse CHEER Empson's SWEET PEAS Vigo, 50% horsemeat DOG FOOD Brown Beauty SPANISH BICE 4 to 8 lb. average PICNIC HAMS

244 E. 3rd



Hereford, Texas, Thursday, May 17, 1951 Section Two SPORT HISTORY JBBB M TEL SHOOT ANY BODY THAT CHEATS ON THIS TEST . ENATE SCHOOL CONDUCTED BY GID CREWS . LDRESS FIRST PUBLIC SCHOOL WAS BUILT IN 1889 ON PRESENT ELEMENTARY SCHOOL . MR. COPELAND & WESMORELAND FIRST TEACHERS and IN BOBCATS SUBMITTED by JOE A. GIBSON SUPL CHILDRESS PUBLIC SCHOOLS 1890 WITH 5 STUDENTS W.Y. WHITTENBERG, HEAD TEACHER AN MRS CRANDALL PRIMARY DEPT. CHILDRESS, TEXAS SUPT. J.M. CRAWFORD, STARTED THE PRESENT S STAFF BASEBALL the OBCAT FIRST ATHLETIC SPORT 1891 CHARLES CHURCHILL DOYLE MALONE ERNON JOHNSON DICK RISENHOOVER JOHN STEPP CHILDRESS HAS EXCELLENT EDUCATION FACILITIES IN ALL DEPARTMENTS FIRST BASEBALL GAME : U.S.A STARTER PLAYED JUNE 1846 ACCORDING TO F. G. MENKE ALEXANDER CARTWRIGHT Palton OPENED SEASON SPEARMAN OF NEW YORK CITY DREW UP FIRST BASEBALL SQUARE HOOKER A RULES FOR 9 PLAYERS IN 1845-40 CRISWELL HEREFORD'S COACH ATTENDED THE MCLEAN . CANYON TEXAS TECH COACHES CLINIC TULIA . MIAMI . FRION GROOM W OTHERS WATCH HIS WHITEFACE HERE DRM ALREADY HITTING GRIDDERS THIS COMING SEASON HEIR STRIDE MILLIONS

Hereford's baseball team took its first game of the season Tuesday night by downing Vega on the local field 11-9. The locals got nine hits off the slants of two Vega pitchers and Vega garnered 11 off Anderson, Monroe, and Barrett. The last part of the game was played in high winds and dusty conditions.

Barrett hit three for four to take the honors with the stick Tuesday night for Hereford. He included a double in his knocks.

Scoring by innings was as follows:

Vega - 110 430 0. Hereford - 250 1211x There will be no further activity until after Pioneer Days.

Guest in the home of Mrs. J. B. Hammer and Oma is Mrs. Hammer's cousin, Mrs. W. C. Burch of Cart ville, Mo. Mrs. George Strany and Mrs. James Strange and laughter, Judy, a league, and interested playof Amarillo visited them Sunday.

them to a prospective sponsor. Mr. and Mrs. C. I. Rudd and Efforts are also being made, son, Donald, spent the week Alderson said, to encourage end at Higgins visiting Mr. teams from surrounding com-Rudd's mother, Mrs. J. D. Sias, munities to enter the local

Softball Opener Thursday

Softball is making a strong league. Games with teams from players are available. One sponome-back bid in Hereford with the organization of a team sought. ponsored by Hereford ,Hard-

Until the new league gets ware and two more business firms ready to sponsor a team on its feet, games between the Magnolia team and the Here-The first softball game of ford team will be scheduled unhe season will be played beween the Hereford Hardware to allow drawing up of a schedeam and the Magnolia Petrolule. eum 'seismograph crew' team

1000 STORE

anxious to sponsor teams if the munities.

these communities are also sor, C & R Cleaners, is in need tended the bacealaureate serof players to complete its ros- vice at the Hart rural high

ter, Alderson said? Interest in softball was given a boost last week with the organization of a team by sev

Mrs. W. F .Gillis and Mrs. C. W. Riddle returned Saturday from Albuquerque where they

school Sunday night. Mrs. Ra-

mey's niece, Marilyn Stone,

was one of the graduates.

Mr. and Mrs. E.

til league membership expands eral local players. 'Fan support is urged for the newly-organized teams so soft-Alderson told The Brand that ball interest can be rebuilt in

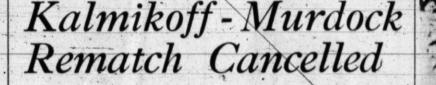
visited several days with their sister, Mrs. H. T. Hornbuckle.

there are several businesses Hereford and surrounding com-



MECHANICS AT THE Hereford Motor Company took the opportunity the other day to dunk their foreman, Tommy Kemp, in the Jaycee ducking tank on Main street. Rather than let him take his ducking the conventional way, they tossed him in head first as can be seen by the above picture. These in the picture, from left, are: Carl Criswell, Bet Munday, Pete Cowart, Kemp, Louis Phillips, and Raymond Roach.-Bill Patton Photo.

Only 3 Days Left To Register For 1,000 In Prizes



long-awaited return hand for the return go here The meeting between Ivan Kalmikoff and Frankie Hill (Sleeper) Murdock will not materialize, at least for this coming Saturday.

Wrestling fans will recall that the two whiskered grapplers met at the Bull barn on May 5 and fought to a "no' contest" decision and their purses were withheld pending a return engagement. In that battle, the two whiskered wonders used everything but the rafters in their contest as they carried the fight out of the ring. Kalmikoff notified local Okla. Bennie Trudell, the Canmatchmaker Guy Lawrence that | adian toughy, will meet Rolan-

Saturday and he forfeited his purse to Murdock. Murdock, the "sleeper hold"

when players are recruited -

Thursday night at the Ameri-

can Legion diamond beginning.

Admission to the game, which

will be the first in a series of

Three Hereford teams are

sought for the organization of

ers are urged to contact Le-

land Alderson, who will refer

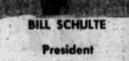
softball games this season, will

at 7 p.m.

be free.

specialist, was never quite able. to apply the clincher to the elusive Russian from Rostøv. In lieu of the Kalmikoff, Murdock thriller, local fans will be given a double main event match, both best two-out-ofthree fall meets, one hour time limit.

In the first/ meet, George Curtis of Vicksburgh, Miss. will meet Balk Estes of Elk City, he would be unable to be on do Dera of Monterey, Mexico.



Free...

Having recently purchased Hereford Moto Company, we want to say "Hello," and to meet you personally if possible. This goes for the entire staff-from front to back-and we thought this would be a nice time. Plan to be here Saturday, if you curi, but if you curit ... be sure to drop in ... and register Friday or Saturday.

> Bill Schulte, Pres. Frank Vogel, Mgr.

COFFEE

and

DOUGHNUTS

at the HEREFORD MOTOR CO. INC. Registration Closes Saturday May 19th At 5 P.M.

HERE ARE THE PRIZES: 5th - \$25 credit on Repair Work in our

1st - \$500 Down payment on a New Ford or Mercury

Service Department

Service Department

- 2nd \$250 Down payment on a New Ford 6th \$10 credit on Repair Work in our Service Department or Mercury
- 3rd \$75 credit on Repair Work in our 7th thru 18th - \$7.50 credit on repair work in our Service Dept. 4th - \$50 credit on Repair Work in our

Service Department

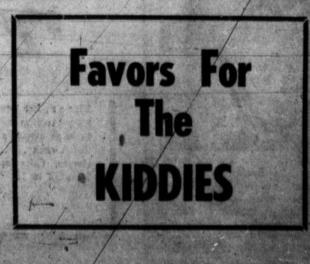
TWO - Regular \$25.00 Carvell-Hall Carving sets to be awarded Saturday afternoon following award of other prizes- Must be present to win one of these sets, but need not be present on other prizes.



MR. FRANK VOGEL

Anyone 18 years of age or older is eligible to register for prizes except: employees of Herefor Motor Co. Inc. and memers of their households. Registertrations will be accepted at Hereford Motor Company, Inc., in Hereford, any time between 9:00 a.m. and 5:00 p.m. daily, Monday, May 14, through Saturday May 19, 1951. Public awarding of prizes will be held at Hereford Motor Co., Inc., at 5:15 o'clock Saturday afternoon, May 19. No purchases are required to register-and you do not have to be present to





The Hereford Brand, Hereford, Texas, Thursday, May 17, 1951

BOOKS ON PARADE

Contract and the

Grade A Western Is "Spurs from Isidro" by Briscoe

By Corinne Jennings "Spurs from San Isidro" is a novel of the southwest, one filled with action, mystery, and uspense, and one which might be classed a grade "A" western. The author, Birdsail Briscoe, writes well and is one who has lived on a ranch, judging from the realistic manner in which he tells of ranch life in an earlier day in Texas down near the Rio Grande, before the trun of the century.

Beginning the story, Andrew Wells, in the leading role, is udying art "back East" when e receives a letter telling him. the sudden death of his faer, Jim Wells. He knows he ust go home to find the killer his father and assume the gantic task of running a big nch which he has been away om for a number of years. Not only does he face all this ut there is \$40,000 of missing oney that his father had prrowed and which was taken llowing his death. This had en borrowed to swing a huge attle deal with a ranch acss the border and the cattle ere already on the ranch. The cattle had belonged to onrad Fielding, a strange felv, and one who needs his aney for the reclaiming of an d silver mine he is trying to lvage from a flooded condiin which had occured before he had fallen heir to it. At his anch "Casa Cantu" lives his eautiful wife, Celeste.

When he first saw her, Andrew knew on sight he must paint her and the feeling he has about her was hard to decide whether it is love or his love of art and the beautiful. Even with all his problems, he fights incessantly his urge to paint and even to return to New York, but he cannot leave without settling affairs at the ranch, nor can he forseke his friends there who depend on him. Under strange conditions he does paint again.

One of these friends is Jane, his early playmate and admirer, now a handsome young woman who is so near and dear to him that she can even read his mind much of the time. Fisrt the cattle and conditions on the ranch must be put straight before he can begin the finding of the killer. A gunshy horse belonging to his father helps him find the first clue as they ride over a pass where his father was shot, but lived to make it into the ranch.



tampered-with gun of his father's is a second clue. The suspects lined up as as Fielding; Maybanks, the sheriff, Dwyer, foreman, and father of Jane: Treadway, an unusual cowboy on the ranch, one with a past-and even the dear and trusted friend of his father's and the family, Senora Pena who lives at the ranch and is a good friend of Jane's. And there are a number of minor suspects too, any of whom could have done the killing or had a part in it.

Those who have read and remember the cowboy classic by Owen Wister, "The Virginian" will be reminded of the tense scene when the hero and vilhan met in the gun duel-in this novel when Andrew shoots it out with his fathers murder-

This is a book which has been well liked and commented upon by the readers says. Mrs. Boydston, librarian.



GUEST SINGER Sunday afternoon at the Spring Festival of singing at the Methodist Church in Friana at 3 o'clock was Dale Hinds of Hereford, son of Mr. and Mrs. J. H. Hinds, Students participating in the festival are those of Miss Mattie Mae Swisher. The program was held on the first day of National Music Week. e Hereford Brand, Hereford, Texas, Thursday, May 17, 1951



JUNE HECK, above, is the new Jaycee sweetheart. A native of Cimarron, N. M., she moved to Hereford two years ago to live with her sister. She is a 1950 graduate of Hereford high school. Miss Heck, 18, is engaged in clerical work at the First National Bank. She is the first club sweetheart the Jayeces have had ____Brand Staff Photo.



25 Years Ago leases in almost a solid block, Brack Williams had a few inchhas been secured by A. L. Biggs of Hereford around Bellview, N. M. A drilling contract for an oil test will probably be signed within the next week.

Stork Special: Born to Mr. and Mrs. F. H. Burleson, May 15, a boy.

The Hereford Golf club pulled a Flag Tournament last Sunday that was something new in Hereford, although not new elsewhere. Each man who played Sunday was given his handicap and a flag. If his handicap was 11 strokes above par, as an example, he went as far as he could on 47 strokes then stuck his flag in the

ground. The fellow who adanced his flag the fartherest Wednesday of this week by

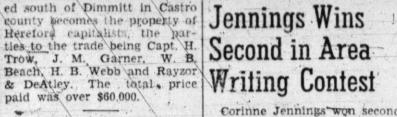
When the smoke of battle More than 20,000 acres of oil cleared it was found that es on Johnathan Pitman, who won second, with Fred Patton only a few inches back for third money.

> In the finals of the recent regular tournament Frank Marrs defeated J. J. Clark and is how the recognized champion of the organization.

> J. L. Wilson, living near Hereford poisoned 100 jack rabbits on a 100 acre field with 10 pounds of poison.

45 Years Ago Items from Hart: Rain in abundance and hall very destructive to almost all vegetation. Gardens destroyed and fruit beat off of our trees.

A trade was consumated.



D. R. Gass & Sons this week Historical Society contest with sold their hardware store to a her essay, "Food, A Key to the company composed of M. S. Acuff and Berry Orr of this \$50 prize at the annual meetcity and Frank Tubbs of Lubing of the society Friday night bock and will hereafter devote in Canyon. their attention g to the dry goods business.

In J. G. Callens ad: Best 7 cent callcoes, this sale, 41/2 cents per ward; beautiful French organds and Marceline silk, regular 25 cents yard, now to a Borger man who wrote a story of his neighboring town, 16 3-4 cents yard, Panhandle.

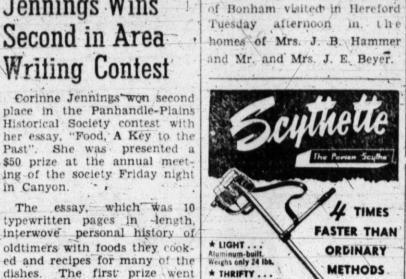
President Elliott gave out the information this week that there have been 172 matricuburban home of the bride's parents in South Hereford. lates in the college this year;

representing over 130 different Frank P. Wright of Corydon. pupils. . . The desire of every Ind., arrived today with a view Hereford citizen should be of making the initiative tosee the college open next September with 200 bright, ener- in Hereford. wards putting in an ice plant

Sunday at 8 o'clock in the O. M. Daniel sold his oneevening, James Mauk and Miss section ranch east of town to Maud Brittian were united in J. B. Phillips, the price paid marriage at the beautiful su- being \$11 per acre.

BACON, Armour's Star, sliced

SAUSAGE, Armour's Sar



Miss Virginia Ann Dilleha

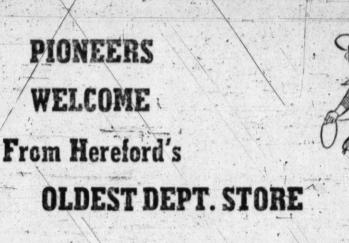


America's most talked about portable power scythe. The Scythette saves you time, labor, money. Come in and see a demonstration of Scythette to-day.

> HEREFORD IMPLEMENT COMPANY

lb. 62c

1 lb. rolls 39c



Page Three

Pasadena Toilet

MAKE THIS YOUR HEADQUARTERS FOR WESTERN WEAR OR ANY OF YOUR CLOTHING OR FOOTWEAR NEEDS FOR THE WHOLE FAMILY.

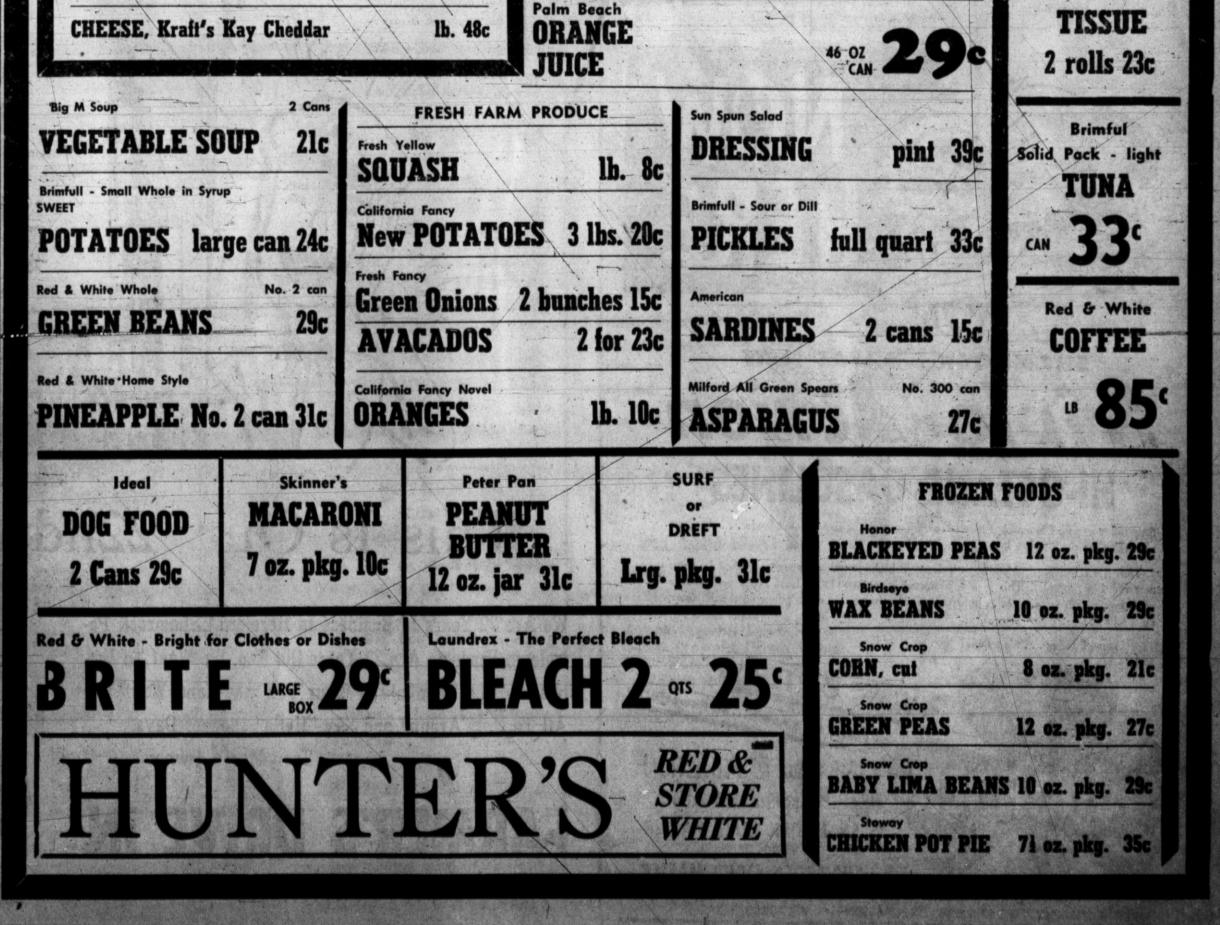
Serving This Community For 30 Years In the Same Location and Under the Same Management!

POPULAR STORE Since 1921



TOMATO Juice 46 OZ 27°





In the main event the tag-team match that ended the festivities for the evening. Hick-son and Parks met O'Reilly and jack-knife.

Hickson came back at Carter Jerome Howard Rites in 14 minutes to gain the sec-Held in Provo, Utah ond fall with a reverse body

Parks took the third fall over ther of Mrs. C. C. Ferguson and Howard, son of the late Col. O'Reilly in 11 minutes with a member of one of the pioneer S. T. Howard, left Hereford a-reverse two-legged jack-knife. families of Hereford, died re- bout 40 years ago. Jerome Howard, age 56, bro-

cently at Salt Lake City, Utah, and was buried at Provo, Utah, where he had engaged in ranching about 20 years. He was a bachelor.

He is survived by two brothers, Rev. John K. Howard of Glendale; Ore., and Horace D. Howard of Sacromento, Calif., and one sister, Mrs. Ferguson, who returned home Saturday from Provo.

Phone 740

rter. Carter took the first fall over Hickson with a series of kneestomps in 14 minutes.

NEW BODY!

NEW CHASSIS! NEW CHASSIS! NEW "ROCKET"!

Everything is NEW for Oldsmobile's

Revolutionary NEW "Rocket Ride"!

The facts-the FEATURES-speak for themselves! In this new Super "88," you see ten years' major advancements! Body; low, wide, and handsome-all new! Chassis: springs, shoeks, frames-all new! "Rocket": all that famous snap and sparkle-plus new economy, new dependability! And Hydra-Matic Drive* has new instantaneous reverse gear selection! Smoothnesssmartness amazing gas savings! They're all new; all yours in Oldsmobile's Super "88"! Come into our showroom! Drive the triumphant NEW Super "88" Oldsmobile!

THE RALPH HASTINGS farm, top photo, was identified only by rural residents when it ran in Thursday's Brand as the "mystery farm" of the week. A. C. Jones, who lives on Route 4 c/o J. B. Haile, made the first correct identification at 11:25 a.m. Thursday, May 3. There were no city identifications. The lower photo is awaiting identification as the new mystery farm. The first city and the first rural resident identifying the farm correctly will receive two free theater tickets. -Brand Staff Photos.

的在王國自己的時代的

Hickson, Parks. Win was no dicision, with neither grappler gaining a fall over Tag Team Match Sat. The match was sparked with

of Jack O'Reilly's new Octupus split here Saturday night when he Australian met Bill Parks cf North Bay, Ontario in a preliminary 20-minute match and again when he appeared in

Local wrestling fans saw more an Australian tag-team match. In the first event of the

some rugged demonstrations of the grappler's art, but the entire contest evenly fought. O'Reilly made good use of his new Octupus split when he met

Bill Parks in the semi-windup. evening, one-fall 20-minute He pinned the Canadian after affair between Billy Hickson 13 minutes of slam-bang wrestof Knoxville, Tenn. and Jack ling with his newly-acquired Carter, of Aukland, N. Z., there | hold.

HERE

So Fast...So Smooth....So Powerful!

Get New TRIPLE-ACTION.

Performance with

SHAMROCK TRAIL MASTER REGULAR GASOLINE SHAMROCK CLOUD MASTER

ETHYL GASOLINE . AMARILLO, TEXAS 244 E. 3rd



Celebrating

. //

. 16

+Hydra-Matie Drive

Together!

ZZYears

Service

SHAMBOCK

Triple-Action **HI-OCTANE GASOLINES**

Stop today at your Shamrock dealer's for the finiest motor fuel we ever made . . . the great new gasolines you've been hearing so much about.

They are scientifically blended with dynamic high-octane components supplied by three new refining processes. This means Shamrock gives you TRIPLE ACTION performance qualities: instant warm-ups . . . unsurpassed smoothness . . . eager power on the get-away, on the hills.

Try Shamrock today . . , it's terrific! 3 WAYS BETTER!

SHAMROCK

THE SHAMROCK OIL AND GAS CORPORATION

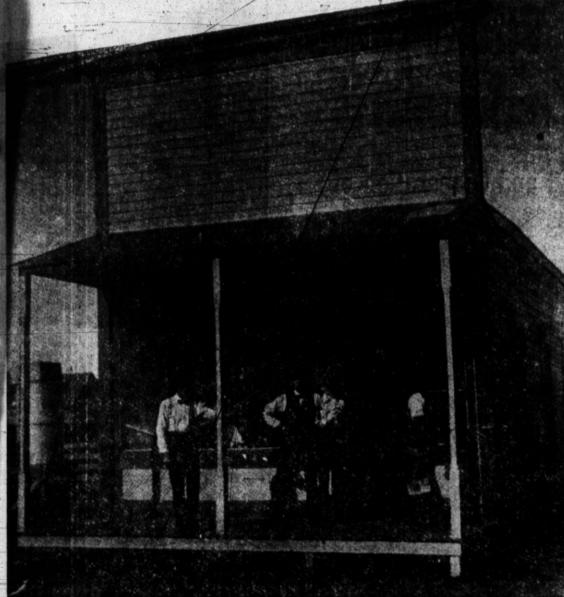
This Is Our 22nd Anniversary

KINSEY MOTOR COMPANY

SEE YOUR NEAREST OLDSMOBILE DEALER

We Are 22 Years In Business In Hereford - Shamrock Petroleum Products Are 22 Years Old Too. We Want To Emphasize Our Thanks For Your Patronage and Want You All To Drop Around and Say "Hello" Pioneer Days. Troy Moore, Owner

Located East Highway 60 Hereford, Texas



teretord Brand - 1902. EXTERIOR OF THE FIRST Reporter office. In the picture, which was made in 1902, are: left to right, Louis Arnold, Frank Vanderburgh, Ed Manson, later a Clovis publisher who then worked for The Reporter, and entering the door is Troy Womble, "Hereford's first ice man."

Church Notes

Because of high school bac- all of the workers who are go-calaureate services, no evening ing to help in the vacation services will be held Sunday at Bible school will meet at the the First Methodist Church. First Baptist church for the Sunday morning . services first faculty meeting. will be held as regularly sched-

The Wesleyan Guild will meet

day morning.

Lumm will speak. Regular church services include church school, 9:45; morning worship, 10:50; youth groups, 6:30; evening worship, 7:30. Choir rehearsal is held at 8 o'clock on Wednesday

No evening service will be held next Sunday evening at the Church of the Nazarene, Fourth and Jackson because of the high school baccalaur-

Sunday school will be held at 10 o'clock Sunday morning, followed by the worship service at 11 o'clock. Mid-week service is Wednesday evening at 8 o'clock.

except Sunday when program an Church on Sunday morning. | duces: they theme. It reads, time is 9:15. The regular third Sunday convene at 10:30.

singing for Churches of Christ At 8:00 in the evening the of this area will be held Sun- congregation will assemble for day afternoon at Friona at 3 an hour of singing and hymn o'clock. The public is invited. study. Last night the congregation

Services at the First Presby-

terian church, 7th and Lee, include: church school, 9:45; morning worship, 11 o'clock, members were honored guests evening worship, 7:30. Rev. Russell Wingert is pastor.

The regular schedule of services for the Assembly of God at 8:45 each Saturday morning. church includes: two radio programs on Sunday, 7:45 m. and 1:00 p. m.; Sunday school, 9:45; morning worship; 11:00; young people's meeting, 6:45; evangelistic service, 7:45. Mid-week services are held at 7:45 on Wednesday evening, and the Women's Missionary Council meets Thursday afternoon at 2 o'clock." Rev. S .E/

Eldridge is pastor:

Trinity Sunday will be ob- Christian Science churches Well"

pastor.

Sunday School and Bible Class "That which is born of the "That which is born of the Hospital is born of the Spirit is spirit.' Notes

Parker Studio

renjoyed a fellowship dinner in the church basement given by Spring Musicale the Ladies' Aig when the new

Mrs. Frances Parker will preand were introduced by the ley Smith, med.; Theresa Nan sent a group of students from Robinson, med.; Mrs Edwin her vocal studio in a Spring Skypala, OB; Mrs. Bradley The church's /weekly .radio Musicale Friday evening, May Lookingbill, OB: Mrs. Charles 18 in the educational building Crowell, med.; Mrs. G. G. Turprogram is heard over K P A N pin, med.; Mrs. J. M. Watson, of the First' Baptist church. Friona, med.; Mrs. Bill Thomp-The public is cordially invited to attend the program, which son, OB; Mrs. B. M. Wiltshire, Christian Science services are held leach Sunday morning rat son, OB; Ethel Curry Sumis scheduled for 8 o'clock. oclock in the Star Theatre.

All/who are interested are in-The program will , include derson, Friona, surg .: Boyd "Londonderry / Air" (arranged Knox, med.; Mrs. Mike Baird, vited to attend these services. by Neil) Margaret Phillips; "I med. Practical distinction is made between immortal man, made Love the Moon" (Rubens), June in the image and likeness of Heck; "I Heard a Forest Pray-

Higgins, surg., 5-12; Mrs. H. H. Goodnight, Sunray, med., 5-13; Nerle Powell, med., 5-13; Florene McIntosh, surg., 5-13; Victor Carrasco, Clovis, N. M., accid., 5-13; Mrs. B. M. Wilt-

E. Stengel, accid.; Cruzita Anshire, surg., 5-16 oya, accid.; John Ross, med.

BIRTHS: A daughter, Shar-Mrs. Betty R. Whisenand, surg .; Sue Nell Sumner, surg.; Shiron Kay, to Mr. and Mrs. Cecil

Messer, May 13; a daughter, Deborah Jean, to Mr. and Mrs. Lookingbill, OB: Mrs. Charles Bradley Lookingbill, May 14; a daughter, Elaine Mary, to Mr. and Mrs. Edwin Skypala, May 14; a son, Danny William, to Mr. and Mrs. Bill Thompson, May 13.

merfield, surg.; Mrs. Jack An-

PATIENTS DISMISSED: Mrs. Cecil Messer, OB, 5-16; Mrs. C. A. Guinn, Friona, med., 5-15; to their homes after spending Mrs. Richard Ireland, OB, 5-15; the week end in Hereford with,

Mr. and Mrs. Jack. Lester, their son Bob and his fiance. Miss Jacqueline Ieban, all of Pueblo, Colo., have returned

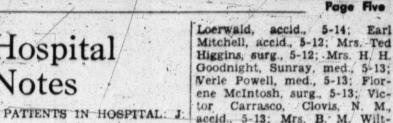
WE GIVE

God, and the counterfeit call- ing," (deRose), Cecelia Wilkins; ed mortal man, in the Lesson- "Rondo" (Mozart and "Rustles Sermon entitled "Mortals and of Spring" (Sinding), Patricia Mrs. Billie Massle, OB, 5-15; relatives. Mrs. Lester is a sister Immortals" to be read in all Walton, planist; "Thou Knowest Lorenzo Anaya; accid., 5-15; of Mayor W. E. Dameron, Mrs. (Torelli) and "Little Mrs. E. C. Hewitt, med., 5-14; Claude Witherspoon, Mrs. A. M. served with a worship service Sunday. The Golden Text, French Clock" (Kountz, Donna Mrs. E. P. Burns, OB, 5-14; Mrs. Jones and Miss Frances Dam-at 11:30 at Immanuel Luther- taken from John 3:6, intro- Earlene Walton. Jim Terry, OB, 5-14; Delores eron. Jim Terry, OB, 5-14; Delores- eron. HOWDY WISHTORS!



100





Sylvester Slagle

Manager



The Steady Growth of Our Elevator Has Been Dependent on the Spirit and Cooperation of the People of the Hereford Area.

Upon the Completion of Our New Elevator We Will Be Able To Store

750,000 Bushels Of Grain

THIS WEEK 100 Started Baby Chicks and

Jack Bradle

Presiden

Bookkeeper

age

BRADIES CRAN

New Elevator Now Under Construction]

Werner Henscheid Feed Store

We have the following Grass and Clover Seeds: Blue Panic, Perennial Rye, Orchard, Brome, Weeping Love, Crested Wheat, Kentucky Blue, Bermuda, and Bur, Ladino, Madrid, Yellow Blossom, White Dutch, Crimson or Dixie Reseeding and Huban Clovers. Also Birdsfoot Trefoil, and Lespedeza.

BRADLEY GRAIN ELEVATOR

BRADLEY GRAIN CO.

The Hereford Bran More People More F

Our Slogan: "More People—Mare F The Hereford Brand, Hereford Texas, Thursday, May 17, 1951

EREPORD REPORT

HEREFORD IS THE MOST PROSPEROUS . OWN ON THE PLAIN

HEREFORD, DEAF SMITH COUNTY! TEXAS, FEBRUARY 23, 1911

L. NO. 1

HEREFORD SANITARY AND IMPROVEMENT SOCIETY

Organized and Will at Once Make Needed Sanitary and Park Improvements.

WHERESTING MEETINGS HELD MONTHLY AT COURT HOUSE

The Public Park Will Soon be Fenced. These Set Out, a Pavilion Built, and Otherwise Impusved Everyone Sheuld Recome a Mamber and Thun Aid in Impubling the Town.

Rected is now but a little over John E. Ferguson, treasurer, John A Tons two years old, yet its growth has she main stauy and sure increase a promin, stauly and sure increase of population, dvellings and business places. The outlying districts are drown and Dr. R. M. Johnson, and has been and business places. The outlying districts are unconstructed by the Society that the court House.

tain in some manner on the 22nd February, 1901, and that the ex-dive committee consult with the at this Society et

and ago the Western Union spary denated a tract of to the town to be used as a ort. on condition that the improve and heautify the

and carerulive committee to re at the Hercford Nythonal Earli day. February 4/1901, at 7:30 the committee consult with that of the Hereford school natter of entertainment for

to this systematically and su by an organization was nece After a. Ritle discussion netting was called, which r

pics were spie art. . Ioliowin

-Publicyeare. On Beautifying Our Homes, by Martin and C. G. Weherapoon. General Sautary, by Dr. R. 8

ublished.

of the first

d. As the o

the by-laws adopted.

and Topics. by L. Congli. Its appraring an Institut built

ultits next regu-F. B. FULLER. erte appearente beforet 13 entrese beforet and that the L, Coucit.

A Chess & Errich, Teach a to Const Assus Jamay B at a second tau Jamay B at a second tau is to but a second tau is

STREETION AND BY-LAWS OF THE Secretary. D SANTARY AND IN-

Fergues, St.

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ter to drat Co

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ht. A. J. Lips

leasts. C. G. Wa

The following fields in Iohum

STRINGFELLOW-HUDE HARDWARE COMPANY

Bain and Mitchell Wagons, Barbed Wire, Hardware, Water Supplies, Implements and Windmills. WHOLESALE AND RETAIL DEAL STORES AT

Amarillo, Capyon City and Hereford, Terra

FINE WINES, WHISKEYS AND CIGARS The Hereford Saloon JACK HARWELL ECIALTIES.

MEEKS & CONOLEY

PROPRIE ORS OF

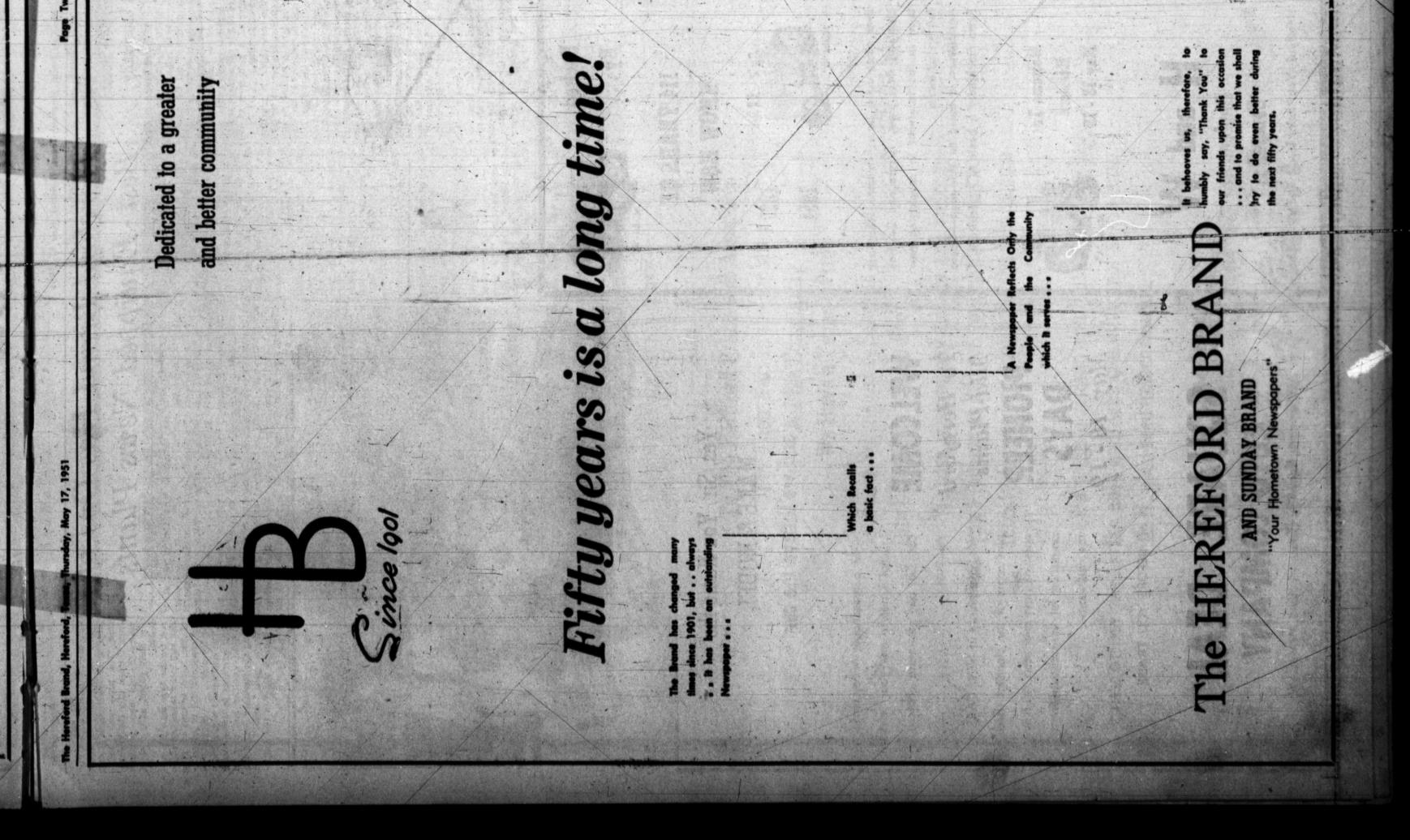
THE HEREFORD MEAT MARKET

tre Furnishing Corn Fed Meats ht All Kinds We keep Fish, Oysters and Vegetables in S

dutics shall be to Article J-Anyon' may become a durits shall member by signing the Constitution thousof the and paying fifty (ve) central which finds by constants which the collected by the treasurer, why will pass teoright Article 1

Article I

shall. Arricle 4. The off, rs of the So-fin contrast when the so-fine So-dent, accretary, transmer, and the so-dent, accretary, transmer, and the and reconstructe committee of acreed, all to be cleated by ballot at the an-mul meeting. Anoth dall be held the second Tuendar of April. Va-cancies may by filled a day reputar meeting, notice of such aydon hence given at a preceding usceting A



Thursday, May 17, 1951 The Hereford Brand, Hereford, Tex

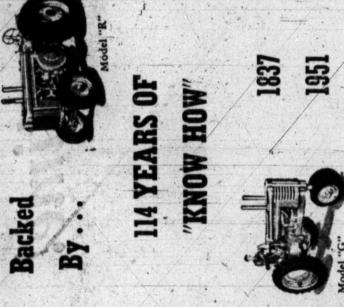
Brand News Files Complete Record

Of Community

The Hereford Brand is one of the few papers in the terri-tory able to refer to any issue ever published. All the papers have been preserved and are have been preserved and are history of the town and coun-tw as it has grown from the days of the open range to the center of a rich area of ir-rigated farming.

and professional character farming developments and comings and goings, in the area. Even international ev-ents have found their way in-to the pages of The Brand, in-continued story of local ac-tivities in connection with the war, cliamaxed with the big celebration of the Armistice. It was impostible, in one edition, however large, to inigated farming. The newspaper is marking is Golden Anniversary by giv-mg at least a partial picture of the development of the area as recorded in these files. Ad-mitting that mistakes were made at times, The Brand files probably are the most accur-ate record in the county of the births and deaths, the weddings and parties, civic and church meetings, business and church meetings, business

clude all of the interesting stories found in the files. Those here included will, per-haps, call to the memory of old-timers other, interesting happenings. They will serve, too, to acquaint the new-com-The band of the Town with Hereford, "T t the Plains", "The E pportunity", and "T fithout a Toothache



practical steel plow, Deere and Co. has Ever since John Deere invented the first been in the forefront in developing new arm machinery.

Agriculture is basic to this area—Deer Farm machinery is basic to Agriculture.

ROY PHILLIPS, Asst. Vice President

TRAVIS W. BAIN, Exec. Vice Pre-

J. R. ALLISON, President

OFFICERS

100

WAYNE E. WILLIAMS, Asst. Casl

DIRECTORS

R. C. LUCAS, Asst. Coshier

CLIFF ESTES, Asst. Cashier Wm. R. PHILLIPS, Cashier

Welcome To Hereford

May 18 - 19

Hereford -Your John Deere Dealer- Friona Company

Hereford Brand Has One of Best-Equipped News Plants

Ing lay-outs. The addition of a new Fair-child engraver in the summer of .1950 was the last step in giving the Hereford Brand the best-equipped small town newspaper shop in the south-A Ludiow type machine, ad-istill later, takes the place the hand setting of type headlines and in advertisor he



Yes, Sir, You Name the MAKE & MODEL

and we'll have the car

Liberal Trade-In on your cld. At a reasonable price, toc! WELCOME

car. Get our estimate before We have plenty of NEW CARS, you buy.

To Hereford

Mid-Plains

PIONEER

DAYS

plus some of the cleanest used cars you have ever seen ... now on our big lot, across south from IT'LL PAY YOU TO SEE US the courthouse.

BEFORE YOU TRADE

May 18-19

Across South from Courthouse - Leland McMurray AUTO COMPANY

SOUARE DEAL

Is instead of flat sheets, en-ling the printing of eight ge or 16 small pages at one ne. The press was bought an Garden City Deily News, tere it had been printing et e it had been printing

Elever Page



Security. pioneer days is still our major consider-The great factor in ation today---

Security . . . and

Service.

ford State bank was founded in 1947, and are the two factors upon which the Hereupon which it has grown and expanded until today the deposits total nearly \$2,000,000.

we want to express our appreciation, and to stressing the two highly important factors: assure you that we expect to continue ever For this acceptance and patronage Security and Service.

many of whom are Pioneer Citizens, We join our officers, directors and employee in saying . .

G. HILL, Jr. J. R. ALLISON

THOMAS W. BAIN Wm. R. PHILLIPS JOE POINDEXTER G. W. BRUMLEY W. N. HODGES ò

18. 19 . 19

SNYQ

EENOId

To Hereford

HELCONIE

Mid-Plains

V pue H

Implement

HEREFORD STATE BANK Member: Federal Reserve

Aay 17, 1951

First Edition of "The Hereford Reporter" Appeared Feb.,

Proclaiming Hereford "The Root Prosperous Town on the Plains" in a front page ban-ner, the first issue of "The Hereford Reporter" appeared is on the young city's unpaved of streets on February 23, 1901. Streets on February 23, 1901. Streets on the young city's unpaved of the ceased, was its first editor hand publisher. Favorable cir-and publisher. Favorable cir- a cumstances cited in this first situation to become "The Brand" have a seen the paper grow with the o

community to reach its Gold- among Hereford's pioneer res-et Anniversary with bits issue idents, put into the paper's with this issue in the organization of "The Hereford Brand". Your home-town newspace in the infant first edition a young man's "With this issue the "Here of the prerogative exercising the prerogative enthusiastic view of the infant is exercising the prerogative cow-town, fast becoment a served for 50 years to take a first edition appeared the served for 50 years to take a first edition appeared the book into the past. Per-paper's policy of promotion of haps the greatest joy of an anniversary is being able to the front page devoted to the anniversary is being able to the front page devoted to the member ..." The Reporter starts out of Mrs. C. R. Smith, who is even to the publication af the provement Society.

Ownership of Hereford Brand Down Half-Century T raced From Files

Top

Onion

Potato Head

Gault

Œ

o-publisher with him early the year. In the issue of me 17, 1904, he announced e sale of his interest in the per to Charles B. Googer dd T. S. Barnett. The mast-ad of that issue carried the me of Ray, Googer, and Co. J. Ray bought out his part-rs, and became sole proprietor 1907 but sold later in the ar to C. E. Edwards. The w editor commented, "J. y has not made known nat business he will engage but we infer from his edi-rial last week that he is inking of engaging in some-ing to make money. H is ends who still live in Here-d say that he went into the business and that he did we money. . Vanderburgh continu ublication of The Bran 1904, and J. Ray becarr me 17, nking of ng to ng to w d T. S ad of the

In 1913, A. C. Elliott, who had been editor of the paper for Edwards, and Miss Milli-cent Griffith, a pioneer school teacher at Dimmitt and one-time superintendent of Here-ford high school, bought the paper. Miss Griffith sold out to Elliott in 1914.

B. F. Guthrie bought the paper on February 12, 1915, and Earl Gough bought an in-terest with him on August 2, 1917. This partnership con-

on page



1918 Vui pu the paper from 19 22, from 1925 until 192 m 1932 until the th s death. Mrs. Holman ued as sole owner of and until she sold an 1949 who Seth d her Ho



04. H paper to th fro vas foremai the Rep and star d os publisher of Hereford in 1909 o ell, N. from 5



or adverti a prompton nd our m prepared to tenk wants of its patron its news, job or departments, in a neat manner and be. do.

1061

the interes the plains of rill always be, 'Wh we do, we do do, "The Reporter leasantly situated llankenship buildin y avenue between ugh's store and Bo tore, where we wi o make the acqua il who have the i fereford and the pl ry at heart."

rtial, admonish t you become a mei he Improvement Soc sis but 50 cents per y "Now let us organize et brigade and be r he fiend fire if it sh of th It cos and bucke

"Hereford is now but a le over two years old, yet growth has been phenome -not a boom, but a grad steady and sure increase population, dwellings, and b wellings, and The outlying of dotted per omfortab arm an tich are also

The slory hald of the gir the Western Union Lan w the Western Union Lan in numbe

g its monthly mee pite the well-known hewspapermen love ng. Jimmle Gille editing The Brand entury mark, pro CO D 2

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To Hereford and Pioneers On Its 50 Year Anniversary Also

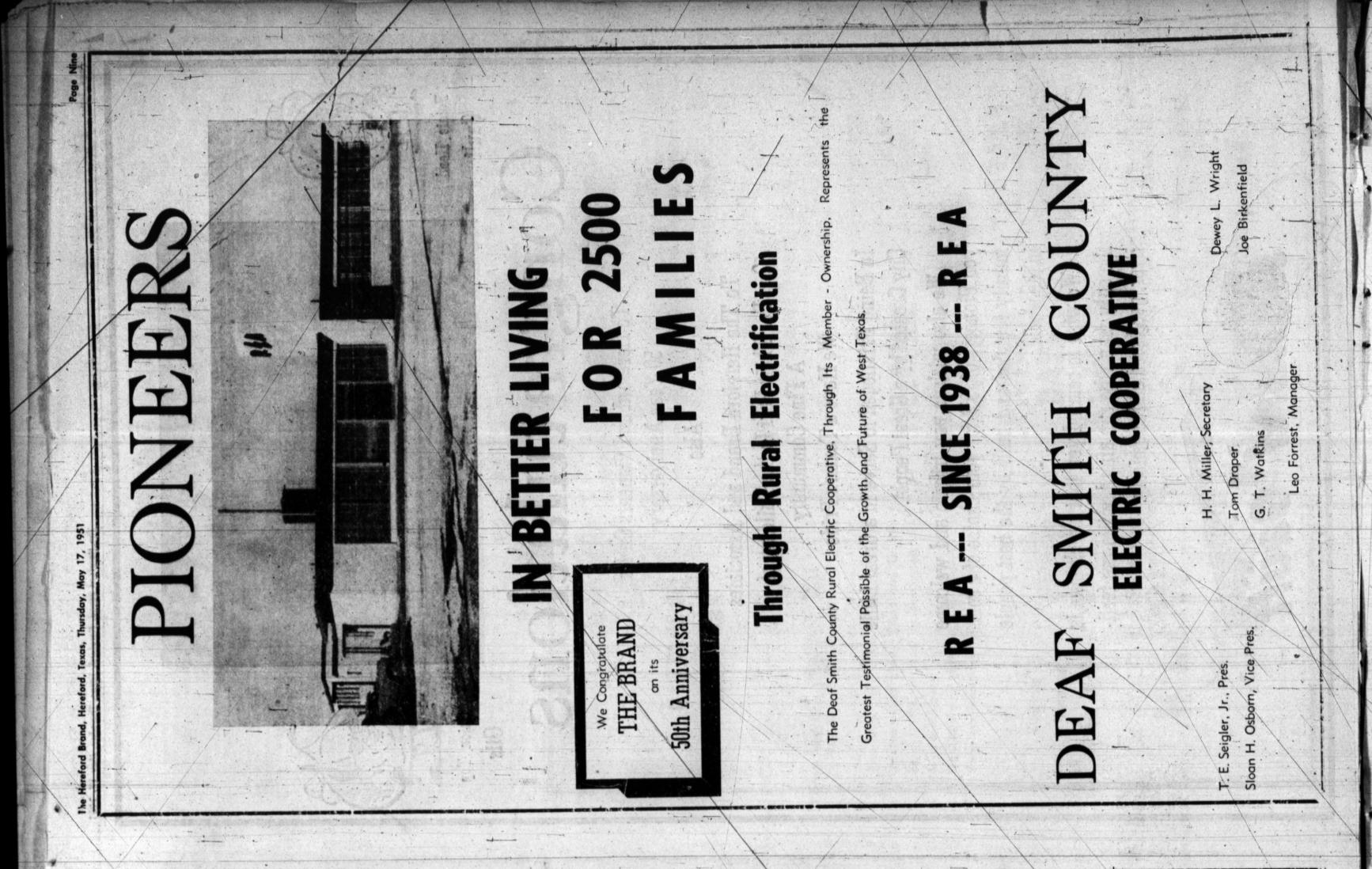
1

To The Hereford Brand and Associates For Their Part In the Building of We Have a Texan's Pride A Fine Community

In Being Privileged to Serve in a Great Little City Created by a Great People.

We also wish to pay tribute and welcome munity founded and built by the best people you Pioneers of 1951 for your choice of a comin the world.

We wish to remind you that a rich man is the only man who can afford not to use fertilizer, good seed and chemicals.



CRAIG

FRANK

news of Hereford. fot least amongst the ry reasons for merging the papers into one, is the that it simplifies the that it is supplied to the bers the benefit of the the

Studebaker, Massey Harris





FirstEdition

Geo. (Continue prices right'. The City Barber Shop, Geo W. Dale, Prop., and The Here W. Dale, Prop., and The Here a Roup, H. S. Syme e forme of canir h, Walk dealers the for ock o ith for their le from the Killough and Dr. R. H. Gou G. E. lded b ds al bod

d Company. Igh advertis Carter, J. Li John k offe tockmen. Joh is listed as J Avis as vice-I Avis as vice-I of J. Clinkinb Directors incl Directors incl and E. Cartel and E. Cart er. Dire er. Dire ers and r, W. A d Nation and NICIN 1

riff W ath A. J. Kibbe, A. J. and C. R. Moremar act that the new 1 d pothing for se ty Sl is untimely deal urnalism appeal ificant burial case headline o page of the sto der of Deputy S Dep Deputy S

This Elevator

PREDICATED ON THE PAST

DEDICATED TO THE FUTURE

To Hereford

WELCOME

r of the dance held in the we t town, Mr. Rainbolt, a ble, was called to se ther was preserved, an e p p arrie a bi Ht. cks.

ree "Three cingly "Three "One of the prettiest church "One of the prettiest church weddings that has ever beer olemnized on the plains oc curred last Sunday evening the Christian Church, whe Womuse, of Mr. and Mrs. J. C. Wome were united in the holy bor of matrimony, after an i pressive sermon by the o clating clergyman. Rev. T. Moore of Plainview," the f corded a special section, first edition gave account ng T. C. N holy

voyage on life's matrix ed in the famili frie ley, and he and bride have the t eks is lo of "Mr. Mee th eford's with: happy v

nty Clerk's o C. G. Withe told of ay of Mr. h co tockm 5 Shorter stories tarriage on Frida Goats and Mi iles, daughter of the of Deaf Smi the

he Plains, a Sons. A. P e names mentior appearing in th have been prom af Smith county ugh the year Tinsley. N buying nte, day. Drar of the Many

uce to

ssell, fa-igh, had tht, John hn McKnight, Jo W. H. Clary hunting one K. Ru L. Go A J.

out the country for the large e number of civic organizations a and activities in which its R ditzens participate. The Here-th ord of 1901, as reported in ed s newspaper, was alread-odge had ery Thursday evening o'clock in their hall cGlothlin's Furniture th F. B. Fuller, ⁵

etings every Tuesday eve-ng under Mr. McKnight's dership as Chancellor Com-nder. Hereford W.O.W. met ry Wedhesday evening with T. Inmón Council Come, U.D., AF, & AM, h e, U.D., AF, & AM. h huled 'regular meetin rday night on or befo moon in each month court house'; John M n or bef Worship utin ight served as ster. K. of P. an

Sanitary and Society was the ivic group, wild cheduled on nesday of eacy

women's activities tentered in a the Methodist Home Mission p Society, meeting each month to with Mrs. M. P. Finnicum ser- R ting as president' the serpresident; the Bap-les' Aid Society with . . W. Irwing acting as was the city's was the city's up, with meet-on the seceting each A. E. Mc-Society y with

he fact in the first the local churches building, with scheduling with. es with Rev. loing the prea st took over o ty, with no fo urch ay Sund ough of the

N

17, 1951

victor of the section Martin,

into News Class

Brand Brought

Semi-Weekly

The Hereford Brand, now published twice a week, was a semi-weekly for a three-year period once before. Seth B. Holman; publisher, announced in the issue of May 3, 1921, that The Brand, with that is-sue, would be a semi-weekly, appearing on Tuesday and on Leron Gough, Miss Estellia Harlan, Mr. Alfred Clary, Mr. Jamés Bell, Messers. Rush and lin, Mr. Charles Hintor, Mr. Dalton. Johnson, Mr. Thomas Carter, Miss Eula McAteer, Mr. Curtis Whitney, and Miss Jeffie Files. The Hereford Dramatic "The Hereford Special train two weeks ago today and play-d in Canyon City", reports back-page story in the first tecorder The story

d their part perfectly a r act from start to fin off with the rythm a womble, a perfect soul played the ad th

se". The announce i signed Holman an , publishers.

econd round of se Brands began with on of the first "S ad" on July 4, 1948 s. as a semiweekly res its 50th birthd feb some of the o complained that

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The se ekit B

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tting

On July 3, 1924, he announ ed a return to the week Brand, giving as his reas (1) present conditions do n (1) present conditions do n ustify a semi-weekly, and (There's too darn-much ha work in it for the financi

one story told dustry, throughon nention was mad pscomb to J. H. Kelly at the e for nad b of . L. March head. Rhea Brothers portedly had been in title business here I ast fifteen years, had bout 55,000 acres of yd. from the C. F. o, at \$2 per acre. An o, at \$2 per acre. An ent was made of the finual meeting of th gs of cals re ead of ith., 1901. d intentio no' While A

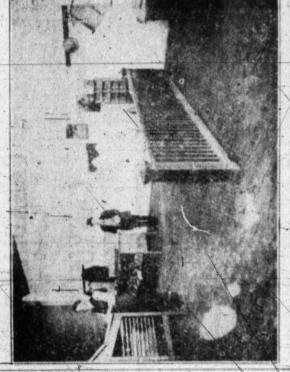
bringing d. sellers. been ob-Offic al 12:30 to day The the the enine ain a

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Home Was One the two papers a v brought the Brand ou historical into the r two g it into Gillenti

Room Building **Brand's First**

first home of 7 was a one-room fra near the intersection d street and Dew and De Main Str 906 found The firs venue now December le Th 16, ca lat Mi new t new t



BrandFurnishedEditorial Backing for Civic Gains

forerunner of The February 21, 1901, other of Mrs. C. R. Va d th Het J

d. in passing, that the etween editorial and as not so firmly drawn years. ereford for inderburgh editorial-

nt newspaper stop-resses on May 17, ert an 18 line story is bagging two "eye who were to be in only three days. It sary to kill some pull some leads, outhful editor saw it while legit-

ness mould receive use we due to would receive use the paper, we due to purpose to further a mounte-purpose to further a mounte-bank's business by advocating bank's business by advocating it or even remaining neutral. The result of the said 18-line specialists" came into this a office to give us a "cussing" t but got badly "cussed" before o his oily tongue had got into working order and left soon to hunt up a drayman.

"Perhaps they will learn hat the way to do business is o do it legitimately—to first to business with the sheriff in the matter of a license and hen to do business with the the way of that to do do b in th then town adver

It is almost uncarny to ob-berve Brand editorials calling for developments which prov-ed to be 25 to 40 years ahead of their time. Hardly had farmers begur to produce veg-trables in their home gardens when the paper called, editori-bily, for a cannery to furnish o

g the newspaper ran a picture of the first carload of beets to leave the town, it suggested the possibility of securing a sugar refinery—a project still being backed by the chamber of commerce and the paper. enterprises and busi-ten were welcome and receive unbounded sup-the paper, we did not to further a mounte-to further a mounte-

par refin par refin f commerce and f commerce and relitoad fund, to the R and backed any other q project calculated With the re With the re v and in the comptinity. With the re-ports of the Sanitary and im-provement society in 1901; or through the years, the paper has headlined clean-up cam-paigns and galleys of print have given editorial backing to these and other civic proThe Brand may not have been a crusading paper, but in its 50 years of publication it has mirrored the many phaser of the progress of a cow-towr as it became a small city.

Paper Published Brand Not First

The Re

That pape ning as

While The Brand can lay relation to the record of the lication for the past 50 years, lication for the past 50 years, lication for the first past 50 years, lished in Here ord In Hereford

publication of an actual paper in May, 1937, an tinued to publish for on

nam Hr

From The Brand of July 15, tinued to publish for o publication of "The Hereford Enterprise" in 1904, with A. E. The Brand's wereflier as evidor and Gaut

Competition

he Western Searchlight, mg up in 1903, with C. L. sks. editor, and C. E. Ed-ds local editor. Stocks and ards were listed as publi-mer. Editors of the two pap-got toyether and decided by there was room for only paper in the town, and Searchlight bought out the ond on September 10, 1903, on the are filed before J. Ray g F. L. Vanderburgh bought si paper back in October 2. one paper in the Scarchlight Brand on Septer Three issues of ight are filed und F. L. Vande

eturned to es-paper, "The Hereford Recorder", on Octob-rr 12, 1909, after he had sold is interest in The Brand in a rival

management again this and hence forth will be by. F. L. Vanderburg. 1 editor of The Brand but recently of the Memphis ocrat. The date of publi of the paper will be th from Friday to Tuesday giving two papers a we stead of one. "The .Democrat ch management again this and hence forth will be

"The Brand wishes Mr derburg success in this venture and the novelt becoming competitor own offspring, he bein father and first publisi the Brand."

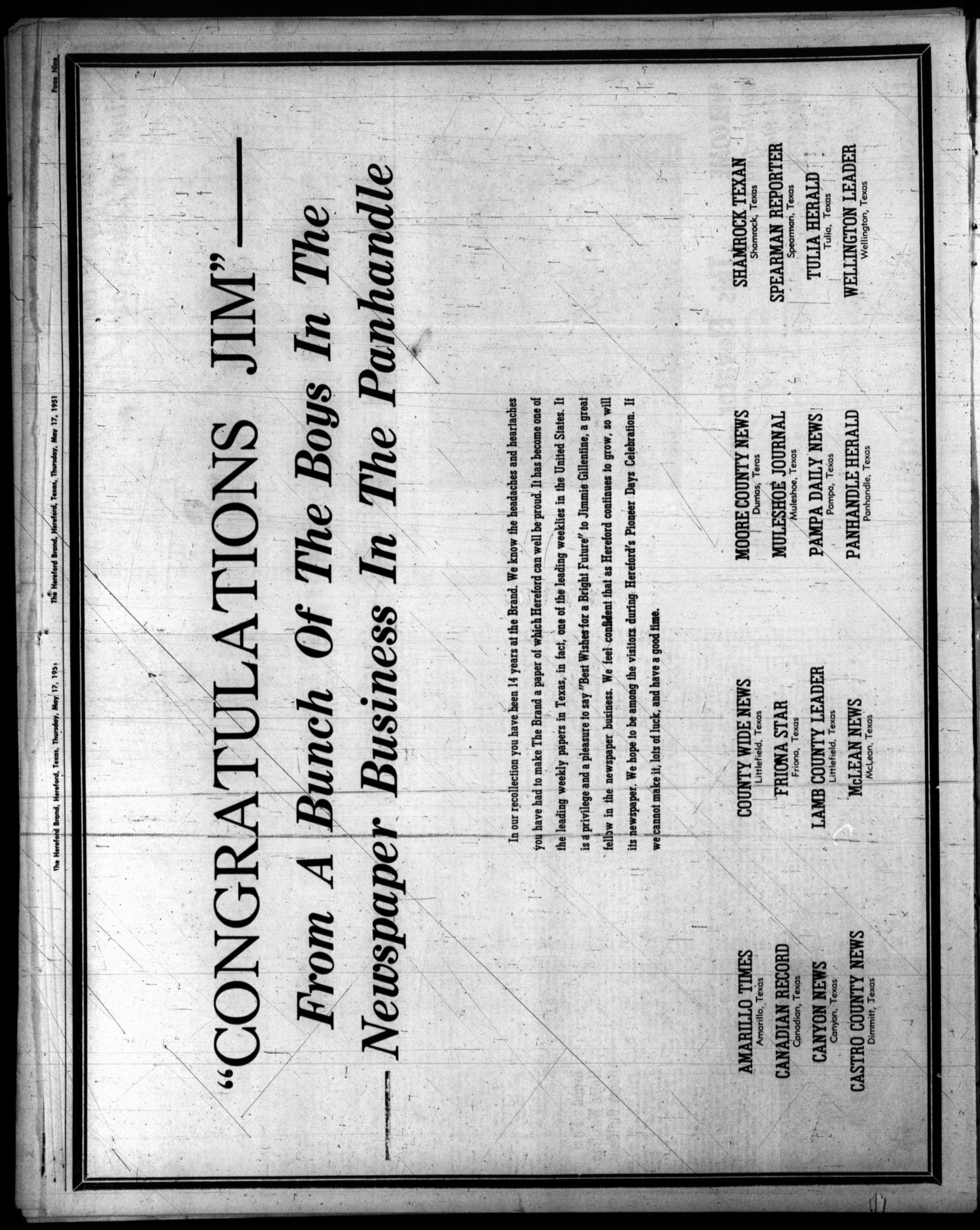
Ir. Va

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rienced By the Early . By Comparison the Difficulties We Have Will Be Considered Equally Severe. So We Say "Thanks" Those Who Take Time To Say Thanks To Our Out To Revere the Memory of Our Pioneers, We Also Want While We Feel Highly Honored To Be Able To Be Among Present Day Pioneers-For We Know That the Hardships Ex Pioneers Were Severe-We Know That/In Years To Con To the Pioneers of the Present As Well As Those of the Pi May 18-19 Mid-Plains IONEER DAYS



The Every Thursday Thursday The Hereford Brend, Hereford Texas, Thursday, May 17, 1951 **Published Every Thursd**

History of County Churches Older Than Hereford Itself

(From the Brand, May 5, 1938) (From the Brand, May 5, 1938) (Older than Hereford is the history of church organiza-tion in Deaf Smith county, for it was only a 'few brief months after organization of this county in 1890, that the first church was started June 14, 1891, by a small bond of Presbyterians at Old La Plato, the former county seat. "The progress of religious activity, however, reached a height in 1899, after the founding of Hereford, for it was in that year that three churches were organized here, rep-resenting the Christian, Baptist, and Methodist faiths. In 1902, the Church of Christ was organizeds, the Catholic faith gained sufficient following here to establish a parish in 1910, and the Assembly of God church was organized

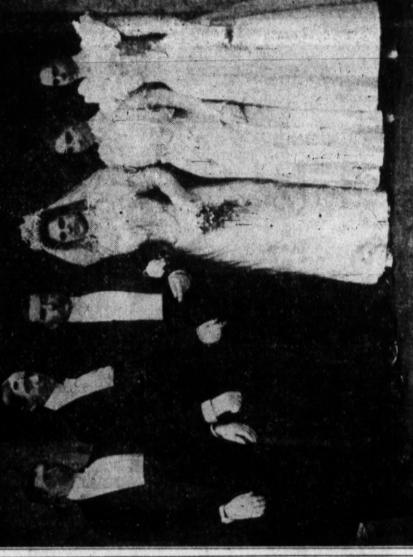
Most of the leading denominations are now represented Hereford, and the post-war days have seen building ograms instituted by most of the leading congregations. reford, in 1951, boasts some of the strongest churches th the most modern of buildings in the West Texas area.

1927

Presbyterian Church

On June 14, 1891, a Cum-berland Presbyterian church congregation was organized with 16 charter members at old La Plata. Charter mem-bers were: William D. Wither-poon, John M. Witherspoon, James F. Witherspoon, Henry N. Wilsey, Ada Wiley, Mrs. Sarah F. Wilson, Mrs. Rachel Berrey, Emma Witherspoon, Wrs. Berrey, Emma Witherspoon, Mrs. Mrs. America Witherspoon, Mrs. Mrs. Mary Witherspoon, Mrs. Berrey, Emma Witherspoon, Wrs. Berrey, Emma Witherspoon, Wrs. Berrey, Emma Witherspoon, Wrs. F. H. Witherspoon, Robert Humphrey, Geo. E. Burns. Sallie A. Burns, L. E. Beaver, n F. H. Witherspoon, Emma N. Wercer, E. W. Tinsley, Allie Tinsley, and Mrs. W. A. With- w

moved to Hereford, this church was also moved, and at first served as a worship place for all faiths; it was located at the corner of Third and Miles streets. The build-ing was constructed by C. G. Witherspoon, Judge Gough, and G. T. Jowell said the history recorded in 1938. How-ever, other histories say that the church was the Christian church building until 1904, when the building at the in-tersection of Sampson and East Fifth streets was built. That building served as a r meeting place until 1931, when the basement now oc-te cupied by the Masonic Lodge with the churcted. The modern cream brick building now oc-by the congregation fo



HEREFORD'S FIRST CHURCH wedding was held Sunday, Feb. 16, 1901, when Miss Joyce Womble and M. O. Meeks exchange d wedding vows. The wedding was a big event and went down in history as the first church wedding in the city. From teft to right in the above picture are: Charles Fergu son, Bill Evants, M. O. Meeks, Mrs. M. O. Meeks, the bride), Miss Eva Humphrey, an & Miss Brucie Gass. The story of their wed-ding appeared in the first issue of The Bran d

Occurst and dedicated on May 28, 1950.
First Presbyterian church of Hereford, U. S. A. as it expression in the presbyterian church of Hereford, U. S. A. as it expression in the resolution of the fore of G. R. Jowell in the parties of 1899. under leader in the presbyterian church at the prespyterian church at the prespyterian church at the presbyterian church at the prespyterian church a

The states

BAPTIZING ON TIERRA BLANCA, was common in the early days. The above picture was taken May 5, 1907, at the bapfizing fol lowing a Baptist meeting, conducted here by Rev. Carouth of Brownwood. Among those b aptized at that time were Judge Earl W. Wilson, Mrs. Jeff Gilbreath, and S. J. Orr. The b aptizing took place on the creek near the present Main street bridge.

Panhandle Christian College Left Imprint on This Area

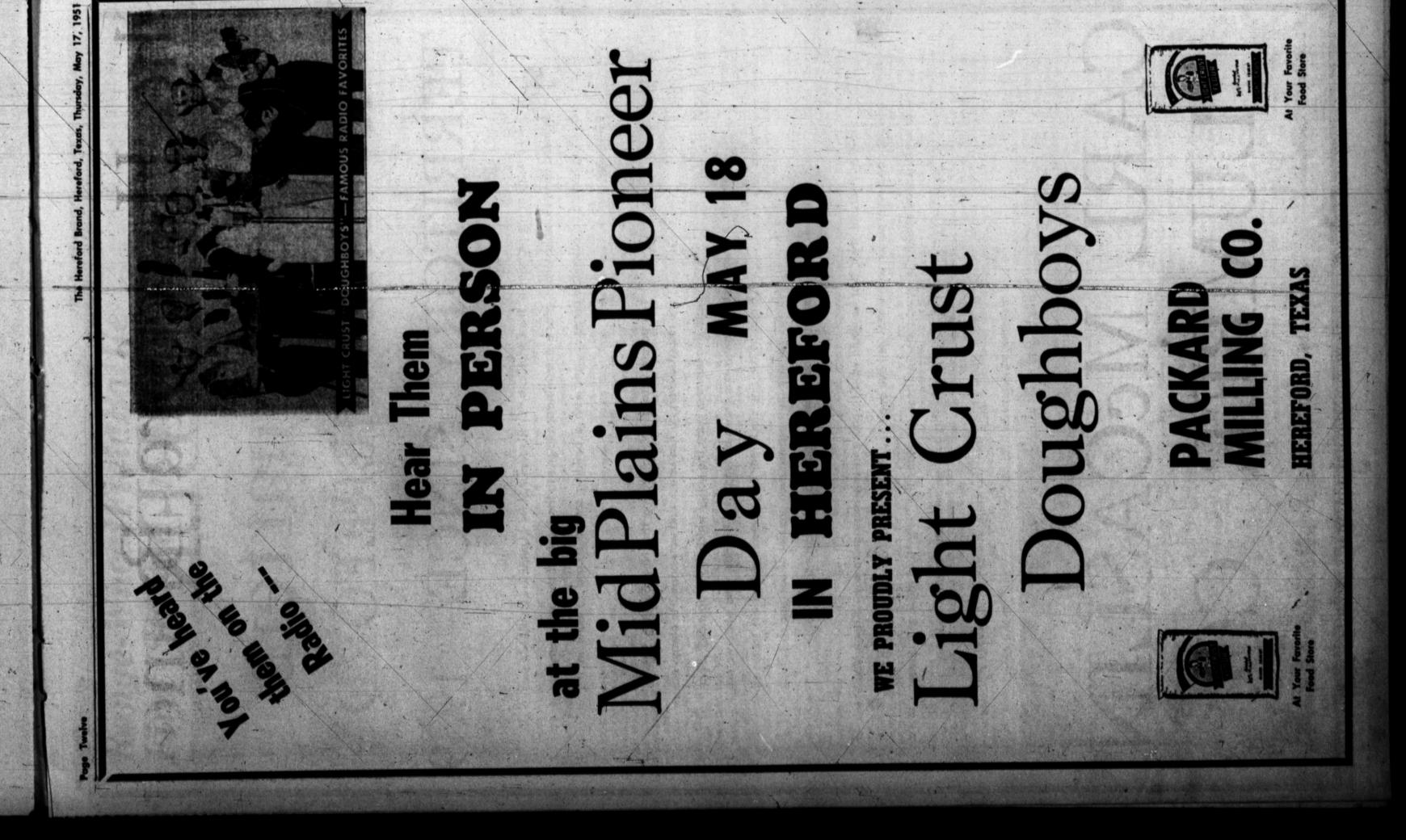
(July 19, 1901 Brand) Flomeers of Hereford and their time and money invested shi institution of higher learn-ing long before our present age of specialization pointed up the necessity for study be-yond the high school level. It was in 1901, when the three years old, that a com-mittee consisting of G. R. Jo-well, L. Gough, Troy Womble, and Rev. Randolph Clark was appointed to look for a suit-able location for a college. up the yond It wa

The Brand's editorial ac-count of the first meeting Ca concerning the college gives a M graphic picture of the situa-not that that time (July 19, fin 1901): "Rev. Randolph Clark M came to Hereford at the earn-est request of G. R. Jowell to speak at the meeting concern-ing A college for Hereford. "Not having paid this sec-tion of the country a visit-believing it to be but a waste then he realized the health-giving properties of this dry when he realized the health-giving properties of this dry with water , and the ease and wour water , and the ease and w

Ilittle cost of obtaining it, the nations gave amounts from vigorous growth of trees, is up. The Brand listed con-ted shrubbery, flowers, and dail tributors from week to week. In April, 1902, the contract 193 rent grain, the thriftitness and high for the college building was child moral standard of our citi-cens, the excellent drainage of Hereford and the easy ac-cess to it from all parts of the country, caused him to not the superior advantages of Hereford as a college

The Hereford School As-26, 1901, with the following trustees: C. R. Moreman, John trustees: C. R. Moreman, John E. Ferguson, W. H. Patton, E. E. Ferguson, R. H. Patton, E. M. Palmer, L. Gough, R. H. Norton, and S. S. Evants. The finance committee included finance committee included Messers Inmon, Gough, Ey ants, Stambaugh, and Patton. Iberal donations were made. by many interested residents, by many interested residents, by many interested residents, by many interested residents, trounsite Co., eight blocks, r valued at \$5,000, and other contribution

with the proceeds going to the college fund, and those who could not make big do-\$2.550. with



TERRITORY SINCE 1939 IN THE HEREFORD founded upon Humble Means, plus a determination to give to the people of this area Complete Building Service at reasonable prices . . . and with a building service second to none in the Like many of the pioneers of the Early Days, CARL McCASLIN, LUMBER COMPANY was You people were kind in accepting this New Building Service. Head uarters Panhandle.

CARL NCCASLIN

are always welcome at Carl McCaslin's and we will especially be glad to see you during the big celebration.

It is only natural, then, that we would want to pause in this message to say, "Thank You" to each and every person with whom we have dealt . . . and to those of you who have been able It is our sincere hope that you enjoy Pioneer Days, 1951, you to put in a good word for us along the way. These are really the things that make a business, just as they make life worthwhile ... and make this a better community in which to live.

and the goodwill which you hold toward this firm.

erate this business upon the policy which it was founded. Since that time it has grown by leaps and bounds and while we are proud of the fine stock, our large personnel and the scores of The response even startled us . . - and we resolved to always ophomes we have built, we are even prouder of our fine customers

ABBR



d. Texas, Thursday, May 17, 1951

The Her

ide-Lini

TIGIT

15,000 Acres in 1947--3,000 Acres

in 1951--

in the Hereford Territory is today a basic crop スのモリ

1947. Since that time more and more farmers have This is due in a large measure, of course, to the fact that a modern \$100,000 gin was established here in been turning to King Cotton as the answer to diversified farming... in a time when wheat has been demolished by insects and drought.

age. Today, we still have the same faith in the area we added new machinery in order to give you more modern facilities . . . and we promise to do our best to continue to merit your consideration and patronthat we possesed when our gin was built back in 1947. In 1948 we added new machinely and again in

1949

COMPLETE GINNING, MARKETING, AND SHIPPING FACILTIES Hereford's Modern \$100,000 Gin - Built In 1947 (Remodeled In 1948 - 1949)

Hereford Gin Co.

Taft McGee, Owner

Call the Lumber Number 7

HEREFORD, TEXAS

1 Block East of Courthouse

John McCleskey, Mgr.

ay 17, 1951

Here **Poultry-Raising**

mportant

As Side-Line

witry has be

n an impor-Deaf Smith trai develop-ears. In 1919, The Brand, uce gave the of poultry oduce house: pril 30, 1919; \$1,367.25 \$1,367.25

y a partial income for guiltry house me. Turkeys for \$10,000 921, chickens

p, six miles 60 turkeys at one time, to that a-

in, poultry the Purina nth in Here-ling 30,000 hens during

st three years, in the coun-usized poultry e poultry sec-al junior live-grown steadi-nhers of birds heir quality.

Cow"

"Prolific

New Record Tries to Set

1928) seems bent on cows in other how they do eford, is that . Jay, farmer west of here. and a heavy w has given than sit heif-e past twenty-

Mr. Jay, during years, the cow calves, a bull vithin the last has had three l of which are

that he has d offers, both cow and any g. "I do not is his only re-

B&PW Club

ress and Pro-rs club organ-1933 and fed-year. Charter Nell Avers, ley, Miss Viola s Irene Craw-nces Fullingim, s, Mrs. Minnie Lillle Hostetler, herford, Mrs. Mrs. Bessie Serdine Moore, Tk, Mrs. Cecil Mrs. Victoria mith and Mrs. rs: Della Stag-na Hilton, 1st. Rose, 2nd v-ood, pres.-elect; c.-sec.; Frances sec.; Pauline Pearl West. urter and Zula

any of its stu-in leaders in

Explains Growth of Hereford Promotion of Civic Interest

Much of Hereford's growth for and development can be at-tributed to its succession of forward looking business men who from its early days saw fith to band themselves togeth-er for the promotion of civic interests. Because the ropits of the community are sunk deep in the soll, they have seen fit to promote agriculture inter-ests as well as those of actual city development through the

In January, 1903, the "Here-ford Board of Trade" was or-ganized with 32 active mem-pers. Officers chosen were folin E. Ferguson, president of the Hereford National bank, president; J. C. Newman, president; J. C. Newman, nanager of the Hereford Lum-per company, first vice-presi-tent: D. R. Gass, dealer in teneral merchandise, semond tice-president; S. Loveless, Jr. M. Williams, T. J. Davis, Ira vice, and L. Gough, direc-ors. C. G. Withprepoon, R. W. Davis and J. C. (Newman and acchse, and J. C. (Newman are popolited on the constitution onmittee. Purpose of the reganization was 'to look for-vard and to be ever on the ovokut for the upbuilding of he town and surrounding of

The 1907, the club was reor-ganized and went under the name of "Hereford Commerci-al, Club" for many years. Fol-al, When the club was reor-ganized in 1916, the following c ed. When the club was reor-ganized in 1916, the following c men were elected to the board of directors: Judge Jno. Sla-ton, E. B. Posey, D. L. Mc-ponald, G. R. Jowell, Eli Dunlap, Henry Wilkerson, and C. C. Chenneworth. The connercial club spon-sored the county's frist two irrigation wells, paying D. L. McDonald **\$3,000** guarantee on the project. Throughout the 'teens' and 'twenties' the club sconnered

veens and owners and owners and owners and wery successful sponsored very successful sponsored very successful specientural development. T. E. Huffman, vice-president and trirgation development; T. E. Huffman, vice-president and highways; Eli Dunlap, trass-urer and trade expansion. Rat Jowell, beef cattle work; L. Scough, small stock farm work; Carl Gillland, mem-bership and finance. R. T. Evans, trades day; and Seth e Evans, trades day; and Seth e Hummer, it reported that be-tween food and 5000 people were fed seven beeves and 710 pies. In 1925 Secretary J. B. Elliston reported that be-tween door and 5000 people were fed seven beeves and 710 pies. In 1925 Secretary J. B. Elliston reported that the sounty won 15 firsts and four seconds at the Abliene fair. That same year, the county brought home eight ribbons with 11 entries. One farmer exhibited 133 varieties of field crops from his half section

J. L. Pope, secretary of the voodward, Oklahoma Cham-er of Commerce, was employ-d to help reorganize the hamber in 1920, when D. L. hamber in 1920, when D. L. homeron, Homer Wilkinson, tomer Fox, Leslie Neal, and v. E. Dunlap were named to the board of directors. During the 1940's due to the fforts of Dr. George W. fforts of Dr. George W.

ting quests for everything from al-requests for everything from al-reduction are also and interestication of 1950 was er. In some ways, 1950 was a fer for all in some ways, 1950 was a fer for all in some ways, 1950 was a reduction of two banner year for the Hereford and important agri-ren was halled as a link between Mis hereford and important agri-ren ultural areas to the west, the projects which had been projects treasurer; Tom Mc-the opening of Ho-been been been projecter, treasurer; Tom Mc-projecter, treasurer;

In Hereford, 1905 "Society Doings"

entered into until 4 o'clock, a when all departed for the home of Mr. and Mrs. C. E. Edwards where they were⁵met by other friends for the pur-pose of enjoying an evening in the popular game of cro-quet. How the merry laugh guet. round as the game pro-gressed!

(June 2, 1905) "The little city of Hereford ho bas been very active in social circles for the past en days. Picnics, dinner parties and other social gatherings have followed each quet parties and other social provide the parties and other social gatherings have followed each quet way in in keeping with with the sancity of the day. Miss Mae Gamble entertained at a dinner a number of her lady triends in honor of Miss Alma Bates, one of the popular tea-thers of Hereford the part the sancity of the popular tea-ment of the popular tea-thers of Hereford the part the sance of the popular tea-thers of Hereford the part of the and Gilliland en-grum. Oklahoma. Misses Gam-ble and Gilliland are both echarming hostesses and pos-ing their friends feel easy and hereford. How everyone en-ble and Gilliland are both echarming hostesses and pos-ing their friends feel easy and hereford. How everyone en-ble and Gilliland are both echarming hostesses and pos-ing their friends feel easy and hereford. How everyone en-thereford How everyone en-al number of their friends to their presence. Misses Turrentine welcomed to their presence of going to "Mother" Turrentines! The evening was spent in a quiet a number of the privilege of going to "Mother" Turrentines? Hereford all to wor-mbells summoned all to wor-mbells summoned all to wor-day of their little daughter, the number of the brint. Annie Fitzhugh Mors de Ale of the day of their little daughter, dinnig executed on the priv-day of their little daughter, the and happines and healther and heaptines defeated in homor of the brint-day of their little daughter, the social way with heaves and dinner and happines and health and happines and heal

n Tuesday, May 30, at er, Miss Dameron enter-id in a lovely manner a ber of her lady and gen-an friends. Mr. John Clark I in the capacity of host, too much cannot be said he artistic manner in

with the second with requests tell Jim Hill in February, 1950. The week has indeed been new to rinformation on health from the area. The amazing not from the area. The amazing new form the area. The amazing new form the area. The amazing neoplet, and it is to be hoperated to the round it is to be hoperated to the story is that all part of the story is the the county, but the comple, and it is to be hoperated to the story is the the county, but the comple, and it is to be hoperated to be hoperated to the store of the the the county, but the comple, and it is to be hoperated to the store of the part of the the the county, but the comple, and it is to be hoperated to the store of the the county, but the comple, and it is to be hoperated to the store of the the the county, but the county, but the count at the store of 1950 was a flate leaves to the west. The protects which had been had been to the west the culmination of two proves the at the "Richer Jamer of the protects which had been hereford to the board of the protects which had been hereford to be at the protects which had been hereford to be at the store of the parts of the protects which had been hereford to be at the store of the board of the protects which had been hereford to be at the store of the board of the protects which had been hereford to be at the store of the board of the protects which had been hereford to be at the store of the board of the

Early Pioneers Provided Own Entertainment

The early residents of Here-Hord knew how to make their D own entertainment, and it B was varied enough to appeal w to all the people who, had moved to the new town. They moved to the new town. They moved to the new town. They move the they the trip to Am-cources, since the trip to Am-arillo in those days was a two of thre e day ordeal by wagon of thre e day ordeal by wagon of thre e day ordeal by wagon for thre the trip to Am-manile in those days was a two of thre e day ordeal by wagon for thre e day ordeal by wagon for thre e day ordeal by wagon for thre first issue of the Here-ford Reporter, when the town was only a little over two years old, tells of a thriving Hereford Dramatic Club. It was receiving numerous invi-tations, and several interested the asked for a repeat, perfor waster of their "Arabian h

"At 9 o'clock Mrs. Edwards, "At 9 o'clock Mrs. Edwards, assisted by Miss Laura Ed-assister of C. E. Ed-wards, served elegant refresh-ments in the dining room, while sweet strains of music by Miss Khudson, who pre-sided at the plano in the par-lor, filled and permeated the whole atmosphere about. The most fastidious would now say the day is done and the cup of joy full; but not so. The end is not yet: the separation must not be now; for Miss Mary Glilland had planned to have her lady friends for the

Risues of the paper in June, to 001, were filled with plans, the nument were promised, in-filled paseball, games and ess formal contests. Features of the event were to be a bas-tet dinner and an address by file Honorable D. E. Decker. Residents of Deaf Smith county and Hereford were hot done in their early celebra-

Inight.
"This was a hapy little tors in their carly celebration to get and how heartily lines in the Reporter rate the their and how heartily lines in the Reporter rate the their and now meandering out loces Herestines out loces Herestines out loces the service rate the their and now meandering out loces the service rate the their the result in the same termination of services style. The out is non-service rate of the their and now meandering out loces the service rate the their the result in the same termination of services style. The out is non-service rate of the their the rate of the their the rate of the their the same termination to spend a short time book in hand, to cover the service in struct the bour; however, at twelve ing the two days he found in out at the party event at this book in hand, to cover the service the service into the party event at the book in that dure. Williandy lighted for Hereford's team the games and combined to the antice spooting the evening, was ware wouldn't have amounted to a wouldn't water the four the book in party carry days, at the party the intervent at the ration over the earth. The next monthing to do but watch the more the book in party the probaby the section in prospect at the result of them were written up the part is thus the party days. The first haue of the party days at the section in prospect at the result of them were written up the parts at the result of them were written up the part and why she the parts at the result of them were anounted to a set the part and grow of a deputy she the part and the four take of them were written up the day mass at the set of them were written up the part and grow of a deputy she the part and the set of them were written up the fourth of days is the set of them were written up the fourth of days is the set of them were written up the fourth of days is the part and why were on the fourth of days is the part and why were on the fourth of days is the part and why was weld in the fourther was where an unthe da kesidents of Deal During county and Hereford were hot alone in their early celebra-tions. In August, 1901, head-lines in the Reporter read-"Hustling Castro County Seat Out-Does Herself- Entertains out-Does Herself- Entertains for True Texas Style" The editor was not so kind in dis-cussing Canyon's two-day cussing Canyon's two-day cussing Canyon's two-day cussing Canyon's two-day celebration at abbut the same time. He reported going, note-book in hand, to cover the event. He lamented that dur-ing the two days he found nothing to do but watch the two ball games-and com-ments that if it hadn't been for Hereford's team the games wouldn't have amounted to anything.

anything. There were many dances in a There were many dances in a the county's early days, ac-cording to pioneers, but few the of them were written up in the papers. The first issue of a the Reporter teils of the shooting of a deputy sheriff b shooting of a deputy sheriff b as he attempted to arrest a the man seen carrying a pistol at the dance.

hat year A two-day birthday celebra- na fion was held on September 6 og and 7, 1907. The first annual chautauqua was held in Here-ford in September, 1907. It was planned first-for seven h was planned first-for seven h for when the north-for when the north-d train came steaming in Wednesday afternoon it and was well attended.

A civic band was organized in the early 1900's with C. E. Strain, later to direct the Buf-falo Band at West Texas Nor-mal college, as director. Offi-čersi selected when the band was organized included: J. M. McGjothlin, president; R. F. Holloway, vice-president; R. F. Holloway, vice-president; R. F. Holloway, vice-president; R. F. Holloway, vice-tary; Allen G. Bell, assistant secretary; S. C. Wilson, treasurer; Claud Witherspoon, janitor; W. E. Rush, R. F. Holloway, and Witherspoon, janitor; W. E. Rush, R. F. Holloway, and Priday nights. Mr. Strain predicted that the band would be ready to play in public in three months. I reported the building of a new operal house in the still g young town. It was the larg-est business house yet built in Hereford, 50 by 100 feet, and consisted of two stories. The first floor housed a dry goods and grocery store, and the front of the second floor was turned over to the tele-phone exchange. The rear 80 feet of the second floor pro-tieet of the second floor pro-tient of the second floor pro-tieet of the second floor pro-tient of the second floor pro-tieet of the second floor pro-tient of the second for the diversion of

Despite modern convenier s employed in most homo day, old-timers contend the ere was more nefghborline those days and more tim us spent in just plain visi

Then there were school en-tertainments and church so-cials, many of them commun-ity affairs. Hereford selebra-ted its birthday with annual picnics, and many private pic-nics were held on Tierra Blan-nics were held on Tierra Blan-ca Creek. The Brand report-ed many dinner parties and o other parties held in private

Became Owner Of Geronimo Will Rogers

(December 20, 1934)

Geronimo is now in pos-session of Will Rogers And Will 'ain't smart enough to figure out whether you did me a favor or not', he has wired O. G. Hill here.

"Hill sent Geronimo, the world's largest steer, to Rogers a couple of weeks ago. Will Pete Engle, who took him out there 'If I don't go broke getting him fay, Will told En-gle, me an the rest of the poor tolks are gonna make barbecue out of him if they'll furmish the firewood and cow chips to cook him with, " "Hall sent word to Rogers that he wanted Gerorimo to meet Mae West. 'He has geen lots of movie stars since he got here, but no corn or bran,"

ots of here, but wire. says Rogers' wire. " have applied for govent ment relief 1f it don't com you are liable to get him ba you are liable to get him ba rext time send me five lite next time send me for gegra

er 6 ques.' continues the telegram nual 'Henry Ford wanted to give ere- me a Lincoln one time and ' said, no, send me 10 Ford ven instead' I am not thankin ghts yeu till I see how much hi dresses out.'"

The 195

Range-WheatFieldBattle First Started in 1903

College ...

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Wither:

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day, May 17, 1951 The Here

Churches...

d from page Hereford in

e firss ue Baptist anized as an Octob congregation in Octob The First Baptist bou and remodeled a building 30 and a buildi ed an auditorium in the of 1949, and in anothe argement program in 195 ed an education building he church has grown con

stantly from its beginning and now numbers about 340 mem-bers on its roll. Rev. H. V. Fields was called to serve the church as pastor in March 1948. Harvey Hudson is Sunan educa church ha rille

peen employed as musi education director. H s to Hereford each week o work with the church indall, wayland college has been employand education d to

Baptist Labor Camp Mission

The First Baptist church the maintains a mission in the 14 Hereford Labor Camp, where in hundreds of Mexican laborers fr live during planting, cultiva-tion, and harvest of crops in by the Hereford area. Leaders the from the church help with be the singing and teaching at B the singing and teaching at B the camp. Two Mexican stu-y dents from Wayland college. The mission as pastors. They are R mission as pastors. They are R of the past year.

Episconal Church

St. Thomas Episcopal a church was organized in May, 1949, with the assistance of Bishop George Quarterman of Amarillo, iBshop of the Missannar District of North Tex-sonary District of North Tex-sonary District of North Tex-anarillo, iBshop of the Mis-tonary District of North Tex-sonary District of North Tex-had been meeting at the court house for about a year as a o preaching station before the scout of Plainview had been Cilling the pulpit. For two months after the schurch was organized. Walter gishop Quarterman Listed as there Mis. Frances Hous-on, Mrs. Helen Pipkin, Jim fones, Mr. and Mrs. B. H, h Kirby, Mr. and Mrs. R. H, th Srumhal, Mr. and Mrs. R. H, th

Mr. and Mrs. Jo

are who . Seaman of Plain- Chart me rector of the church

church; he also church; he also vices at All Saints lission in Canyon. conducted here y morning at 8 on July 17, at Plainview. church of

he building for St. The

Church of The

cal Church of the was started as a ssion project of the ev and Mrs. Lewis here in May, 1945. Irs. Patterson ma in-house survey o d started prayer i their home. azarene Mrs.

Re ch was soon started cation at the corner th and Jackson with J erson directing the bu and doing much of The first service

work. The first service was held in the new church on the night of February 24, 1946. Regular services, includ-ing Sunday school, were held from that time. The church was organized by District Supt. Walker with the following charter mem-bers: Mr and Mrs. Haskell Benson, Sherry Benson, Eve-lyn Jean Benson, Dorothy Troxell, Mrs. C. J. Trovell

was built through it was remodeled

until 1911

from Old LaPlata to Here Hereford. The building was and used as the Catholic c

SMITH

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picture.

Deaf Sr

e, nov ly a f Here

bers: Mr and Mrs. nasken
the Benson, Sherry Benson, Evelyn Jean Benson, Dorothy
Troxell, Mrs. C. J. Troxell,
Frevell, Mrs. Lewis Patterson.
Frevend Mrs. Lewis Patterson.
Frevend Melvin Patterson.
Frevend as pastor of the church until the spring of 1948, when he did not apply for re-appointment here. Rev. Roy Bickford came here as pastor at that time here as pastor at that time here as pastor at that time here.

Seventh Day

Adventist

The Seventh Day Adventist organized their Sabbath school in 1917 during an evan-gelistic effort held by Elder G. A. LaGrone and Elder Weeks. With their member-ship in the conference church, the 32 members met in the nome of Mrs. J. B., Ward for

Old-threes recaff, and and files verify, that thu nd election was a heated ue. Some say that among e county officials there wer ose who thought that i ould not be built at tha ne and that they set thu ue at \$125,000 rather than ue at \$125,000 rather than the are though they were the net at the would surely b

while. In 1931, the church was or-ganized under the leadership hir of Elder LaGrone and held meetings in the Wyche school house. The present building, the former Rance school house, was moved to its lo-cation at the corner of Third cation at the corner of Third cation in 1945.

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W. Fortner, Mr.

To Hereford

May 18 - 19

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night

The Mid-Plains

Pioneers

Welcomes

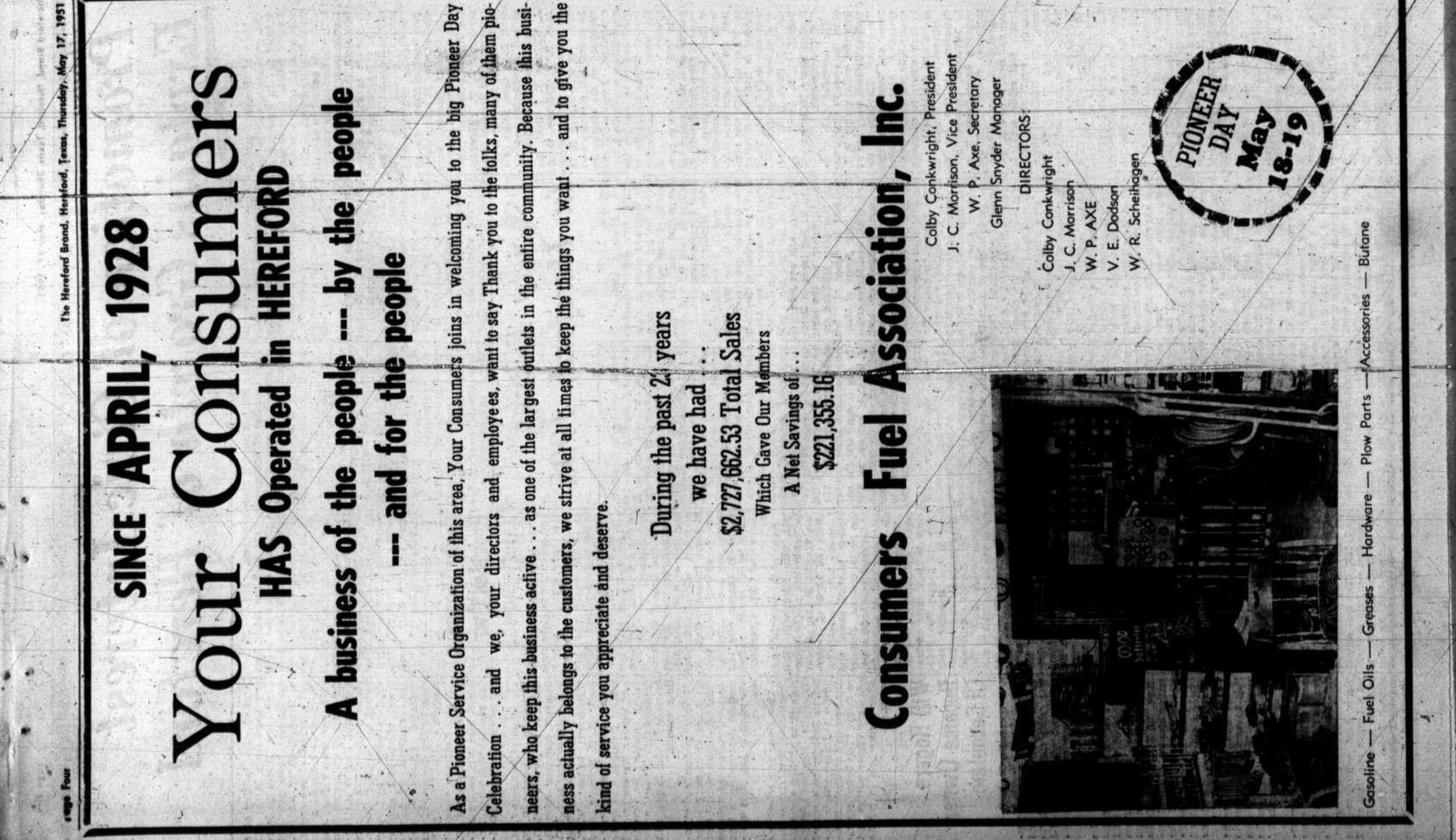
adlines to

The Brand of October 1, e in red banner, head-e in red proclaiming ourthouse Bond Issue Car-s". The story was amazing-short ,yet it reflected the erest in the issue.



onument to Pioneers

\$125.000 Courthouse





JUB'S Man's Shop

May 18 - 19

RUTHERFORD & CO. at prices you can afford to pay! Nationally Advertised Merchandise

pe 112

305 N. Main

Churc

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an of Sixth an an est, was complete the help of the common the first service I there in 1917. If here in 1917, and became pastor of in January, 194 g. L. W. Bridges

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ist Church

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as the base for the ocs on the focate urch is the coat of the Most Reverand J. FitzSimon, Bishop o. Directly over the carved in granite.

1 O. E. Walker he architect of I

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Assembly of God

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rd, Texas, Th The He

7, 1951

The Hereford Brand, Hereford, Texas, Thursday, May 17, 1951



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Sumary

34

Lutheran Church

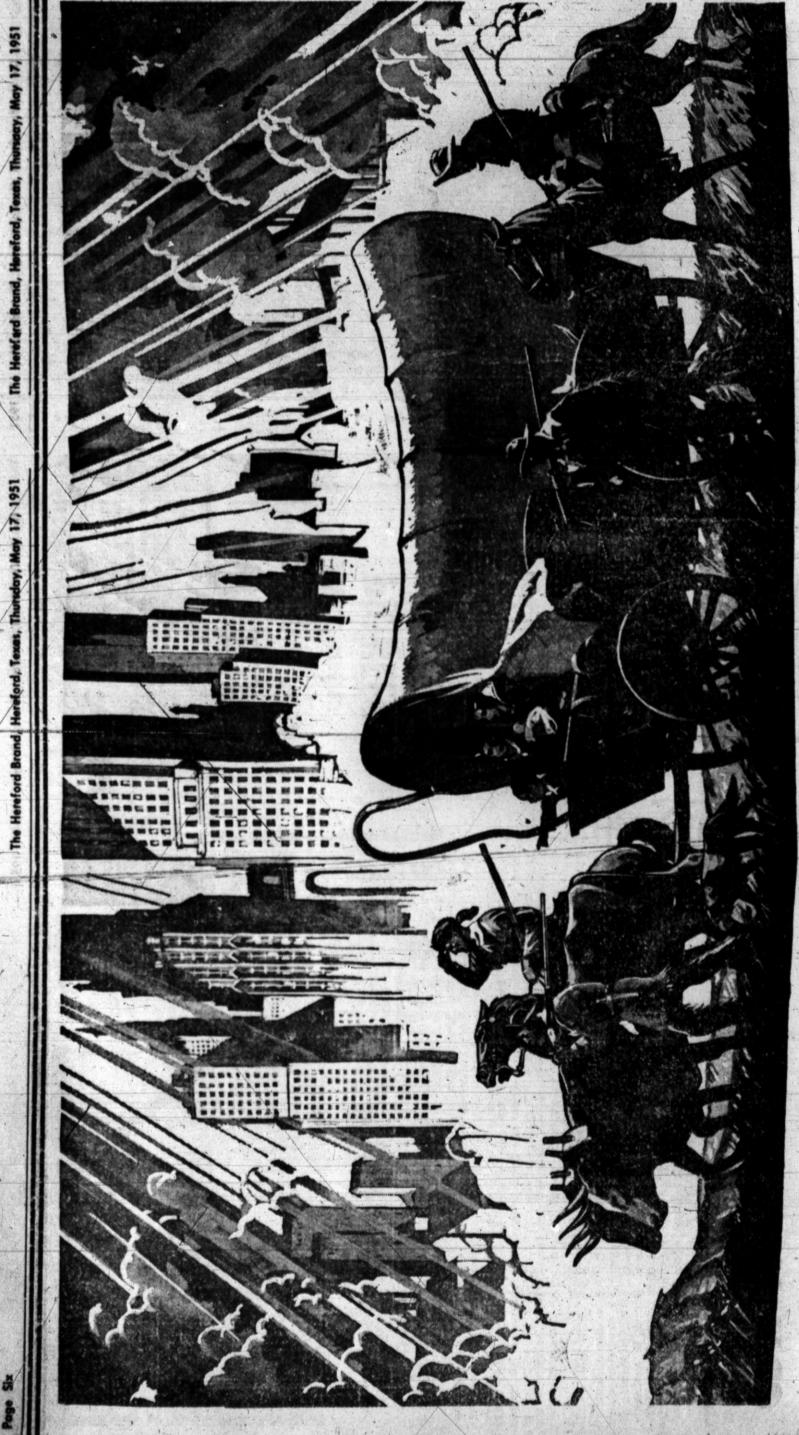
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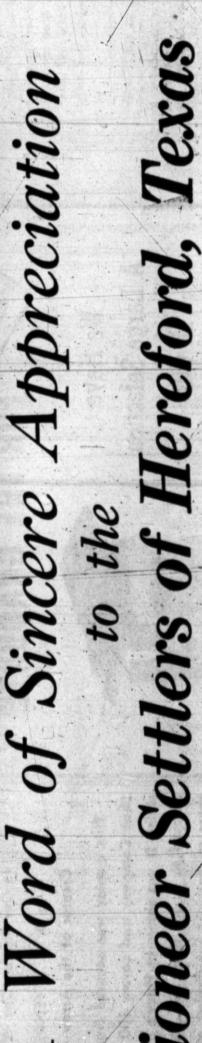
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to the

of which Hereford of course, Came True, of course but here are a few ac-complishments of which the people of Hereford may well be proud ... PIONEER DREAMS Not All of Those

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 devel-oped, 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 is sues 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 com-munities in many respects. We are glad that many of them lived to realize their dreams of green postures, herds of fine cattle, fields of waving grain—and the flour-ishing City of Hereford, Texas, in 1951. Above all of these things, however, stand the fact that they planned for the future of their community. And while they made mis-takes along the line, they planned carefully, sensibly and to the best of their abili-

It is this same spirit which today keeps Hereford in the spotlight as a progres-sive 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 forethought.





blocks of water lines Hereford has expanded its facilities to one of the bes Texas. Three wells pump an abundant supply of pure water into storage to water main every part of the city. Our water supply and distribution system is ning of one well Booster pumps pick it up there and fill overhead stotage and a small begin WATER SUPPLY AND SYSTEM. From ch large population.

built in 1949 and will accomodate a city of eight or ten thousand peol itary Sewage Dis collection system reaches every part of the city. SEWAGE SYSTEM AND DISPOSAL PLANT. The new So

xas. The last paving program alone covered some 175 blocks. We ha lore pavement than any ta PAVED STREETS. Hereford perhaps has ent. miles of

ad in fir sitable. To afford the best possible fire pu ad by one of the best Volunteer Fire ects Hereford is a step al fighting equipment. With three fire, trucks and one specially equip ARKS. Hereford is fast developing a park system. We are usin ction Hereford has invested more than \$20,000.00 in fire **E FIGHTING EQUIPMENT. As in other resp** nit Hereford has best equipment a int is two years. This equipme

nt in this and n re been installed in four smaller parts, and these parts otherwise be nt. Sprinkler tify every park the Pio the fore-looking pioneers set apart for park develop set up for accomplishe r. It is the intention of the dity to be A larger park program has been us and future generations.

collection ness district. GARBAGE COLLECTION & DISPOSAL Garbage city, with daily service in the busic

TRAFFIC CONTROL. The installation of parking me der out of confusion in the control of traffic. ŧ

in force in the early days five men work day and night to afford protection as police ra DEPARTMENT. Hereford h all in both person and property. POLICE

iss made by rous and progressive city which they founded more than fifty y our city. We know those who have passed on would rejoice if they could see We believe the Pioneers still with us look with approval on the prog

Pioneer Settlers of Herefor

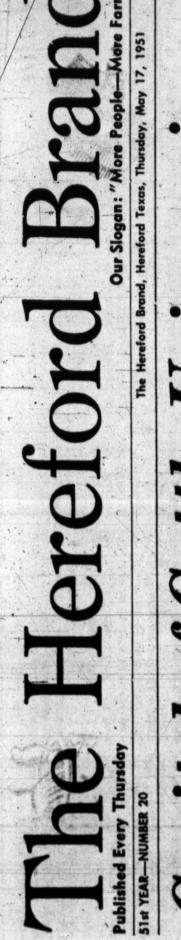
Excitement, adventure ... and sometimes despair ... mingled in the warm blood which coursed through the veins of Pioneers back in the 80's and 90's ... and history records that sometimes these attributes overshadowed better judgment.

That is why, 50 years later, we say Congratulations and Thank You to the pionneers 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 no-tion 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 posesses streets of adequate width. Only a few alterations have been required as the town grew . . . resulting in thous-ands of dollars saved by taxpayers . . . while many other towns and cities faced situ-ations impossible to remedy.



ay 17, 1951

Di Di

Capitol of Cattle Universe in Hereford at Turn of Century

3%

PAP

"The Panhandle of Texas is H and must remain so," said The Brand in Fobruary, 1902, and Brand in Fobruary, 1902, and we did not come out here to male wheat; we came to sleep th and let the cattle cat grass" old-timers recall that there were still a few long-horns on the open ranges as late as 1890, and many small ranch-ers were running their herds on the 'strip' between the SIT ispread on the west and the T herds consisted of grade cattle. The own the east. Most herds consisted of grade cattle. Rat Jowell and Lu R. Brad-us brought the first registered of the vest and Lu R. Brad-

Movies have been you

when the villian twirled his

moustache.

Since those early days ...

best and cheapest entertainment

Hereford Stock To County For Breeders Look

(December 24, 1925) C. D. Moss, Secy. C. of C.) reford breeders from all ms are begining to look d Deaf Smith county for breeding animals, acord-introduced Herefords in-introduced Herefords in-the industry is looking the drop came several

"The last six weeks has seen at some of the biggest sales of line bred Anxiety 4th Here-line bred Anxiety 4th Here-sold during that time for \$1.-woung herd bulls have been young herd bulls have been sold during that time for \$1.-bassed the \$500 mark. No oth-Ber section of Texas has report-passed the \$500 mark. No oth-Ber section of Texas has report-ped such high priced sales. "Below are a number of re-cent purchases: Jones & Dam-eron of Hereford purchased K The Superior from T. C. Ivey 10 C. Ivey \$1,000 for Superior by a Superior Anna 10 No. 1094242. D. M. McDonald paid Henry Wilk- w

McDonald paid Henry Wilk-son \$1,000 recently for Su-erior 3rd. by Superior Anxie-r out of Mis Anita No. 118-110. Superior 3rd. was grand nampion at the Deaf Smith ounty Hereford show and at he Nolan County Hereford ereford show just before his

Beau Superior sold at the e of three weeks for \$1,000 Chas. B. Fristo of Midland. East of Hereford was his mer owner. Beau Superior for the pedigree of an Eng-h duke. Rat Jowell says that would be impossible to write more perfect pedigree than s young aristocrat has.

of th Dameron. Dameron. Dameron. Dameron. Dameron. dor this con tor this con the cold call

FRANCIS HARDWICK

S Herefords to the county in 18-96; they came from the fam-d son in Independence, Mo., with son in Independence, Mo., with son in Independence, Mo., with as the herd consisting of 20 fe-males and a good bull. From this original herd, many local ranchers secured stock to im-prove their range herds. Mrs. Bradly recalls that the use of registered bulls had so im-proved grade herds that by 1897 and '98 cattle were sell-ing for from \$25 to \$35 a

here to be sold or ship-market. Many Brand reported the names of ent cattlemen register-ocal hotels while their were being handled r several years in the earl s. Hereford and Bovin the world's largest ship centers. Hereford ha s shipping pens, and cat by the thousand wer he at loc by

reference of the paper reported in 1906 the paper reported is a local of variings and B. Guffy of Onaga at a condition of \$21 a head. If was not uncommon for the was not uncommon for the steers from the variant of the steers from the stars City market for inhandle stuff with 14 cars whitefaces at little over \$28. The best thing about he whole by was that these cattle were by was that these cattle were and the stuff about he whole by was that these cattle were and the stuff about he whole by about he whole by was that these cattle were and the stuff about he whole by about he whole best thing about he whole best the stuff about he stuff about he whole best the stuff about he stuff about h ed for market at all run on roughness and le cake in the spring

And A nume and on grass. Fifty cars of cattle left Hereford in November, 1912, and prices were reported good. Shippers were George Cloyd, Shippers were George Cloyd, E. Arthur, J. H. Wilson, E. P. Arthur, J. H. Wilson, E. Hanson, Bob Higgins, Hill and Hanson, Bob Higgins, Hill and Hanson, Bob Higgins, Hill and Ransas City market again in 1914 the Hillcrest with

ped the market with nt of kaffir-fed baby he next month, D. L. Vtopped the market



of the steers, which later top-ped that day's market at \$10.-50 cwt., 45 cents above that day's market and 25 cents over the top for the year. Also in 1915, three of the good Deaf Smith cosulty herds won prizes at the Midland fair. Mrs. L. R. Bradly won third premium in class cow "three years old and over" with Lady Repeater and four-with in the same class with Miss Vashi. W. T. Womble won third on Beau Carlos, in the two year old over bull class

in 1880. Pioneers recall seeing a few of the animals in this county as late as 1891.

ket show cattle from the area were topping show rings. In 1915, J. D. Thompson sold 32 silage, alfalfa, apd ground maize all raised on his irrigat-

John I

nd fourth on Gay Loss ed in the cow class Jowe nd Jowell won third in th unior yearling bull class, o pomino Sr. and fourth o twendolyn 53rd, in the co hwendolyn 53rd, in the co lass two years old and unde In October, 1915, 60 cars of cattle were shipped by Wi lams and Kilgore, John Vilson, Wirt Phillips, M teary Brothers, and Ross ar

the beef cattle were of Kansas City, who took first the Kansas City mar- place in the Kansas City fat While

anchers continued to im-ve their herds with regis-d stock from fairous blood s. Jowell and Jowel aght in a \$25,000 shipmen registered Herefords from registered Herefords from gell and Simpson in 1915 uding Beau Randolph at 00. In reporting, the sale November, 1915, by Jowell Jowell of two calves at 00 to Mrs. It R. Bradly



. Brand commented. "T ve two herds are admitte he finest In the Panhan

The Bradly home rand ld. to. W. B. Slasshin 16. C. C. Ferguson via ominent cattleme in

nty

nxiety was bred by T. C. Ivey the most outstanding herd sires us bulls used in this area for Hereford breed the 26, 1925, Superior Anxiety SUPERIOR ANXIETY JR.,

the Amarillo show m-the Amarillo show m-trst senior and grane ch mship of Beau Rancolp irs. Bradiy first on two-irs. Bradiy first on two-de cow with Lady Rep odell and Jowell also

l senior yes l 40th, ai onship on

Cowboy Begins at Age Six "Rat" Jowell's Career as

In October, 1916, Jowell and Jowell sold Beau Randolph for \$7,000, highest price ever paid for a bull in the southwest. In 1971 O. M. Shore and O. G. Hill sold three ranches, consisting of 24 settions, and 3,000 head of high-grade cat-tle, paring their herds to 700 head, Prices ranged from \$42 to \$30 per head, Fay Barber sold a twolyear-old. Stanway for 800.

de from \$4 Barbo

On this trek from the old ing arrived here in July 1887. ome. Rat trailed his first erd at the age of 12. The Jo-tell cattle numbered between ustry of the time. They moved to their new ome "The Lucky Strike Rat had been here only a tanch" (a name which had few days when he met the othing to do with cigaretites) Cox family who were them

hai

the G. R. "Rat" Jowell's career which was lated called Sul-bind as a cowboy and cow-man be gan at the age of six on his gan at the age of six on his father's ranch in Palo Pinto add ounty where he was born in part of the rest frame father's ranch in Palo Pinto father's ranch in Palo father's father's father father the met Elgenia Birdie for others preceding the Jow-rite Draw where they spent the winter then the next year in-restigated a ranch site in Duy. 1887. Through the years they at-the did is chool together, first father county. From first in time became one of which in time became one of Vad more, wet trailed his first father for the time. They moved to thet mew dustry of the time. They moved to thet mew dustry of the time. They moved to thet mew dustry of the time. They moved to thet mew dustry of the time. They moved to thet mew dustry of the time. They moved to thet mew dustry of the time. They moved to thet mew dustry of the time. They moved to the time. They are compared in the fall they are farst to the fall the the time. They are farst to the fall the the time. The the time the time the time they are farst they ather they ather the the the time the time the time

In May, 1918, 28 tars of cat-e were shipped by C. L. Mil-r, Claude Higgins, G. L. arber, G. W. Brumley, S. J. aden, C. C. Slaugnter, C. W. Iurrey, E. M, Ross, and O. G.

they became sweethearts, to become engaged early, but if was almost ten years before they were married in the fall t

Before coming to the Pan-andle Rat had attended the (Continued on page 3) ued on page 3)

July of 1918, local regis-li Hereford breeders held blic sale of registered cat-donating the proceeds of 0 to the Red Cross. The

The TEXAS

The TOWER

Hereford's New Drive-In

your Family Theatre

MODERN

Star Theatre **ON PIONEER DAY, 1951**

May 18-19

Star

Air Cooled Comfort

-

Relax

At Your Theatre

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course, but The Movies are still operating on the policy of bring-ing the best possible entertainment to you-at prices you can afford to pay

Things have shanged since those first "Silent Movie" days, of

WELCOME

To Hereford

Mid-Plains

PIONEER

DAYS

important part of the community in which you live. It provides a payroll which is distributed among the busimeeting place for big events; it has become an educational center, second on-Since that time, too, your local theatre has become an ly to the public school systems of our countryhess firms; it is a community

May 18-19

and when you

get tired

From those early "Flickers," occasionally brought back for laughs, the Movies of 1951 bring to Hereford, Texas, the world's even greatest actors, actresses . . . renowned musicians, sports-

a recording of world events.

ep pace and grow with it's And just as any other business must ke community, so must the theatres.

WE PROUDLY PRESENT FOR YOUR APPROVAL

SPOILER of the PLAINS

THE LION HUNTERS

TRAIN to TOMBSTONE The SUN SETS of DAWN

atest of all Westerns ohn Wayne in RED RIVER

Tower

May 19

day, May 17, 1951 ss, Thurs rd Brand, Here The Heref

Plays Important Sheep-Raising

ell, sheep inspector, said that o one ever saw better sheep, any of the flocks being A-1 every respect and bringing ghest prices on the Kansas a Dixon, George Beams, Kelly Gray, Harry Jackson, Aller Bell, and C. J. Mountz. Mr Bell, sheep inspector, said that Part in County

ed Columbias and has con-tracted all her spring rams at \$50 apiece. Other sheep raisers in the county include Virgil Dodson, O. C. Williams, Mr. Simpson, Harland Frye and Harvey Lindsey, H. D. Hill, Paul Metcalf, Webb Blanken-ship, and Albert Springer.

Lam

In July, 1915, F. W.

after four

nd 400 head. Rob

Although the fued bet

eep including 800 ewes. He ported an income of \$1217.50 cluding \$967.50 for lambs d the remainder from wool pped from 250 ewes. It was ported that there were 12,-0 sheep in Deaf Smith and stro counties bringing a venue of about \$35,000 yearm going on in Deaf Smith mity since about 1906, many al farmers have found ep a valuable addition to live stock program. Back 1906 J. P., Carr ran 1200 ep including 800 ewes. He orted an income of \$121750

15, 19 15, 19 ed. les wo by ted ti

192,000 pounds of wool from 25,600 head of sheep. Wool was bringing 20 cents a pound. In 1916 J. H. Weams ran 7300 head of ewes and ambs. Al Vaughn sold 1000 head of fat lambs, Mr. Weams old 900 ewes. Fattened on na-ive feeds, these animals prought near top prices on the carser. City market.

In 1912, it was reported that 30,000 head had been shipped. Bell and Conkwright had ship-ped nearly 20,000 from Deaf Smith county land, Sheep raisers included D. C. Land, W. B. Davis, Bob Dewey, Hen-ry Martin, F. H. Wood, R. P. Sheep still are considered the Lee, F W. Reeves, J. W. Barn-Hawkins, R. A. Hall, J. H. Springer has bought Zerreil we the add now has a-the proximately \$15,600.

30 head of fine breeding stuff. . In 1926, two cars of wool were sheared from 7,000 sheep. With the price around 26 cents per pound. it was valued at ap-

(March 14, 1902) F. L. Van-derburgh, 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 week of relief, the printers hope fully to catch up with the work on hand.

West Texas Feed, Seed and Ha MAT 18 - 19 PIONETRA A DOMERTING during Pioneer Days .. our siore your Cree Make

(June 7, 1901) The broom manufacturing firm of Wood-ruff & 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 superin-tendent, and J. N. Askren-traveling salesman. That the business will be a success un-der its present management is unquestioned.

T. R. AH

, Manager ERIT" BEEDS Hereford, Tex Jock Whight, Mon HOME OF "MERIT" HOH

Today's Industry Possible.

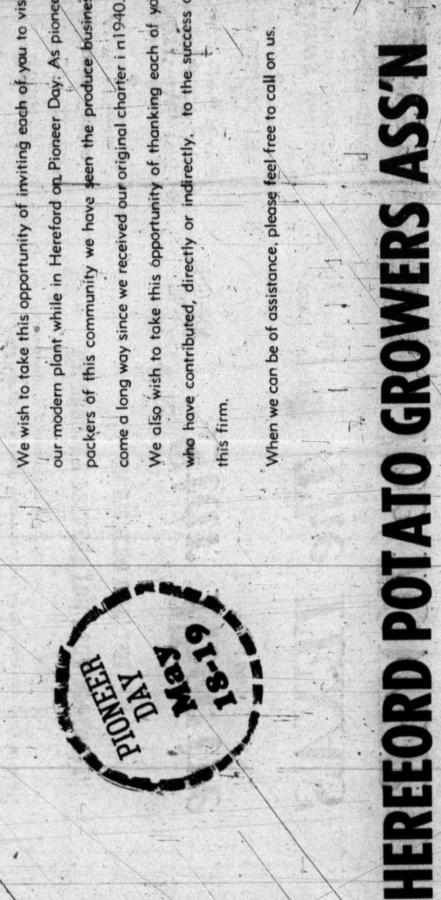
The Indians Got Here First But - It Was the Spirit of the Pioneers That Made

As processors and packers of

Hereford Potatoes

packers of this community we have seen the produce business We wish to take this opportunity of inviting each of you to visit We also wish to take this opportunity of thanking each of you who have contributed, directly or indirectly. to the success of our modern plant while in Hereford on Pioneer Day. As pioneer come a long way since we received our original charter i n1940. this firm.

When we can be of assistance, please feel free to call on us



aced the range call tion in Deaf Smith 200,000 in 1919. Ti cd strain was domin tile the register cat aking the national

Said the Brand on E Said the Brand on E 11, 11919, "Cowboys s the range as of old, a round-ups and round the

Hereford

the

Elizabeth Womble

MAY 18-19 IN HEREFORD

14. 191 525. Mi ge 3)

Henry Benson, Mgr.

The Hereford Bi

owing to absence from

17, 1951

Cattle ...

Registered breeders who a contributed to the sale were w. T. Womble, Ray Barber, Rat Jowell, Jim Sanders, H. T. Wedel, W. P. Lupton, G. C. Wedel, W. P. Lupton, G. C. Borman, Mrs. L. R. Bradly, W. H. G. Russell, C. C. Nortón, H. a C. Lupton, Hines and O'Brine, B antinued from page 15 the books brought \$275 at in, and someone donated cock and hen which ht \$75 in the sale.

Sell Springvale Cattle of T. C. Ivey bought the Jowell e and Jowell herd of "Spring-vale Cattle" in 1919, includ-ing Stanway 8th, a 13-year-old cow the Jowells had goight from Gudgell and Simpson in 1917 at 2050. That is herd was one of the very b

Anxiety 4th, blood strain. Jones and Dameron Jopped th Jones and Dameron Jopped th the yearling heifer class in the Buyers and Seliers market in Amarillo in Marcht, 1919, with I ima Stanway No. 6733544 at 1 ima Stanway No. 6733544 at 1 ima Stanway No. 6733544 at 1 galadin No. 568509 consigned by Groyer Sanders Jopped his Grover San

ford Breeders Organized m The Brand of March 919, comes the st first registered by lation. "The H fers Associaton, of

ble, and C. C. Bowman the sevecutive committee. It was resolved to hold an annual sale, the first one to be about the first of May, 1920. The as-n sociation adopted a resolution and agreeing to do every-thing possible to make it a thing possible to make it a success. The cattle will be shown, although no sale will be held." The association be held." The association bought the Bowe sale barn for the strong to for inprovements. Breeders Association. The Hereford the Breeders Association, of Here-ford, Texas', an organization al of Deaf Smith, county breed-be ers of registered Hereford cat-be res of registered Hereford cat-be the was formally organized at a cracking good meeting on Thursday, following dinner to-gether at th Murphy hotel. The infant organization beg-ins its existence with a mem-the berahp of about 24, with some a teight or 10 breeders not pres-st

In 1919 Jones and Dameron bought from S. G. Sanders the old Cullop place of 320 e acres on Therra Blanca this side of Sulphur Park and an-

the three heifers at the Ama-rillo show that fall, and the little runt he had got from Mrs. Brady won first place in her calf over the other two. In 1916 he sold his grade cows and bought 10 head of the Gudgell and Simpson cows from Rat Jowell and contractit would be easy and e ical to build up a her several cows producing ed a buil calf from J \$600 before he was bo calf proved to be a g vestment, he reported w. T. Womble told W. T. Womble told Hereford cow that hi duced five cales in 13 including triplets, all born on March 10, 19 twin bulls born April One of the heifers and tw ing two heifers and tw The Sanders herd had been as started in '1914 with the pur-started in '1914 with the pur-good breeding from Mrs. Brad-in, bought and Grover paid his the calf, and Grover paid his the calf, and Grover paid his but point \$100 for his interest in the calf. and Grover paid his of '1914. Sanders traded Rat of '1914. Sanders traded Cal-the other from Will Womble's herds-and a four-year-old the other from Will Womble's herds-and a four-year-old the registered stuff, leaving the registered stuff, leaving the registered stuff, leaving the trans-tes the registered stuff, leaving here the trans-tes the registered stuff, leaving here the transother ranch of four sections south of town with 415 head of cattle. The transaction in-cluded all of Sanders Anxiety 4th. cattle. "W. T. Womble is first pres-ident of the Association, C. O. c Norton vice-president, W. E. A Dameron secretary-treasurer, and Jim Sanders, G. H. Wom-ble, and C. C. Bowman the evecutive committee. It was s

he peak of idustry-el-usiness has t in Buy and he years. r 2, 1919, rtance of e in the es and Spring-Spring-Ivey for head of head of ed cattle econo erd with Jones & Dameron Jater in 1919, Jones meron bought the 8 herd from T. C. It 5,000, including 90 h xiety 4th. registered f five herd bulls. The year 1919 may in considered the p nty throughout the Brand of October ated up the importa stered cattle here y of a sale by Jones cattle b rominer

ighest average price ever aid at a private sale for attle of any breed was receiv-d by Jones and Dameron the ast week, From Mousel Bros, f Nebraska, for 34 head of he Famous Anxiety strain fereford. The price exceeded 100,000, or a little over \$3,000 sel Bros. head of strair Over \$100,000 for "What is said t

sale

the

Be t

is har o-after significant in several wa (1) it shows the scale and magnitude to which local r istered development is atta ing; (2). It shows that lo herds must have the k blood lines in the country attract such buyers as Moi Bros. who have what is c ereded to be one of the t ceded to be one of the t and largest. if not the v largest Anxiety Hereford he in the world; (3) . If sho what local breeders can with this industry if the s end of their business is has led in a modern, go-afte it sh

Moi

the fact that the

Phone 497

2nd & Main

PIONEER DAYS VISIT US ON

Complete INSURANCE Service

Service

why we can give such prompt and efficient ed property down through the years - that's includes the name of every pioneer who own-

CT PLANT is our Bussiness! Modern -Ino ABSTRA

PIONEERS

Dealing with

May 17, 1951

Sheep-

Plays.

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d. Texas, Th The Hereford Bra

1561"'ZI %

Jowell ...

A.4. Ran college at rhoup batter for a term But Thoup batter for a term But the greater part of his time was spent in cattle work with his h father and brother. Con fit the T Anchors and other ranches to gether cattle belonging to his father and their neighbor. In the T Anchors and other ranches to gether cattle belonging to his father and their neighbor. In the T-D would, to be a started on a second trip with the B started on a second trip with the B started on a second trip with the trail boos, he returned home. Always interested in cattle, he and boos, he returned home a started on a second trip with a started on a second trip with the trail boos, he returned home a brought 13 head of register to begin the first of the start bought 13 head of register to begin the first of the start bought 13 head of register to begin the first of the such herds in the county. (Continued from page 1)

5

A short time later he sold out to Bradly to run for sher-iff of Deaf Smith county and was the first sheriff after the town of Hereford was organi-Xzed. At the age of 23.(he was then the youngest sheriff to have the office in the state of Texas at that date.

r of a deputy. Inman, r of a deputy. Inman, rm to ranching and e some mining excyrsion New Mexico and Arizon

In 1904. Miways returning to cattle, M which seemed to be fils first al-love, especially was he inter-the seted in good exitle, he and his coustin spence Jowell in wi-1914 bought from Gudgell & Simpson, 78 head of Anxiety m #th cattle. This included 50 cl weavings and two, year-old h soris of Bright Stanway. Not long atterwards they to added 50 females with 33 cal-ves at foot, and a sire, Beau added 50 females with 33 cal-ves at foot, and a sire, Beau this bull which had been this bull which had been this bull which had been thought for \$5,000 sold for to thought for \$5,000 sold for to thought for \$5,000 sold for to the beat Smith county a tion of the Deal Smith county a tere spreading out in the reg-istered business and bought the business as most of the vought the business as thom this herd eventually. Another coust of Jowell & Jo-a the herd from Jowell & Jo-a

id he in turn

Cattle ...

(Continued from page 2) Februray 15, 1915, and owned by Jones and Dameron brought the highest price for cows at \$1,250. The fifty-one head of fine registered Here-fords brought a total of \$23,-365, an average of \$458 for the entire sale.

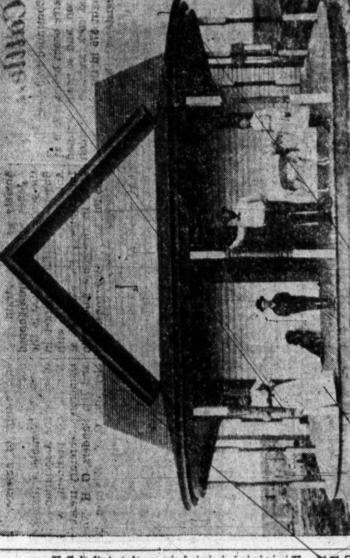
Cattle consigned by: S. G. Sanders Jones and Dameron, L. R. Bradly Estate, C. O. Norton, Shore Bros., D. L. Norton, Shore Bros., D. L. McDonald, R. J. Kibbe, L. L. Cannon, Wes Bradly, G. R. Barber, W. B. Phillips, J. C. Sanders, G. B. Combs, W. C. Russell, H. T. Wedel, C. C. Russell, H. T. Wedel, C. C. Bowers, W. T. Womble, and J. M. Purcell. J. C. Winter became a Dead J. M. Purcell. J. C. Winter became a Dead when he purchased a section of hand from Shore Bros. and the Place. It was an \$80,000 transaction.

of the herd a few years later to Jones & Dameron. When Mrs. Ivey took the cattle he and Bal bought the ranch place at Big Springs and in time Ivey bought him out.

Mr. Jowell was interested in v e growth of Hereford and e ilked the people here to mough he traveled extensive-in the interest of cattle d cattle buys, covering much S the states, and parts of extoo and Canada, he was r ways grad to return and was really wanted to live anythe growt he liked Though h ly in the

where else... where else... nember of the Fligt Christian nember of the Fligt Christian funch here and both he and which here and both he and which here and both he and he Fligt World War. In fater years of his life he ywhed few cattle and at times none at all yet he was always nerested in herds belonging to friends and people of the Panhandle and even over Tex-was. He had a personal interest and advice to those interested and advice to those interested and advice to those interested

In the Hereford business. Indeed it is hard to write a history of the man without including a part of the Here-ford industry of the section e and its growth since it was is so much a part of his life.



of this pioneer couple after having withstood the hardships of life At the left with the pet deer may be seen Alice, the first white girl ude dugout. At the le in Deaf Smith county WALKER Yoi br 判

Hereford, Center of Cattle

t at \$300. T at \$300. annual sale in January 1922(annuary 1921) in making their bids. F bringing only \$8,620, or an I average of a little of \$148 per t head. Ray Barber's Bau Ran-dolph topped the sale at \$325, and W. E. Bennet's cow, New H Year Stanway, was top cow In white center of the cattle uni-aver aver aver the center of the cattle uni-ded Hepeford cattle, received a Year the great annual sale of Mous-the great annual sale of Mous-be the great annual sale of Mous-be the great annual sale of Mous-the great annual sale of Mous-be the great annual sale of the san Superior Mischief, a bull rais-the an aver the stupendous sum of head of to the stupendous sum of head of the stupendous sum of head stupendous sum of head of the stupendous sum of head stupendous sum sum of head stupendous sum sum of head stupendous sum of head stupendous sum sum stupendous stupendous stupendous sum stupendous stupendous stupendous stup \$22,000. Beau Agitator, anourte services product, brought over services of the cattle halling to from this neck of the woods o au Agitator, an oduct, brought id the general

average of solution of the sale at an a Mischief topped the sale at \$710, and the top bull, Gossa-mer. 30th. brought \$700. W. E. Hjeks and Charles Donaid sold \$115,000 worth of speers to Missouri feeders, a total of 2567 head. Henry Wilkinson's sale of 59 head brought \$27-180. averaging \$460. and D. L.

0. averaging \$460. and cDonald paid \$1225 anchard Queen to top

Cattle Come Back February 12, 1924.

Donald's Superior 3rd. toppe the fale at \$1200, and four o its pulls brought an averag of \$925. Also in 1926, E. C Black held an auction of 6 Anxiety 4th. Herefords at a average of \$235.80. Donna An

Oh February 12, 1924, the per reported the largest for e since the partie price de-ession when Jones and Dam-ession when Jones and Dam-on sold 50 lots of line bred wriety 4ths. to R. V. Colber, a Son of Stamford at a con-deration of about \$300 per H ad. The consignment was to ade up of four bulls, 25 cows, o yearlings, and the remain-r calves Jones and Damer-h retained 200 head of regis-ted scuff run on one ranch four sections on the Therra

Womble's Domino 37th. top Womble's Domino 37th. top ped-the 1931 Registered Here ford Breeders sale at \$410. th heifers averaged \$256 and bull averaged \$305.50. The cattle industry suffered as did farming in the area during the depression. Dewe Reed, county agent, reported that all of the county's 30, 000 head were eligible for th government's cattle buyin

Price Delivered in 1921

ked decline in with 58 head The annual Hereford ers Association sale showed a marked de average price, with

CTURE shows Mr. and Mrs. J. C. Wophble and their 10 children. In the bottom Mrs. Womble and the five daughters, standing from left to right Mrs. Sheba Mrs. Joyce Meeks, Mrs. Easter Smith, Mrs. Ollie Bradley, Mrs. Elia Phillips, and able. Standing in the top row are left to right: Mack Womble, Clarence Womble, mble, Sill Womble, Troy Womble, and J. C. Wohble. The picture was faken in Mrs. Womble. Standing i Gran Womble, Bill Wom 1902. Mrs. Wo Mrs. THIS PI row are Combs, I

In August 1925, W. A. Hung ter and Claude Higgins bought 440 head of steer and helfers from H. G. Conkwright at 335 a head—the highest price paid in five years, according to The Brand. Henry Hastings sold 300 head of yearlings at \$40 and John Cunningham sold 00 head of yearlings at nd John Cunningham everal dry cows at \$35 arker of Arizona bough ead of bulls from Mrs IE , E. B. Black, Henry Wi on, W. T. Womble, Joe G w. T. I rutes and I ry. Froan

that all of the countys 30-government's cattle buying government's cattle buying program. Ezra Norton, S. C. Wilson, Frank Barber, and Henry Hastings were on the board of appraisers. During 1924 6:184 head were sold, with prices ranging from \$4 to \$20. Those considered edible were used for relief and others were disposed of on the farm. Thirty bulls and six cows were sold in the Brownfield-ivey auction at the buil barm here on March 28, 1933 with C. B. Williams paying boy price of \$625 for Timberline price of \$625 for Timberline of \$173.60. t \$35. C. C. bought 178 alls from Mrs. Brad-tlack, Henry Wilkin-Womble, Joe Green, Dameron and Tom unk Lambert and

November, 1938, the R. I lougher and Ed Eas grossed \$14,770⁻ for 5 averaging \$234.44 Wild

In No

IM

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eback' on Here noted in the

70,000-herd of cattle at Hope. T. M. from Prude Bros. brand and 2,000 head high grade attle. Lamber bought 700 ead in addition.

L. McDonald's Super arc, arb red cattle from loca L. McDonald's Super 3rd, topped the S-e at \$725 ar

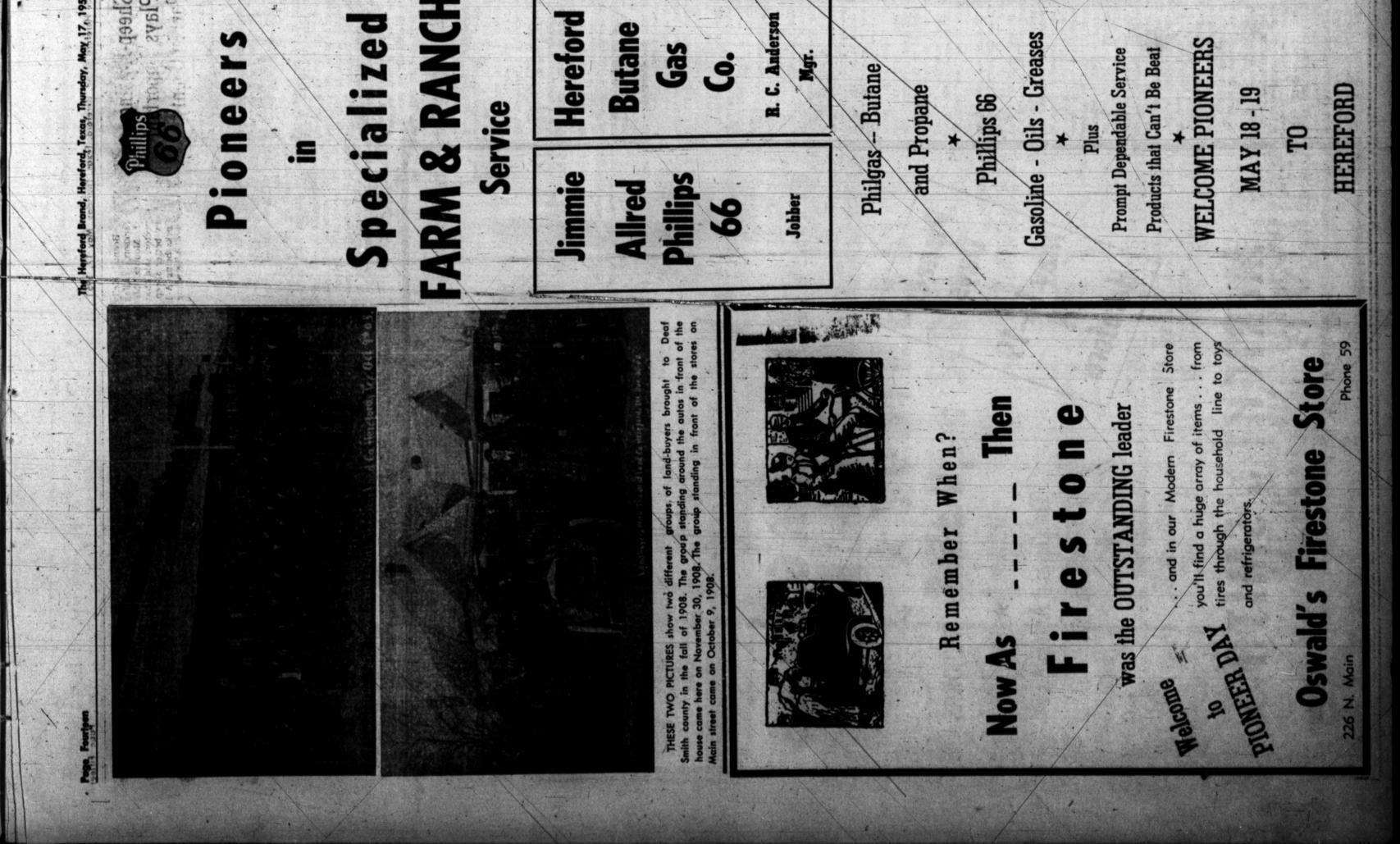
dered Breeders Reorga e Registered Breeders tion. became inactive

ad. topped the Super Anxie-ad. topped the Super Anxie-at \$725 and Tom Ive's at Anna 5th, topped the es at \$625. Deat Smith-ords average 536

Ğ, the tourner T CJ Tvey sold a six-month and bull calf to Ira Codhell for s1,000 and two bull calves to Jones and Dameron at \$500 Jones and Dameron at \$500 Jones and Lameron at \$500 Midland bought a three-week old calf from Ed East on the Took Honors At Fort Worth Herefords from Hereford. Texas, took all honors in the Fort Worth Fat Stock Show on March 10, 1926. D. L. Mc-

Vhite, n. Vhite, n. vrkmah, Jr., H. D. in the fall ton, pre Hugh Cle N L. Spar ch and 0t Leo V Clay

Reinauer. Archie Scott fo Green and Scott E. W. Wonn ble Sr., E. W. Womble Jr., F ... Cocanougher, Paul Cone vay, E. H. Norton, Colby Con ed on page (Contin)



Id, Hereford, Texas, Thursday, May 17, 1951

Here Dates Back to 1903 Irish Potato Industry.

ncipal onloth markets world, with the finest now being raised on

(March 14, 1902) Up in the the prin

fovember, 1915) ney, who lives on of town

e called a "business fad". he reason is that they can at the grass from under the ose of any other breed and

Although the production of Trish potatoes in the Here-ford area on a commercial scale has developed during the past 12 years. The Brand car-ried reports of good yields of p large sized spuds as early as s

Baid the paper in July of d that year: "J. D. Curtsinger brought in from his ranch, strought in from his ranch, the county, a sack of Irish po-tatoes of Tennesee Triumph warlety grown without trifga-ting and with very little culti-sting and with very little culti-vation. Ten potatoes as they are from the sack, weighed three pounds and 10 ounces. On September 27, 1921, The Brand reported results of two acres of Irish cobblers grown under irrigation by R. T. Moo-ng and his son-in-law, Lee statterwhite Jr. They reported a yield of 175 bushels per ac-re at a total profit of \$340. In December of that year D. L. McDonaid and Carl Mountz were pushing a move to buy a car load of seed potatoes.

Merconaid and carl and carl would were pushing a move to buy a car load of seed potatoes. In 1934 John Kropff plant-ed 20 acres on his farm north of town, and Joe Ballinger (later to be known as Tater Noe from Idaho) made his first experimental planting on the Dr. G. W. Heard farm Al-so planting potatoes that year were S. L. Harman Sr. and H. C. Van Bibber.

By 1939 the adaptability potatoes to this region w well-enough established varrant the formation of the Hereford Potato Growers A ociation, and plans we nade to operate a shed f the 1939 crop. Attending the

Are ison to the the second of the second and the second and the second. P. H. Filbin, John J. Paetzold, P. H. Filbin, John J. Paetzold, Jack Dean, and Jim Williams. Farmers from the potato-growing area in Idaho began to notice the possibilities in the Hereford irrigation belt and in 1940 Fred S. Barrett and in the returned to his home in Wendell. Idaho, with plans formulated to return and plant, 90 acres of spuds. He said from 12 to 15 Idaho farmers were making plans to move here immediately and that he expected 1,000 Idaho farmers to be here in three

ars. "It is what we have bee bking for for years," he con

To Hereford

Mid-Plains

PIONEER

DAYS

May 18.19

Here to serve you with Ford Tractors and genuine Ford accessor-ies. We also carry Gleaner products and parts. We invite you to come in and let us demonstrate the efficiency and economy of the implements on our floor.

13, 1901) ast Messers es held a

Mer. Barrett came, as he had Mr. Barrett came, as he had planned, and has opcrated his own potato shed here for the past several years. He and his sons have produced some of the county's highest yields. Potato acreage jumped from 248 acres in 1939 to almost 3000 acres in 1940. Hereford's first carload of spuds left on the Santa Fe on July 23, 1940. John Paetzold, who has been a prominent grower since that time, invented a picker on which workers sorted the po-tatoes in thy fields, as they were dug, and left them in rows to be picked up by trucks in the field. The peak of Irish potato acreage came, when 6,000 ac-tres were planted in 1946. In

yields were up to 200 sacks per acre. The government sup-port price that year was \$235 cwt. Eight sheds were operat-ed, including Associated Gro-wers, Fred Barrett, J. K. Bakfield. peak of Irish potato came, when 6,000 ac-re planted in 1946. In covers estimated that tato crop would bring 00 income to local farm-te price stood at \$3,50 er hundred at the begthe pots \$1.250.000 0 \$4

Pohne 23

HEREFORD, TEXAS

216 E. 3rd St.

0

Hereford Farm Equip. Co.,

John Kelly, Mgr

209 Miles

er ,Hereford Polato Growers Farmers began planting the Association, Jack Renfro, How-ard Gault, Neff and Peters, timated acreage of 3,000 and Neff Brothers.

Due to the government sup-port program , acreage re-strictions brought lowered ac-reages until the 1930 crop was down to around 3,000 acres. the area's farm income.

Yield's were good in 1948, and The Brand'reported that some of that year's crop brought premium prices. There was heavy government, buying at support levels in 1949 and '50, in and support prices were re-inoved in 1951.

nner: ct that Mary had a

(February 21, 1908) The city is filled today with an enthus-sizatic lot of prospectors, all of the immigration firms bring-ing in men, about 100 being the total number.

starve it to death. Indeed, the owners of herds of Here-ford have become the aristo-cracy of cowcom. Some idea may be gained of the altitude of the owner of this breed of cattle from the following from Roby Banner: The fact that Mary had a

She must get her a white-faced cow.--Dallas News

' (March 3, 1905) Hereford bids fair to become one of

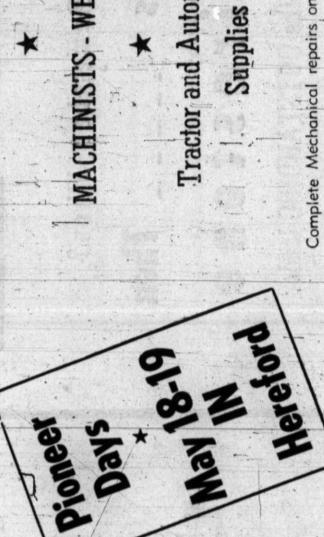
obe ur and tooney faa tween the a the re the re acre of grape acre of land. yield of some tons for whic in the has be Is of little interest now, If Mary wants to go the gaits,

of town, oblem for October, 1942, The big 1 n the north part of to which has been a problem reput is being drained will be made into a pl



away Of





MACHINISTS - WELDERS

*

Tractor and Automotive

Complete Mechanical repairs on all types of en-

gines . . Trucks, Tractors, and Cars.

McRIGHT & SMITH



Cattle ...

Takes Look at Her Neighbor wright, and Hugh Clearman. The association held a tour if ranches and made tentative dans. for a show and sale. fowever: the sale was post-oned and has not been held is the association has again (Omntinued from page 3)

of the action of greatest triumph was the ping of grand champion-of the beef division at 1951 Amarillo Fat Suck w on his senior beef call liemen of the entire area at a calf she en the high-circles in this few year with both te annual 4-H sale hás been in cattle circl the 1951 show

ve exhibitors from Here-I placed in the judging of e-bred cattle at the Ama-Pat Stock Show this year. G. Hill took second place his carload of 12 bulls. k McCracken took eighth with his junior heit intwright and Clearma thth with senior heiter ca i; C. H. Poff, eighth, seni il calves; and H. D. Robbi il Son, 10th. place, summi-i calves. d. J

Chine Farms eiters

fitting conclusion to th of Hereford cattle, a

is time, is a story writter reduct Jimmle Gillentine in teand: "Hereford, Texas imped back into the nation limelight as a breeding outer of finebred Hereford attle this week when W. E ameron sold 50 head o oung heifers to Chino Farms hurch Hill, Maryland, at th creptional price of \$25,000. "Of even greater signifi-ance than the local recor-rice on open heifers, however, was the fact that the tree purchased for the speci-te purpose of being bred the filterest Larry 4th. The bu old in November. 1950, from filterest Larry 4th. The bu old in November. 1950, from filterest Larry 4th. The bu down price paid for bulk and on price paid for bulk dam McWillam. Chin bulk attres from the Damero bulk attres from the Damero bulk attres from the Damero

(March 9, 1901) There we k cattle to all mark ts as well as to the north grazing fields as cheap hey can be shipped fro rillo, notwithstanding th that Amarillo is near miles nearer to tho is than is Hereford.

DEARBORN Equipment

and

Gleaner Combines

prms manager, selected the effers from the Dameror and after surveying herds or the entire 'nation in his aest for some of the world' ast helfers for breeding pur-

die but none more open to the stranger. Young Hereford

"The first object that would attract the eye of the stranger is the court heuse, which, by the way, is the finest in the Panhandle Near by this is sit-thated the Dimmitt Hotel, which is second to none in the point of table fare. The satisfactory manner in which the proprietor. W. A. Tate, handled the farty guests on Monday at noon is conclusive evidence that he is an adept in his line and all went away it praising mine host and host-

"The mercantile business is h represented by the following: E Beach and Keyr, who do a p general business and handle everything from a horseshoe nail to a tony set of clothes. Jno. Droke, dealer in staple p and fancy groceries ,who has o spared neither pains nor mon-A Brand, April 1, 1904) A Brand, April 1, 1904) went down to Dimmitt this week to withess the opening of s district court at that place an dtake a review of the pro-gress that is being made by the hustling little village which is designed as the coun-ity seat of Castro county. Will proceed to give our readers an idea of the mag-nitude of Dimmitt. The town re has a beautiful location, be-bing surrounded by as fertile ge and the Nile, and is noted na

he Nile, and i torality and ho r citizens. Th wns in the F

All in all. I

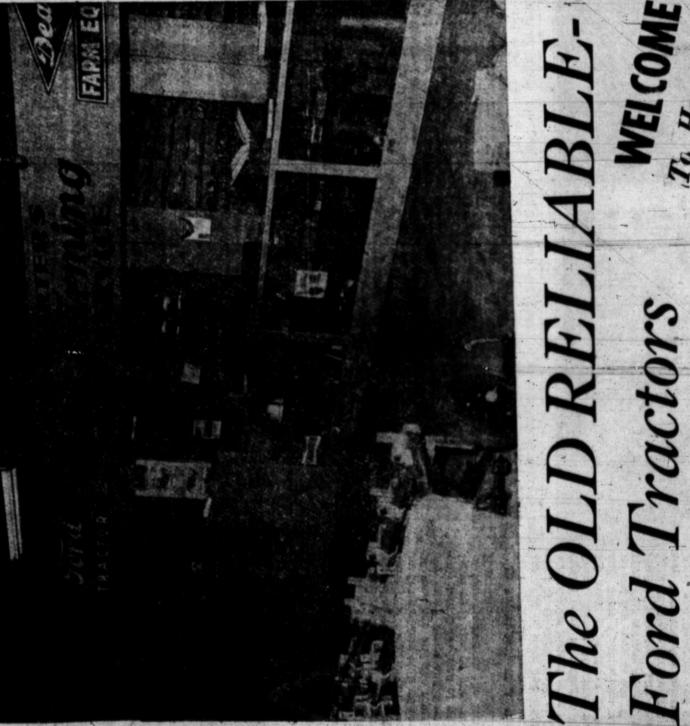
May 12, 1954 os, Thy

(March 9, 1901) All con-tractora for over one hundred and fifty miles of Rock Island extension from Liberal, Kap-sas, to connect with the El Paso & Northwestern rallway somewhere near White Oaks, New Mexico, were getting their supplies through Hereordery store; and last but not ast is J. W. Alexander who ast is J. W. Alexander who ast is prepared to give pre-ription work special atten-struction indicates the peo-es confidence in them and distantiates the fact that distantiates the fact that er straight-forward way of any business is the main attent of success. making an exceedingly and up-to-date country

"If anyone has any doubt as to whether Hereford's citizens and business men are progres-sive and alert for the better-ment of the town, especially ment of the town, especially freeford is not the business center of the piains, they should take a trip to our hustling city and investigate our assertions in the affirma-tive." the Brand said. In this drug store is the of-the of Dr. Chas. E. Donnell, tho, while young, has already stablished an enviable repu-ation in his profession. Miss of Turner, is postmaster, and Df. W. H. Baker is principal tithe public school.

nipment or wagons they have sing in this paper. h 16, 1901) D. 1 have received ipment of Ru all. Dimmitt is a rited little town and is a railroad in order e a city."

Gass the hford been





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Hereford Post

Office Started Dec. 23, 1898

(By Elmer Patterson) The Hereford, Texas post

VX

The office was establue christmas gift after weeks of work to secure its establish-ment. The office was designat-da a fourth class office. The first postmaster in the newly first postmaster in the newly first postmaster in the newly ett. (acting postmaster), Mrs. Rou Pickett, Mrs. Jessie W. Pick-Pickett, Mrs. Jessie W. Pick-pout first postmaster), Mrs. Rou ett. (acting post-master), and J. R. Lipscomb, who is the present postmast-mater for 1900 they were \$833.92; For 1900 they were \$134..., back of the First National for For the first post office were for the first statement for the first stat

PIONEER DAYS **Rodeo Prizes** For Prompt, Dependable W ELCOME 4 6 = To Hereford Mid - Plains May 18 19 \$1,800 SERVICE B

77 compared to \$11,628.41 for [950, and \$12,688,18 for 1951, 1922, it was moved to the 1950, and \$12,688,18 for 1951, 1922, it was moved to the The office advanced to third class in 1902, and then to sec-ond class July 1, 1949. In wow occupied by the White's First class July 1, 1949. In moved into the Vogel building Prest class July 1, 1949. In wow occupied by the White's Postmasters who have serv-de are: Lyman A, Montgomery, W. J. (Bill) Walters, Clarence Smith, Ralph Barnett, J. A, W. J. (Bill) Walters, Clarence Smith, Ralph Barnett, J. A, Stegall, Annie Anthony (act-ing postmaster), Mrs. Delphia Main Street. The Federal building is a \$75,000 structure, a hiftiment of the dreams of the post office personnel for several years.

Four rural routes operate out of the Hereford offick-Route 1 is the pidest, having been established back in the horse and buggy days, and was miles in length and serves a-bout 675 patrons. Charlie Jo-well was the first carrier. O-well was the first carrier fo-well y Stagner is the present carrier. Route A was establish-ed Oct. 15, 1924, was 52 miles in length, and is known as Route 3. E. Ramey is the present carrier. Route A was establish-ed Oct. 15, 1924, was 52 miles in length, and is known as Route 3. E. Ramey is the present carrier. Route B was establish-ed Youte B was establish-ed Youte B was establish-ded April 1, 1925 and was 545 miles long. Also on April 1, 1929. It was designated as

Route 4. It is now 647 miles long, and Alex Petersen is the presert: carrier. Route 2 was established Feb. 16, 1929 with a length of 55.7 miles. It is now 53.7 miles long, and Eur-sel W. Young is the present carrier. Route 2 serves about 360 patrons. Route 4 has about 580. or a total rural route patron list of about 2400 people. Aff Rural routes are daily except route 2. which is a tri-weekly. Hereford also has one Star Route which operates between Hereford also has one Star Route which operates between Hereford also has one Star Route which also has one Star Route which also has one star Route which also has one star route 2. which is a tri-weekly. Hereford also has one star route 2. which also has one star route which and springlake. Tex-as Originally if operated as a horse-drawn hack route only to Dimmitt and refurn. Jesse E. Ford is the Star Route car-rier today. The Star route giv-rier today. The Star route giv-

The City Delivery was start-ed in Hereford on Oct. 1, 1928, with one regular carrier E. W. Young was regular carrier thm-til he transferred to Rural route 2 in 1949, The city de-livery is now served by three substitute carriers. Baxter O. London, Wijfiam W. Wells, and A. Leon McCutchen. Parcel post delivery was started in August of 1949, John I Mc-Cutchen is the present parcel post carrier.

Some of the employees that have formerly worked in the Hereford office include; Mrs. Cecil Williams, George Mil-ard, Art, Marjeot, Frank Bar-er, Bob Wilson. Charles Dreer, Jowell Murchison, and others who worked only for thort periods.

Juich

The present personnel of the office, other than the rur-al and city carriers that have been mentioned include J R Lipscomb, postmaster: Elmer Patterson, assistant postmast-er: Le Roy, Price, Ora J. Rem-ling, and Coléman L. Wright, regular clerks: Billy D. #ut-son, and Gien A Bell, substi-tute clerks: Leslie Daub, fire-man-laborer, and Louis R Hagar, chairman-

In years of service, Elmer Patterson has been working-in the office longer than any other employee, having begun on March 11, 1923, as substi-tute clerk He was promoted to regular clerk August 5th, 1925; and to assistant post-master Jan. 1, 1947. He has seen many improvements in postal service during, these years. All mull service, three frueral routes established city delivery, parcel post delivery, and modern methods of hand-ling an ever increasing volume of mail to mention only a few post has

TRUCKS,

BE SURE AND GET OUR ESTIMATE ON

YOUR NEXT REPAIR JOB ... TRUCKS, CARS, PICK-UPS, JEEPS AND TRACTORS.

Mechanical

Complete

+

. C. Cox Family

Service

C. Cox and his ta d to Deal Smith cou

in July, 1887

ettled Here

Today, the keynote of our business is still based upon service to you. Better service when ever possible. In addition to wreckers which go all over the country we also have a complete line of New and Used Parts... and some of the best mechanics in the repair business.

USED

FOUNDED BACK IN 1935

Upon SERVI

NEW

and

with a

gan of the office per-Service - Rain or et or snow, the mail

Phone 88

Jeff |

100 N. Main

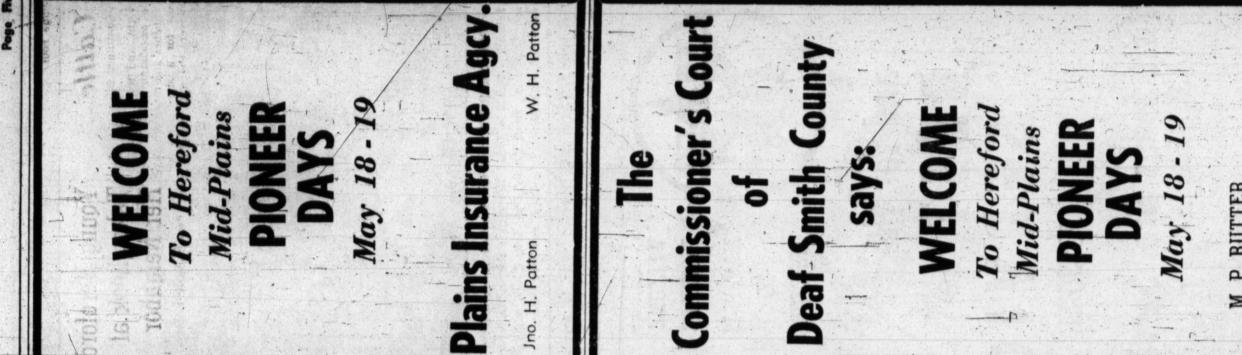
WRECKING

HEREFORD

Phillips Serv. Sta.

- 19

WELCOME TO HEREFORD - PIONEER DAYS, MAY 18



M. P. RUTTER

Commissioner, Precinct

J. C. MORRISON

Commissioner, Precinct

C. G. RICHARDSON

Commissioner, Precinct 4

L. H. FOSTER

County Judge

Commissioner, Precinct

J. T. GUINN

Page, Twelv

Created Great interest Here Badger Fight

led grey col individual si (June 12, 1908) me of the most e of

fight was gotten up he co o, Her

ford Hi ep 1 the

Cox, was born in 188 the first white child

Alex O. Th

. Alice,

ally a girl, bite girl bo

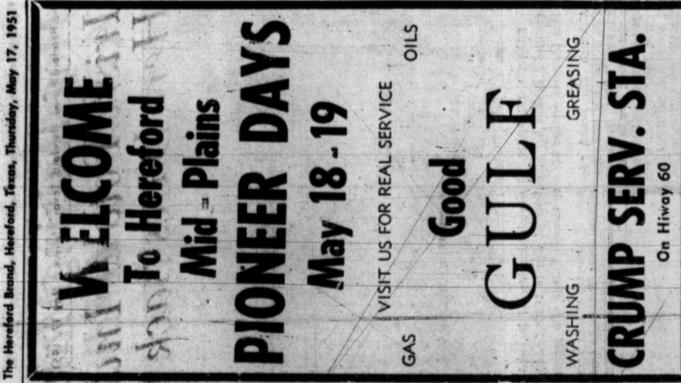
ed on ey liv-

er says that there

This Sola the solar sola the wa- Rat Jowell home of tire time : Jowell exclusive b frs. Cox ed Herefor charge

t Jow-ad, took ard Mrs. ard

The Here-is the best Als Co (Murch 23, 1991) rd High School



OILS



the Hereford Brand, Hereford, Texas, Thursapy, May 17, 1951

McDonald continued to im-prove his stock, adding \$10,-000 worth bought from King Farms in Kansas: There were 152 head of Berkshires in the w million ponuds of pork. A-mong the shippers were Jim Robinson, B. W. Miller, and Hog-Raising Makes Strides AsValuableIndustryHere

how prizes, L. L. McDermett was making something of a production with one of his registered Duroc Jersey sows it two years old, she had pro-

Page Elev

Local switch are here show and sale here with the animals averaging \$104 per head. While hogs have not been played up here have not been played up here have not years, they still are



considered an unyors.
of the farm program.
The Brumley still is the buy-we were shipting center and G.
we Brunley, still is the buy-the buy still is the buy-is and shipting center for Castro, Swisher, Parmer, Rån-dall, and Deaf Smith counties.
Among the registered hog breeders here now are Joe and Homer Brumley, who have buroc Jerseys on their fath-er's place north of town; Ed Duroc Jerseys on their fath-er's place north of town; Ed Duroc Jerseys on their fath-er's place north of town; Ed Duroc Jerseys on their fath-er's place north of town; Ed Duroc Jerseys on their fath-er's place north of town; Ed Duroc Jerseys and Homer Brunker for the past two years. Many local farmers run purebred herds and other hogs are for the past two years. Many local farmers run purebred herds and other hogs are found in fairly large numbers throughout the county.
The annual Hereford Junlor Livestock show has been crea-ting interest among young hog projects producing good re-guits for the boys.

purchase.
Purchase.
Hogs were the primary consideration in the success of its sideration in the success of it of the success of the state of the success of the proving a team of burrors.
G. W. Brumley, who first came of the its state of the burrors that he worked for not its counts that he worked for not its came here, tried his hand it first came here, tried his hand of the hog bustness in 1917. Besides making a personal success; he provided a market for buying \$500,000 worth in 1926. If a farming, then went into the buying \$500,000 worth in 1926 and the hog statemest for buying \$500,000 worth in 1926 and the hog statemest in 1926 and the hog statemest in 1926. Were area, buying \$500,000 worth in 1926 and the hog statemest in 1920. When the Kamsa City hog market in 1920. Wm. Ash took second a the with 57 head averaging 230 pounds. Mr. Brumley and Jim 1920. Wm. Ash took second at the provide boar won second at the state fair in Dalla.
While others were capturing a part of the boar won second at the state fair in Dallas. ELIZABETH CHAPMAN, 15-year-old daughter of Mr. and Mrs. Jim Chapman of Sims mmunity exhibits her prize litter of pigs in 1930. Cashing in on her 4-H club projects, iss Chapman worked her way through college with proceeds from her pigs.

Although The Brand sug-gested in the early 1900's that hogs were being neglected farmers seemed slow in adding them to their diversified farm program. Their production was not consuftered production was not consumer principal consumption in 1910 were principal consumption of y land row crops. The principal consumption in 1910 were principal consumpting in 1910 were principal consumption in 1910 were

ONBIT ON

C.FILO

Finest Hardware

Some of the

Lines on the market today

"The West Texas hog was "The West Texas hog was turned our to run the range; often he was so poor that there was not enough meat on him to form the center of a Harvey sandwich. He was an athlete, and fences were small impediments in his constant yourneys. His nose was long and yhen he looked at you it was hard to escape the im-pression that you were being held up with a double barrel shotgun. Henry Schuette of Hereford teils of one hog which jumped his fence, dur-ing a wet spell and alighted on its long nose. It ran that organ so deep into the mud dressed the hog and cut up the meat before he could ex-tricate himself. "But the irrigation of alfal-fa revolutionized the Pan-handle hog business. In May, 1913, D. L. McDonald bought the meat before he could ex-tricate averaged 125 pounds. After 90 days on alfalfa and milo maize he sold them at an average weight of 263 pounds. In 1914 W. L. Boys, farm demonstrator assisted a group of local farmers in securing a car load of brood sows, in-cluding Berkshires, Poland Chinas, and Duroc Jerseys. The Sil animals went to messers McDonald, Borden, Jones, Her-

WELCOME

To Hereford

In our Hardware Department there is anything and everything in the way of hardware; also Irriga-

tion Supplies, Fence Chargers, Eclipse Lawn Mow

ers, and hundreds of other items.

Hardware Needs

Mid. Plains

PIONEER

DAYS

ed alfalfa. D. P. Vaughn was feeding 300 head of hogs from his ir-rigated crops of alfalfa, sor-ghums, and some wheat and

Phone 567

"Home of Courteous Service"

216 Main St.

In 1915 James Robinson top-ped the Fort Worth hog mar-ket with his shipment of hogs fed here on kaffir and milo. In September, 1915, Mr. Mc-Donald reported that his hogs had given him a profit of \$103.68 per acre while graz-ing on irrigated alfalfa. The following year he reported that up to \$500 per acre could be made from hogs on irrigat-

Hereford Hardware

to kitchen appliances

May 18.19

in equipment . . . also to

GALOREI

A compete selection of fish

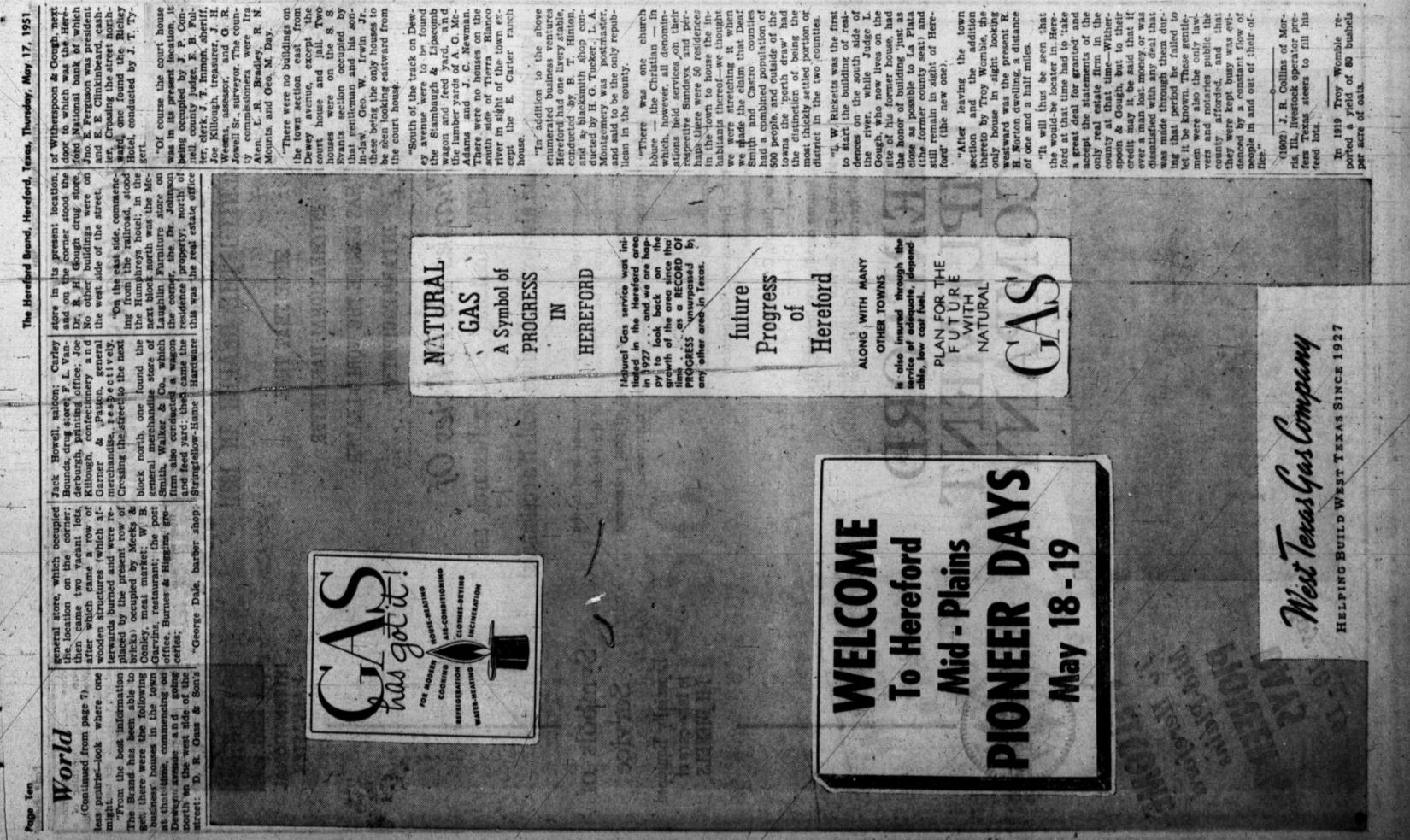
You'll find it here; from ma

FOR THE SPORTSMAN HOUSEHOLD NEED'S

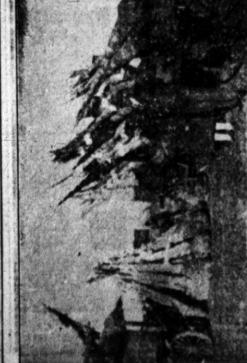




ue, except the and jail. Two on the S. S. on the S. S. on occupied by an and his son-w. Irwin Jr., e only houses to g eastward from linkinbeard, cash-r the street north-ound the Richey cted by J. T. Tyts was the first south side of hile Judge L. w lives on the ner house, had uilding 'just as le to La Plata unty seat) and sight of Hererere Ira y Womble, the sight looking the present R ing, a distance alf miles. busy was evi-nstant flow of ut of their ofseen that r in Herereasurer, J. 1 r, and G. 1 yor. The cour the town excerter rand the tow utside of th being th portion o counties money or wa any deal that gh them dur i he failed th These gentle the only law tes public that d, and that track on Dev to be four churc yard, a r of A. G. M C. Newmi to the abo siness ventur ne livery stab B. T. Hinto Uith shop co ifth shop co Tucker. L. as postmast the only repu unty. is, and pe is, and pe io residenc ouse the h -we though e had to 'tal granted' ar ments of th firm in th time-Withe but to the said that ing it while that De pulation no building



WELCOME Poge Min To Hereford Especially Equipped Symbols of Mid. Plains Service PIONEER INTERNATIONAL to take care of I-H DIESELS 10, 10.10 DAYS SINCE CYRUS MCORMICK Development - and always Fair Dealing with it's customers! FINEST OUALITY -- Customer Service, Research and goal of every individual in the organization of the Hereford Im-plement Company—to express appreciation of past patronage The achievement of these policies at consumer level is the PIONEERS IN AGRICULTURAL PROGRESS INVENTED THE REAPER IN 1831! HERFORD IMPLEMENT Thanks To Policies Of COMPANY and to merit the continued association of our customers. HAS BECOME THE WORLD LEADER INTERNATIONAL HARVESTER IN FARM EQUIPMENT SINCE THAT TIME Genuine International Harvester Parts International Trucks International Diesel, Gasoline and Butane Tractors International Harvester Freezers and Refrigerators Estate Gas, Butane and Electric Ranges Complete Irrigation Supply Coverage der. May 17, 1951 Eversman Levelers and Ditchers Comprehensive Shop Service McCormick Farm Equipment



AND MRS. I. P. LANDRUM and a shipment of nur-ock from the Hereford nursery in 1930. The Landrum r was established in 1903 and was located at the of Park and Avenue K for many years. It sold and d as high as 50,000 trees annually. iery stock

of this paper, in com-tith about twenty-five tizens of Hereford, at-the meeting of othe Sattle Raisers' Associan, held at Fort Worth (March 21, 1902) The pro-Raisers' Ass he

his utmost to advertise Here-ford and the Panhandle coun-try by distribution of about 500 copies of the Brand among the visitors present, and by personal conversation with different members of that body and other visitors.

for this enterprise. (West Tex-as State ex-students and many others will remember Mr. Strain as veteran director of the West Texas Band in the 00's and 30's.) (March 28, 1902) We un-lerstand that there is a move-nent on foot to organize a brass band of twenty pieces in Hereford. C.-E. Strain of Lancaster, an expert ist and band teacher and should be given e à Mr. Strain of the Wes 20's and 3

(August 28, 1914) A. L. Skeen ... shipped two tons of grapes to Amarillo from his three quar-ter acre patch south of town; he was paid \$400 less expenses for the shipment. Besides these, he has sold lots of , he has sold lots of s on the local market. were Niagara, Delaware, concord varieties.

(February 26, 1909) Mrs. Or-ville Newell very pleasantly entertained a crowd of young people Saturday evening at her suburban home north of

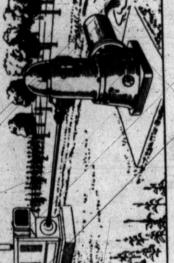
MADE

MON

Westway Schod, 1925



WELCONE In HEREFORD! WINTROATH VERTICAL TURBINE PUMPS



ford, maintains Hereford payrolls, pays taxes in Hereford and Deaf Smith County . . . it is a pleasure for us to join in saying , and to invite you to visit As one of the few manufacturing firms which operates in Here-* "Welcome to the Big Celebration" us if possible.

「本本本本

ment, it will pay you . . . in every way . . . to careand when you are in the market for pump equip fully investigate Wintroath!

61.

18

May

PUMPS INC.

Wherever Water Needs A Lift'

WINTROATH

DAYS

PIONEER

To Hereford

Mid-Plains

12, 19 The Hereford Brand,

-

The Hereford Brand, Hereford, Texas, Thursday, May 17, 1951

he leferd Brand lay, May 17, 1951 Our Slogan: "A d, Hereford Texas, The Hereford Br 51st YEAR-NUMBER 20 Publish

Social, Civic Organizations Aided Community's Progress

No history compiled of any area would be complete without listing the social, service, and fraternal organizations which help strengthen community ties. Out of deference to all the clubs which have been a part of this community, we list a brief history of them in this historical edition. Due to space shortage, it is not possible to treat each club's activities at length. The three oldest clubs—the Music Study club, Pioneer Study club, and the Bay View club—are treated more fully in this

Charter members were Mes-dames Essie Cardwell, B. S. Arnold, A. C. Elliott, J. E. Jarrett, and A. M. Jones. Bay View Study Club wilson, D. H. Alexander, Trav-Bay view Study club was or-agnized in 1909 in the home of Mrs. Essle Cardwell; their purpose at the time was to take the course of study as outlined in the Bay View Mag-Jarrett, and A. M. Jones.

The club has continued to maintain a high standard of study throughout the years. Its purpose has been to pro-mote high standards of educa-tion through cooperative ef-fin 1909. Its origin is told an interesting manner in special edition of the Bra knowledge of the arts. It has i been a leader in the develop-ment of cultural interests in Hereford and in assisting in all worthwhile interests.

YEARS

0r 20

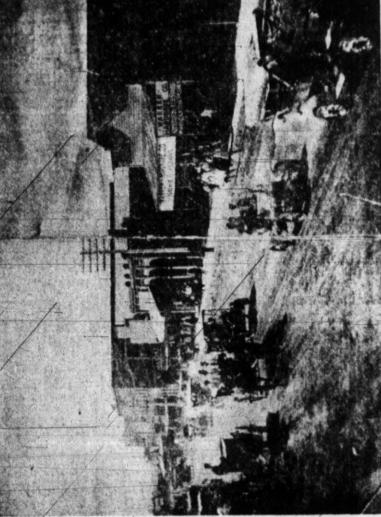
Mrs. George Garrison served as the club's first president. For at least the first year, the club had no officers but each hostess served as chairman for the meeting. Weekly meetings were held in the beginning, but the club now meets twice monthly. It was federated in

Bay View officers for 1951 are: Mrs. A. M. Jones, presi-dent; Mrs. Lee Benefield, vice-president; Mrs. Phillip Bark-ley, recording secretary; Mrs. George Heard, corresponding secretary; and Mrs. E. W. Harsecretary; and M rison, treasurer.

Pioneer Study club was or-ganized by the Mothers' club in 1909. Its origin is told in an interesting manner in a special edition of the Brand

special in 1911:

"The circumstances which prought about the organiza-tion of the Mother's Club in March of 1909, were somewhat unusual. Just prior to that time the Anti Cigarette League had been organized in the schools of Hereford, and the schools of Hereford, and the schools of Hereford, and the schools of the and church so-citeties were asked to each as-sume the responsibility of a grade. The first grade boys were not provided for, and to supply this need, a motion



ALL BUT TWO of the "horseless carriages" in the county are shown in the above picture. The occasion was a parade in 1908 commemorating the 10th birthday of the town.

ab had no officers but each schools of Hereford, and the scale and the stater of the curb har no officers but each water of the many little deeds set of the set of the many little deeds set of the set of the many little deeds set of the set of the many little deeds set of the set of the set of the many little deeds set of the many little deeds set of the set of th

Beneral ar-be Mesdames Raiph Barneit, W
M. Cogdøll, Delphia Cox, John
M. Contana, John
M. Paimer, Hattie RutherNeide for a swamm og pool, worked for county Ibrary, and tord. Clarence Smith. C. S.
When it was realize, made hundreds. Jennie Thompson, and B. M. Vanderburg. Mrs.
Gillilland still is a member of pioneer Study Club, which deM. Continued on Study Club, which de-



ni.

THE OLD HEREFORD House was one of the most popular hotels in the Panhandle back in the early days. The old hotel stood on the location where the Triple E cale now stands. The old hotel was destroyed by fine.

MAIN STREET (then Dewey Avenue) is shown in the above picture taken in the ariy 1900's. The view, looking south, shows the First National Dank building at the left.

Dervery Rise & optiming South Heseford. Tex.

& Co. Lumbermen

Rockwell Bros.

of people ... with the same kind of pio-Builders literally and generally for 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 neering spirit are determined to prothe past 50 years - A business built on gress.

ONEER DAYS

Mid - Plains

To Heretord

WELCOWE

P1-81 VeW

day, May 17, 1951 d, Her The Hereford B.

New Baseball Park Built in 1910 Maybe this one is true, raybe not. But here's how we heard it: "One dark night last week a traveling salesman alighted from the night train and took a carcal look around before starting up town. His eye happened to alight upon the handsome new stuccoed barn and sales pavilion of the Here-ford Registered Breeders' Association across the street and, without the street and triout the street and the upon the front door. A local man prosed by about that time. "What's the matter with the hotel?" queried the outa Bull Story" ec. 30, 1920) this one is tru ot. But here's ho

Progressive HD Club
 Progressive Home Demon Progressi Home Demon Prog

(April 8, 1910)
"First a little talk, then a little more talk, then a motion, and at last action. This is brought A. O. Thompson to high pure a big force of men to work pyeterday morning building a by setterday morning building a by setterday morning building a big ball park.
"The grounds, 200 by 400 D feet, are being enclosed by a little, a grandstand with seathing capacity of 300 persons is now under construction It will be covered and the front will din have the usual wire net guard." This park will also be used during the football season, being located between the college football and baseball 21

ng place on the out-but awfully dark on hat is not a hotel," said local man, "taht is a

onstration club, organized September 14, 1931 at home of Mrs. R. J. Khbbe: charter members: Mesdames 2, J. Kibbe, O. T. Balley, Gertrude Koelzer, Neill, Elmer Patter-son, Jerry Berbens, B. E. Brumley, Horace Hershey, J W. Brown, Charles Whitehead, E. M. Cox, John Kropft, R. W. Mathews, Ted Mathews, John Allen, M. H. Koelzer, O. D. Rutherford, and Miss Odis

"Gosh," remarked the stranger. taking a long look at the building, "You fell-ows up here sure must treat your buils right!"

fice with a peach that measure will set in this week and will take up her work at once will take up her work at once will take up her work at once of Mrs. Philip Miller: Mass Fincher will devote her and girls in all the duttes mean girls in all the duttes pertaining to home economics, present officers: Mesdames Charles Burk, them for home keeping.



mas, dames J. T. Richardson, R. N. Ington, Hilary Aven, Gussec-cooke, R. C. Childers, Louie derward, E. J. Pepper, Ro-riter, Olsom, Earl DeHart, Grady bor. Hargett, Hargett, S. Barclay, A. F. Present officers: Dick I Sowell, pres.; E. M. Thomas, c v-pres.; Tom Cotton, sec-treas.; T. W. Perrin, reporter, Waldron Melton, historian, and Henry Walton, parl.

Present officers: Mesdames P R. C. Childers, pres; Grady st Parsons, v-pres; Paul Corbett, se sec-treas; Fred Wolfington, se council delegate; C. S. Bar-clay, reporter; Earl DeHart,

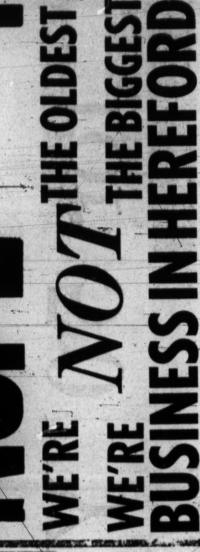
Present officers: Dick Lucian pres; John Aikin, v-pres Paul Coneway, v-pres, and state director; Bill Howard sec.; Edgar Skypala, treas.

(February 21, 1908) Tomor-row is Texas Arbor Day as well as Washington's birth-day. It must be supposed that Texas made February 22 as Arbor Day to make amends for that "cherry tree and hac-het" incident. Hereford has Hereford Junior C of C

Hereford Junior Chamber of day. It must be supposed that commerce, organized. August Texas made February 22 as John Kelley, Bruce Wooddell, Texas made February 22 as Arbor Nunnally, Buil Wolfe, het " incident. Hereford has real Sam Nunnally, Buil Wolfe, het " incident. Hereford has real Sam Nunnally, Buil Wolfe, het " incident. Hereford has real Sam Nunnally, Buil Wolfe, het " incident. Hereford has real Sam Nunnally, Buil Wolfe, het " incident. Hereford has real Sam Nunnally, Buil Wolfe, het " incident. Hereford has real Sam Nunnally, Buil Wolfe, het " incident. Hereford has real Sam Nunnally, Buil Wolfe, het " incident. Hereford has real Snarp. Dub Reeves, Ben been observing, the day for the Starp. Dub Reeves, Ben been observing, the day for the " incident. Hereford has travel Snarp. Dub Reeves, Ben been observing, the day for the " incident. Hereford has to see the starp strate and hacher and been observing, the day for the " incident. Hereford has the " incident and backed the " incident. Hereford has the " incident and backed the " inc









305 E. 3rd ST.

HEREFORD

PHONE 402

Upstairs in Buckner Bldg.

INSURANCE

planning some big things, so be sure and plan to ar-They are rive early.

seeing many old friends and swapping yarns on Pioneer Day.

CUSTOMERS AGREE WE

BES

GIVE THEM THE

OUR MANY SATISFIED

Yes, Sir! I am looking forward to

In Hereford

May 18 - 19

Pioneer Uays

VALKER REFRIGERATION SERVICE

-

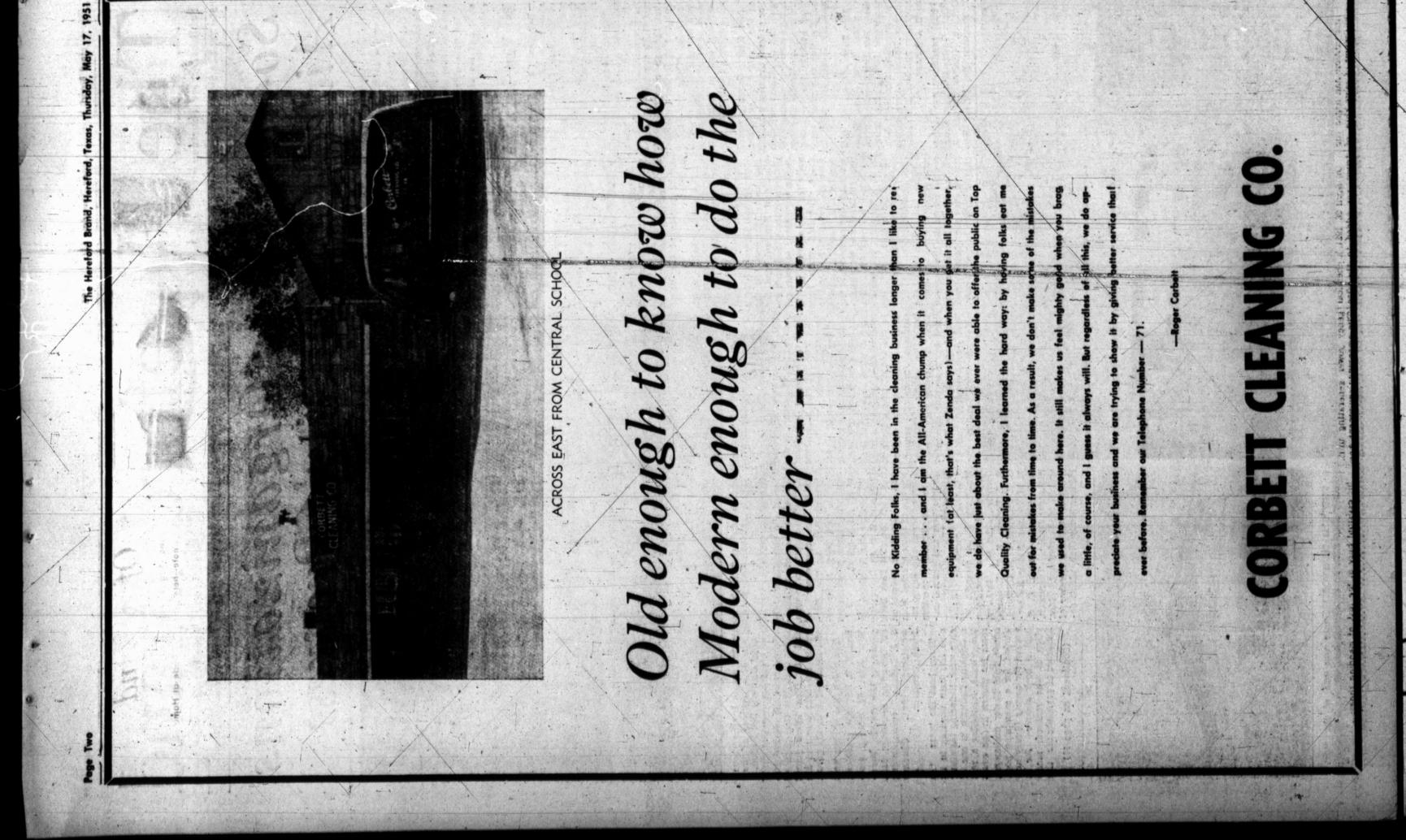
to the Big

and welcome

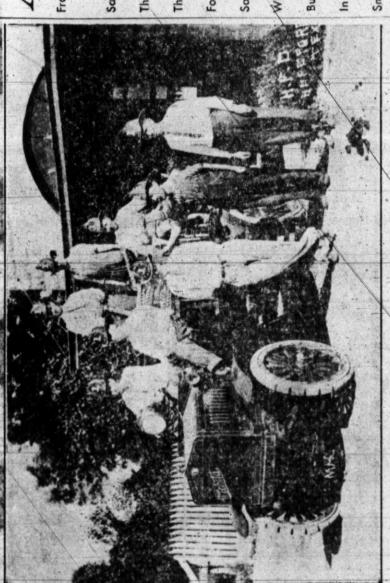
Greetings

Boardman, son of H. H. Boardman, is the champion peach raiser so far reported, so far as size is concerned. Complimented the Brand of-fice with a peach that meas-ured 10 inches in circumfer-(Sept. 3, 1915) Master Lester

Nyrth Hereford HD Club forth Hereford Home Dem-tration club organized



May 17, 1951



Mars Se

In Hereford's Early Days SHOWN ABOVE are a group of citizens around Hereford's first motor-driven fire-truck. Seated behind the wheel is Ottis Park and beside Mim on the seat is Ray Bar-ber; standing on the truck, left to right, are Earl Cockrell, Lloyd Kearns and J. W. Barnett; standing on the ground, left to righi, are Bern Arnold, George Beams and C. H. Dyar. Fire Destruction Great

Jam. 30, 1903 Jam. 30, 1907 Jam. 30, 1907 Jam. 30, 1907 Jam. 30, 1907 Jam. 31, 1907 Jam. 31, 1907 Jam. 32, 1908 Jam. 31, 1907 Jam. 31, 1908 Jam. 31, 1908 Jam. 31, 1908 Jam. 31, 1908 Jam. 31, 1918 Jam. 31, 1918

of Hereford. of Hereford. Only a Divine Providence Si wind at the proper moment waved the the router of the twiness thorough fare from total des-truction. At one time it looked p as though the buildings on the here as though the buildings on the here were bound to go and the rownes of the stores therein the total goods. As a result severy and the rownes of the stores therein the promise outly together and ere promise rough together and stores therein the promise outly together and stores therein the promise and replace them. Loss from the blaze was how buildings on the solution and replace them. Doo, with 34 individuals listing hoses ranging from \$25 to \$3,-boo.

which which which de poured a flood of water of the building but the fire d spread above the celling such ap extent that it was ofly precked in its progress. The five buildings all be-one-story bricks were a 1 loss, estimated at \$15,000 t estimated loss in fire, to same, \$15,000, making a n of \$30,000." Hereford's second extensive fire occured in the same block between first and second on the west side of Dewey avenue in ater December, 1908. Fire tarted in a defective flue in Baker's restaurant which was occated in the middle of the ow of brick buildings which ng one-story otal loss, est he estimate

Because of the heavy ex-pense of maintenance, the hose, chemical wagon, and teams were sold in April 1913. Fire proctection was furmished through a two-wheeled reel of hose. When the alarm sounded, firemen would start toward the fire pulling the equipment by hand; the city advertised that it would pay \$5 to the first team or car and 'speeding' it to the fire.

oking onto the equipment id 'speeding' it to the fife. The purchase of a fire truck the city was reported on ay 23, 1913. Mayor Wm. night pointed out that the w equipment had been pur-ased for the payment of 0.25 a month for 22 months. horses in by death. the lo ted that the new ar t effected a great the team-drawn t, which cost the c he constant risk of t t one of the fine ho he team being lost by In 1921 the City com oted to give the fire nent \$50 for each fi

r the supervision of the consisted of the even kwell w 2. A. Ske that tin 921 to give the \$50 for each the \$50 for each the ad chief and C. A. secretary. At that formed the city's recanized fire d

The production of the angle of the second se

it in the county o call throughout the Hereford Ki-s contributing ving unit to 1 from its own fund doing all the specially-but pd entra \$450 re tre Department s interest and y an emergency nd life saving quipment from Hereford

a Kina ug.¹22, 1902 -here's the old "Trade 411

ige. Three

(Editor's note--1902 style)

Said the graceryman to the butcher man, "It really is a sin That you buy your sait on the 'wholesale plan, And don't-let me handle your tih." Then he hied him back to the gracery store And a vickly an order sent For a few choice hams for family use, And a box of fish for lent. "You certainly don't do fight, When you ordered a suit from an existen house, With my big stock in sight." It a box that he field to hide in the barn, For 'was marked Sears, Roebuck & Co. Small chapte indeed for putting hair With my big stock in sight." In a box that he field to hide in the barn, For 'was marked Sears, Roebuck & Co. Small chapte indeed for putting hair With most on every hind And is came, as the reighbors know, in a box that he field to hide in the barn, And is came, as the reighbors know, and cook looks after his own. And so it was on every hind And so it was the editor, and so it was the editor, And all agreed twas the editor, Instead of the devil to pay. Wy don't he roast the devil to pay. Wy don't he roast the devil op and And stand by the ones who stand, by his, and strend by the ones who stand. So the business men called a meeting To see where the trouble lay; And stand by the ones the devil op and a strond by the one who stand. So the business men called a meeting To see where the trouble lay; And stand by the ones who stand. So the business men called a meeting To see where the devil to pay. Why don't he roast the devil op and and strong by the one who stand. So they drew a protest long and 'strong and strong and strong and 'strong

For the editor to peruse; And waited on him with aspect grim, As he solemnly dug for news; But the editor laughed a great horse laugh Till the whole gang took to the woods. It was written on Cheap John letter heads .

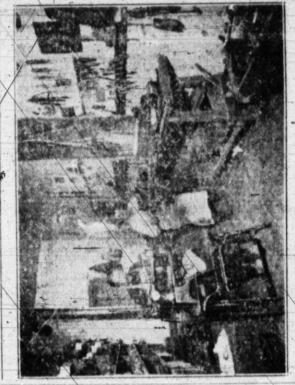
-Caldwell (Kan.) Advance.

Tready to use shortly after May (March 2, 1901). L. R. Bradly 1. Members of the department ed Tierra Blanco registered now are: Chief Earl Phillips, Herefords to Amarillo tomor-g Assistant Glenn Witherspoon, row to be sold at the sale at a Clay Angelo Ohias Carroll, that place on March 5 and 6. Members of the department e now are: Chief Earl Phillips, H Assistant Glenn Witherspoon, n Clay Angelo, Ohias Carroll, ti Rogen, Corbett, Jiggs Hart-man, Y. C. Hopson, George Jo-well, Richard Jowell, Orlande Newell, S. T. Loerwald, Mor-rits Easley, Debbs Knox, Eu-gepe D. Knox, J. Wallace Ro-binson, J. W. Robinson Jr. Clarence Strange, Arthur Tle-fel, Glenn Witherspoon, With-lard Witherspoon, Withard Witherspoon, Gordon, Wil-Witherspoon, Glenn Nelson, Ralph Shirkey, Ted Bednorz liue Turpin, F A. Gyles Jr., md Ogle Riddle

(1915) Among the useful blistnesses in the city is the Hereford Saddlery owned by Allan Powelson-where you can buy anything from buggy whips to fine saddles with sil-ver trim or a fine set of har-

Correction

In the section of The Brand Pioneer edition deal-ing with the Hereford schools, three names of three of the first HHS gra-crates were left out of the the graduating class mem-bers should have been, standing, left to right: Earl L. Kibbe, Myrtle Wither-spoon, Prof. Hawkins, Paul-ine Highes, Sam Braton, and Nellie Robinson' Seat-ed. Patti Estes, Leta Boone, Bessie Lay, and Audrey Mr



TAKEN BACK IN 1912, this photograph of Henry Heilt-ur's Shoe Shop shows Mr. Heilman, left, and Mr. Petty, is essistent buys at the loss of prending sheet and nan's Sh



17, 1951

13 Brite

reford Brand, Hereford, Texas, Thursday, May

The F

he Hereford Bro

Was "Infant Industry" Dairsing Here in 1915

Dairying in Deaf Smith mented, "With alfalfa and oil ing to the Hereford Dairy Astaption ing to the Hereford Dairy Astaption inducte that dairy feeds, together with the sociation. The and indicate that dairy feeds, together with the sociation. The and indicate that dairy feeds, together with the sociation. The and indicate that dairy feeds, together with the sociation. The and indicate that dairy feeds, together with the sociation. The and indicate that dairy feeds, together with the sociation. The and indicate that dairy feeds, together with the sociation. The and indicate that dairy feeds, together with the sociation. The and indicate that dairy feeds are all good of the turn of the century. The and indicate that dairy ing can not fail to pay. The fer is the sociation is a silent partner the tow the not the contact as sociation. The outstanding is an unqualified success. She is some as some doil are as the sociation. The sociation is a silent partner the tow the outstanding is an unqualified success. She is some as a silent partner the tow the outstanding is an unqualified success. She is a solutiz and known as hights in meditation. She does main and become one of its performance to Lester weaver. Dairyipg in Deaf. S county was referred to a infapt industry as late as

One of the outstanding herds in 1915 was owned by the college dairy herd. Anoth- n the college dairy herd. Anoth- n er belonged to Lester Weaver. If thereford was listed as a ship- oping point for a great deal of bing point for a great deal of through local stores.

the gress of the fields and her nights in meditation. She does her best to solve the problem of the "empty dinner pail" by boosting the proposition of the three car loads of Holstein dary cows to be distributed

hampionship of the jersey livision. It was estimated that here were 4,000 dairy cattle n the county in 1028. O. L. Sutherford and H. P. Sindt were partners in a 'dairy, which was installing a modern v, winning ond, and one In 1928 local dairymen made good showing at the Plain-ew Dairy Show, winning where the second, and on the second, and on the second, and on the second, and on the second state in addition to the second sec

he Farmers Creamery Ast atjon was opened here in K 1929. It was reported to k and cream checks. She s for him a motor car ps its tanks filled with

milk pail". H

A leader in many phases Deaf Smith county's agricu tural development, D. L. M Donald took an active ha in raising the standards dairying here. In 1918 he we

Juernsey cows in the Panhan-lie; J. L. Lookingbill, Lester Jalley, and George Lewis, all operators of large dairy farms er and vice-president. Other irectors were Mrs. Bess Tur-intine, operator of a dairy urm: Fred Pittner, owner of ae of the finest herds of n the 30-day period. There was a cooperation intion, with S. O. Wilso intent daryman of Herriso serving as its presiden Hernan Schultz, pionee man, as its active manag two car loads its first mon

In 1934, the creamery was sold to S. B. Walker, Herman Schultz, and S. O. Wilson, The following year Mr. Walker and his son, Dick, bought the in-terests of other prembres of s of other prembres firm and changed i to The Hereford Crear ssociation. They install

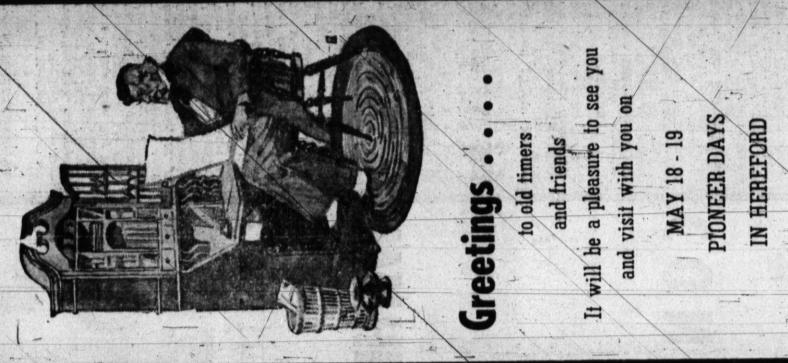
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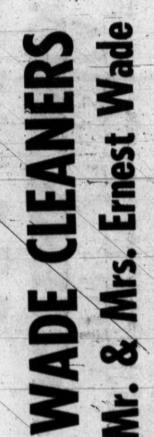
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The Home of Personal Service

Leonard Foster, County Judge

Fred Baird, Co. Supt. Schools

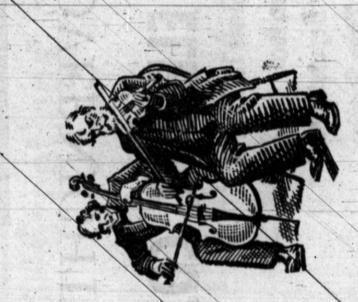
Lola Rose,

Assistant

day wear, you can always depend upon a real cleaning job - at Wade's

and whether it's Pioneer Day duds or every

MID-PLAINS RODEO PIONEER MAY 18 - 19 In Hereford DAYS



stands Lester Wil

Welcome

to the big

left may be REMEMBER THE Hubbart grocery? On the seen Homer Wilkinson while on the right stan kinson and Roscoe Davidson.

REBEKAH LODGE Page Fou

members were a Killough J. H. Turnbow, Joe Killough Lee Smith, E. R. Rice, Altee Inman, Johnnie Kilough, Mol lie Smith, and Lizzie Dale, who with District Deputy Gpand with District Deputy Gpand he Hegeford Rebekah Lod-No. 228 was organized here October 25, 1902. Charter nbers were: J. T. Juman, I. P/Floyd J. P/Floyd Stella : Rob nized

guardian; Jo Joh Pirst officers in First officers in order Lizzie Dale, no follie Smith, vice

Present ontreers on the body are Mrs. Ola Hacker, noble grand; Mrs. Charlotte Calvert, vice-grand; Mrs. Lucille Ol-sony chaplain; Mrs. Lucille Ol-lody, past grand; Mrs. Lillian Smith, outside grand; Mrs. Mrs. Alta Davis, Warden; Mrs. Ruth Smith, conductor; Mrs. Ruth Smith, conductor; Mrs. Barline Maming, color bear-er; Mrs. Aline Lomenick, right supporter to noble grand; Mrs. Ada Hollabough, left supporter to noble grand; Mrs. Edan Bowe, right supporter to vice-grand; Mrs. Ruby Smith, left supporter to vice-grand; and Mrs. Ursalee Jacobsen, pianist. The Deaf Smith, County Federation of Women's Clubs was organized at Summerfield ers of the lodge

Federation of Women's Clubs was organized at Summerfield on April 24, 1929, when mem-bers of the Summerfield Study club, then the Homemakers club, met with club women from Deaf Smith, Parmer, and Castro county of Sanita, Parmer, and castro counties to form a tri-county organization. Assisting with the organiza-tion were Miss Laura V. Ham-ner of Amarillo and Mrs. Phoebe K. Warner of Claude. Mrs. Bob Higgins was named first president but was un-able to serve, and Mrs. Lee Curry. who was president

riganization were: Mrs. H. L. Broadwell, vice-president; Mrs. R. P. Coneway, recording sec-tetary; Mrs. Bob Higgins, cor-esponding sectetary; and Mrs. The Cannon, treasurer. The Castro and Parmer Jubs withdrew in October, 1929, leaving the one-county L. L. Cant

t president t president rry, who was president e Summerfield club at the ne, served as the Federa-no's first president. Other on's first president. Other ars elected following the were: Mrs. H. L

federation. Clubs affiliated P with the group at that time D were Bay View Study Club. P Mothers Study club (now Pio-ta neer), Ward Community club, r (now L.A.E.), Hereford Music E Study club, and the Home-makers club (now Summer-field clb). Twenty-three clubs were members of the federa-tion during the 1950-51 club e

responding secretary Earl Phillips, treasur Mrs, Ray Johnson, par tarlan.

nties" by MRS. J. E. MAY of Oldham county went to Old Top in 1879 and was dubbed the "Belle of Ten Counties stage coach driver. He justified his statemen by st "Wal, she's th' only gal in ten counties."

Patterson, president: Mrs. Earl
 DeHart, vice-president; Mrs. Earl
 Paul Hoff, recording secre-tary; Mrs. Walk Boston, cor-responding secretary; Mrs.
 C Earl Phillips, treasurer, and

on during the 1950-51 club cal material of Deal Smith tar. This completes the histori-cal material of Deal Smith county clubs. All clubs which supplied material as requested by The Brand are listed in Officers of the Federation the sketch.

THANKS OLD TIMERS

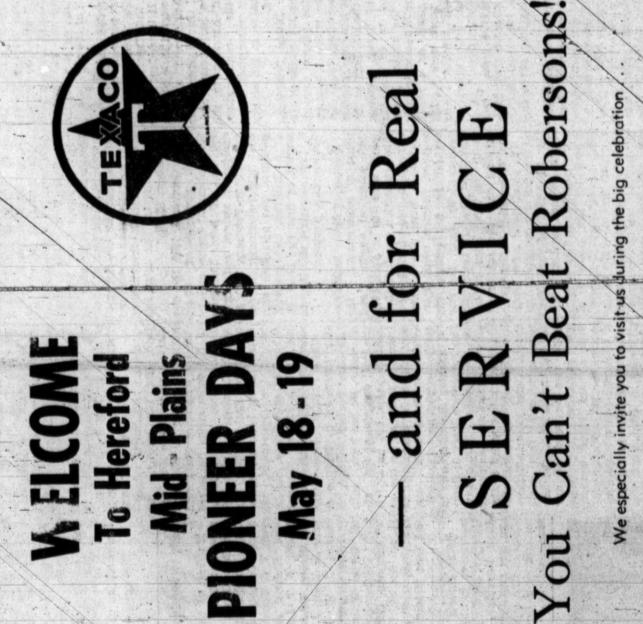
Having Hilled prescriptions in HEREFORD rst half year in this location and wish to nce/1905, I have recently 'put in a Drug ank my old fine friends for the confidence hey have shown they have in me by bringing tore on Park Avenue. Have just finished my

Starting with a small stock 1 have, with our help, been able to enlarge the stock of rugs & Drug Sundries so I can now fill any their prescriptions. octor's Prescription.

We have plenty parking space here and quick service. Again thanking you one and age stamp you wish, honk your horn for re starting Curb Service. If it's only

-sod p

Park Avenue Drug Store Rex Types, Manager



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Mid-Plains

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Try Our Special PIONEER

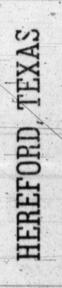
and when in need of GASOLINE ... OILS ... GREASES

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TIRES ... or an Expert Wash Job

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DAYS



Your Case Farm Equipment Dealer

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VISIT US PIONEER DAY - MAY 18 19

3

in keeping with progress. the D. and S. not only serves as Hereford's popular meeting place . . . but also offers patrons a large field of merchandise — at Popular Prices.

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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 Continued Support Will Make This Assured In Fact Pioneers

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17, 195

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Street Renaming, House Numbers Brought About in Summer of 1909

1909. Brand) ting of the City day atternoon. W was appointed as nissioner to look atter of naming and numbering the conversation, with porter, he states en for suggestions t methods of pro-lesiring to 'go off

ere would be no doubt ex-ing or question to be pro-unded. As to numbering the uses, some regular and mo-th system will be used. o suggested that ewey Ayenite" be Main Street" as would avoid the

i Gel

t officers: Mrs. J. pres.; Miss Genevie

ss.; rec-sa an, rec-sa reas.; S. S. Bod-c.; Homer Brum- B y Smith reporter. D a Study club, or-study club, or-g 21, 1935, at home y 21, 1935, at home y 21, 1935, at home womble; feder-

flicers: Mesdame r, pres: Jim Hig E. L. Adams, red Wilkins, corres.

sec.: Robert Lingenfelter, treas.; Coy Philipa, parl. Dawn Study Club, organized, September 1930; clianter meny bers, Mesdames Adolph Frye, W. J. Stewart, Joe Greer, Les-ter Galley, E. V. Holmarh, Au-gust, Frye, and Alfred May Present officers: Mesdames David Rodgers, pfes.; H. V. MoCabe, v-pres.; Alfred Smith, sec.: Baker Womble, parl.; Au-gust Frye, reporter; H. H. Mil-ger, ilbrariah.

The sector of the sector of the sector of the sector with the sector belower, we set the sector belower, we set the sector sector belower, we set the sector belower of the sector of th ibrarian me Mother's Study Club ung Mother's Study club, nied, 1948 by El Nino

Present officers: Mesdames of aul Harvey, Charles HIII, J ohn Schneider Joe Reinauer, arl Stagner, Norman Gray, b on T. Martin, and Delbert

as HD Club ome Demonst

llin, G. H. Shaw, non, Tom Cook, . Zerrell Thomas, ok, M. W. Blank-rence Holfabaugh, Hetzler. mms Home Demonstration 193 , organized, April, 193 te of Mrs. Jim Chapt the d'e

s: Mesdames pres: M. W. Il deleg

ganized May 10, ne of Mrs. E. L. ter members: Mrs.

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officers: Mesdames-hardson, pres.; Oscar m. v-pres.; George C. G. Richa Deshier:

continuan, treats... eshier: sec.-treats... Bippus HD Club Bippus Home Demonstration tyh. organized 1932: charter nembers: Mrs. J. W. Kirby nembers: Mrs. J. Steen. Present officers: Mesdames Present officers: Mesdames Present officers: Mesdames Prover, v-pres.: E. K. Pinnell, sec.: Mrs. Labry Ballard, asst-

BG

alte. W. W. Wheox, R. H. E. Muller, W Orville Galley, J ers, A. C. Hernhei thern, W. J. Stu Prye, J. W. And Caraway, J. B. O. Prye, J. W. And Prye, J. W. And Caraway, T-B. C Norton, Tony Bu Norton, Fred Fain

pres.: H. S. Ful-ed Stewart, sec.: rford, reporter; arl.: J. M. Cara-delegate er. p

H. JACGESON

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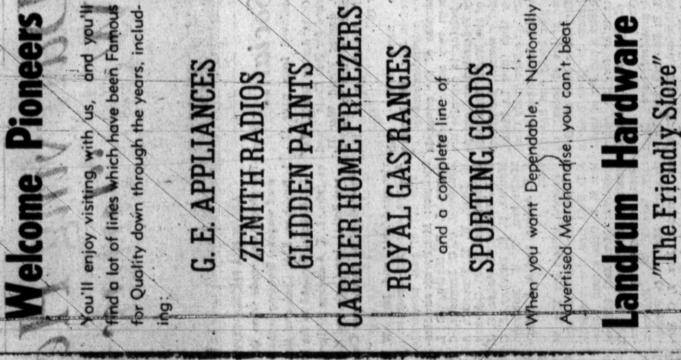
reporter ssent officers pres: a. Williams, pres: ter, v-pres: Franklin rec.sec.; Lowery W es.sec.; Orin R es.sec.; P Slaton, report treas.; J. P. Slato

(March 16, 1901) See Stam-augh & Lipscomb for Afri-an millet seed, can, Johnson rass, milo maize, kaffir corn, nillet, and seed corn.

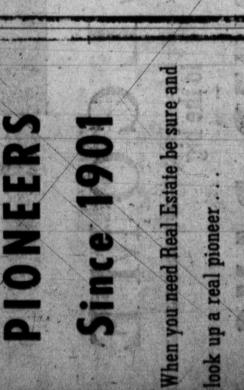
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W. R. METCALF



R. J. Coleman, J. T. Oulan, Leytell Bussell, Alta Wyly, E. M. Jack, R. L. Fanning, Lee Howard, Minnie Green, W. P. Walker and Hancock. Present officers: Mesdames

Worth Covington, v-pres.; N. F. D. Bartlett Jr., rec. sec.; De-ward Roberson, corres. sec.; N. Dale Tinnin, treas.; Joe Story, H. reporter; Earl Springer, parl. and J. W. Witherspoon, histor-lan.

Roy Pruitt, pres.; Bertran Jack, v-pres.; Bob Wyly, sec. treas.; N. A. Brown, reporter

Present officers: Mesdames B. E. Roberson, pres.: Guy Walser, v-pres.; L. H. Look-ingbill, rec.-sec.; Charles No-land, corres.-sec.; Mack No-land, treas.; J. B. Noland, parl. and K. Nelli, historian.

R. Garden Beautiful Club R. Garden Beautiful club, or-Garden Beautiful club, or-ganized June 4, 1946 in home tr of Mrs. Lyle Blanton; federat-ed, September 1946; charter members: Mesdames Maurice Tannahili, Brucke Rose, S. L. B Easley, O. M. Dickey, Herman Ford, Helen Pipkin, Berry Ja-ricobsen, N. D. Bartlett, D. C. Kinsey, J. L. Woodford, T. J. Is cobsen, N. D. Bartlett, D. C. Kinsey, J. L. Woodford, T. J. Carter, and Debbs Knox. Present officers: Mesdames E. W. Hobson, pres.; E. L. Adams, v-pres.; Earnest Med-tief, sec. v-pres.; Mary Seigler, third v-pres.; E. W. Solomon, rec. sec.; George Graham, treas: J. W. Kinby, corres. R sec.: S. L. Easley, reporter; J. B L. Woodford, parl.

(Continued from page 1) Social

Red Cross during World War I, worked for Red Cross and U.S.O. during World War II, and was the first to contri-bute for the erection of the honor roll. roll.

The name of the club A changed in July 1931, because of the misunderstanding of the burbose of the group. It has been very active in club B work, helping to organize the to burby rederation and organ. It has been very active in club B work, helping to organize the County rederation and organ. It has been very active in club but the Junior Ploneer Club (now La, Plata), and the Lone Star Study Club. The club has taken pride in its year books and has all but two of the 42 books on file. They have been awarded first honors for their books on the district a number of times. The minutes for the entire prease of organization are well.

Preserved. Fast president have been to Mrts. S. B. Edwards, Mrs. Hat-tiel Rutherford, Mrs. T. M. Palmer, Mrs. Rex Tynes, Mrs. O Palmer, Mrs. Rex Tynes, Mrs. O Williams, Mrs. M. R. Corbett, a Mrs. J. M. Gilliland, Mrs. A. a Mrs. J. M. Gilliland, Mrs. A. a Mrs. O. G. Hill, Mrs. M. D. Worble, Mrs. H. D. Reed, Mrs. a Wirt Phillips, Mrs. Noah Ew-ton, Mrs. N. E. Gass, Mrs. P. H. Gilliland, and Mrs. Burl F

Present officers are, Mrs. v Mary Seigler, president; Mrs. 7 A. L. Manjeot, vice-president; 6 Mrs. O. M. Dickey, recording 6 secretary; Mrs. H. A. Close, 1 corresponding secretary; and 6 Mrs. Jay Boston, treasurer. H

Music Study Club

The Hereford Music Study Club was an outgrowth of a quartette organized here in 1912 by Mrs. G. A. F. Parker, including Mrs. Ezra Norton, b Mrs. Carl Mountz, Mrs. H. H. Mawkins, and Mrs. Parker. Early in 1915 these ladies and tweive others formed a chorus class? with Emil F. N Meyers as director. In 1916 e this chorus class organized its-n this chorus class organized its-self into 'The Hereford Music R Study Club."

KODELL LEMONS, EUGENE BAG-well, Jerry Stollz, Elton Brooks, L. H. McMurray, How-ard Gore, R. N. Yarbro, Dick Gohlson, W. D. Jones, Glenn Gohlson, W. D. Jones, Glenn Gripp, Larry Summers, Ray Howard Gore, pres.; Spicer Gripp, v-pres.; C. B. Hudson, sec.; Monroe Parker, treas.; R. N. Yarbro, parl.; Glenn Gripp, historian; Eugene Bag-well, reporter.
El Nino Study Club or Mrs. D. C. Kinsey; federat-ed November 28, 1946, in home ed November 13, 1947; charter members, Mesdames Elizabeth Bonesio, Jim Bookout, Ben Cobsen Jr., E. J. Kirksey, Stan-ford Knox, Fred Pierce, and Maxine Wooddell.
Present officers: Mesdames Jim Bookout, pres.; Bruce Wooddell. v-pres.; Sam Nel-son, rec. sec.; W. J. Reeves, treas.; Charter members were Mes-dames G. A. F. Parker, H. L. Byoadwell, W. A. Price, C. H. G. Dyar, H. H. Hawkins, H. K. G. Pox, Ray Barber, George Bar-Pox, Ray Barber, George Bar-Pox, Ray Barber, George Bar-Norton, D. F. Ashbrook, E. V. G. Allen, C. J. Mountz, Homer Wilkinson, H. A. Tandy, Oscar R. V. G. Allen, C. J. Mountz, Homer Wilkinson, H. A. Tandy, Oscar Collins, Gien Snyder, and Mis-wes Annie Price, Mabel Betts, Jane Gregg, Louise Oberthier, Mary Dunlap, Ina Gregg, and Millicent Lahm. The purpose of the club is to raise the standards of mus-lic in Hereford and to assist pound in the community; also to establish a better standard fo music in our churches and in our schools.

VELCONE

our schools. First officers of the club were Mrs. G. A. F. Parker, president, Mrs. H. H. Hawkins,

Margaret Schroeter

Mrs, Louise Leasurey

Jolene Curtsinger

O. Thompson Abstracts

A

PIONEER DAYS

to the big

MAY 18 - 19 IN HEREFORD

The picture was made when the group traveled west in cov-ered wagons. Standing in the picture, left to right, are: Mrs. G. this L. Davidson, E. H. Cook and Mrs. Cook, Mrs. W. Ricketts and Rr. Ricketts. Grouped to the left in front of the Cooks are: In E. Mr. Ricketts. Grouped to the left in front of the Cooks are: In rest Parks), Ima Cook, and Hattie Cook on the extreme right. F. Sprawled in the ground are Claude Ricketts and Ira Ricketts.

Westway HD Club Westway HD Club Westway HD Club tion club, organized March 1938, federated, March, 1946 charter members now still in club: Mesdames Paul Rudd Roy Lee Wilson, Merlin Kaul Bess Werner, Joe Landens. Present officers: Mesdames Joe Wagoner, pres.; Jimmie Thomias, v-pres.; Kenneth Rudd, sec.-treas.; John Hays, reporter.

Vice-president; and Mrs. W. Darrell Blankon, reporter, me to the secretary-treasurer. The list of past presidents in the list of past president is the base wire. The list of past presidents is the secretary-treasurer. The list of past presidents is the base wire club, organized the broadwell, C. C. Acker, C. J. Will Break, Will Break, Mathan, John Mill, K. Fox, C. C. Acker, C. J. May, and Byers, Latham, and all with the structurer of the structurer. Mrs. Jacker, Jacker, C. J. Kathan, Jacker, Stewart, Caraway, Airhart, Jacker, J. C. Mill, Study Club, J. R. Allison, and A. J. Schro- etc. Ray, Kerschen, treas. E. L. Mithart, John Krs. B. F. Cain, second vice of Mrs. Dunialy Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vice of Mrs. Dunial Study Club, Mrs. B. F. Cain, second vic

Present officers are Mrs. W. S. T. Carmichael, president; Mrs. W. S. J. D. Neill, first vice-president; Mrs. B. F. Cain, second vice-president; Mrs. Earl Phillips, recording secretary; Mrs. Cliff Estes, corresponding secre-Estes, corresponding secre-tary; Mrs. T. W. Roberson, On tary; Mrs. J. C. C. Fergus, Ro on, librarian; Mrs. J. C. Mc-on, librarian; Mrs. J. C. Mc-streakth, press reporter; J. T. Gilbreath, press reporter; and Mrs. C. J. Mountz, histori-

Summerfield Study Club Summerfield Study Club, or-ganized, June 19, 1926, in home of Mrs. J. L. Lookingbill; fed-erated, 1929; charter mem-erated, 1929; charter mem-dames Lee Curry, L. L. Curry, Ray Johnson, L. H. Looking-bill, C. R. Walser.

Present officers: Mal Stew-art, pres; O. G. Hill Jr., v
 Pres:, Meredith Ireland, rec.
 sec.; Virgle Lee Sparks, corres. g
 sec.; Jeff Roberson, treas.
 messenger HD Club
 Messenger HOMe Demonstra-tion club, organized 1932 at d
 thome of Mrs. J. T. Guinn; H

Present officers: Mesdames Bill Jones, pres.; Boyd Knox, v-pres.; Geo. Suggs, sec.-treas.; Phil Radovich, parl.; Wiley Roberson, council member; Robert Wagoner, reporter.

La Afflatus Estudio, "Th La Afflatus Estudio, "Th Inspirational Study Ciub", o ganized January 4, 1929 i Ward community: federate June 5, 1929; charter mem bers: Mrs. Bob Higgins an Mrs, Wiley Roberson; called "LAE".

Hereford Riders, organized T September 11, 1947; charter R Beptembers, W. J. (Bill) Smith, In Hugh Clearman, Neil Spradicy, Virgle Lee Sparks, Jeff Rob-erson, Nora Lawhon, Pat Law-erson, Nora Lawhon, Pat Law-form, Wiley Roberson, Forrest Minton, Ralph Sears, Linnie Minton, Ralph Sears, Linnie Mae Roberson, Cawthon Bry-ant, Dr. and Mrs. C. D. Kel-Jack Wright, Mal and Corrie Jack Wright, Mal and Corrie Stewart, Jeff Gilbreath, Jack Wilson, Lee and Samantha Hopson, Saridy and Mrs. W. S. Fluitt, Ogle Riddle, Jug Hamp-ton, Mr. and Mrs. T. J. Clay, Mie Larson, Ernest Kendall, Ale Larson, Ernest Kendall, Ale Larson, Ernest Kendall, Fluitt, Ogle Riddle, Jug Hamp-ton, Mr. and Mrs. T. J. Clay, Ron, Mrs. Well.

nt officers: Mesdames e Tannahill, pres.;

Calliopian Club, first known as Junjor Bay View club, or-ganized in fall, 1940; charter members: Emma Jean Donald Floyd, Martha Quncan Peter-sen, Dorothy Flanery Conk-wright, Bunice Gilbreath Woodford, Ina Mae Hastings Gilbreath, Dessie, Mae Mac-Houston, Jeanette Rogers Mc-Curdy, Gladys Seigler Landis, Eva Skelton Pitman, Mrs Floyd Wilson, Polly Wiltshire, Prosent officers: Eula Lee Curdy, Gladys Seigler Landis, Eva Skelton Pitman, Mrs Floyd Wilson, Polly Wiltshire, and Margaret Witherspoon. Present officers: Eula Lee Cave, pres.; Mary Fraser, rec. sec.; Kay McWhorter, corres. sec.; Kay McWhorter, corres. sec.; Kay McWhorter; Mary Ann Carroll, parl. Les Meres Study club, or-ganized May 1949 in home of Mrs. Bartley Dowell, federat-for, November 1950; charter, ry, Roy Boyer, Jimmie Mercer, Robert Lemons, Eugene Bag-well. Jerry Stoltz Elton

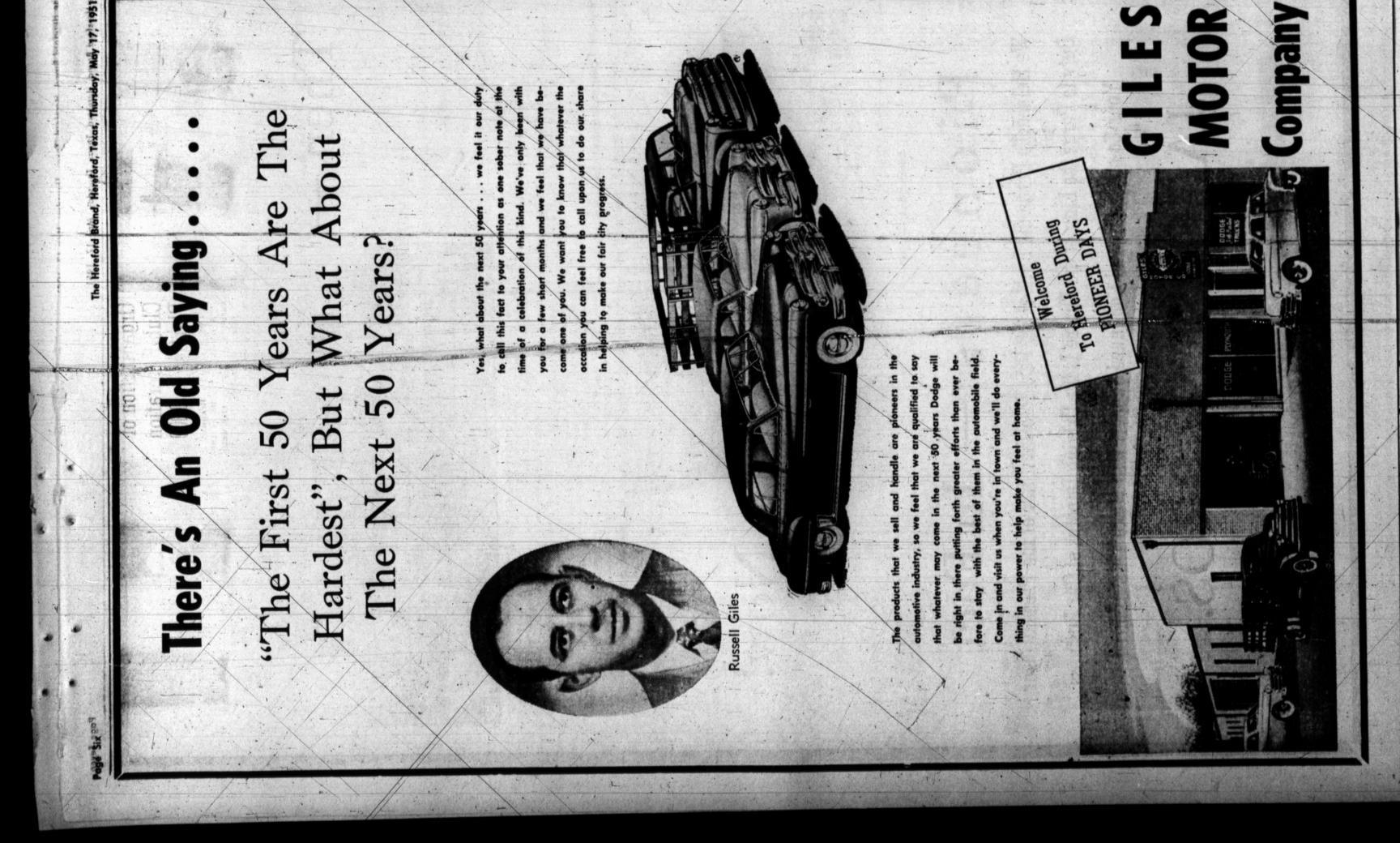
We've made

Abstracts

Longer than

We Like to

Remember!



1340Y. May 17, 1951 d, Hereford, Tex



LL, above, are remembered by early residents of Castro.coun-n extensive' ranch in the early B. T. BELL, this section as ty, where they operated days. MR. AND MRS. fo old-tim

Real County Pioneer W. A. Witherspoon

"William A. Witherspoon was born at Neosha. Mo. January 2, 1836, and moved to Eilis 7, county. Texas, about 1845, where he afterwards married Miss Anni Garvin. who bore him two children, Judge C. G. Witherspoon, who now resides in Hereford, and Mrs. Annie Elder, who lives in Jones coun-ty. His first wife died in 1862.

During the cival war, he ser-d with distinction in the

ved with distinction in the J army of the Confederacy. When the war was over, he returned to his Ellis county pone and took up the occu-pation of a tiller of the soll. In 1870 he married Miss Melinda Garvin, a sister of his first wife, who survives him. By this union nine chil-dren were born, all of whom are living. They are Anderson, who lives in Hartley county, Remmy, who lives in Oldham Hereford: Mrs. Lee Wilson of Summerfield. Vernon, Thomas, Hugh, Roxey, and Legna, all of whom reside at the La Pla Anonesteed, where Mr. With-Bar of the surrounding county was free a vast tree-hes plains Rowever. Mr. Witherspoor was a believer in the future of this section of Ri the start and by hard and dilleent, work transformed country was free a vast tree-has beguiful grove of fruit and shade trees. In fact his ranch shade trees. In fact his ranch a beguiful grove of fruit and shade trees. In fact his ranch a beguiful grove of fruit and shade trees. In fact his ranch a beguiful grove of fruit and shade trees. In fact his ranch

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Phone 424

Sam Nunnally

36 N. Main

Serving Hereford Since 1946

A bit of the history of Deaf Smith county comes from the oblituary of W. A. Witherspoon, who died as the result of a fall from his horse at his home at old i.a Plata.

VFW POST 4818

terans of Foreign Wars, of 4818 (Roy Wederbrook), Inized, 1946 with/56 chart-nembers; first/ officers; of Veterans of Forelgy W Post 4818 (Roy Wederbro organized, 1946 with 50 ch Po

on vice-commander; Bill t e/ quartermaster; Loyd 1 adjutant; Junior Ward, Wayne Lawrence, ain; Ray Cowsert, judge ficers: Perry Mc-nander; Frank A. commander; Edd er. offi Minn, comf Gyles, vige-

Olson, adjutant; Junior Ward, Varian (1)
Chapliain: Ray Cowsert, Judge McKnight, W. N. Segon: L. H. Lookingbill and McKnight, W. N. Koqueen, S. W. Segon: L. H. Lookingbill and McKnight, W. N. Requesers, S. W. Hereford Toastmasters, or Hereford Toastmasters, or ganized, April 11, 1950; chart, then instituted the ganized, April 11, 1950; chart, Royal Arch Mas thereford Chapter of Kenneth Coker, B. Y. Crosth, Royal Arch Mas the first Mori Fred Otto, Milton C. Adams, Sult, In 1907 a control of Brummel, Francis Harwick, J. arrangements for W. Thomas. Bob Wear, Bob Suggs, and J. F. Bruce Bybee, O. L. Bybee, J. Wither first Mori In 1907 a control of Nunnally. Sylvester Slagle Bill Cuding John P. Suggs, and J. F. Scott, R. P. Coneway, Sam Construction of Nunnally. Sylvester Slagle Bill Construction of the First State bill Prank. Miller, and the First State bill reast. Bob Wear, Burden Jowell.
McWhorter, Robert Thom- Van the First State bill Prank. Miller, Secott, R. P. Coneway, Sam Construction of the first Mori Present officers. R. C. Lueds. Masonic Hall ut the First State bill Van Kenneth. Construction of the first Multing transformeris for the first Multer, State bill transformeris for the first Multer, State bill, Present officers. R. C. Lueds. Masonic Hall ut the first Multer, Secott, Kenneth. Construction of the first Multer in the first Mu

ank Min mis. Kenneth con obal chariman. . Hereford Rotary Club. or Hereford Rotary Club. or Hereford May 16, 1945. charter man Ford. John Olson. Ed larris. re, Carl McCa Jack Frost, O. oy Moor

officers: Jam ent

Club Federation Organization of

Planned in 1909 (May 14, 1909 Brand) "A number of ladies of the various clubs of the city were in Amarillo Tuesday and Wed-nesday attending a meeting called for the purpose of or-ganizing a federation of clubs the

anizing a federation of club f the Panhandle. The Mon ay afternoon club, the Ladie tenevolent club, and the Mo hers club were represented. "Those in the party were fesdames S. B. Edwards, J Do Do S. J.

first district con f the Féderation Clubs, the secretal reford clubs repor s a result of the e ithin e mile of Her Applause gr e planted one mile o Club

s, v-pres.; V. O. Hen-sas.; E. L. Wade, sec.; cCracken, Earl Phillips, C. Mc

Dayton McWhorter, directors.
Hereford Kiwanis Club
Hereford Kiwanis Club, organized April 27, 1950; charter
members, John Bragg, O. L.
Bybee, Worth Covington, Ray
Downey, Lewis Hembree, Dr.
S. D. Kelton, Fred Kroll, Loyd
Lovel, Ray, McCullough, Bill
Nafrzger, Bill Patton, Roy Peet
Bill Phillips, John Pool, C. P
Wayne Phillips, John Pool, C. P
Gerald Wilson, Jerry Stöltz, Pat SulGerald Wilson.

Present officers: John Pool, optes: Ray Downey, v-pres: Loyd Lovel, sec-treas; and I to Loyd Lovel, sec-treas; and Bill Phillips, Gerald Wilson, Bill Phillips, Gerald Wilson, and Ray McCullough, members of the board of directors.

Masonic Lodge On May 30, 1900, a Dispen-sation was granted by Most w Worshipful Grand Master R. r M. Rusk, to Bró. John S. Mc-Knight and seven other bre-thren to form a Masonic H Lodge in Hereford. In this w dispensation [these officers a ted: Bro. John S. W. M., Bro. J. W. W., and Bro. C. inted:

Hereford Lodge No. 849 was then instituted on July 27, 1900 and held meetings once a month on Saturday night. Hereford Chapter No. 246, Hereford Chapter No. 246, tuted on September 7, 1903.

The first monthly meetings 1 on the first monthly meetings 1 on the first monday night. In 1907 a committee, m-cluding John P. Slaton, G. M. Sugas, and J. F. Barker, made arrangements for purchase of 'air title to the space above the First State Bank for a lodge hall. A contract for the construction of the hall was let to J. F. Barker for \$2850 I The first meeting recorded in the new hall was June 13. 1908

That building served as the Masonic Hall until the lodge bought the old Presbyterian church. That structure was re-modeled and there on June 1.

Present officers of the lodge e Charlie Noland, worship-i Master: O. P. Cowark hlor warden: J: B. Noland nior warden: Robert E. agoner, senior deacon: Trav-3 L. Thomp-Vallace Rob-edklef, and tes Bradley. unic



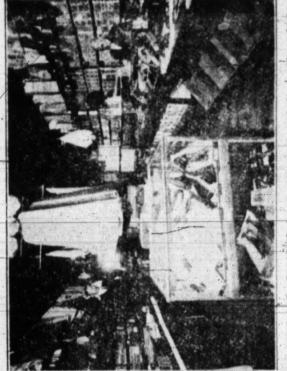
SHOWN AEOVE are Mr. and Mrs. W. F. Diebel in their wedding picture, made in 1885. Mrs. Annie Diebel came west in a covered wagbn, drawn by oxen, after having celebrated the opening of Texas' new capitol, later coming to this section and lived on land which helped pay for the

M. H. Whisman, stewards. O. 1950, and serving at the pres P. Cowart was called to the ent time are: Mrs. Ada Higarny and Travis Caraway has gins, worthy matron; G. T. moved from Hereford, but ne- Higgins, worthy patron; Mrs. Ither has been replaced

ns, wo liggins, wo enry Melton, M

Henry Melton, associate mat-ron: W. L. Jones. associate pa-tron: Mrs. Myrtle Wither-spoon, secretary. Mrs. W. C. Hromas, treasurer, Mrs. Wiv-lan Major, conductress: Mrs. W. L. Jones, associate conduc-tress, Mrs. O. H. Culpepper, organist; Mrs. B. E. Roberson, chaplain, Mrs. Emma Sult, marshal; Mrs. Norman Whis-enand, ade: Mrs. John Patton, am, Ruth: Mrs. John Patton, warder: and John Patton, warder: and John Patton, **Eastern Star Arrangements were** for the organization of the H Order of Eastern Star at a called meeting in the Masonic W Hall here of January 24, 1906, it On February 7 of the same of year the chapter was organiz-ci de by Mollie Gray of Claren m don. The Associate Grand Ma-tron was assisted by Ella Wil-liams of Clarendon who was M appointed Grand Marshal for the occasion. W. H. Russell was appointed temporary sec-retary for the called meeting. On Oct. 27, 1906, after the charter had been granted the thereford ichapter, officers the charter had been granted the thereford ichapter, officers the charter had been granted the thereford ichapter, officers the worthy Matron and Wojdhy Si Worthy Matron and Wojdhy Si Worthy Matron and Wojdhy Si

Hereford ichapter, officers the Hereford Odd Fellows were elected, with Lena Bell tember 20, 1900. Charter members were lob Candusen, G. A. Worthy Matron and Worthy space, 1000. Charter members were International space, is the first year.
Worthy Matron and Worthy Space, Geo. L. Muse, R. J. Ribbe, E. T. Fuller. Meetings bers were Job Candusen, G. A. Sisten, Geo. L. Muse, R. J. Ribbe, E. T. Fuller. Meetings are held in the two-story hall owned by the lodge on Main tie Buckner, Essie Beach, Car-Street.
Buckner, Essie Beach, Car-Street.
Buckner, E. B. Black, C. B. Ber, vice-grand; Leonard Pos-Googer, J. A. Canterbury, W. H. Russell, Mol. Black, C. B. Ber, vice-grand; Leonard Pos-Googer, J. A. Canterbury, U. Er, recording secretary. and T. Graves, W. H. Russell, In June Googel, in June Googel, in June Configured in June ary.



oked in 1912 0 as it G. CAILENS dry goods store ds m pattern goods left is J. O. Ne ght. On THE J.



by the president, ble, at 11:30 a.m. A ing the meeting wil

915 Brand) Judge Jas. A. Hughes ¹¹⁰ who lost joyous made the welcome address in season was a most pleasing manner. The asket dinner response was made by Rev. T. this week at J. Nance and Judge L. Gough, of the Old "While quite a large numaddress and manner. Th onse was made by Rev. 1 fance and Judge L. Gough While quite a large enjoyed the

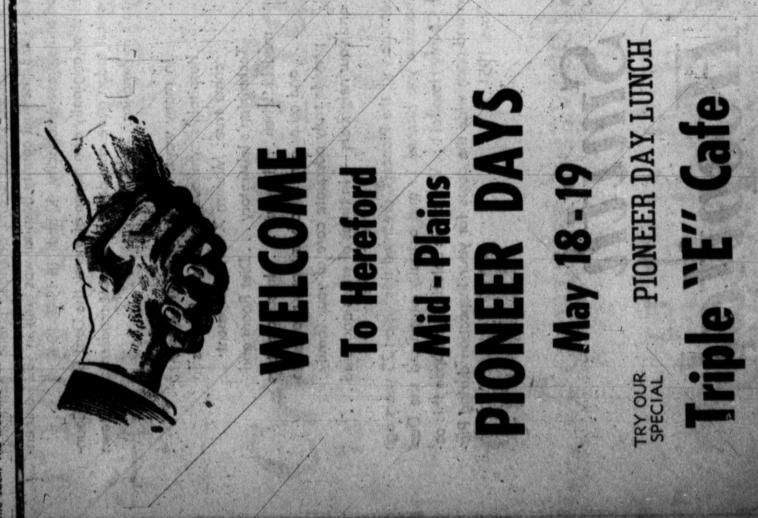
of squab. Any you wanting a wife is ur to Deaf Smith coulet a girl raised un ss. jeillies, anything

president;

e Louis Arnold place 12 miles an on horsepower is M. D. is J. C. Womble; the middle a A. Allred and next to the red. Louis Arnold is holding e in Deaf Smith mble ed by J. C. Wo the Louis ands J. ick is Ira i the Teft. is J. C. Alli

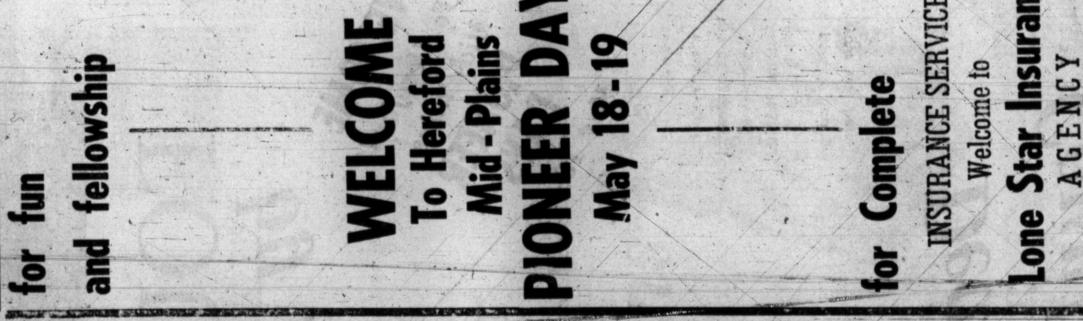
90; Mrs. J. 7; J. E. Fergu 191; W. S. Hig 0; Mr. and Mr 1900; Mr May 1891; A. 1907; Mr May 1891; A. 1907; Mr 7, B. Recto 7, B. Recto 82; Mrs. Id

1890; Mrs ember 18 83; Mr. a t, Decemb 1892; C. TS. J. C. WO February 188 ker, July 188 uly 1892; Mrs





in Joe Ki al store in 1898. Seated on the le n his right is an unidentified visitor time. At the extreme right is Gra ucie Gass and Charles Ferguson. PHOTOGRAPH THE



V. May 17, 1951

by proneers

ty hospital today represents one of the most modern small town back in 1923, the first county haspital was built in 1924 and engatherings Established originally as a haven of mercy the Deaf Smith Counlarged to its present capacity, 40 beds, in 1948-1949. . , who circulated petitions and attended public hospitals in America.

and your neighbors - in times of stress and need and other general advantages needed to model kitchen . . . Nursery . . . Nurses quarters Technician's laboratory . . . Diet Room and provide truly adequate care of your family hospital is symbolic of Pioneer Dreams In many ways, the Deaf Smith County come true: Modern X-Ray equipment

61-81 KOW

PIONEER PIONEER

Mid-Plains

To Hereford

WELCOWE

and becasue you pitched in and actually organized the Deaf Smith County Hospital . . . We join in Saluting you upon this oc-. because you, the Pioneers, dreamed this vision 25 years ago casion and open wide the doors for your inspection during Pioneer Days, 1951.

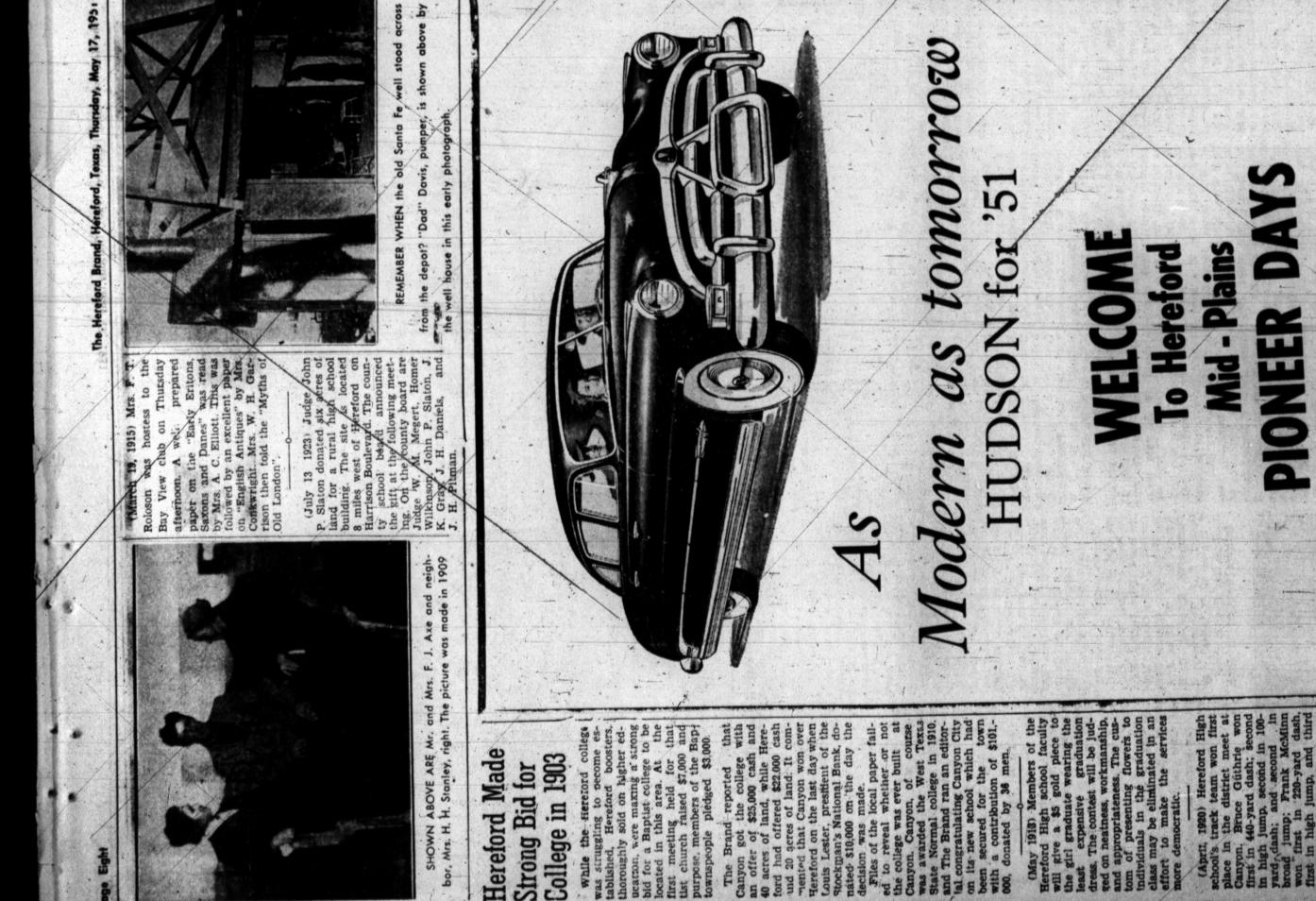
County Hospital

Phone 723

Deaf Smith

this as a personal Visit the Hospital possible during Please Accpet invitation to if at all Pue

your visit here.



l jump; other the team we . Lelan Gilbrea

May 18-19

Lula Orr. Gla ewell Gilbrea Brumley, sen ions; Frank M boys declam (April, 192

1221 E. 1st St.

HEREFORD HUDSON CO.

The Hereford Branc S1st YEAR-

ereford Schools - Barometer Community's Progress +

For more than a half cen-tury the Hereford public but gave the title of their schools have reflected the schools have reflected the three best theses in full. Munity; to a great extent the munity; to a great extent

From the files of The Brand, From the files of The Brand, a careful reader may follow the progress of each school the progress of each school term—the fall enrollment, term—the fall enrollment, home of Dr. G. W. Heard on the each year naming new teach ers and listing an increase in errollment; the election of school trustees in April or May; and, highlighting the year, a complete report of year, a number of years the paper commencement, activities. For year a number of years the paper Ezra Norton, Tom and Lish frai

ens contributed \$2,000 for the rew building. As early as 1901, provision twas being made for the edu-tren. An ad in The Brand re-realed on June 14, 1901, that the firs. J. G. Kilgore was open-mg a kindergarten at the nublic school building. Tutton was 50c per week.

Prof. Page was. chosen to succeed Prof. Overstreet; other B teachers chosen for the 1901-102 term were Miss Dora Mc-C Donald, Miss Clara Stewart, and Miss Solome Moore, D, W Hawkins served as head of the school for three years, following Prof. Page, and graduated the school's n first class in 1906. Serving se with Mr. Hawkins in 1905 and fi 1905 were Miss Millicent Grif-fith, first assistant. Miss Ka-therine Nunley, Miss Alma Bates, Miss Pearle Turrentine S and Miss Nina Dameron.



tember, 1923, 57 tember, 1923, 57 eported enrolle chools The true hers were homor

Knox Kinard succeeded Mr. 66 Knox Kinard succeeded Mr. 1938 G. M. Hudson was high school w grincipal, and Glenn Allson was principal of Central. That fall 859 students were enroll-ed. Chester Strickland served a as superintendent for the 1945 as s

years have been; Don Martin, in years have been; Don Martin, in the school. H. V. Stanton, in Central; and Byron Dunham, Shirley school. Dunham, Shirley school building were voted 341 for, 41 against, in April of 1925. The issue was for \$128, -000. Because of a technical difficulty, it was necessary to call a second election on the issue, when the vote carties architect for the new high school building, which was cocupied in January of 1926. The third story, which had ed with federal finds granted with story, which had been used as a total cost of \$49,500. The third story, which had been used as an autotorium, was remodeled with federal finds granted with story, which had been used as an autotorium, was removed and two new with second was remodeled with federal finds granted with story, which had been used as an autotorium. Is the Hereford Independent ye school District, formed that ye school District, formed that is year, woted \$25,000 in bonds just for the erection of a new high C for the erection of a new high C school building. The vote was Si 111 for and 33 against the is sue. Judge L. Gough broke it ground for the new building it on March 25 1910; W. M. Rice 10 the pleted, that building was re- to be known as Central art er to be known as Central art school. m time to time stories in c Brand told of crowded itions in the schools. That e was headlined on Nov. 1920, when Miss Griffith's pra class had 95 students 7

to high shi o. The building was in the fall of 1949 ye new class rooms d there. In 1950, six e added in keeping us drawn originally hitect Macon O. Car eford Prisoner ap were used to nporary jumler hi lding in 1946J The construction of chool was le 1948, to Wa cks bi The total average attendance in rural schools was 202. Members of the 1919 gradu-bradley, Jessie Womble, Emma Bradley, Jessie Womble, Emma Lee Legg. Margie Dameron, Corrinne Jowell, Lena Bodkin, Gladys Hicks, Sena Mae Mounts, Dorothy Boardman Helen Shore, and Jeff Rober-Prior to that time, E. H. W. Tay had succeeded Prof. W. Kins: other school heads event, H. J. Haht, and B. M. Harrison. Free textbooks were districted in the local schools for the first time in 1919, when billing attend to the instructs in generative excluded the scounty, with 18 teacheds: county, with

Hereford public scho been affiliated with i ern Association of S v Schools and Solle thern Association of S ary Schools and Collo e 1926. The school has flated units offered thu 1950-51 term. Eighty is are employed in eford Rural High Sci

town, the prob dation of distri-t. the county's ool became sing. In 1946 d called a

port ure county's out men section became increasingly pressing. In 1946 the school board called a consolidation beard with a consolidation because is a school of the reast islature providing for the con-solidation of schools into a ruval high school district, vol-ters approved the creation of the Hereford Rural High School District by a rote of 688 to 354 Six districts were included: schools into of ever Hereford, Diawr wyche were thereford, Diawr wyche and it became so bitter in the Dawn school board file sul alleging that the election wa a fraud and that the election wa 10

call such a listrict court alleging that th a fraud and t pendent School no right to call tion. The distri in favor of th



vating class (1906). Left to right, standing: Earl L. Kibbe, dellie Robinson. Seated: Patti Estes, Leta Boone, Bessie Lay, ORD'S FIRST gro

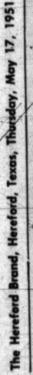
the Asa Martin, brother of Mrs. Asa Martin, brother of Mrs. S. E. Askren, is credited with having taught Hereford's first having the lot now occupied by the home of Dr. G. W. Heard on the registration of Prof. Ov-nifi of the D. R. Gass residence. of the D. R. Gass residence. the two more teachers had dents in this first school were been added and 208 scholas-scho dents in this first school were

te present Central school. grades were taught there 1906, when a three-room ary building was con-ted on the lot north of main building. Local citi-contributed \$2,000 for the ers of Herelaux emember the two-story school building which all in 1900 on the site meent Central school.

Overstree

THE HEREFORD





The Hereford Brand, Hereford, Texas, Thursday, May 17, 1951

1930's Brand Depression of in Recorded

utimes are hard because we conserved the provided Alex O. Thompson at mosed Alex O. Thompson at the Wednesday luncheon of the Hereford Lions club in a nuary, 1931. "Lhocoln eman-alted the negro. Ford freed 2 horse, and Hoover liber-in the working man," was manual the the more the flatter of the manual the mover liber-"Times are hard becaus are living in hard times" agnosed Alex O. Thompso the Wednesday luncheol the Hereford Lions clu January, 1931. "Lincoin el January, 1931. "Lincoin el cipated the negro. Ford

to be maintained only government subsidy and burning or give e needy of the sur Thompson conclud dick's demo-demonstration. "The farmer must be mad "The farmer must be mad prosperous, through 20 cer prosperous, through 20 cer

CORED WAGONS

on commodities adver-n The Brand during de-nn years. Sprawls and y advertised men's na d suits at \$13.50, includ-to pair of pants. Wom-and children's clothing correspondingly low. Almost unbelievable are séd in T ression

Cronin advertised men's na tionally advertised Curle worsted suits at \$13.50, includ the two pair of pants. Wom en's and children's clothin were correspondingly low. Grocery prices feature fround, loin, and T-bone steak at 15 cents a pound, bee roast. 10c, bacen 1215c, ham butter milk 5c and whole mil butter milk 5c and whole whole butter milk 5c and whole mil butter milk 5c and whole mil butter milk 5c and whole whole butter milk 5c and whole whole butter for a state to buy for the bushel in 1931-it took tw bushel in 1931-it took tw

as1-it took t as1-it took t of wheat to buy gram of county wide relief wa set up in 1932, and grant were made by FCC and CWA for relief work to relive the unemployed. One week, the Brand reported 213 men p \$1,489,25 for relief CWA. Dewey ee pork was passe ruck load at one

Tor renet. Cows were bought at a min-innum of \$1.75, cwt: those con-sidered edible were used for relief needs: others were kill-ed on the farm. Dewey Reed county's 30,000 cattle eligible for government sale, and The Brand of Sept. 6, 1934 report-from \$4 to \$20 per head. Ezra Norbon, S. O. Wilson. Frank Barber, and Henry Hasting served as appraisers. "Four outo de very five acre of crons intended for harvest in 1934 failed crop failure 337,206 acres; 48,155 harvest

Bradly-Jowell City Its Name Herd Gives

Discus

rf Smith e water, san som one insisted upon th of "Troy". Someho mes falled to meet wit pproval of the majori early residents of th (From Pioncer Edition May 6, 1937) "Discussed for some te naming of Deaf unity's present county as a problem in 1896. "Blue Water", sald

o survey the helping to survey the site. looked out and herd of fine rei Hereford cattle. He su that Deaf Smith's cour be named Hereford. Th

The nerd for with the second for the second for with the nerd for with the second for the second

W. O. SHELTON

303 E. FIRST

PHONE 122

HEREFORD

WALLACE SHELFON

SHELTON TIRE EXCHANGE

drouth and winds have abi-trarily cut the production far below the government's desir-ed yield.

of Hereford (Now Veterans Memorial Park) under a gov-ernment Civilian Conservation Corps grant. Two hundred men were stationed in Hereford for the building of the club house and roads and landscaping of the park. It was in 1934 that work was started on the state park east

(April 3, 1908) F. J. Axe has oken the record in raising quality of high-test oates hey are the rust-proof var ught broken tl a quality They are iety. He a few bu tested. A

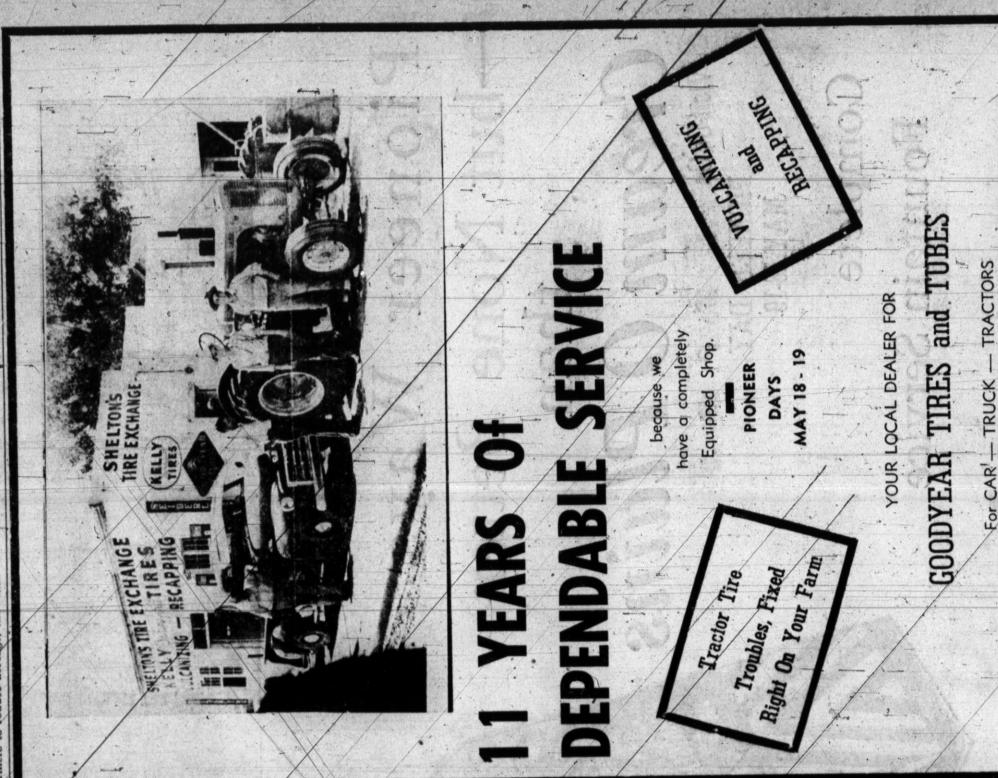
in the where we have a solution of the solutio

Great sand dunes, m nts to the wind, line the rows and fill the f tere normally comb uid be whirring.



plant which Great West Elevctor, F H OBERTHEIR ford's

make a bushel. the 42 poun test certainly proves a hig test, if it does not break th record. measure weighed 21 pounds. thus making a busheli weigh out 42 pounds. When it takes only 32 pounds of oats, to



Grower & Shipper; POTATOES & ONIONS MOK RENFRO

First Door North Jim Hill Hotel Phone 33

It is a pleasure, therefore, to welcome you to Hereford for the big celebration . . . and to especially invite you to visit us . . . while you are in the community.

decided two years ago to move here and make this In a way. though, we do have lots in common. We truly like this country ... so much, in fact, that we our permanent home.

It is with pride, therefore, that we recall our past six years as growers, brokers and shippers in the Hereford territory, as Pioneers, too. Pioneers in one of the greatest industries the area has ever seen—and we feel that the surface has barely been scratched. SIX 6. SI Hall

Shielq - bill

To Hereford

WELCOWE

P J J J J

FIFTY YEARS, to be exact—and we doubt if many of the early settlers in Deaf Smith County ever considered the area as a po

tential produce country.

approx and

It's a long Way

from

17, 1951



HEREFORD'S FIRST residence is shown in this rare picture made March 3, 1898. Troy Womble, owner of the dugout, stands in front. Old-timers will recall the location of the place on the Womble Section. It would be described today as at a point 200 yards west of 25 Mile Avenue, just north of the railroad tracks at the present intersection of High-Womble, owner of the dugout, stands in front. Old-place on the Womble Section. It would be described of 25 Mile Avenue, just north of the railroad tracks way 51 and the railroad tracks. Copy Courtesy Bill

Vith 500-Acre Test Cotton Started Here in A 1904

Farmers in Deaf Smith to Guthrie to make final plans creating on January 15, 1904. Two Hereford men, one the and plank 500 acres. W. R. Rayzor, J. M. Sypert, and O. M. Daniel viewer appointed on the seed version of a string of banks and the other local banks form a permanent farmer's plants, had visited Guthrie ball bank, vice-president; W. B. Sull. However, when the blind due back, librarian; and F. L. Vanderburgh, secretary. In July, 1904, The Brand for the week therefore led back to both that a \$2,500 gin would be needed to be action gin, and to hand the the crop, and in August, 1923, and secured to both that a \$2,500 gin would be needed to be action gin, and that a \$2,500 gin would be needed to be action for the gin, and that a \$2,500 gin would be needed to be action for the gin, and to both that a \$2,500 gin would be needed to be action for the gin, and that a \$2,500 gin would be needed to be action for the gin, and to be and it prob-

T. J. McGill brought in the irst bale in 1904—and it prob-bly was Hereford's very first alle of cotton, so far as the ecords revealed. The arrival of the cotton in town caused in mild sensation and business is mild sensation and business alse money for a bonus pay-

ment. The wold move on to Arizona in when cotton came to Deaf smith county, joined the fa-crowd and was one of the fa-crowd and was one of the fa-cattlemen who contributed to B the, \$3150 premium raksed. J. M M. Garner paid 314, cents per h pound for the bale, bringing co the total to \$85 D. R. Gass 56 shipped the first car load of cotton in January 1905. Yields in the area averaged one-third to one-hair per acre, dry land. Therest in the registered a cotton boom came in year cotton boom came in the pledged 600 acres for the Pledges for the 1923 in the Chamber of Commerced J. L. Hoffman, who had 46 acres of cotton 9 miles south-gate a strong in 1922, was paid a \$52.50 bonus on his first the baid a \$52.50 bonus on his first the first reported took the lead in securing a bonus for a cotton gin. In a lively meeting report-to the fart composed of C. A committee, composed of C. A sketton. Carl Cockrell, and the first made by the Cotton Old of the first hold of the lead in securing a bonus for a cotton gin. In a lively meeting report-took the lead in securing a bonus for a cotton gin.

business ed them-when Dr.

B. IIII005011 attreet of the gin.
A. J. Baker, 33 miles south of Hereford in Castro county.
brought in the first bale on brought in the first bale on September 24, 1923. An intersecting sidelight was that C. Rockwell had worked up a force of over 40 men. including bankers, merchants, and ing bankers, merchants, and ing bankers, to try to bring the first bale from the J. F. Ward first bale ready for the Amarillo a bale first, prize. Hereford's exhibit at the fair featured a hibit at the fair featured a bale cuton day, with between 1, 500 and 200 attending. inter

The Continental Gin com-d pany constructed a new five-stand gin at the corner of Lee stand gin at the vear reported and New York in 1924 A sum-stand for the year reported to that the gin paid an income of year-596.500 for cotton and year-596.500 for cotton and gials. Baker beat Deat Smith county farmers to the draw a \$10,000 for labor and mater-is lais. Baker beat Deat Smith county farmers to the draw again in 1924 and was paid the \$75 premium; second pre-mium of \$285 went to C. E mium of \$285 went to C. E states in exton hore in 1926.

ager. Between 2,500 and b acres were planted, and is ran from one-half to and a half bales per acre price was 2415 cents per drive was 2415 cents per ton. The first bale was Highway 60 vas its firs ereford's thir ted in 1947 dee built an cf town or ude McGee He Po

were plan

There was a substantial in-crease in acreage in 1949, and the final gin count was 4.611 bales—adding \$600,000 to the v local farm income. Yields were now from one-half to two bales 'per acre. Curtis Tra-bales 'per acre. Curtis Tra-

Acreage in cotton in the ar-due solely to acreage allot-ments, according to John Mc-the good price, however, the approximately 1,500 acres b brought an income of \$170,025 e brought an inc

McCleskey estimated that a 10,000 to 20,000 acres would e be planted to cotton in Deaf t Smith county and the north-ern part of Castor county for the 1951 season. He reported the price standing at the cell-ing, 45.39 cents per pound, in Sh

shore, of a came adly stepped righ od class in express her arrival there re i is starting out he year's work. He reports ralters. and nilyB tel a

Page Three Womble Tells **Of Truck Farming Success** Pioneer J. C.

(Brand, October 7, 1904) 11 (1) "J. C. Womble, a man of 13 (1) years experience on the Plains every point of view was asked the past is astochastic narmer from every point of view was asked for give his experience in re-gard to wheat growing and truck farming. Mr. Womble garded that he had run a har-vester in this country for the past 13 years, and that he would not entire faiture of the would not state that he pledged his faith the stated that one fail they rais-ent by Starh Jane. He then as stated that one fail they rais-ent by Starh Jane. He then as the audience to believe with the plie over with dur to pre-ting when the would not see the plie over with a hill. covering we had sort cabbage frow in this country and the plie over with a hill. covering we had sort cabbage frow in this country the way of a reabbage on them of the plie over with a hill cover and a look at the cabbage on them of the way of a reabbage on the not the way of a reabbage from the way of

the . that

there will always be a marke for all that can be grown." Hereford Had

Broom Factory In 1911

(Brand, January 20, 1911)

"That a real sure-nuff broom factory has been locat-ed at Hereford is certain. Es-tablished without noise or bo-nus, the Hereford Broom Man-ufacturing Co. is turming out a good quality of floor brooms. The merchants of town have them for sale and the demand for the "home grown" broom will no doubt grow as it be-comes known. "Bert Applegate is manager and salesman. For the pres-ent the factory is located near the laundry building, but more commodious quarters will be secured as business demands. Let Hereford beople show their loyalty by demanding Here-

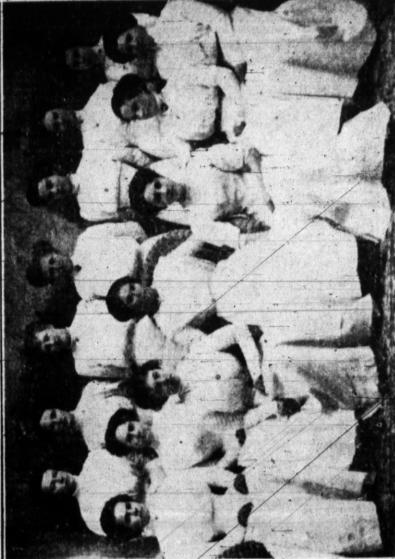
Celery Growing Success Here

many crops n successfully (Brand, September 16, 1904) een su Among the which have been grown in the Pa year, especial me

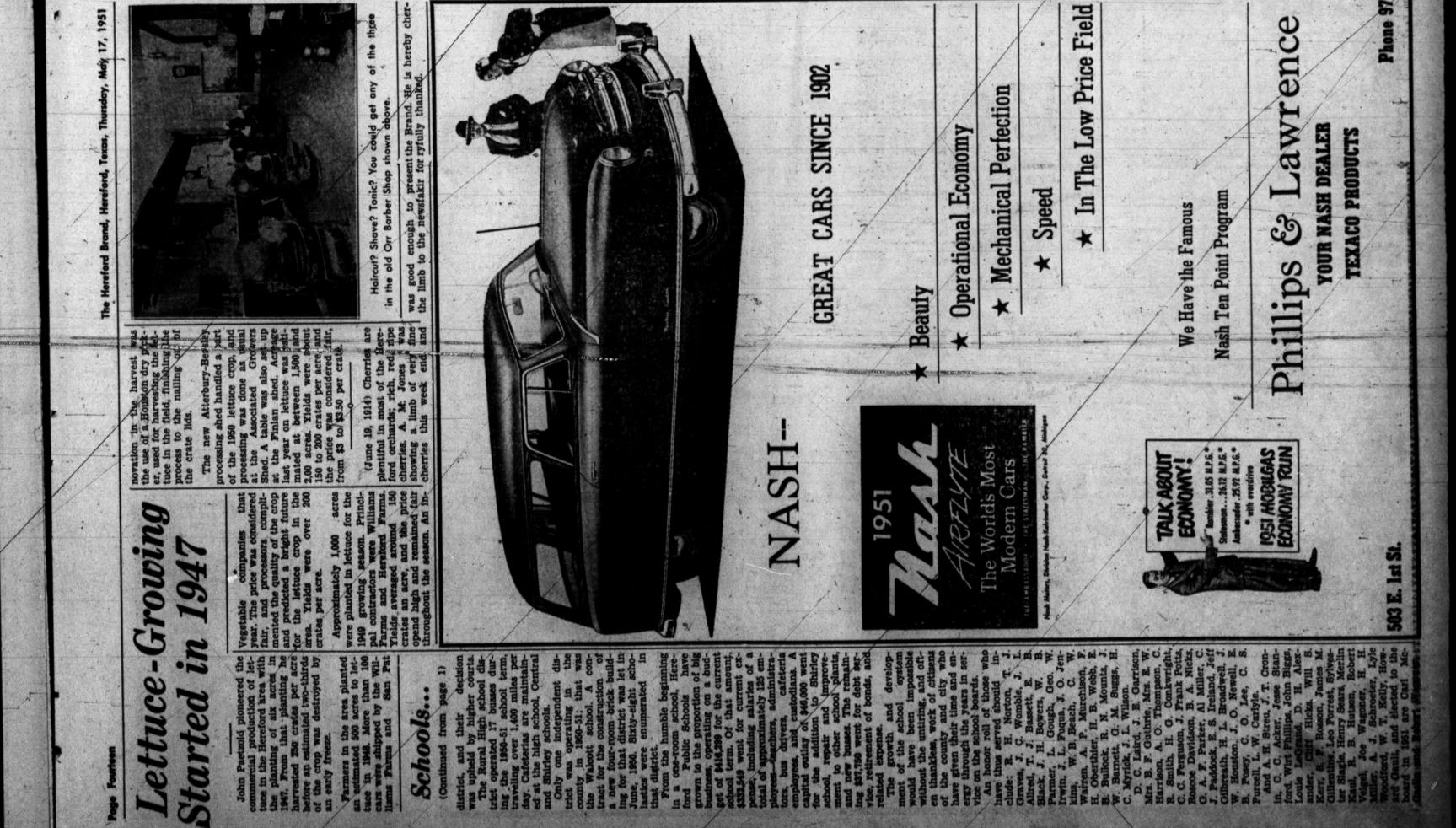
be made of celery. It is n known by many of our reade that this is not only a su crop in this altitude but mouted crop as well.

"So far as we are able the learn, W. H. Rayzor is the first and only one to branch out along this line and his ifrast attempt is an avower success. Mr. Razpr has a his place in South Herefor about 1200 bunches of celery frigated and is as fine as ca rigated and is as fine as ca for every stalk of this crap a from ten to fitteen cents pa bunch.

lace it at ten cents ar owner has \$120 from h , only 9 by 20 yards ensions, which would o about \$3600 per ad ty good dividend fro the o field, dimen



ΰ Herefo Arthu ry DeArley. the ž -015 nis Coulson right: Gle k left to rig Ina Gregg, Ila REMEMBER THE MUSIC lig Ellig Willia



d, Hereford, Texiss, Thursdoy, May 17, 1951 he Hereford



JOSEPH F. CHEMICK of Minnesola, the man wearing the at and mustache, was in Hereford July 10, 1906 and ought one-half section of land 19 miles northwest of Kel-The boy on the pony is his son. The building is the Ellisland office.

Troubles With Officers Bootleggers Have

"What was undoubtedly the cleverest scheme for slipping contraband booze past offic-ers, yet unearthed in this rounty came to sudden grief about 10:30 Thursday night when Special Policeman Offi-in about 10:30 Thursday night in when Special Policeman Offi-in starthe Fallwell Filling Sta-chin and confiscated a Buick Six and a Ford pacer. When the Buick was examined, it was found to be literally hon-eycombed with copper tanks full of "good old rye" prob-d

ably brought across from Old Mexico and destined for some distributing point further north. The tanks are of dif-ferent sizes and irregular in shape, but the concensus of all figuring on their contests places the amount of poison they contain at 250 gallons." Sheriff's Posse makes Hard Trip After "Evidence"

After traveling about 150 a miles across portions of two states and several counties, M making a "dry" camp, crawl-ing through barbed wire fen-ces galore, scrambling up and ti down gulches and ravines in-mumerable, and walking miles er and miles. Sheriff C. S. Pur-and withes J. E. Hill a and W. B. Phillips reached home about midnight Wednes-ty and with a 1922 model fifty or

Commercial production of sugar beets came into the spotlight again in 1947, when local farmers contracted 1,410 acres with the American Cry-stal Sugar Company of Rocky Ford, Colo. George Nixon, su-pervisor for the contracting pervisor for the contracting tons of beets were harvested gallon copper hootch still and quantities of corn whiskey and mash. "The officers left Hereford

Monday morning, accompani-ed by a woman guide. Satur-day night they had arrested tis woman together with three men. The still and the liquid men. The still and the wary wednesday night by the weary wednesday night by the weary ty jail, together with the pris-oners."

Sugar Beets Not New Crop Here

The first car load of sugar beets ever to roll from Texas to a refinery was shipped to garden City on November 10, 1911, by D. L. McDonald, who had dug the county's first irrigation well the year before. The crop had shown promise in the area even earlier, with a local farmer winning first place on sugar beets in 1909 at the state far. In 1911, McDonald planted startes, yleiding 15-20 tons per acres, yleiding 15-20 tons per cent; the following year it was up to 178 per cent. McDonald raised a small plot of beets in 1921, report-ing a yield of 30 tons per acre with the crop irrigated three itmes. The beets were three itmes. The beets were

Nixon estimated sugar con-tent for 1947 at 18 per cent, of about \$2 per two over the rof about \$2 per two over the pased on 16.5 sugar content. Top sugar-content was 22.5 per cent on the Ailon Fraser place. Sugar beet acreage jumped to 4.200 acres in 1928. The su-with some fields running as high as 16.2 Fourteen intud-red cars were shipped from tred cars were shipped from the harvest in 1949. Nixoh es-timated a yield of the sugar beet harvest in 1949. Nixoh es-timated a yield of 24.000 tons, bringing an income for the sugar beet harvest in 1949. Nixoh es-timated a yield of 24.000 tons, bringing an income for the sugar breat beet harvest in 1949. Nixoh es-timated a yield of 24.000 tons, bringing an income for the sugar breat beet harvest in 1949. Nixoh es-timated a yield of 24.000 tons, bringing an income for the sugar breat beet harvest in 1949. Nixoh es-timated a yield of 24.000 tons, bringing an income for the to the farm income for the

pointed agent for e railroad at Here eed L. I. Garton. and will take over is relieved of his tion at Moorelan n appo



Vou

MILBURNS

Welcome to Hereford

deal

a good find

that year, with tonnage run- Hodges Jr. averaged 24 tons ning as high as 51 tohs por per acre for the county's acre. Nixon estimated sugar con-farmers planted about 2,000 tent for 1947 at 18 per cent, acres in 1949.

Page Thirte

7

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Acreagerwas up to 3.256 ad-res in 1950, and yields were considered average. There was some disappointment that the rugar content did not increase after the frost as it had in

Nixon reported a decline in acreage planted this spring with 1600 acreas contracted He attributed the drop to in-treased interest in cottons d potal

beans, ar

(Oct. 6, 1922) J. E. Beyer en appointed agent for

PIONEER DAYS May 18 - 19

PIONEER DAYS

In Hereford

May 18 - 19

Emmit Milburn

Conoco Service

B&DTRACTOR SERVICE

Used Cars

WELCOMES YOU TO THE MID-PLAINS

Development

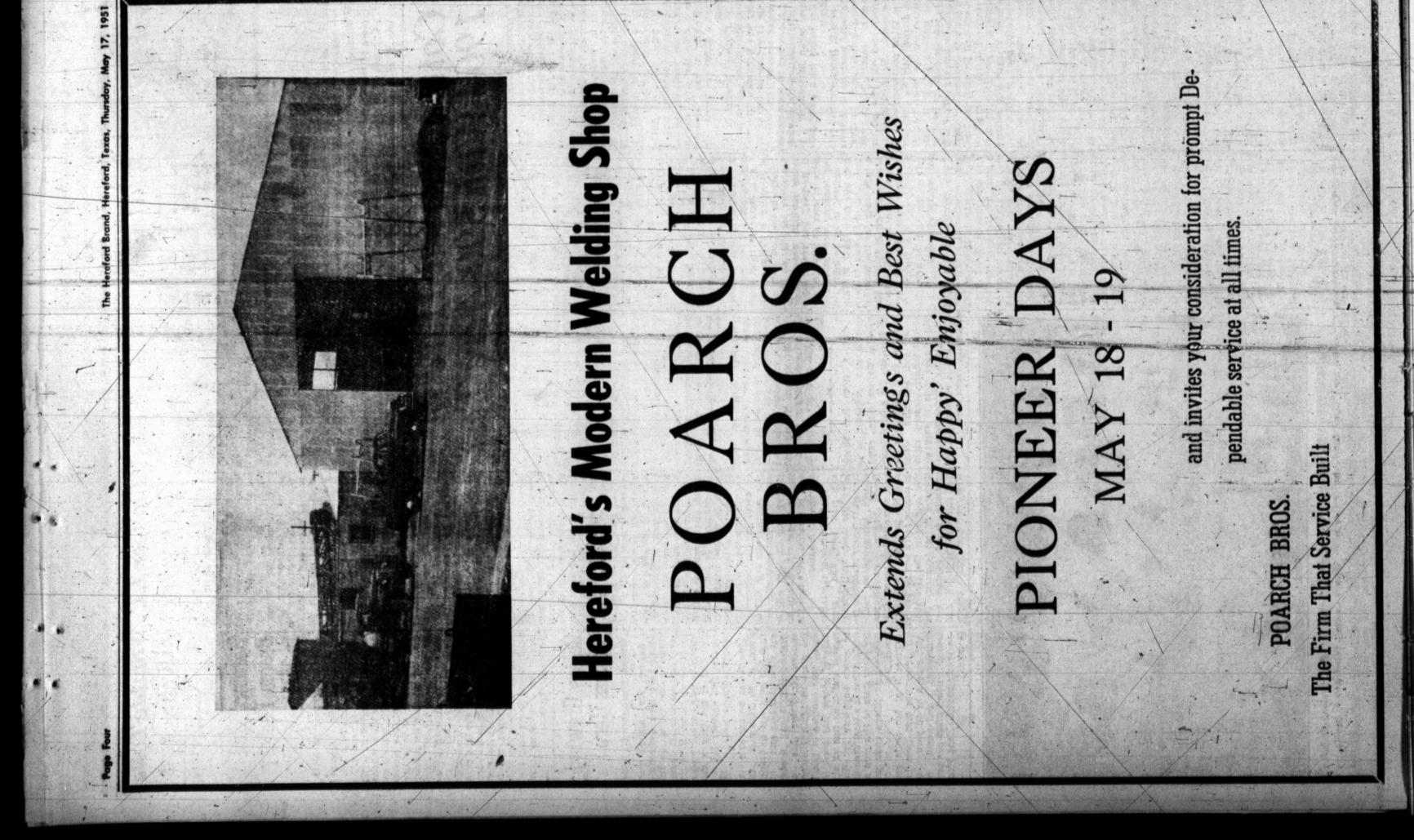
Pioneers in Progress and

AND

R A C U S O N N C U O N N N S N

Home Of

(October 6, 1922)



17, 1951

Farmers Begin New Growing Industry

July 1, 1910)

With 20 or more small B truck farms irrigated and re raising vegetables and fruits al suitable for canning, Here-ford farmers will enter a new for the or industry. A canning es plant will be necessary to care for the crops, but this will for the erection of one. The number of truck growers war-than is for a number of farm-plan is for a number of farm-ersers to put in a small irri-gation plant from 5 to 20 ac-the staff for can-the and to raise stuff for can-the and to raise stuff for can-the and the and a for immediate well as for immediate

"For a starter, beans, peas, weet potatoes, onions, cab-age, tomatoes, sweet corn, perries, cucumbers, etc. The

bage, tomatoes, sweet count farmers will cooperate of farmers will cooperate of planting sufficient acreate of planting sufficient acreate of each to justify caming or ishipment. They will also ob-cain through their ograniza-tion a market for their crops and not depend upon individ-ual efforts. One thing that the itruck growers will do, is to begin in time to get their o plants in running order for the season, and their ground e in a splendid condition While fertilization is not nec-cessary to the Panhandle soli, will bring a big return for the money invested, producing a quicker crop and a more the abundant harvest.

"Some have doubted the sui-tability of this soil for irriga-tion. Experts and experience has fully demonstrated that

French Grand **Opera Artists** (March 11, 1920) In Hereford

"Grand Opera in Hereford? "Grand Opera in Hereford? "A dream to be realized only in the far distant future" could have said even the most optimistic music enthusiast and yet, it's here—in Hereford —now. For by the merefs ac-cident of chance, the Franch Grand Opera Artists who are just from their season's m-gagement, with the New Or-leans Grand Opera Co, and who will appear in Amarillo Friday, have an open date on Saturday and through the ef-forts of the local Music Study piefo, this celebrated talent, is to be brought to Hereford.

"Surely such an array of musical talent has never be-fore been brought to Hereford Although under the auspices of the Music Sturge club, the town is unanimously behind this laudable enterprise and is truly appreciative of the opportunity it brings to the entertainment and at the same time adds to the effi-ciency of the music depart-ment of the public schools. A part of the public schools al appreciation, and to sup-ply necessary text-books and other equipment.

The concert will be held in the high school auditorium. Saturday at 8 o'clock The pro-gram will consist of gems from favorite operas and pop-ular selections. Many of the numbers will be given in cos-tume. As the _ neighboring ans are all interested. In is big musical event, a rec-d breaking house is expectwill

On East Hiway 60

"The Schroeters"

the soll will respond readily to the eright kind of methods. But no one need expect good n results to come from "water H alone"; it will require well de-s veloped methods of scientific is veloped methods of scientific is cultivation, based upon the established fact that the soli der to produce a maximum of plant growth. These things in or-in the air and cools the soli; hen-the air and cools the soli; hen-the air and to keep the tem-the air and to keep the tem-the air and to keep the tem-the weeds, and while the weeds must be kept down, the weeds must be kept down, the weeds must be kept down, the therefore those who would ir-or failure will be their biggest a crob.

"And there is another thing not to be over-looked. There is just as much in knowing now to apply water to a field of growing plants as it is nec-ssary to have sufficient wat-

"The necessity of an open cl surface tank of sufficient size p will be apparent when it be-wcomes known that the water a as it comes from the wells is too cold to be applied to the soil. This water needs to be warmed and areated and a be the most o accomplish will give a r not to be by a large the large tank will be t economic way to ac these. The tank will head" of water no

Of Energy, Industry Spot, Awaits Hand Hereford, Chosen

"Water, soil, and sunshine-these three in superabundance make an oportunity in this Hereford country not surpas-sed in the most renowned irr-igated districts of Colorado and California. Utah and Col-orado have no such soil; Cal-ifornia and Arizona can boast of no brighter sunshine, and none of them possess the wat-er supply that underlies the fertile 100,000 acres around Hereford. (Brand, 1911 Issue)

"These three resources of Mature-water, soil and sun-shine-only need the hand of industry to turn them into untoid wealth. If any other western state had this tro combination, their land own-ers would unhesitatingly ask you one thousand dollars per acre for the land, and then make you think you were at a bargain sale.

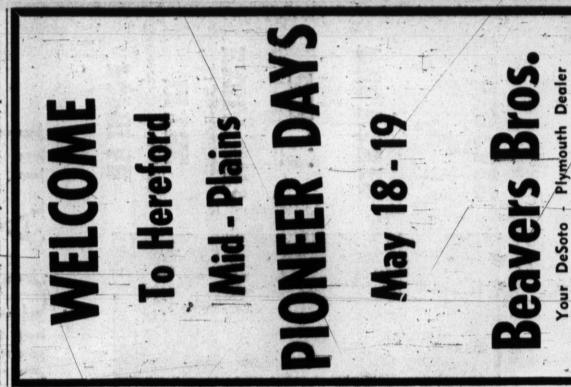
"The value of land is in ex-act proportion to its produc-tive power. Soil that will yield a resonable profit on a basis of \$100 per acre is worth fhat amount. With our rich and

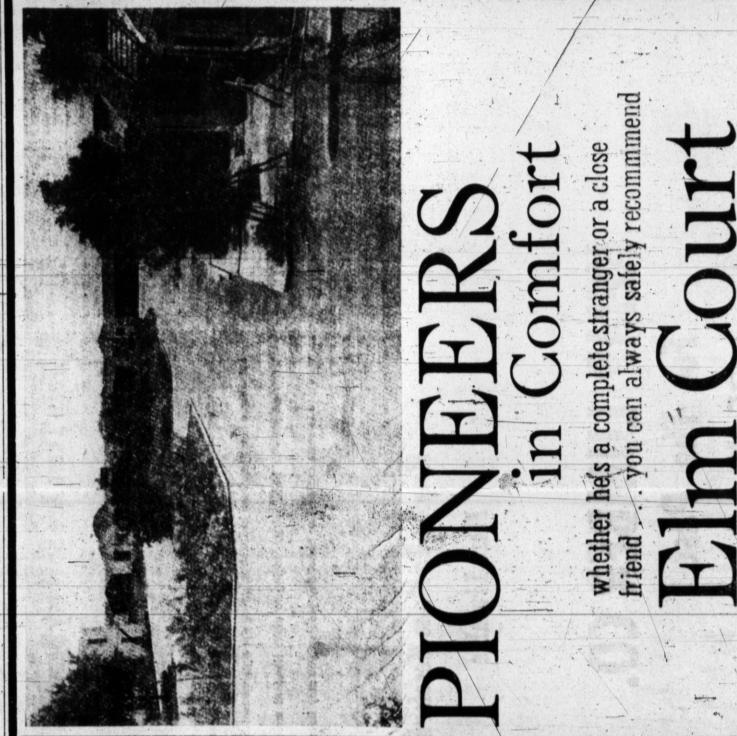
fertile land planted in or-fertile land planted in or-chards, sown in alfalfa, or prepared for beets. would be worth from \$300 to \$1,000 per acre, according to the state of cultivation and the age of the orchards. The Pecos Valley land owners do not hesitate to ask \$500 per acre for their lands. Toyah Valley stuff in the raw state is selling for \$200 per acre with alfalta land can not be bought for less than \$500 per acre. And why? Because the land makes

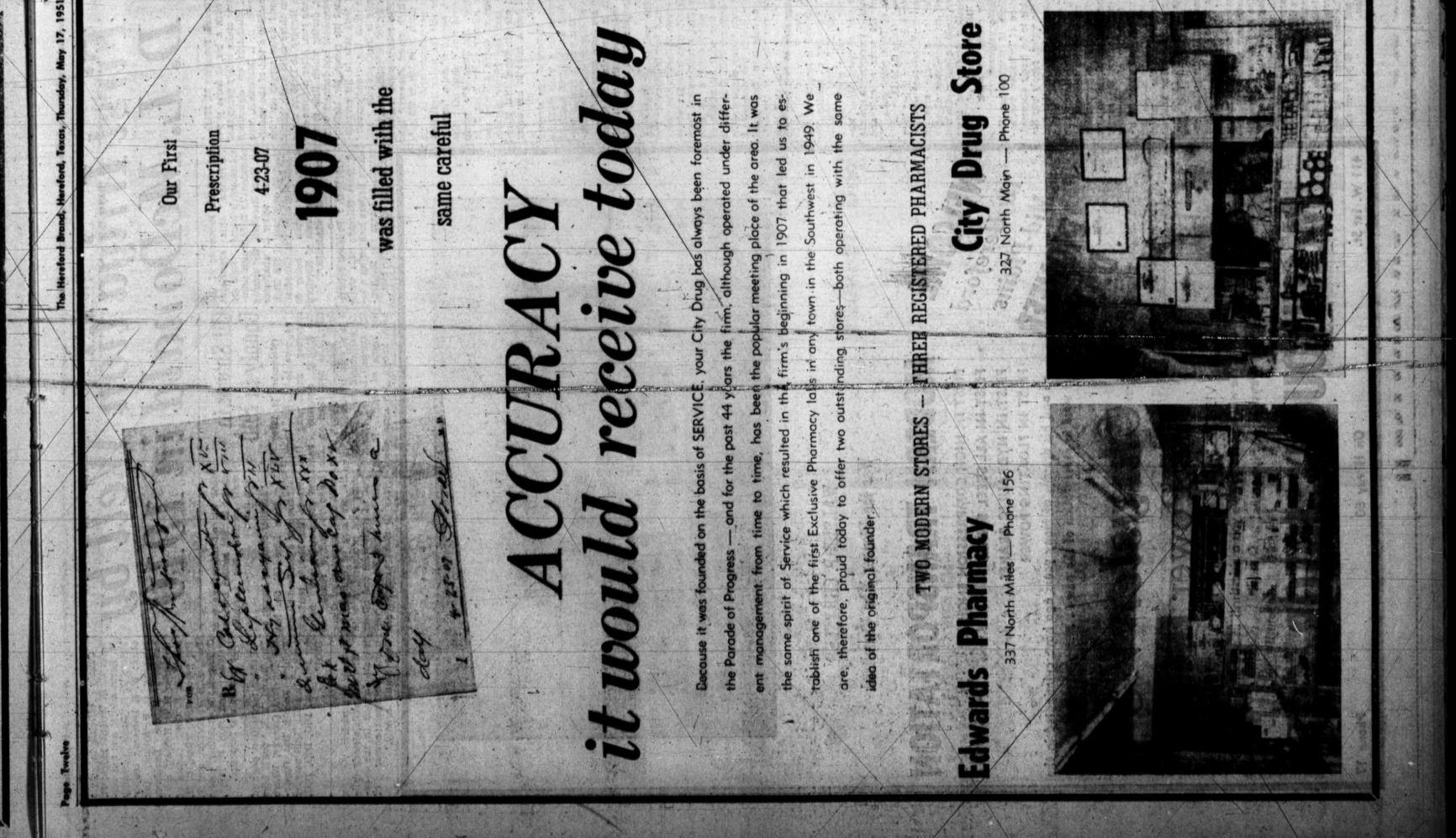
that of all her Panhandle sist a reasonable interest on investment.

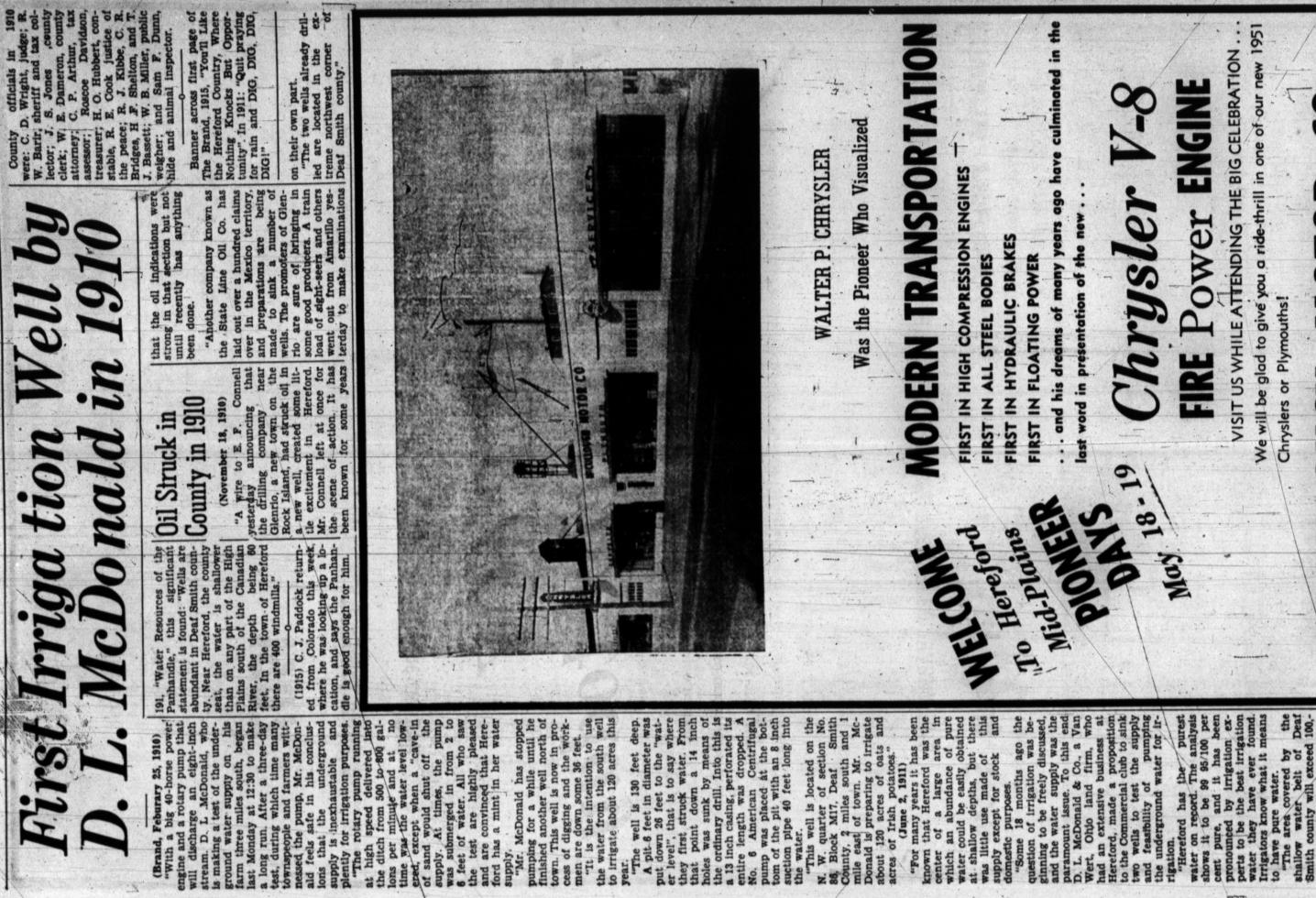
"Hereford, with these con-ditions, is sure to become a la vertiable garden spot. It is al-ready the prettiest town in the the Southwest. With thousands to of acres of orchards and vine-yards, and a few more thous-st she

eford, with these con-is sure to become a lege maintains the special de-partments of Music, Art, Ora-the pretiest town in thwest. With thousands of orchards and vine-s of orchards and vine-and a few more thous-the would be, the envy ster M. Haile, president.









On page 65 of bulle

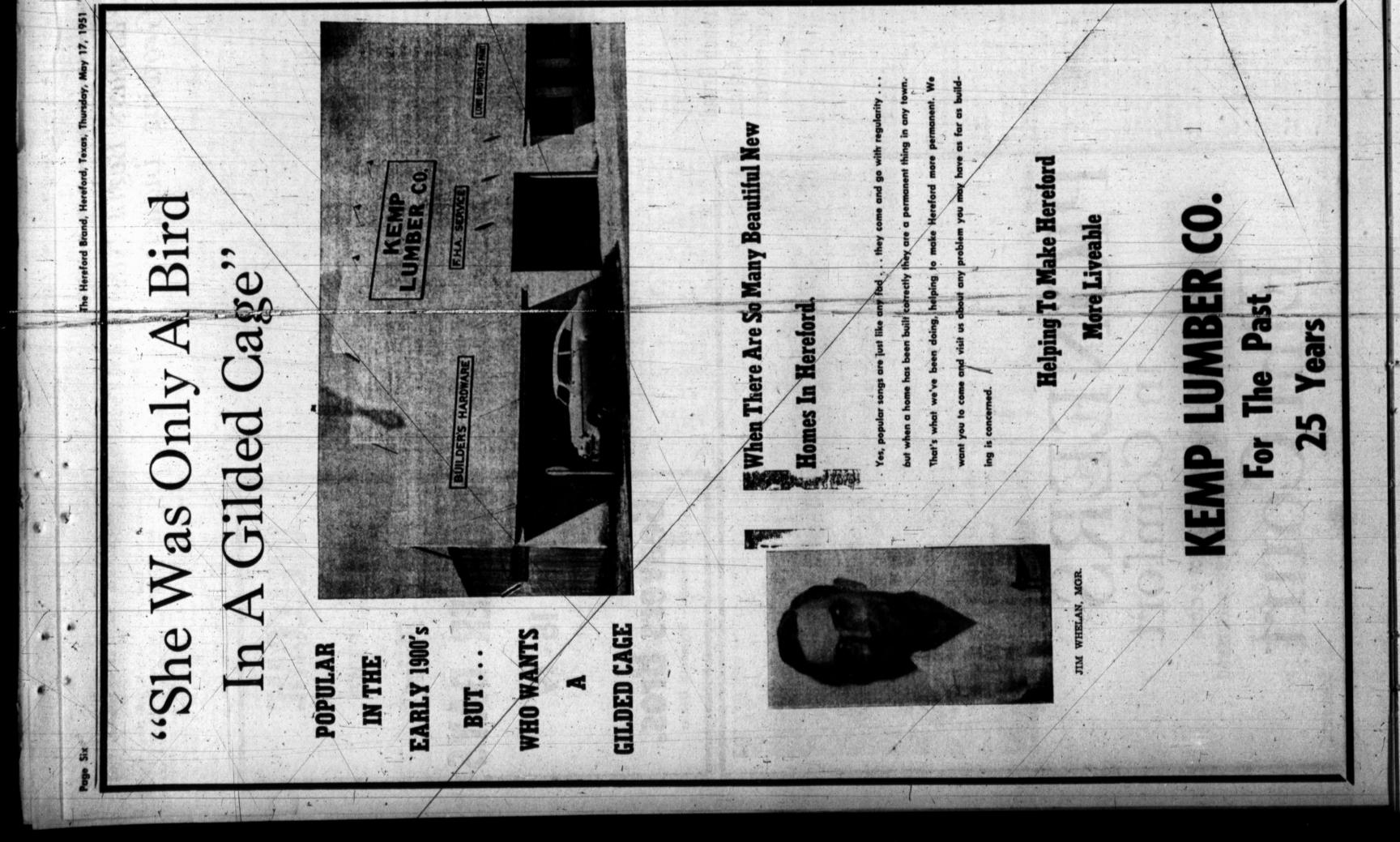
erts to be the best irrigation rater they have ever found. Trigators know what it means o have pure water. "The area covered by the hallow water belt of Deaf mith county will exceed 100.-00 acres. There are from four o six different stratas of wat-r bearing sand, the first be-ng found at a depth of 40 to 0 feet. The first strata varies n thickness from 90 to 120 events

411 W. 1st St.

McCULLOUGH MOTOR CO.

On Hiway 60

Phone 17



"The ladies will endeavor to and drink served, you will un-fill the hour you spend at reservedly conclude 'twas wor-their reception with such en-thour time and the price of joyment that, with the cake ten cents to attend. 1910 VINTAGE Handcar is shown in the above old pho-to, taken at the time Hester Union was installing a new line between Hereford and Capyon. MOLLOM T As Modern 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 .. offering a service comparable to any city in America. FIONEER DAYS 821 modern . . . Ready-Mix Concrete C. Covington all over the country, you too, will find it profitable Like leading contractors and convenient to use WELCOME "Tullie" at May 18-19 To Hereford Mid - Plains SAND & GRAVEL As clock in the afternoon, enter-tainment will be furnished by Jimmie Snyder, Bertha With-erspoon, Willie Howard, Bes-sie Snyder, Magdaline Humph-rey, and Nellie Black with pleasing recitations which will "In the evening from seven till ten, games will be re-sumed, plano selections will be farmished by Misses Fran-cis Williams, and House; mandolin and guitar numbers by Misses Howard and Scott, songs by Mr. and Miss Ed. wards, Mrs. S. J. Dodson, and ti Wiss May Pierce. Robinson, Bertha Dameron. Mamie Inmon, and Nellie Black. Dominoes, Flinch, and Bunco will be induged in by any who desire. be well intespersed with plano numbers by, Mesdames Parker and Shelly, Pattie Estes, Wilbie Robinson, Bertha Dameron, Call play . "The Woman's Home Mis- 1 sion Society invites you to Mrs. Wm. Cogdell's home in the afternoon or evening of Friday, March 16. - 15. Flouring mill in full op-eration by the time the 1910 wheat crop is ready for mar-ket. 13. Five hundred new homes
 built in the city occupied by
 two thousand people.
 14. Five hundred new farms
 opened up in the county and
 operated by industrious and One hundred thousand planted in and apound "From three until six o'for occupancy; that is the high school and court house. ord, Texas, Thursday, May 17, 1951 All public buildings now 16. Fire company organize r contract and already and fully equipped with mod red completed and ready ern fire fighting aparatus. Platform for 1910 "Cake and Drink Recept (March 17, 1905) Son - of - a - gun Reception by Mission Society WHEEL INN VISIT US FOR GOOD FOOD WESTERN Sherman 1. Trains in operation on the Cake, Drink colorado, Hereford, and Guif Cake, Drink north and south Old Time Cowboy Best Coffee In Town PIONEER DAY city. SPECIAL TANCH 12. Also the 2. Contract made with com-pany for extension of Stam-ford-Northwestern to Hereford. 3. Free Mail delivery in city in actual operation, and two more rural routes. 4. Organized effort to make ereford a summer health re-rt and 1000 visitors during M e season. **WELCOME** To Hereford season. Two hundred and fifty F ive members in Commercial b and \$5000 in treasury. Principal business streets t in first class condition f in brick or concrete gutters, it im sewer and brick cross-First class hotel equipped th modern conveniences all ting not less than \$40,000. Is Public parks improved and de sufficiently attractive at the people will use them. O. Cause-way across the orrads opened up and put in condition May 18-19 Mr. & Mrs. Em PIONEER . Ready market for pro-ts of the farms and a trade made an established cus-Mid-Plains DAYS The Hereford B 4. Org Thursday, May 17, 1951 as we mighty glad to see you again in person . . . but, regardless, we SUCCESSFUL



Truck Farming Proves Popular in Panhandle

Rayzor inspired

nly about one-n acre, he has ch find a rea-

Sugar Beets in Area Asked for In 1911 Article a small area in beet are 20 factories in Colo

me to Hereford tal co

mand on our local m 10 cents each. At 1 m acre of ground ri n the Panhandle wo

If it is either truck farm or general agriculture, th mhandle can always be re

was sufficient moisture to row beats. With the modern nachinery, beets are no more rouble to harvest than any other good paying crop. The price obtained for the beets will be fixed by agreement be-ween the factory and the far-

as carefully as you plan your new home.

Bank loan has been the safest

Farm and Ranch Loan on th

market.

. Since 1917 a Federal Land

PLAN YOUR FINANCING

anger, ach Here, oart ôf r ach h (Nov. 28, 1922) Misses ha and Frances Damer Vashington D. C., re fereford Tuesday morni isit home folks and f mtil after the holidays

Hereford National Farm

Loan Ass'n.

E. J. (Jack) Grady, Sec'y-Tree



Wester an old fasioned

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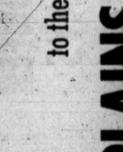




8













Pioneer Days

MAY 18, 19

HEREFORD Ą

Most of your names are in our records, we'll bet . . . and we'll be

Gulf Service Sta Gas and Oils

R. L. Thompson

COUNTY CLERK

Across from City Hall

PIONEER DAY CELEBRATION

Good Gulf

Home of

TO WIH TISIV OT

ARTHUR THOMPSON INVITES YOU

business Since 1918

in the Service Station

PIONEER DAY **MAY 18 - 19**

want to say Thanks for your cooperation and kindness

GREETINGS & BEST WISHES FOR A

ie Hereford Brand, Hereford, Texas, Thursday, May 17, 1951

We've Come a long way Since 1906 together

gan shortly after the turn of the century when this bank opened its doors onto the muddy streets of Dewey Avenue (now Main Street) littered with sprawling frame buildings . . . symbols of the progress that was to see Hereford grow into one of the Panhandle's leading agricultural empires. Measured in years. The First National is an old institution. Its history be-

ing due to progress: the changing of our capital stock from \$25,000 to As the first advertisement indicates, our very existence came into be . to serve Hereford and the Hereford territory better. \$50,000

new crops invaded the field, it has been our purpose to grow and advance with the country ... using sound methods for the protection and interests of Down through the years, The First National has been a service institution . . . and as cattle, wheat, grain sorghums, potatoes and other our depósitors.

WELCOME

To Hereford

Mid-Plains

PIONEER

DAYS

May 18-19

Today, after 45 years of growth and progress the original \$184,727.12 in deposits has grown to nearly \$7,000,000.00. We want, upon this occasion, to say "Thank You" to our hundreds of friends who have made this growth possible . . through good times and bad . . , to pay tribute to each of you old timers who contributed so much to the organization back in the early days ... and to promise you a con-uation of the present day banking policies of "the old reliable" First National Bank of Hereford. National Bank

the berst

OF HEREFORD

First -

Reserve System

DIRECTORS

E. B. HEDRICK

E. B. HEDRICK, President V. O. HENNEN, Exec. Vice Pres. C. C. ACKER, Vice President MILES ROBERSON, Vice President HARRY E. CAYLOR, Cashier

J. T. CARROLL, Assistant Cashier A. W. GOFORTH, Assistant Cashier

C. C. ACKER

Member:

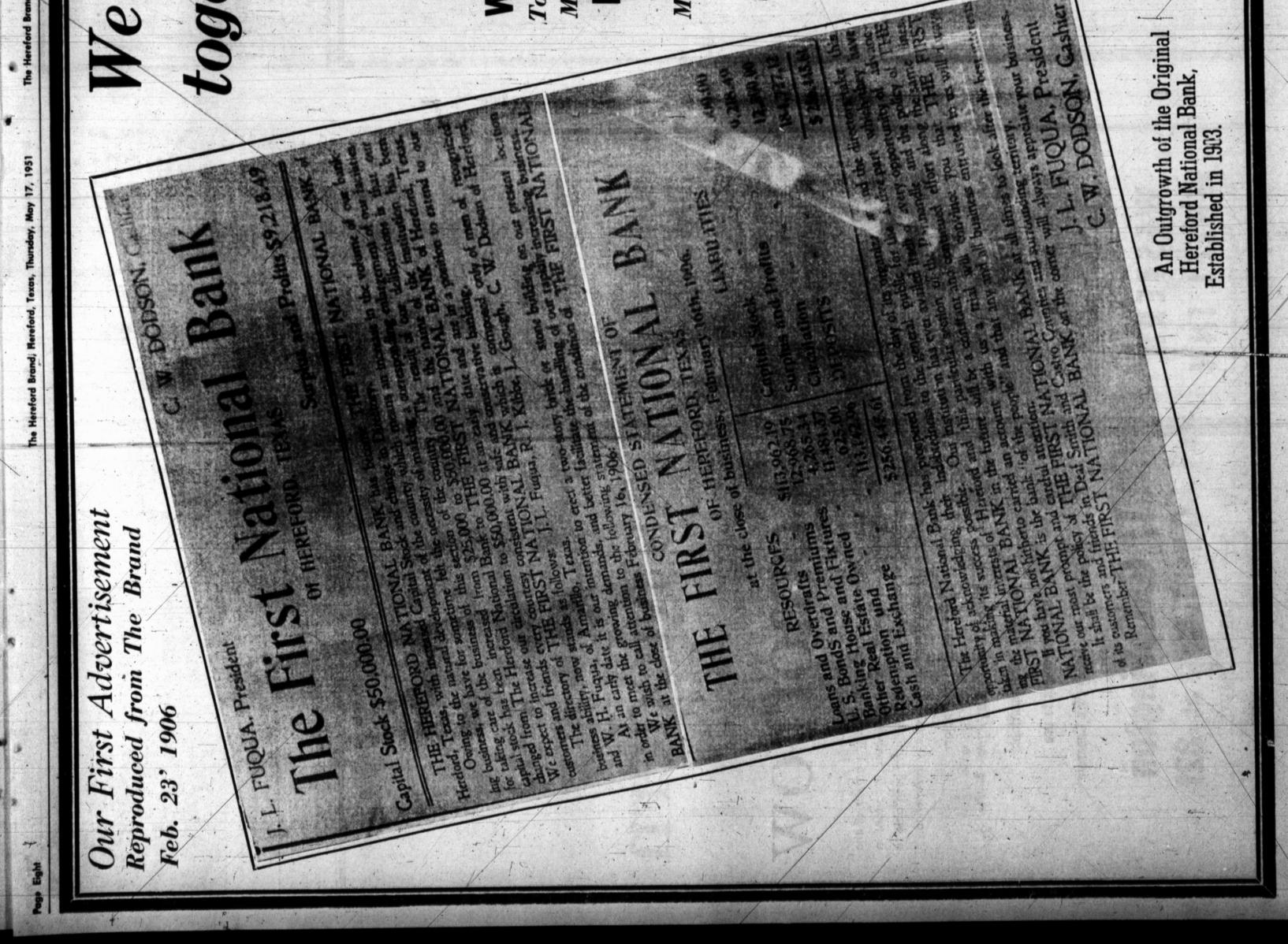
,] Member: F. D. I. C.

OFFICERS:

V. O. HEND

JAMES W. WITHERSPOON

An Outgrowth of the Original



17, 1951

The Hereford Brand

First Fourth of July Picnic in County in 1889

51st YEAR-

Struggle for North-South

Rail Link 50 Years Old

(From The Brand, July 22, 1937) "Away back in 1889, when walk Bradly and Rat Jowell were punching cattle on the T Anchor outfit, the 32 cow-boys who were working on the ranch decided that they wanted a Fourth of July cele-bration and picnic. John Hud-son, an Englishman, was then they petitioned him to allow where celebration and the day w

"A roundup was then in the progress and Hudson told the progress and Hudson told the the would not only give them the help buy refreshments for the pic-would not only give them the Hady off, but would help help buy refreshments for the pic-nic. The big event was plan-ned for July 10, and Walk Bradly was one of the boys who sent to Amarillo-then a hamlet-for supplies. Each of the cowhands gave him mon-ey for new shirts, pants; and pither clothing which was to be worn to the big affair. "When we started to leave for Amarillo, Mr. Hudson said he reached into his pocket of the readley said that they got to Amarillo and had a for the bug affair.

Was 3,942 Persons Deaf Smith County Population in 1910

According to a dispatch m Washington to the daily pers of Tuesday, Dear Smith muty has only 3,942 folks, will be remembered that e Brafid offered a prize a set of silver knives and fis to the woman who and guess the nearest to id guess the nearest to this number is verified, the nan who named the near-to this number may call treetve the present.

the cens as this n

ed, it shows an increase of 370% over the census of 1900 when it was only 843. But that's going some."

Hauled as "the beginning of 50,000. Hereford finally rais communities affected, and been the sound to project. The final \$10,000 with that the company dissolved make thereford the only genue the start as tund as subsidy to the plains focal when the stores closed and predicting the trained of the plains store of the start as tund as subsidy to the band led a parade down as the start as tund as subsidy to the band led a parade down are the stores closed and grade as a sear on the plains the band led a parade down are the stores of those thereford. This post the start as tund as subsidy to the band led a parade down are the stores of the start as tund as subsidy to the band led a parade down are the stores of the start as tund as subsidy to the band led a parade down are the stores of the start as tund as subsidy to the start as tund as subsidy to the start as tund as subsidy to the start as tund as the start of the start as substart in the start as substart in the start as the start as substart in the start

La Plata First County Seat; Lost to Hereford in 1899

(From 1911 Brand)

"For a number of years af-ter the creation of Deaf Smith county by the legislature, it was attached to Oldham county for judicial purposes. Thring of this condition on account of the long distance and often inaccessable county seat, Tascos, a pecution was circulated in the summer of 1890, asking for independence. D. G. Witherspoon, one of the early "nesters" and still a res-ident, circulated the petition, riding all over that part of the county rast of the Capitol Syndicate covboy foremen did a similar work in the big pas-ture.

"Both secured between 50 and 60 names, only one man in the county refusing to sign. A large party of the citizens of the county went up to Tascosa. to present the petition and to make as much show as possible before the court. Some rode cow ponies, others trekked in wagons. The men on horseback went, on the others followed, arriving 6 at the county seat a day late, t

arband 1908 BAND MEMBERS OF Hereford's

are shown in the above photo. Bottom row, left to right they are: Eagle Henderson and Ralph Smith. Second row: Orville Brunk, Glenn and Presley Dyer. Top row: W. J. Smith, Charles Brunk, Edgar Inman, Sam Brunk, Leslie Smith, and Lewis Hubbard.

but they found that their pe- granted and the election was Co tition had grown from about held on October 10, 1890, at so 60 names to 180 names during the same time the first coun- of the march. The petition was

work on the plan, and \$30,000 was raised at the first meet-ng. By May of that year, the ubsidy promise had been rais-d to \$200,000.

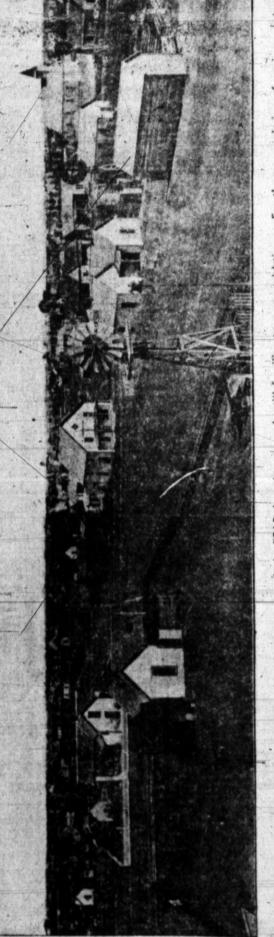
of in two hours as a gua-the rail was had. D. L naid served as chair and by September 17 a of \$110,000 had September, 1925, th Panhandle, and Gul ad was considerin ng from Fort Worth th totari. Hereford raise

Jury 2, H34, Jurge John atom reported that a south T & P Rallway rom Big Spring through

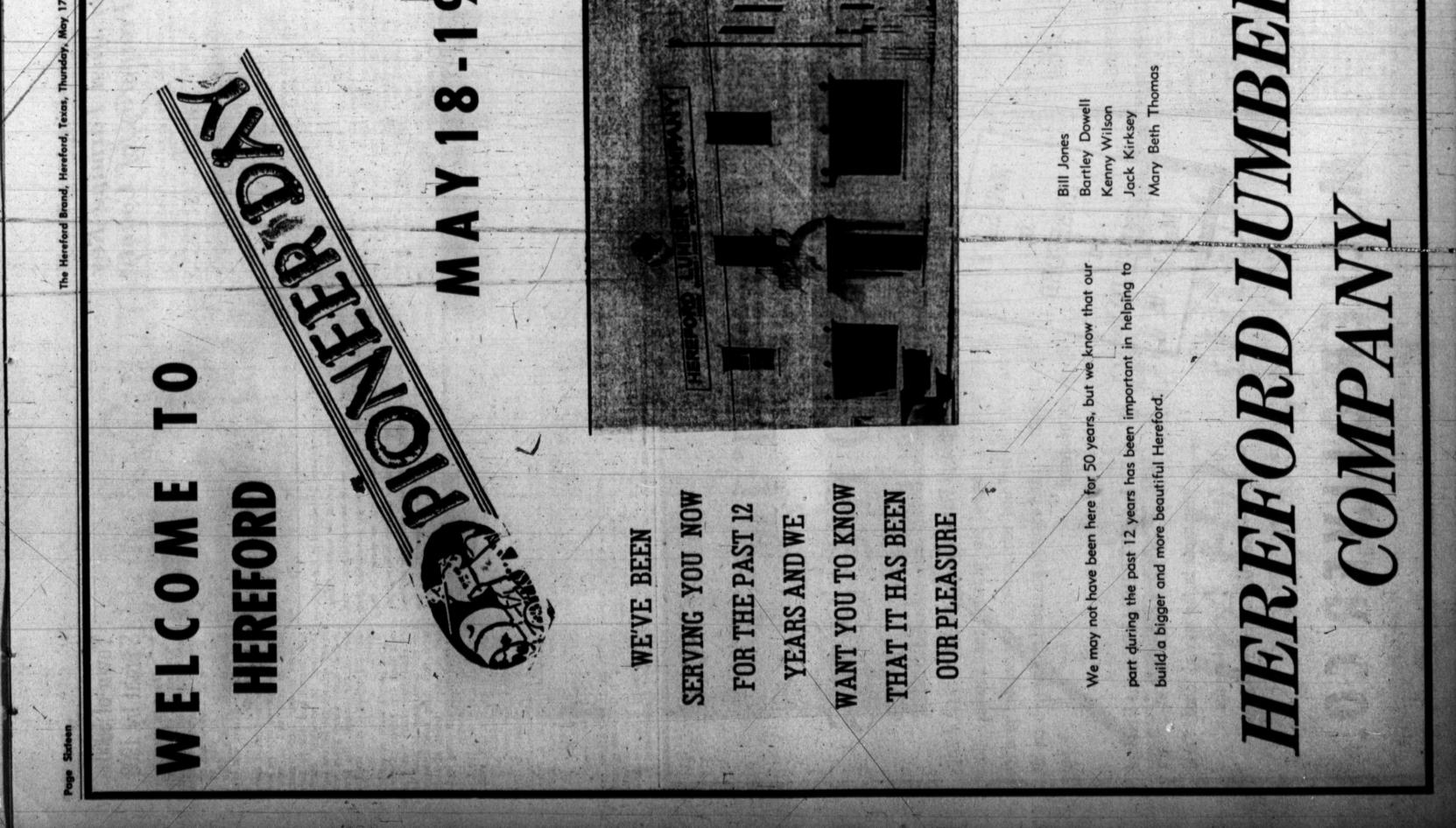
ting of and connection th-south rail connection time to time the Chan vorce has works igh that line Hereford

g th

the Chanber the Chanber will list a n road on its sel



THINGS HAVE CHANGED a lot since this picture was made in 1912, but the scene is still familiar to many old-timers. For the convenience of more recent arrivals, the picture was taken from a point on West Sixth street, looking foward Town. In the extreme left corner may be seen the old Hereford Christian college which stood just east of the present Whiteface football field.



The Hereford Brand, Hereford, Texas, Thursday, May 17, 1951

17, 1951

Page Fifted

Sought by 1908

Town of 5000



by West any. Fred

anywhere.
The fact is, there are a few things that the wonderful soli ar of this country will not. pro- cr duce, an dmany of our own to farmers are just now engaged in trying to fin dsompthing it from the wonderful soli of the will not produce.
In May, 1905, The Brand the ward article. It reported that one man can cultivate and harves, 100 acres of kaffir or maize, with a possible yield of 3.500 This would give him a cash income of \$1,730 at 50 cents of harden to a threshing of the acre on his 30 the first cultivate and harves, 100 acres of kaffir or maize, with a possible yield of 3.500 This would give him a cash income of \$1,700 at 50 cents of the first cultivate and harves, 100 acres of kaffir or maize, byshel-leaving a bundantly and the first cultines of alfafa were yielding abundantly and the first cultines of alfafa were yielding abundantly and the first cultines of alfafa were yielding abundantly and the poston reported to the first cultines of alfafa at the mouth of the acres of painting a large acres of for the acres of head of the first cultines of alfafa seed here with 1021 bushels per acres of from 200 acres of artific sectors in 1920. From 200 acres of artific sectors in the production of alfafa seed here with 1021 bushels per acres of artific sectors in the good dry bushels of grain and stacked in 1920. From 200 acres of artific sectors of painting a farmer of bushels of grain and stacked of the market. The first crop of irrigated casts in the country produced bushels of grain and stacked in the country produced bushels of grain and stacked in the country bushels of grain and stacked in the country bushels of grain and stacked out 430 bushels of grain and stacked of any and yielded 2117 bushels and the market. The first crop of irrigated casts in the country produced bushels of grain and stacked of a grain and stacked of a grain and stacked and any stacked and

and maize. 50 bushe's an acre-These crops were reported on June 30, 1911. The D. L. Mc-Donald farm produced 90 bu-shels of maize and 110 of

We'll See You

Hereford Band New Uniforms **Boys Receive**

HEREFORD

PIONEER DAY

E

May 18-19

(May 7, 1909) "Last Saturday the mem-bers of the Hereford Concert Band received their new suits. They are swell affairs and adds a commendable military aire to the company of young men. While the boys may rot be able to blow out any better music, they will, at least, feel the good effects of having suitable uniforms and will

work harder. Their efforts should be appreciated by the public as the members give their time and expend their own money for the cleasure of the Here-ford folks Any assistance giv-en them will be returned in the proper key. The band will lead the Woodmen line of march from the hall to the the proper key. The band will lead the Woodmen line of march from the hall to the cemetery next Sunday after-noon and participate in the unveiling exercises."

MILLEROLIVERCO.

Phone 195

1101 E. First St.

Despite the fact that The Brankard commented in Febru-ary, 1902, "The Panhandle of "The Wonderflow Farm ary, 1902, "The Panhandle of "The Wonderflow Farm ary, 1902, "The Panhandle of "The Wonderflow Farm twas teling the next month of the warled crops that could be produced in Deaf Smith of the warled crops that could be produced in Deaf Smith of the warled crops that could be produced in Deaf Smith of the warled crops that could be produced in Deaf Smith of the warled crops that could be produced in Deaf Smith county. "The success of kathr corn and milo maize in this coun-try has long passed the expet-imential stage, and we are al-ready producing as fine crops of this stage, and we are al-ready producing as fine crops of this stage, and we are al-ready producing as fine crops of this stage, and we are al-ready producing as fine crops of this stage, and we are al-ready producing as fine crops of this stage, and we are al-ready producing as fine crops of this country will not pro-duce, an dmany of ouv own trying to fin dsomething in trying to fine trying to the trying to the trying to the trying t

O. K., Approve Pay Irrigation Tests

¹¹⁵ "At a meeting of the direct-tit ors of the Commercial club Wednesday atternoon at reso-lit. Wednesday atternoon at reso-hutton was introduced author-izing the payment to D. L. McDonald on a contract which he had with the club. This contract perfains to the sinking and operation of two test wells upon the com-two test wells upon the com-by the club. This fund was the small farmer or horticul-in 1 (July 29, 1910)

WHEN THE FIRST telephones were introduced in the West-

way community, they were used similar to radios today. Frequently solds and harmonica music were presented over party lines. So impressed was the younger generation that they "played phone" even while milking, as shown in the above picture. Standing on the left is Claudia Sain who la-ter becane Mrs. Roy Rogers, while Eva Itavis, later of New York, is seated on the animal. Maggie Ragenstotz did the milking and Sammy Sain, Mrs. Charles Boyd of Frio stands af extreme right.

(April 26, 1903) "The efforts of eyery good citizen should be bent in the direction of making Hereford direction of alono people by th eannencement of 1908. With no cessation in your present prowth, these figures will easi-by be reached. "What we need is to stand united so that we may be pre-pared to look well to every interest of our community. The Brand has always held Hereford in greatest confi-dence and we yet believe that a few more short, years will give us the largest, the best and the pretifiest city on the plains. "Our people have succeeded with this same keen interest with this same keen interest and vigilance, things of even greater import will come to us before we are aware. "The thing and and the on-by thing to do is to talk, work, and pull for Hereford."

subscribed by various citizens turnst might raise he will have and about \$1,100 has been paid in. This was turned over to Mr. McDonald and the bal-as tomatops, peak, beans to Mr. McDonald and the bal-ance will bo collected Ps soon as possible.... bu bu a possible.... brand Foresees Need to for for commatops, peak, beans tables-we need a comming F. pickling departments. "This is a filme broom com pickling departments. "This is a filme broom com pickling departments.

(Jan. 3, 1919) Named to the city park board were Mrs. D. F. Ashbrook, Mrs. W. A. Price, Mrs. George Garrison, G. A. F. Parker, D. L. McDonald, and Mayor Wm. M. Knicht. Hereford's new \$50,000 swim-ming pool was dedicated and o r baseball diamond was built T in 1948.

are und ord. (Feb. 28, 1918) Citizens a objecting to the dump groun four miles east of Herefor t The city wants a dump groun away from the highway.

loneers C L L 1001

** OLIVER, although Pioneers in the parade of Farm Equipwise upon the fact that uses modern, streamlined production methods . . . and careful, painstaking research on all ment progress, bases its growth and success likeequipment produced. As OLIVER DEALERS in the Hereford Area, we know from actual experience your needs in the way of Good Farm See Us Before You Buy! Equipment . . . for best results.



county

may

is was com-is .Emmett and J. C. Wood name I C. 6 (Continued from page 1) officers were elec Jones, Jim Oklah rspo sed of wers, J

the Syndicate fence was dub-ed the "Strip" while that est, was called the "Syndi-te". Every election was hot-contested by the cowboys the syndicate and the nes-rs of the strip. A "nester" is so named when he at-mpted to locate a claim of the sections of land and call his own. The big stockmen ked with disfavor on any-e trying to make a perma-nt settlement.

when the town came to alroad. The first house at La Plata was erected G. Witherspoon, who claims the honor of be-the first real citizen of ord, living in a little bouse for the first few The first court house was a all one room shack, 14 x 28 all one room shack, of t now forms ottage Hotel Hereford, hi the 18 mile U

wh. The lumber was wagons from Am-M. T. Jones Lum-f which G. A. F. a member, furn-nateria. "In 1892, a more pretentiou uilding was erected for a Femple of Justice", at La lata, then a growing Pah andle town. The lumber wa auled by wagons from Am at a Par wagons M. T. Jones which G. Co.the th

was promised by if the county e located there, e 18 miles. city of th te pictured plain ned to short lli ad that was pron Syndicate, if the should be located the material the little

my name Water". I Whiteface "Hereford was located e Western Union Land Con my on the new railroad

In reality the town had inning before the railros wed. The first house w y C. the fi and a Mr. Lam the and helped W. H. Clary ov the Ti∻ house ed as a resu built and wa l office by he time of th 898.] 1, 16 esident o The

d from La Plata to Her 1899, where it sto

in 1899, when the moved off the way to the pre

May 18 - 19 DAYS

PIONEER

To Hereford Mid-Plains

WELCOME

ared the way have cross-over the great divide. As as we have been able to E a their names, the follow-a their names, the follow-mbership in the Nestor's nual Roundup: Cal Walk-Louis Bradley, W. S. Hig-n. Louis Bradley, W. S. Hig-n. S. C. G. Witherspoon, I. N. S. kerson, Louis Arnold, A. J. ter, Mrs. J. C. Cox, Mrs. E. Mercer , and John Higgins I pioneers, are still munity. A few of t i women who th the way" have cros

Louis Bi s. C. G. E. Mercer

(Continued from page 1) First 4th. ...

time deciding just the refreshments were Since it was strictly a-t the rules for the boys to be.

nd similar gatherings, they ecided to buy a box of lem-ns and used the ten dollars hich Hudson had given dan t the

"Thus it happend that an Englishman financed the lem-onade for a celebration which marked a catastrophe for his own country. "The picnic proved a tre-

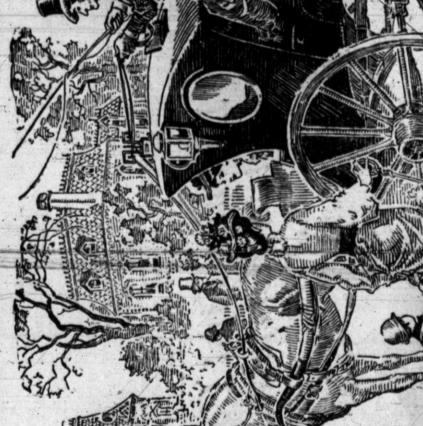
settler. ir wives an the big dane d. The wome tended the gathering. T boys all sported their n clothing, while the settl mendous success. Cowboys a settlers from miles around ughters for ncih followed

miles followed. The women t food-more ples and han the cowboys had i years. The celebration eld at the big spring. I on what is now the fvey place, nine miles est of Dawn."



group represents? this

mber 17, 1925) Mayor [ice plant installed by W punched the button to Texas Utilities Company. F e machinery on \$50,000 J. Oberthier was manager punched Irelai



Real Estate Service When You Need Call On Us

Big Celebration

attending the

VISIT US

while

BE SURE

5

RANSACTION WE HAVE HANDLED

AND EFFORT WHICH WE HAVE PLACED ON

WE WILL CONTINUE WITH THE PERSONAL INTEREST

EACH 7

nd to assure you that

for the help and patronage you have extended in making the We wish to say "thank You" to our many friends over the area success of our Real Estate Business possible

Texas

Hereford

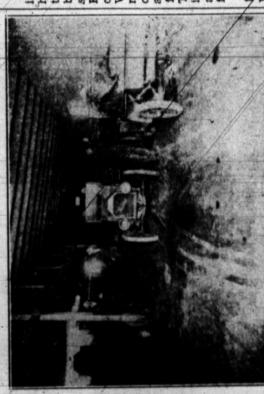
VessonRealEst

West of Courthouse

Dimmitt

Irrigation Men Make Hit With Work, Water, Soil, Sunshine nursday, May 17, 1951 The Hereford Brand, Hereford, Texu

Page Thr



community. The back seat was removed to keep crowds out. None of the old-timers seem to know the fellow on the ex-treme left, but the remaining four, left to right, are: Carl Cockrell, Louis Arnold, Holly Tucker, and Pete Skidmore: SHOWN ABOVE is one of the first cars in the Westway



THE ABOVE scene will be familiar to old-timers who re-member when C. A. Skelton was manager of the Kemp Lumber yard.

Related in Old Brand News Item Hereford's Annual Picnic Event

"At an early hour Saturday Eamorning, Sept. 2, 1905, car-morning, Sept. 2, 1905, car-c. riages and wagons began roll- At ing people from the four Saturday ing people from the four Saturday ing coundes, their purpose be-ming to participate in Here ford's annual selebration. The powing of the wind which the pleasure lovers were bot the pleasure lovers were bot to be daunted by a little-dusy we so by noon the entire grounds about the court yard and Dusiness center were thor-poughly alive with the throngs is so by noon the entire grounds which the pleasure lovers were bot to be daunted by a little-dusy we so by noon the entire grounds which the pleasure lovers were hot the pleasure lovers were hot the pleasure lovers were hot the pleasure of the wind which the pleasure lovers were hot business center were thor-business center were thor-business center were thor duced A. D. McNair of the by saying "A little nonsense, how saying "A little nonsense, how when the visceth by saying "A little nonsense, how when the visceth by saying "A little nonsense, how when the wisceth by the wisch by the wiscet men." For several

w and then, is relished by e wisest men." For several inutes Col. English kept the owds in an uproar of faugh-r by his ready wit and good

The celebration featured ex-bits , and was, in fact, a fall ir. Listed among the winners ton, J. R. Higgin ett, W. A. Higgin de, J. W. Bradij acock, and L. F

The agriculture department

garden produce, including: J. W. C. Mauk, cantaloupes; J. M. C. Kauk, cantaloupes; J. M. C. S. C. Mauk, cantaloupes; J. M. C. Atcheson, Joe Dobbins, and br. S. B. Harbison, oniohs, T. J. C. S. B. Harbison, T. J. C. S. Cardwell, water transcess; S. B. Harbison, wheat, the beets; C. S. Cardwell, water transcess; J. A. McCulstian, to al melons; J. W. Hough, flowers; the truts.
McCulstian, milo maize, L. at P. Landrum, collection, of data fruits. noon featured horse riding,
 with prizes going to O. B. Mc Kinley for pacing hore; to
 Claude Norton for "running horse. O. B. McKinley took thread the second structure of after Entertainment in the

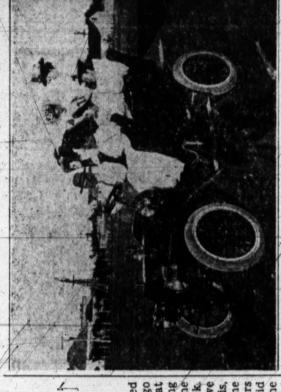
(April 15, 1920) Sidelights t in Registered Hereford Breed-on Registered sale: "Carl on Registe ers' first Gilliland

not usual, and e bid \$5 who go usion hi rd. Com ame entru-one helfer and t another, as he b than the man w but in the confus old was not heard ing on this at th feet dry. As enthusiastic

(January 29, 1915) "An article which appeared in The Brahd two weeks ago has been on guckly exhausted, the same is reprinted this week Requests for this article have come in from Jowa, Illinois, Wisconsin, and Texas. Some men even wrote to the owners of the farm if the things stid about the integration since the first well was put down. "It has never been doubted for a moment by those who were in a position to know that the facts a for a moment by those who were in a position to know that the facts a first well was put down. "It has never been doubted for a moment by those who were in a position to know that the facts a first well was put down. "It has never been doubted for a moment by those who were an a district last spring and began active operations to farming hand held by two into this district last spring and began active operations to farmers for both ride un winning hand held by two into this district last spring and began active operations to farm. which is situated some bile farmers for both ride un were John Pollock and from their farm. which is situated some bile farmers for both ride un the ford and some a miles arriv-ing in March. Their new tex-as friends can them automo-bile farmers for both ride of the northeast of and from their farm. which is situated some bile who share. To make a beg-ginning they employed a Mr. "Their and we and on the first of farming they ere having been tout and some a fuctor a farm the

White to turn 200 acres with a gasoline tractor. This was one in good shape. On the first of May, D. J. McDonald who had the contract to in-stall a big irrigation, well moved his machines on the ground and he began opera-tions to furnish water for the crop being planted in grain-kaffir, maize, cane, altogether 160 acres and in addition, 40 acres of land to be prepared for alfalfa.

Their 40



RIDING IN STYLE, this group of socialites poses in one of the very first cars ever to appear on Hereford streets. Mrs. Jeff Gilbreath, the former Miss Ruby Wilson, poses be-hind the wheel. Una Norton (Mrs. Una Hutchinson of Am-arillo) sits primly between her and Arthur Thompson, own-er of the car. Perched in the back are Ruth Wilson, Meda Woodburn (the late Mrs. Carl Frye), Wilson, Adair, and Ruby Norton' (Mrs. Pete Urschel.)

Spelling Bee "Patronized By Good Crowd" in 1904

(From the Brand April

Is relished by the wisest men'

1, 1904). "The spelling bee that was held at the court house on c Monday night was patronized t by a good crowd, and that the by a good crowd, and that the oprogram was appreciated was evidenced by the good at-tention that was given and the hearty laughs, which provthat | was now and *

That the audience was not composed of the good spellers d that the district school of our father's day was wonk to boast of was shown by reluc-tione of many and the relus-tione of many and the relus-tione to respond to the invitation of the champions to enter the spelling coutest; however, there was a suffici-ent number of brave ories to make up a nice match and great enthusiasm was aroused by the stirring race for the booby: prize-a modern spell-er-which was finally won by a mas on the word 'donor' by Paul Barnett, then, the ma-jority of the young ladies adjective that describes 'most any girf. aujecture data data any girl'. "Corrobrate" proved a har "Corrobrate" proved a har "Corrobrate" proved a har "Corrobrate" proved a har "Corrobrate" proved an har test was brought on "Seriva tive", that word being misse by all save Judge Witherspool whose championship mus have been won by his follow ing the instruction of Mr Par ker, the efficient 'pedacogue of the evening -i.e. "to spe a syllable, pronounce it, bac began to approach maturity, great they saw and their neighbors by it doubserved that they had made bosop, diserved that they had made bosop, and when the har-vesters went into the field to a value to the the har-vesters went into the field to a value to the the har-vesters went into the field to a value to the the har-seen by the old-timers. The adject results: Over 3.000 bushels of maize is a value to the heavy yields; went adject to the the har adject to the the heavy of the adject to the the har adject to the bushels of the the har adject to the old timers. The adject the the har adject to the the har adject to the bushels of the the har adject to the old time the the har adject to the old the the har adject to the old the har adject to the stuff is easily worth \$5,650 have a soon to the stuff and the the have the the har adject to the old the the the har adject to the the har adject the har adject the har adject the the har adject the the har adject the har adject the the har adject the the har adject the har ad

Work. talking about

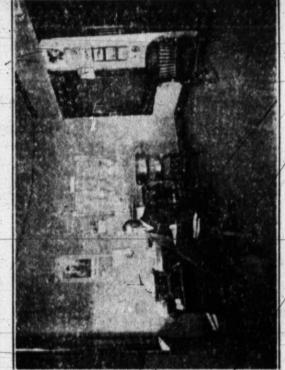
a syllable, pronounce it, ba up, and come again" and continue until the syllab were all spelled and the wo complete W. H. Russell act

12.

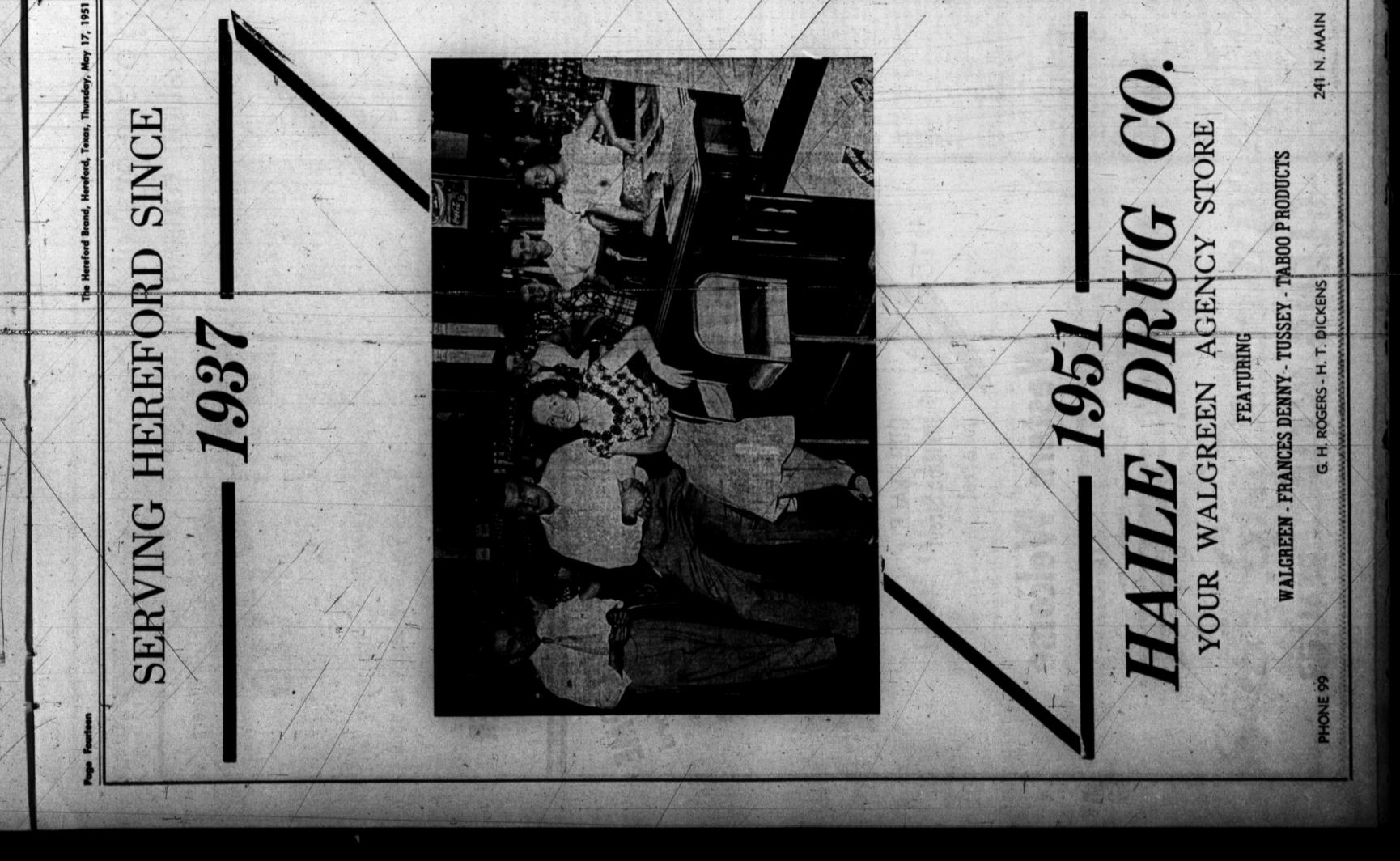
(Feb.

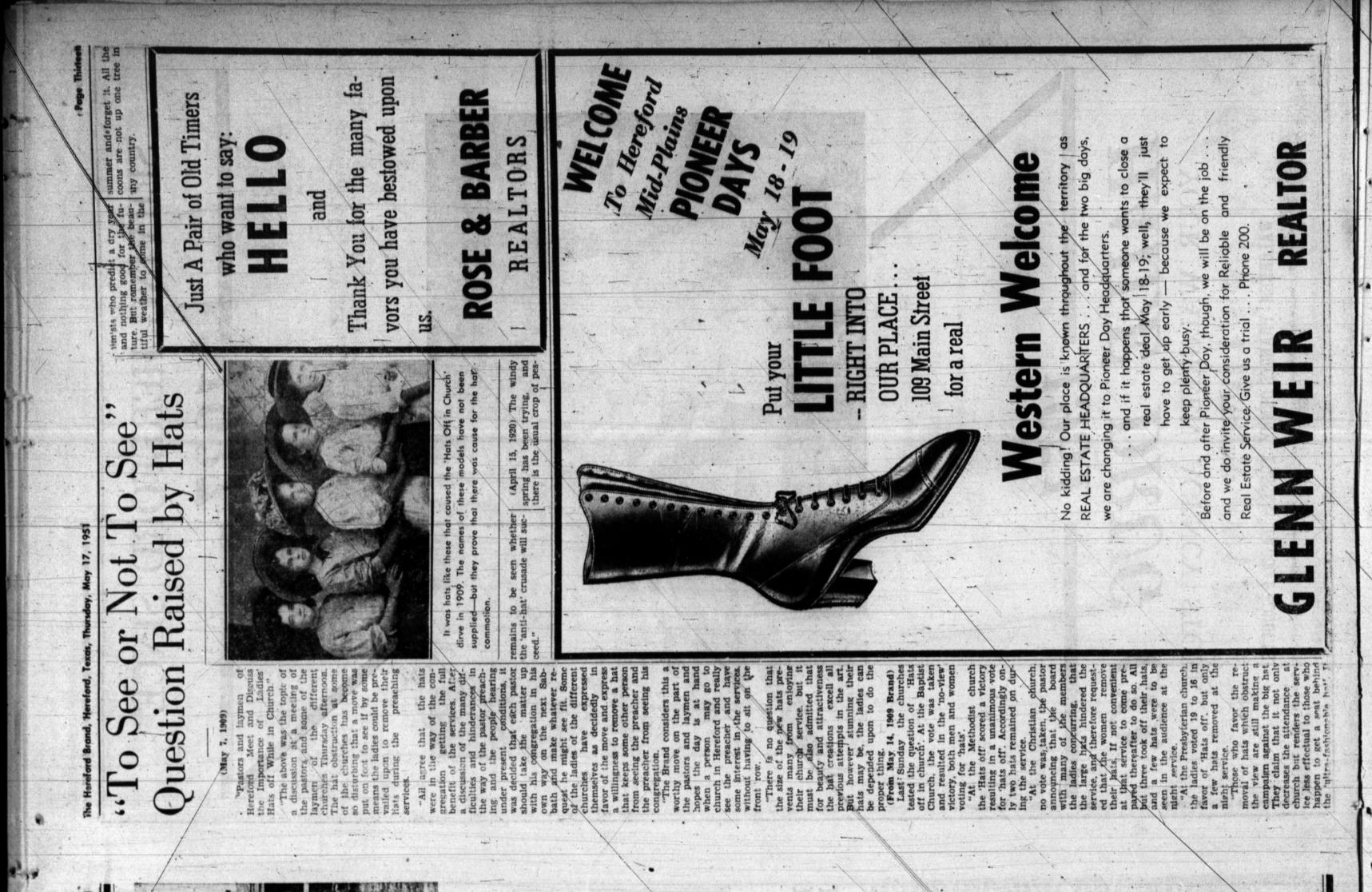
ence with Water, Work ind Sunshine, they de his land at \$75 per acry properly handled wil a larger income the ut 23 per cent rger incom soil, and soil, and clare this when pr bring a

25) fiving and Mrs. 7 and Mrs. 7



ove, posed for this photo in his real 1912. The slogan was: "If you have tyou have nothing but time, kill it." ï







4. 50

We have watched the Hereford area grow into one of the leading vegetable sections of the southwest ... and it is with pleasure and pride that we invite each of you. Old Timers and Visitors, to drop into our modern processing and packing plant. We are sure you will enjoy looking things over, and we'll be truly glad to see you. We were among the first to grow potatoes ... to grow qarrots ... and to grow lettuce in the Hereford Territory. Since that time we have also pioneered in the adaption of chemicals and fertilizers for greater and better quality produce ...

If you can benefit from our experience, we will be most glad to help

VOU

WEED KILLERS

ANHYDROUS

CHEMICALS

WE'LL SEE YOU

IN HEREFORD

MAY 18 - 19

FERTILIZER

DUST

INSECTICIDES

Associated Grower PREMI Brown I. J. PAERON & SONS sday, May 17, 1951 --

300 Volume Gift Started Library

(Supplement to the Brand, aly, 1930) "Twenty years ago 1910) - the Woman's Monday Iternoon club had a book nower to start a library, and cound 300 volumes were do-ated. This was the nucleus or the present Deaf Smith nounty Library.

"For a number of years the library was housed in rooms of the court house managed of the women's clubs. Six rears after its beginning, it rears after over by the city of dereford and operated as a numicipal library until 1930, of then it houses cipal library until 1930, it became a county free y. Miss Lillie Hostetler Ibrarian at that time and ted 2,116 volumes in cir-

Miss Hostetler was succeed-1 by Mrs. Clara McLean who orked with the library until pitember 30, 1946. Mrs. J. J. oydston became librarian on tober 1, that year and con-nues to serve the county librarian. Mrs. Coinne Jen-ngs joined the staff in

1949. New volumes have been contributed and others brought and rebound through the years so that there are now approximately 15,000 vol-umes available to the ou-nty's reading public. The library has been housed in one room with use of an-other storeroom on the first floor of the court house since 1930. Now this store room has become an integral part of the library. A door was placed in the wall adjoining the two rooms, and all westerns, dec-

Draw Editorial Suffragettes Comment

(From The Brand-July 3, 1903. Vanderburgh, ed. & Pub. The Brand exchange con-nections brought in some it-ems very indicative of the changing times as far back s July 3, 1903. Old-timers will recall that it was along about that time they were hearing so much about woman suf-frage-The E. B Black Com-pany ad, at that time, weilded carrie Nation's hatchet on

Reliable Service has been the keynote of

大学

We're not Pioneers, but since 1941

our dealings in Hereford

nd because it has been our pleasure to work with and to

PIONEER

T

01.

prices! From an unidentified source From an unidentified source wife is a strong suffragist has sprung the following or his readers: Rock-a-bye baby your mamma is gone; she's a the caucus and will be ther till dawn; she wore papa' trousers and in them looked ueer, so hush-a-bye baby your papa is here "Rock-a-bye, baby, you mamma's a terror, she ru three conventions, declares for the straddle, way up on a vote so hush-a-bye, baby, you on the beans; your mamma is papa's done scrubbing and pu on the beans; your mamma is home with a jag."

(July 15, 1920)) L. F. Bopden has purchased the hopfe of Mrs. W. H. Rayzor on Twenty-five Mile Avenue, and is mov-and into his new abode this week. The Rayzor place is a vith lots of

s Grain Company

Private Instruction Tuition Cost for

\$1 Month in 1904

"I expect to begin a school puliding T monday, May 2nd. There will in be half a day sessions. The complete mornings will be given to pu-pils from the fifth grade up, and the afternoons to pupils below the fifth grade up, vise that pupils do not take fi more than two or three sub-rejects, that the work may be a child if you have

ren who are deficient in math-ematics, send them, as I ex-pect to make a specialty along this line of work. "Mothers, send the little tot in the afternoon, and I will give them a good start for next year's work. "Young people, if any of you desire to prepare for teach-ing, I will be glad to help you. I have had experience of five years in normal and insul-tute work. "At present I have several pupils doing advanced work, Tuition one dollar per month in advance. Respectfully, Milly.

Paid advertisement)

(Aug. 22, 1918) Cliff Estes
 wrote his mother about the fighting at the front. For-rest Walker Jess Stanford,
 and John McFarland were en-gaged in war service in ship

DISTRIBUTORS OF CARGRAY PROPANE & BUTANE



to ald timers who can manager of the Kemp THE ABOVE scene will be familiar to old fir remember when C. A. Skelton was manager Lumber company.

DEPENDABLE SERVICE Years C

as the pioneer butane dealer in this area, is has been our pleasure to bring Butane Gas - and

mcdern living - into many homes over the area

and we want to take this opportunity of saying To Hereford Mid-Plains WELCOME

THANK YOU to those of you it has been our priv-, also to bur many friends in the terand to assure each of you that you can lege to serve

PIONEER

DAYS

ontinue to depend upon BLANTON'S RELI-ABLE SERVICE ... NIGHT OR DAY! Phones: 550 - 551

May 18-19

Butane Blanton

DIMMITT + HEREFORD + FRIONA INCORPORATED

serve many of the pioneers of this area, we know that it was the same spirit which led the early settlers to found and work for We also wish to say Thanks to our the future of a new community... back in 1900!

... and to invite you to Hereford and friends and patrons on this occasion to visit with us upon the occasion Pioneer Day, 195" May 17, 1951

17, 1951

The Hereford 8

lereford's First "Real Citizen"

(June 2, 1911 Bra

There's Nothing

across the street from Clargy's restaurant, but his family was still at La Plata. This was the whole town. this his home continuously ev-ter since. It was about the middle of Sept. 1898, when he came here from Amarillo, but could not find a place to sleep. Henry Clary was run-ning the litthe restaurant at the foot of Main street, a man by the name of Burnam was dishing up steak and beans in a tent on the rear of the same lot, another man by the name of Adair had a little stock of groceries in a tent. C. Q. Witherspoon had a temall things, hanged the ford amonome continu HIL

r. Dunn returned to Am-and bought a second tent, bedding, etc., and ned. This he stretched Clarey's restaurant, and nus established his home, first real residence. m Dunn, being full of open hospitality, the "Mr.

tch-string dangled in the eeze to all comers, but he ad one visitor that ate up arly all his hospitality and

some oats he kept for his own bronc. It happended thus. On refurming to his tent one eve-ning, he saw only the rear end of a mule protruding through the goor of his tent, t His ire was up at once a-t gainst the familiarity of this and hit it dead center. When the dust cleared away, Dunn suw the whole back wall of his tent was opened up, And Maud had had a good sup-per on Dunn's oats." His ire was up arity of the gainst the familiarity of the gainst the familiarity of the gainst the familiarity of the gainst that mule a rear end high ball to back out with so much to back out with so much to back out with so much of Dunn's energy in evidence, at a hole in the rear of the tent and hit it dead center. When the dust cleared away, Dunn

Raised by Brand in Sanitation Question (April 26, 1907) Editorial in 1907

"The Brand has never been accustomed to complaining of conditions unless it felt deep ly impressed that there way a good and sufficient cause for complaint. Nor are we going to complain now-for there is no one to complain at. We just merely wish to state that there is something materially

believe now and have ed for some time that hing else is needed in 1 believed fo something We.

ne ests of our city would be sub-at served by having a sanitary served by having a sanitary and Mrs. Holm an expert come here and outline ed to remove the cause for a fevers and other diseases trac-er." Holmar wrong with the sanitation of Hereford, but have not Hereford. "Our city council has done its part well in seeing that local scavenger work has been properly executed, but local scavenger work will not keep a city of 4,000 people in a thoroughly sanitary condition.

while in Fort Wo the in Fort Wo the en route to T and Mrs. Holman fo ded at Fort Wort

ē.

"Our Country Is faster and stronger

(Nov. 18, 1920) Seth B. Hol- a statew man, newpaper publisher at Worth Si



... yet, Modern enough to offer you the finest possible equipment and workmanship, regardless of the job. These are the principals upon which this business was found-

ed ... back in 1938, and upon which it has operated during

the past 13 years.

GIVE US A TRIAL NEXT TIME YOU HAVE A WELDING OR BLACKSMITH JOB YOU'LL BE SATISFIED

CELEBRATION IN HEREFORD MAY 18-19 TO THE BIG PIONEER \$1,800 in Rodeo Prizes - Whisker Contest WELCOME.

00 L\$ ň 2 -Clyde and Eula Lee Cave Caves

KNOX'S HEREFORD BREAD

Af your favorite Food Store!

There's none better than

AND NEW ... AGREE

OLD TIMERS

DAYS HA

May 18-19

(Blacksmiths) Welders

OERWALD BROS.

PIONEER DAY ... MAY 18 - 19 IN HEREFORD

Visit us if you have time . . . you are always

welcome at

for your wonderful response . . . and invite each of you to visit us

. that was impossible, of course, but we do invite you to take advantage of the sit-uation in 1951. It is our purpose to have thousands of every day items — at every day every day prices — and we want to say Thank You for your wonderful response . . .

Been in Hereford

BIG, MODERN STORE

pleasant . . . had our

would have been much more

Life in 1901

In Hereford

since 1920

Old Fashioned

About Our



rand, April 1902)

also sever-lakes with them with-nce of the conord for ship

ut will be placed this point this season e seen from the state-of Station Agent Davis, informs us that orders of Sum that one of cars are already ould also be borne that there will be m News, t there are large cattle to be sh his point this s re w I, bu

sold 0

400 cows to Kansas. V. Brownfield this week o F. M. Bowen 145 steers) ones. nan shipped Kansas.

Kansas pastures. s LaPlant, Mortan yers are here lookin ar

on the open market. arman of Colorado here with a herd of prominent t, has his here, and

Due of the most notable the sales of Hereford took ce, this week when Rat Jo-II sold his prize herd of pistered Hereford to George ughter of Roswell, N. M. Is herd has taken frist n in th How

hen the heifers were with and thread and the condition, for which in fine condition, for which the and the purchaser. A. G. Wills of Hagepman, N. M., is the twelve of the herd was \$3600. CGee, an old-time of for Joe Nations, is charge of the Hendan ex iary good price, he heifers were of linary good breed McGree, McGree 1115

5 sen last

-quote from West Texwhere he will pick u e. The herd will then on to Hereford 10

on the open market. In Mr. Smith, a Roswell, N. M. The market for choice the cattleman purchased this the week from L. R. Bradiy a bunch of high grade Here-is bunch of high grade Here-fords at good prices though the terms. The market for choice burcher beeves is about all that could be desired. There has been only one March in 25 years when cattle sold as high in Chicago. as they did the terms. One of the most notable for March 1902 was full \$1.50 per hundred above the March as too price for March 1902 was full \$1.50 per hundred above the March as month. The average for 25 years. --Miami

Frank Tomlinson, manager f the Fish Cattle Company's anch in Dawson, Lynn, Gai-es, and Terry counties, is in own with a herd of 1250 two--old

BEAUTY SHOP

MODERN

EXCEPT the Western Welcome you always

Mr. Stacey, a northern buy-er, is here to receive a herd of two-year-old sters from the Fish Cattle Company. Mrs. E. F. Connell and chil-dren came in Wednesday from Endee, N. M., and will remain bere during the cattle shipp-ing season, her husband be-ing the Association inspector.

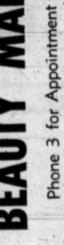
(Sept. 16, 1920) News from eel--The youngsters have arted to school. Orin Sharp ft on Monday for Clarendon cademy. LaVerne Robinson, abel and Eda Park, Wm. Muller Duke, Horace and oward Hershey, Cyrus and oward Hershey, Cyrus and Palter Galley, all go to Here-ord High. The girls and the uke boys stay in town. The thers take the "Tift Lizzy" (Sept. 10 S

PIONEER DAY CELEBRATION and we join Hereford in inviting you tend the big receive.

to at-

MAY 18 - 19

BEAUTY MAR



PIONEER Mid-Plains

WELCOME To Hereford

d, Hereford, Texas, Thursday, May 17, 1951 The Her

Furrow in World' Plowed Longest Hereford Man

"J. P. Wood of Hereford claims to have plowed the lengest furrow in the world. Back in 1906 he plowed the fire guard for the Santa Fe Railroad from Canyon City in Randall county to the sand hills of New Mexico, a distance of 8715, miles. "Mr. Wood says he was com-pelled to take his plow out of the ground only once, and that was when he crossed the Therra Blanca stream just west of Hereford.

"Between Summerfield in d "Between Summerfield in d terton in Parmer county the fection house at Friona was be only dwelling. It was a nommon thing to see antelone razing on the plain at that me, but of course the buf-me, but of course the buf-

First Primary Held in 1890

(As Recalled by Vern Witherspoon and recorded in the Brand, May 6, 1937)

sway in the county that re was little national party sent, but even greater ri-ry grew up between the dicate and the Strips, as y were called. arly days was the first pi nary to be held in the could y. The Democrats held such irst pr ne cour eld su "Perhaps one of the teresting and arnusing dents which occured in

"The well-organized Syndi-cate machine used cowhands on the ranch, and cared little for any office besides that of sheriff. They always picked a strong man and backed him to the limit, giving a free bar-becue and feed on election.

"In 1890 the Strips had three men for sheriff, and re-alizing that their votes would be split to such an extent that 'they would lose to the Syndicate, they planned a pri-"In men

"The Syndicate heard about the primary, and on election day they brought in all the cowboys and elected the weak-est of the three candidates This gave them a walk-over in the general election."

Inaugurated in '02 Telephone Service Hereford-Dimmitt

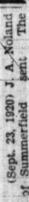
Savings!

"The Dimmitt citizens are "The Dimmitt citizens are jubilant over the fact that they are now in direct and quick communication with Hereford," said The Brand of "April 11, 1902.

"The high wire to Dimmitt was put in operation on Fri-day last and the stockholders are fast putting in their phones. The following are the stockholders of the company who have phone connections with the central office at Hereford:

"Beach & Kerr, store: W. H. Bilbraith, ranch: Harvey Cash, Frank Vaughm, and Judge C. F. Kerr, residences; HO2 ranch (George W. Ir-win); W. B. Beach, ranch; W. B. Dameron, ranch: Walter Sullivan, ranch; L. W. Rick-etts, ranch; OYO ranch (J. E. Tucker & Co.); F. H. Brit-aith, ranch.

he toll rates for non bers will be 25c.





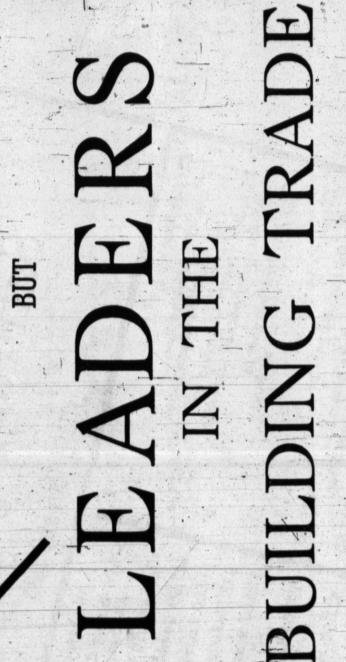
EVEN IN THE early days of irrigated farming in this area, row crops grew tall, making for a greater income through diversification for Deaf Smith county farmers.

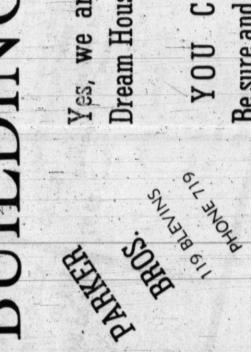
ners of the Plains country, several acres of cotton in Brand several starks of finely ally supplied with healthy developed cotton this week. looking bolls Mr. Noland, in The starks were of the Me- common with several other were libervariety and developed c The stalks



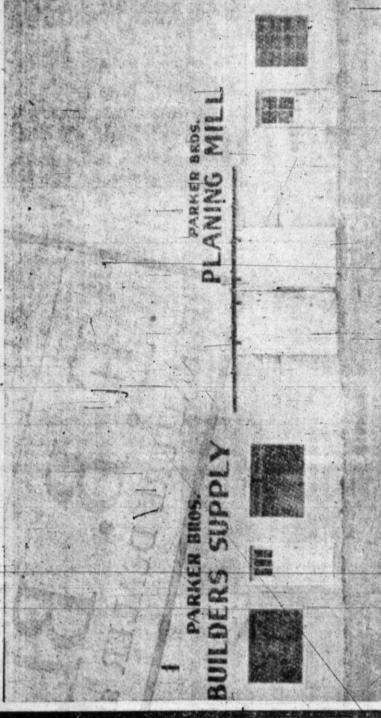
NOT PIONEERS

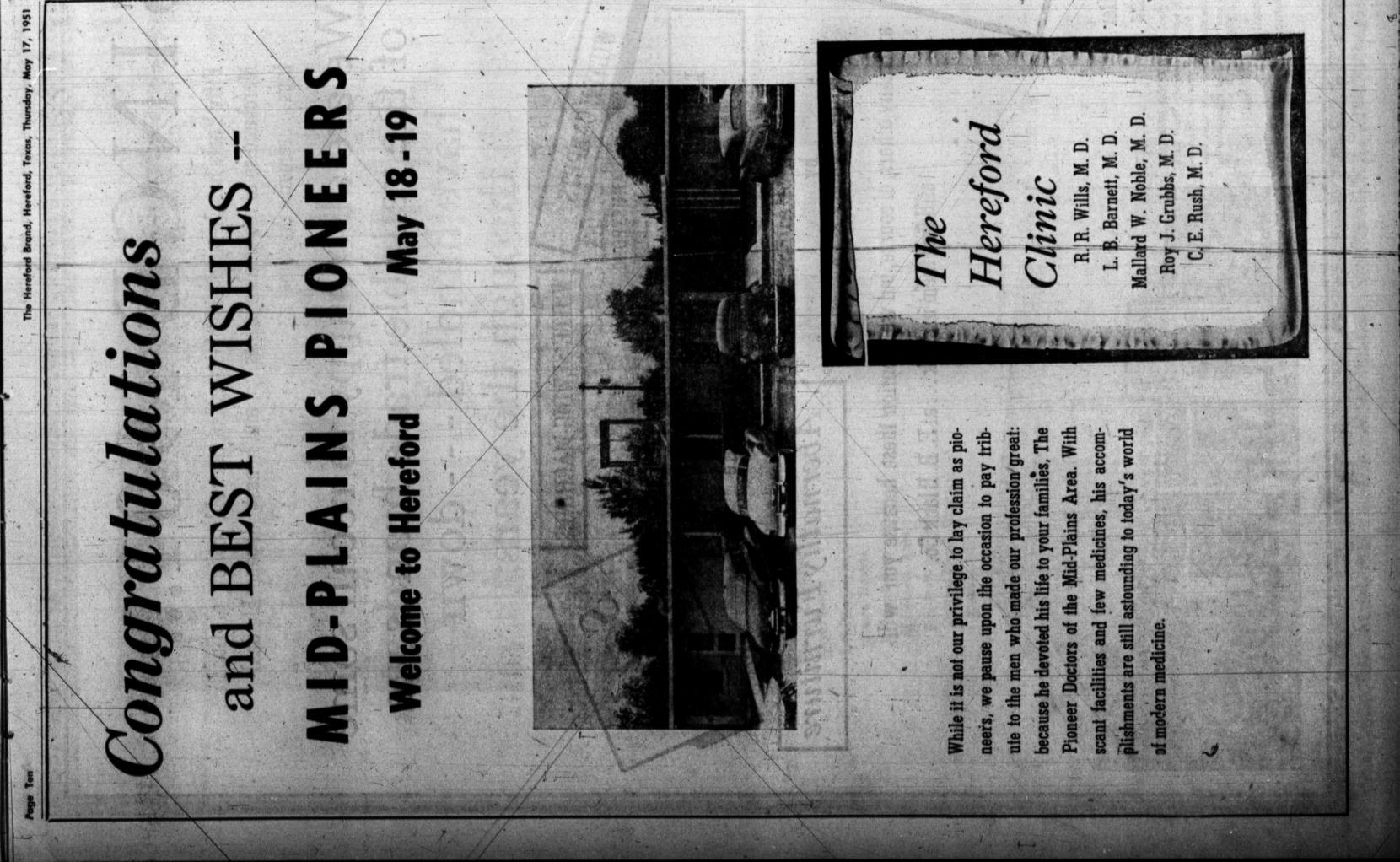
this year, testing out its pos-sibilities in this-climate. (Dec. 30, 1920) Talk about California climate! Come to Hereford in December. There never was any prettier weath. the past week. Clear, bright skies, s smiling sun, cool crisp snappiness in the atmosphere, cold enough at night to snuggle down under the lover and sleep the sleep the dreamless.

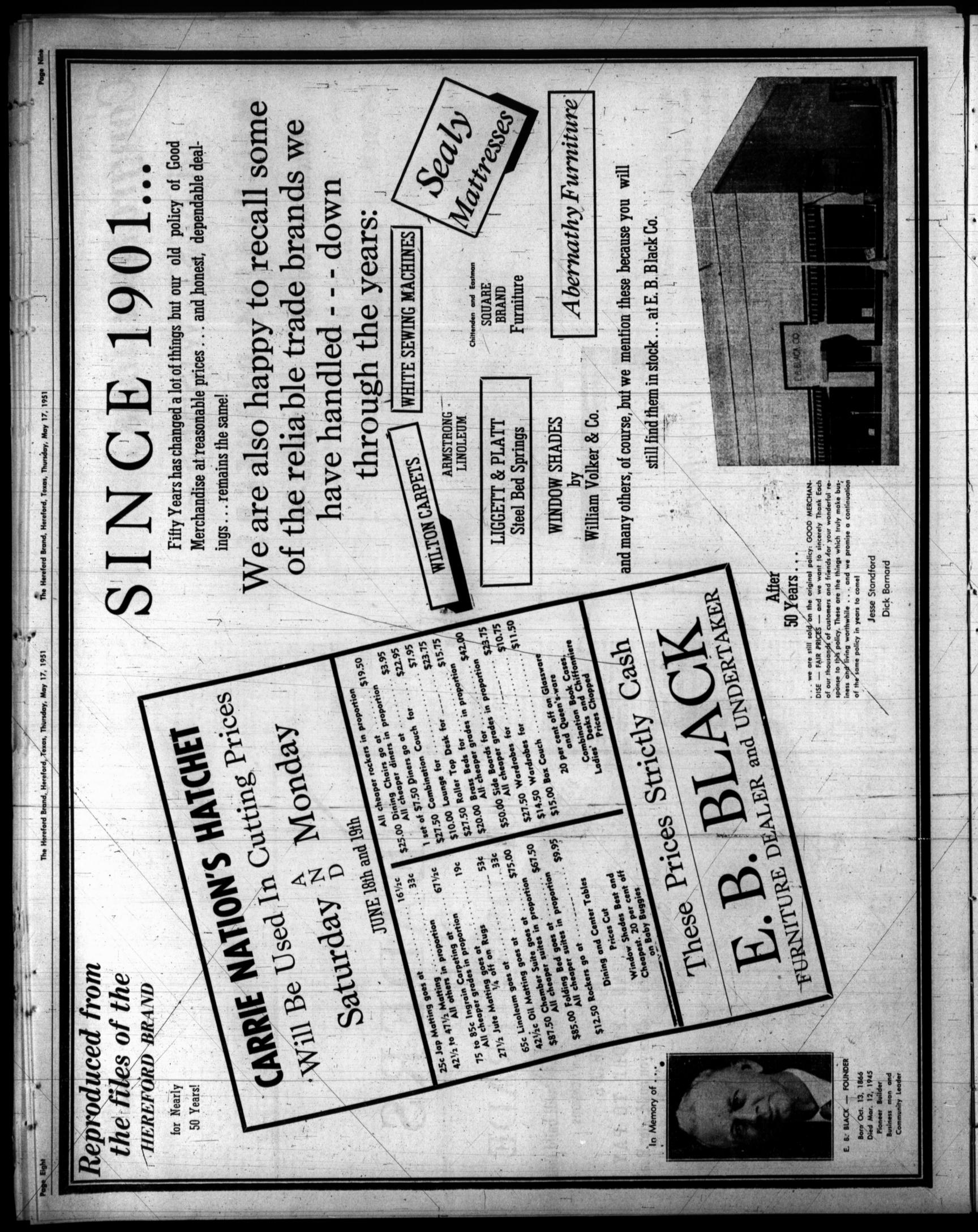




Yes, we are the boys who will build that Be sure and see us before you build - for Real YOU CAN AFFORD TO PAY Dream House - to your specifications AT A PRICE







The Hereford Brand

S1st YEAR-N

The Hereford Brand, Hereford Texas, Thursday, May 17, 1951

Boot Hill Today Just Another Wheat Field

(From the Pioneer Edition si May 6, 1937) Within a split second two p guns flashed—but one of them fi just a fraction too slow. Thus H it was that Boot Hill got its co start in the old La Plata Cem-tery back in 1890. Vern Witherspoon, who then ev resided there with his par-ents, remembers the occasion the first man buried in the fam-ous Boot Hill has long since

Urged By PTA; School Uniform

"Resolved: That we would "Resolved: That we would discourage the practice among our high school boys of wear-ing silk shirts, silk hose, and other extravegant and unsuit-able clothing at school." Old-timers recall that school officials did adopt the uni-

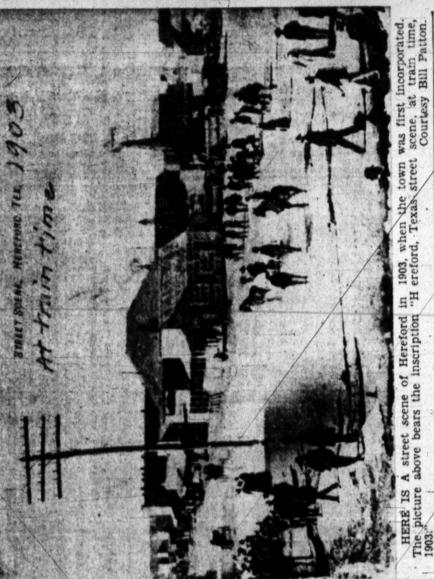
slipped his mind. "Ji M. Cook, first sherift of Deaf Smith County, shot the first man to buried in Boot Hill", Mr. Witherspoon re-called. "Late one afternoon three strangers drove up to old La Plata in a heavily load-ed wagon. The sheriff, accom-panied by several men, got them out of the wagon on the pretense of making a horse trade."

The strangers were reluc-tant to descend from the wagon because they were af-raid of a holdup All of the three were armed with six-shooters. When the stranger decended he became scared and went for his gun-just a fraction too late. "Like tales in the story books, the man died with his books, the man died with his books on, thus inspiring Boot Hill. The stranger later prov-ed to be a miner from Arizona who with his companions was headed for Oklahoma. The other two men said they were heavily loaded, and had fear-ded a robbery over the entire trail. Pollowing the death of their was then sold their was foon and gave up the trek to other two.

Mr. Witherspoon recalls that five or six persons were bur-(Continued on page 3)

Fertile Land

"An eastern man wrote a friend in the Fanhandle of Texas regarding information as to the productiveness of the soil in his neighborhood His friend replied as follows: "We have to mow the grass off the sod floor to find the baby. One family near me had twin babies with but one cradle, and the kid who had to sleep upon the floor grew twice upon the floor grew twice is fast as the the other. Where the soil is richest, a man dare not stand on one foot any length of time lest me leg become longer than the other and bother him n walking." — contributed y A. S. Bassett.



Hereford Incorporated in 1903 by Vote of 60-51

The City of Hereford was for incorporation was voted a composited first on Febru and the left in in 506, and Judge L for sort was retrieved the state composited the left oper out ordered the electron between any or the visit proloamation was voted a composited that ary is 1000, when its citizent in accompany in the influence of the porter with prizes given to for the prize staven to for a mayor, marshall and the prize staven to for a mayor in arguing and the prize is stowning the most in the influence. A 1 Lips for the prize lated with and the optic complement of the prize lated with and W. C. Railwan, marshall A. M. Head was chosen mayor in the influence of the prize staven to for a mayor in accompanies the prize lated with prizes given to for the prize. A 1 Lips for the prize lated with prizes given to for the prize lated with prizes given to for the prize. Isted on the form of the prize lated with the prize lated with the prize give in the prize lated with the prize give function with the prize given the state with the state wit

"In the death of William M. Khight, Hereford has lost her leading citizen and one of the most valuable asses any community ever boasted For twelve years he heglecited his own private atfairs for the good of Hereford. Fe had a Wision of Hereford's future and he planned years ahead trying to anticipate the de mands of a growing and pros-perous combunity. He wa more responsible than anyon else for the paving here fo the sewerage system that ha for the waterworks than anyon else for the paving nere fo the severage system that ha for the waterworks that hav for the waterworks that hav for the waterworks trounding for the waterworks reputation here as a modern up-to-da city of its size."

Obtaining Water Supply

Main Problem of Pioneer

From 188 to 200 Galons Fer nonneed that the test would begun. A stream of water 5 free fords reputation fiver 3 and work of para-ary 24, 1905. Headline, Febru-and worman in the broad ex-and worman in the broad ex-the well which was due to the purpose last would begun. A stream of water 5 free fords, reputation begun. A stream of water 5 free fords, reputation begun. A stream of water 5 free fords, reputation begun. A stream of water 5 free fords, reputation begun. A question which is of para-the mount importance of every man and worman in the broad ex-and worman in the broad ex-the purpose last would begun. A stream of water 5 free fords, giving the purping was go without any perceptible of Texas with the purpose last would when any perceptible de-with the montation of those who with the montation of the purpose last would when any perceptible de-with the montation of those who with the purpose last would be the com-with the purpose last would be the com-with the rest man the broad ex-with the purpose last would be the com-with the purpose and it was found the total of six years. May with the purpose, and it was found the city government is and expert purpe was a 5¹ a inch wool and the city government is which, for 25 migutes, would McCracken and Lyle Manon when the water store and the was on-which, for 25 migutes, would McCracken and Lyle Manon when there was on-well, the purpose is a total of about 5000 well, the purpose is a total of about 5000 well, the purper burber and the was found the there was on-well, the purper burber and the was on-well. The test had been arranged when there was on-which and there was on-well. The test had been arranged when there was on-the at the purper stan and the stree and the st uring his first are Don Zimmerma Wilson, elected in

rry of the search for d of irrigation is the Vest Texas. Old files of d uncover several stor-search for water and n pioneers who made a

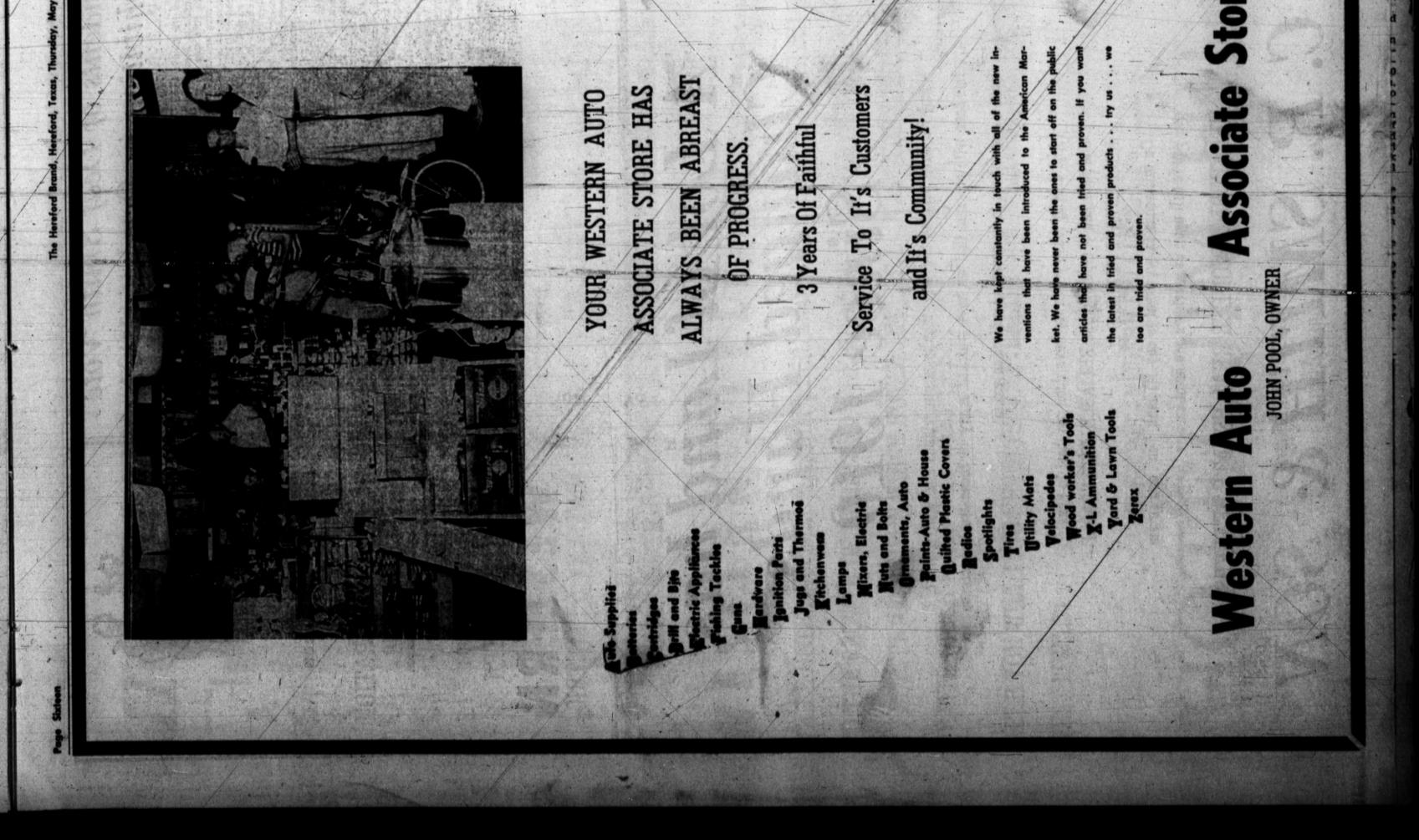
That their fondest expecta-tions of making Hereford and w the area around it the "garden T spot of the universe" were real-ized, one need only to visualize su the spectacle of diversified P farming through irrigation.

The test had been arranged r several weeks ago but the ntinued freezing weather had from time to the for ser Reprinted here are some items i taken from earlier issues of The Brand. Citizens Watch Water Brought Forth at Roje of

er had engine. e post-e until crowd of citizens having as-ras an- sembled, the pumping was

tinty te et a sect stread is teat d stord

25 minutes, otal of about hen there wa 60 gallons of 1 when the pui



d, Texas, Thursday, May 17, 1951 Brond, Herefor

Residents of Deaf Smith Vote Prohibition in October, 1901

f the inci-of Erastus ne as "Deaf the high-

"A majority of the large fowd responded and gave heir signatures to the peti-on. G. R. Jowell, G. A. achse, and C. G. Witherspoon ere on the committee to cir-

ilate the petition." If was suggested that they all for names of boys from I to 20 to push the canvass r signers. Volunteering were om Meredith, Dalton John-m, James Bell, Tom Carter, laude Witherspoon, and E-sha Carter. The boys report-is 209 names, but the com-lissioners found only 93 vot-is on the list. On their own n oution they ordered the pro-potion they ordered the pro-potion they ordered the pro-potion they ordered the pro-

Diluture 5, 1901. Editor Vanderburgh, in pre-senting the side against the ontion said. "Inasmuch as w-abiding liq-few an dfar eve that when such, his law

Halicd as the 'death knell to liquor traffic in Deaf Smith County', the first step toward prohibition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken in the circulation of a petition. The edition here was taken to print both sides, the Brand the the church on Septem-ber 13, when "Judge Gough has given the business re-pook the chair and gave a seriton that prohibition will has diven the business re-pook the taken against the as-seriton that prohibition will have diver the drink have decine the drink have decine the drink have decine the com-

"As to the revenue question in -recently in answer to this S question in a northern city, a the women of the town pro-posed to the Antis that they would raise hogs and donate the money to make up the deficiency, preferring to sacri-fice their hogs rather than their boys for the running ex-penses of the city govern-went."

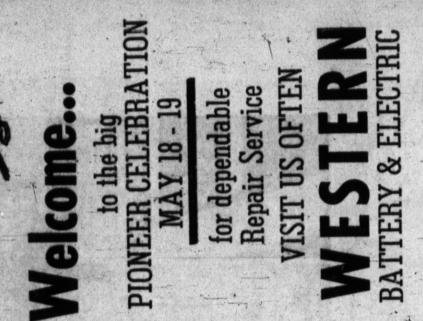
On September 28, editorials in the Reporter favored, the llocal option, and on October n 4 the paper admonished: "To-morrow, Go to Vote—you express your sentiments as you c are willing to abide by them p for two years.

In its report of the out-come, on October 11, 1901, the Reporter said: "All day long Reporter said: "All day long the battle waged in the open, with little to show which side was let to George Parr of Am-would gain the day—but when arillo on October 27, 1927, on the day was done and vote a bid of \$24,682.

Three successive issues of the Reporter carried the com-missioner's order prohibiting the sale of liquor in Deaf Smith County "until such time as qualified voters may at a legal election held for that purpose by a majority vote, decide otherwise".

Jack Harwell, the 'law abid-ing saloon keeper' went into the Hereford Manufacturing Company, which made iron water and oil tanks, flues, and other metal products. Later, the local paper of October 3, 1902 carried his advertise-ment of the Texico Saloon.

(July, 1928), Beaver Brothers Garage this week announced plans to build a new brick building at the intersection of Third and Schey.



A Lot of Land has Changed Hands

and we have handled our part, thanks to our friends and well wishers. It

. wheth-

We do take pride in Giving the finest possible service . . . wheth-er it's "Fill Er Up" . . . "Wash and Grease" . . . or "Will you

IT'S ALL IN A DAY'S WORK

come up and get a flat.

- AND WE LIKE IT!

Since 1910

has been with pleasure that we have watched many of these tracts increase

from a few dollars to hundreds of dollars in value.

12, 1951

quit the

"Such are some of ints in the life of hith, known to fame treat westward and soil of Texas. Famed Scout, Erastus 'Deaf' Smith Glorious Texas History Written by

th county are broud ation that exists be-h a Texas hero and ted county

r of Guadalupe county front-ng the Cibilo river, opposite a Vernia, lies a beautiful and ertile valley adorned with nany a lovely home and far eaching farm, owned and oc-upied by as noble, intelligent, nd kindly people as any coun-ry was ever blessed with. We its lovenue vast upseed at of all the vast upseed amain of Texas, he would ark this valley as his own ark this valley as his own

17 If all the owners of son's divinant will examine their attack on ipts and title papers, During th ipts and title papers, During the Vera e of the original gran-the Vera estus Smith". How which Mi ut, marked the lished the cor-tries of a Span-and, 428 acres, ints vertice in the second of oy the

many of them know Erastus" Smith was mith"? One, perhap he most famous of couts and Indian fig exas in his day and exas in his day and hose name is identi ore thrilling inciden istory of the State t

ther single individual. "Dear" Smith was one of the nost unique figures in Texas a those early times. He was a a time of New York and came to exas in 1817, and became an ctual settler in 1821. He was hard of hearing" from his nildhood which caused him to ecome silent and fond of sol-ude. In company he was re-cent and seemed to be ob-orbed in thought. But in time d danger he was bold, fearless in e was a most efficient and defatigrable Austrations. iy during the war and h fect knowledge of the coun and his astonishing cool s and bravery made him in table to the patriot army o

ge, silent man, laborin r the infirmity of deaf yet accomplishing's i in his country's defensi i read like some romanc life incidents of the silent man. Jabori

on's division as guide in 1835 uttack on San Antonio in 1835 During the fight he was sever by wounded while defendin the Veramendi house nea which Milam was.killed. on Espado to Concept was the first to fire a e buttle which ensued. hed at the head of Jo

Dickerson who had escaped Ja with her child and who con-firmed the report of the fall gr of the Alamo and the slaugh pa ter of its brave defenders. He accompanied Mrs. Dickerson th Gonzales, carrying the babe in pt his strong arms. sent by Gen. Hous-fy the news that the fighters in with h d time and firm than than

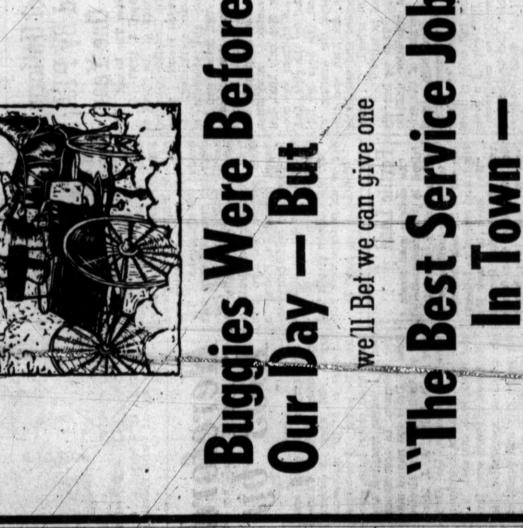
h a small company. Dead t covered the retreat of fourton from Gonzales on fall of the Alamo and to onstantly between the onstantly between the n-army and the freeing t s. It was through thaving captured a h ocurier that the

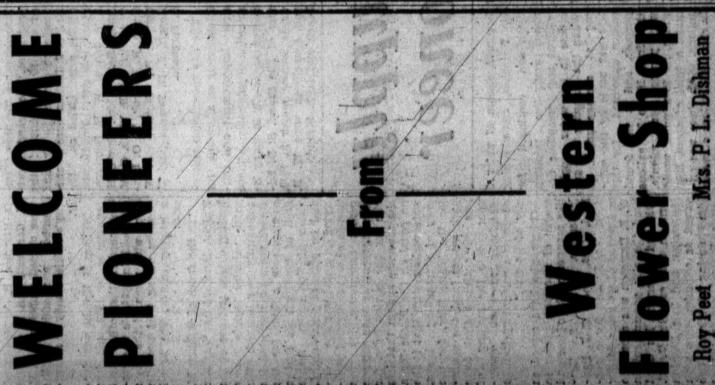
is to select advantageous of and be thorbughly pre-l for the decisive battle. was Deaf Smith who per-ed the dangerous and im-nit service of destroying s Bridge which cut off etreat of the Mexican and brought the battle in Jacinto. And K was same Deaf Smith who the ufter the battle, and after capture of Santa Anna, ed the orders of Santa to the camp of Filiscola

af Smith, that name af Smith, that name I with the battle-exas. His etilogy is interworen in the ing annals of our t narrative a pecuof Deaf Smith, dentified with th identified with th ids of Texas. His eparably interwo t thrilling thonary ith it more ounding title General, si

c into

"He died and was burried at chmond, Texas, Nov. 30, Richr 1837.





Just call 875 . . . and We'il Be There in Jigg Time!

VISIT US ON

IONEER DAYS

C. R. SMITH & SON

(文) SERVIC

JIGGS

SERVICE IN JIG-TIME'

MAY 18 -

cross From Jim Hill Hotel

HEREFORD'S PIONEER REAL ESTATE DEALERS

On this occasion we want to say, "Thank You" and invite

you to call upon us when we can be of service.

and maintain a reputation as RELIABLE, DEPENDABLE

REAL ESTATE DEALERS

And during those years we have done our best to develop

May 17, 1951

s, Thursday, May 17, 195 Hereford Brand, Hereford, Texa

begun. This is conclusive the supply was furnished at as it could be pumped oes to prove that our water is, in a measure, inex- the set time dis- others on the ble. WaterSupply Hereford Birth Fixed at

There has been some dis-er cussion since the setting of cumstances and evidences given the date for the annual cele-bration of the birth of the er 1, as stated, is the correct G date. I, as stated, is the correct G date. It was this way", said Mayor fil "It was this way", said Mayor ra porter, in conversation with to decide whether I would move the exact date and hour was Septi to Amarillo, Canyon, or Here-bit, 1898 at 2 pm. Some have ford, or the place where Here-bit, 1 had al-j. "At the rate of 188 gallons per minute, a well would furnish 20,720 gallons of water per day ... This amount would cover 10 acres of ground one inch deep; in 365 days 3,650 acres would be covered to the depth of one inch

had a Boot Hill does not mean that the cowboys were row-dies or gunmen," Mr. Wither-spoon added with haste." Back in those days we respected each other's rights, and there was very little trouble in this immediate section." ... If we take for granted that we could use annually to an ad-vantage ten inches of water in addition to the rainfall which we have, 365 acres could be ir-trigated. Now, granting that the pumping shall continue only twelve hours each day and de-it ducting for Sundays, there ducting for Sundays, there could easily be irrigated 160 acres, which, when placed under such irrigation, would easily be worth \$50 per acre, for it is a well known fact that there would be no limit to the crops which could be produced under such could be produced under such could be produced under

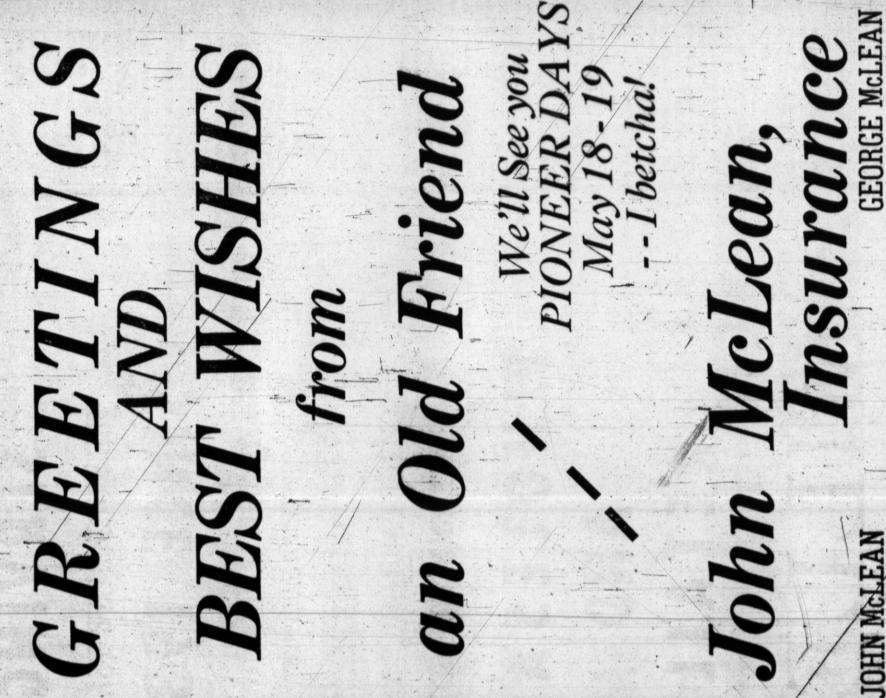
ready been to Amarillo and Can-room and had looked at the pros-ports of these two places. On pects of these two places. On the last day of August, 1898, at my home near Dimmitt, I de-my home near Dimmitt, I de-my none for W. H. cided to come to this point and view the situation. I took dinner with some old friends and ac-guaintances at Dimmitt on that day, and we talked, during the August 31, 1898. "It was this way", said Mayor L. Gough, "I had been trying to decide whether I would move to Amarillo, Canyon, or Here-ford, or the place where Here-ford was to be built. I had al-

course of conversation, about it being the last day of the month. I also taid them I was coming up to Hereford.

"That afternoon I came that old Bill Stuetsell, a on to the place and found time that I arrived, W. T. well driller ,had just the well for the About the same railroad. finished German

up with a load of erect a and material to erect a house for W. H. Carey, the limber having been hauled from Amarillo. We all camp-bed near the well that night, h J. T. Inman, and a man by Bratton, a brother of Mrs. the name of Browning ,drove

"T think," said Judge Gough, "that the first thain ran into Hereford on Octo-ber 18, 1898. In this I might be mistaken, but as to the other dates, I am very sure."



February 4, 1910 One of the first efforts to ir-rigate larger acreage than gard-en plots was undertaken in 1907 by Pat Jowell on his acreage on the Therra Blanca southeast of the Therra Blanca southeast of town. He constructed a dam ac-ross the creek and the Brand reported that he could water 60 acres from the project. In 1910 the Brand reported "Sulphur Park to Install Small Demonstration Outfit for Their Alfalfa Parm".

"Following the suggestion of "Following the suggestion of fucker Automatic Windmill, the bulphur Park Farm is about to bulphur Park Farm is about to bulphur Park the about to bulphur a small irrigation plant or demonstration purposes. The arm has a small tract of about or demonstration to be located devation is found to be located devation is found to be located there an old ground tank was more built. This reservoir will be milarged to hold a large supply

Boot Hill...

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diction of the sord son the son the sord son the son the sord son the son the sord son the son the son the sord son the sord son the so

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FIFTIETH ANNIVERSARIES IN HEREFORD IN 1951

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upon the completion of their

Congratulations to The Hereford Brand, E. B. Black & Co. and Rockwell Bros.

Page Thre

next morning carpen-

foundation of was for a long time ters laid the The what

called the Anex, the building

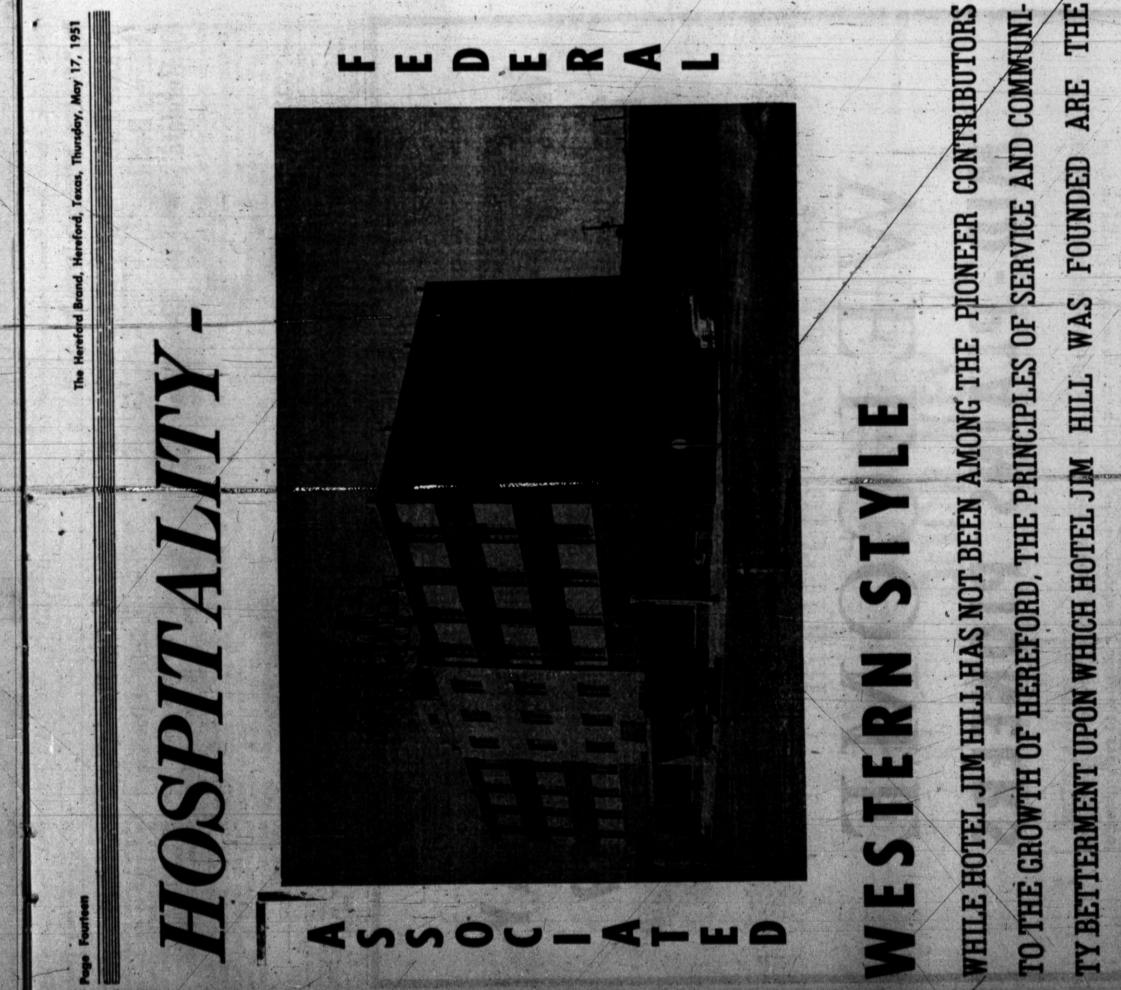
taiked about the event, and some remarked that we could new occupied by the Here ford Realty Company.

tell our children that we laid the foundation of a cury. The railroad had not been completed through the place,

e contractors were g on the road both id west. but the working east an

"The power plant will cons of four Tucker Automatic tw ve-foot mills erected on a sin tower, the mills to be twen feet apart. This battery of mi will all be attacked to one nin inch cylinder pump. This pun has a capacity of three gallo per stroke. The mills will geared to give thirty strokes p minute, which would dischar 5400 gallons of water per hou This amount of water would sufficient to flood 50 acres will a hoches of water every thir days.

success of this wind ril be watched with cop-e interest, as the yield of can be doubled by the tion of a small amount r after each cutting."



"This is the first test of the kind which has been made in the Panhandle proper, and will doubtless mark the beginning of actual irrigation from wells in

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West Texas. "This successful test is due ál-most entireiy to the constant efforts of G. R. Jowell who has lived here for years and has never entertained a doubt but that the water would some day be brought from underneath and applied to the surface with the pleasing result that the Panhandle country will become the "garden spot" of the uni-verse."

IRRIGAT

AS THE

TRAITS WHICH MADE THE WEST GREAT.

HERE YOU WILL FIND GENUINE HOSPITALITY - A WELCOME AS BIG

WEST ITSELF!

60 ROOMS - MODERN COFFEE SHOP

Associated Federal Hotels, Inc.

Paul Holland, Mgr.

The course of the second of course of the second of the se The contract for the con-struction of the Santa Fe depot was let in July, 1903, on a bid of \$23,000. WELCONE pro "On Monday, April 12, May-or . M. Knight, City Com-missioner I. H. Cardwell, City Secretary Miss Annie Price, pective official posi-a solemnly held up it hands and made they had not en-a duel with deadly against the peace ty of the state, since and, Ajril 15, 1920) **Guilty of Duelling** City Officials Not a du (The Br or . Before the fire is placed under control. It will be among the Panhandle's most destructive. Effective January 1, 1920, co. A. Stambaugh sells his y goods store to James A. s and J. E. Crouch. With cception of D. R. Gass (June 19, 1919) W. B. Dam-eron is considering building a \$50,000 hotel here.] than any other man been in the same loca. r the past 18 years. same could distinctly be seen reflected on the western horizon. A strong west wind was blowing at the rate of about 35 miles per hour which only as-sisted the angry flames on their Telephone messages were re-ceived carly this morning from those living northwest of town in Deaf Smith he Hereford Brand, Hereford, Texas, Thursday, May 17, 1951 Smith Course cent the chile a aid from the city in ch the fire. In response a lari egation left in wagons, b and on horseback for the by that a des its that a des ite was cover-Alarms Resident (From the Brand, Nov. 16, 1996) MAY in Hereford at this morning b **Prairie Fire** Of Hereford 00

HIGLEY LEVELAN (Farm Levelers)

GRAHAM - HOEME PLOWS DEMPSTER DRILLS

COMPLETE LINE OF PARTS PLUS FACTORY TRAINED MECHANICS MINNEAPOLIS - MOLINE MODEN FARM EQUIPMENT

- and we especially invite you to visit us.

NETRONE VI BI

Plan now to attend Pioneer Day in Hereford

this country, it is also our policy to maintain a large selection of repair parts and accessory Founded in 1936, it has been the policy of our firm to keep step with the ever-growing area which we serve. In addition to a complete line of farm machinery adapted to every phase of equipment . . . along with service second to none in the Panhandle.

DAVIS - McCRACKEN

'Your Friendly Minneapolis - Moline Dealers"

MID - PLAINS PLONEERS

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Hereford Health Seeker's Mecca Since Early 1900's

to live when Town Without

stay in

OF THE PANHANDLE AND

EASTERN NEW MEXICO

SUPPLYING THE NEEDS

SUPPLIES & EQUIPMENT

WHOLES A

AND

HILE

RETAL

AUTO SUPPLY

It's For Your Car - See Us First

TULA

REORD

NELSON, MGR.

W. GLEN

an ideal opportunity for (January 10, 1902) ing and other sports; Jas. Smith and G. A. terous groves af of densely ker, former president o ted trees—just the place Meridian National Ban s and troubles of life and took charge of the aft in verey which een a valley which int of beauty and soil, could not be which fully er

rch 7, 1924) A. H. Streu ased the C. O. Lee Hard-

than National Bang, charge of the affai V. S. Weddington Sr gton Childree

The Hereford Brand, Hereford, Texas, Th Truck Farming Foreseen Early Possibilities

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: May 17, 1951

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August that is now a g such size that un est comes in a day or op its growth, Mr. Hi the

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17, 1946) The Here-

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SERVING

THE AUTOMOTIVE TRADE

SINCE 1936

COMPLETE STOCKS OF AUTOMOTIVE PARTS

ford, Texas, Thursday, May 17, 1951

First Wheat Shipped From Here in 1903

Oct. 2, 1903)

J. Ray, Editor J. Ray, Editor Tuesday a car loaded with wheat left this city and its edvent was marked by having edvent was marked by having the car gaily decorated—adver-tising the fact that it was the first car of wheat raised in Deaf Smith County to be ship-hed to a flouring mill. "That this section of the Pan-handle needs enterprising farmers only to develop this in-to the wheat section of the State of Texas, if indeed, not the entire United States, was demonstrated this year by J. N. Astren, the well known stock farmer and broom manufacturer form Hereford. This gentleman sowed nearly one hundred acres to wheat this winter and as a result raised over 16 bushels to the acre, an excess of 700 bush-ela to his needs for feeding purposes.

ger-satisfying staple, and who we knows but that before the win-rank is over this same Deaf Smith of a county raised wheat will find its of the county raised wheat will find its of way, into the stomach of some hungering citizen of the county in which it was raised? One fin which it was raised? One could go an and draw their im-agination to an extent that lives would be saved, homes made happy, fathers and mothers sav-ed from witnessing the trying and heart breaking ordeal of seeing their offspring slowly but surely dying for the want raised in Deaf Smith County, but surely dying for the want and heart breaking ordeal of seeing their offspring slowly but surely dying for the want raised in Deaf Smith County, but surely dying for the want and need of this same wheat raised in Deaf Smith County, but surely dying for the pan-handle land of plenty. there to be received by the Cen-tury Milling Company, which company will convert it into flour-that indispensible hun-

the acre, an excess of 700 bush-els to his needs for feeding purposes. "Now Mr. Astren is one of those kind of men who, when those kind of men who, when those kind of men who, when they see a good for themselves, they see a good for themselves, they see a good for themselves, their sountry will be when it is magination a little as fo what this country will be when it is imbabited by men who will grow more wheat and less kaf-the latter are not essential to our cattle interests, however sumption, Mr. Askren come to sumption, Mr. Askren come to the very sensible conclusion that ally a at the radiu the stem variety with the re-state and merse and merse the atter the matter the very sensible of the merset the tresult? Tagent and the matter the variety with the matter the variet of the merset the matter the variet of the matter the very sensible of the the the the the the variet of the matter the variet of the the the the the variet of the the the the the va

PIONEER DAYS The Flying Red Horse" "Stop At The Sign Of WELCOME To Hereford Mid - Plains May 18-19 MAGNOLIA

year to year until not only Hereford, but every railroad town in this section would have a similar institution and the value of lands would be increased from \$3 to \$10 and acre to \$100 an acre ac-cording to logation.

and acre to \$100 an acre ac-cording to location. (May 10, 1917) Seven inch-es of snow covers the Here-ford country. Some trees the supervision of Tall-madge Brothers, were in town (May 10, 1917) Seven inch-es of snow covers the Here-ford country. Some trees the one thing which counted most in stren-ford country. Some trees gthening their confidence in which country was the display of are broken. Some fruit was frozen, while part of the Panhandle will be agricultural products prepared for the Panhandle will be agricultural products prepared is of the Panhandle will be tropp. When protected, escap-firm of Groves'and Elliston.

most admirable exhibit and was viewed with much inter-est and wonderment. Mr. Tall-madge was so impressed with the expert preparation he is having one sent to his office up north.



We Came To Hereford In A Covered Wagon -We've Seen Hereford Grow From Nothing To A Fine City

1951 er period of progress and expansion. We want it serves as a real stimulation for a feeling of confidence that ahead of us lies an even great to be a part of that expansion as we have been in the past. Come in and see us during you

1925

visit on Pioneer Days.

W E L C O M E T O HEREFORD DURING PIONEER DAYS

MAY 18-19

C. RICKET

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vrnadic county , leav-es tot-W. E. Vinfrey locat-miles

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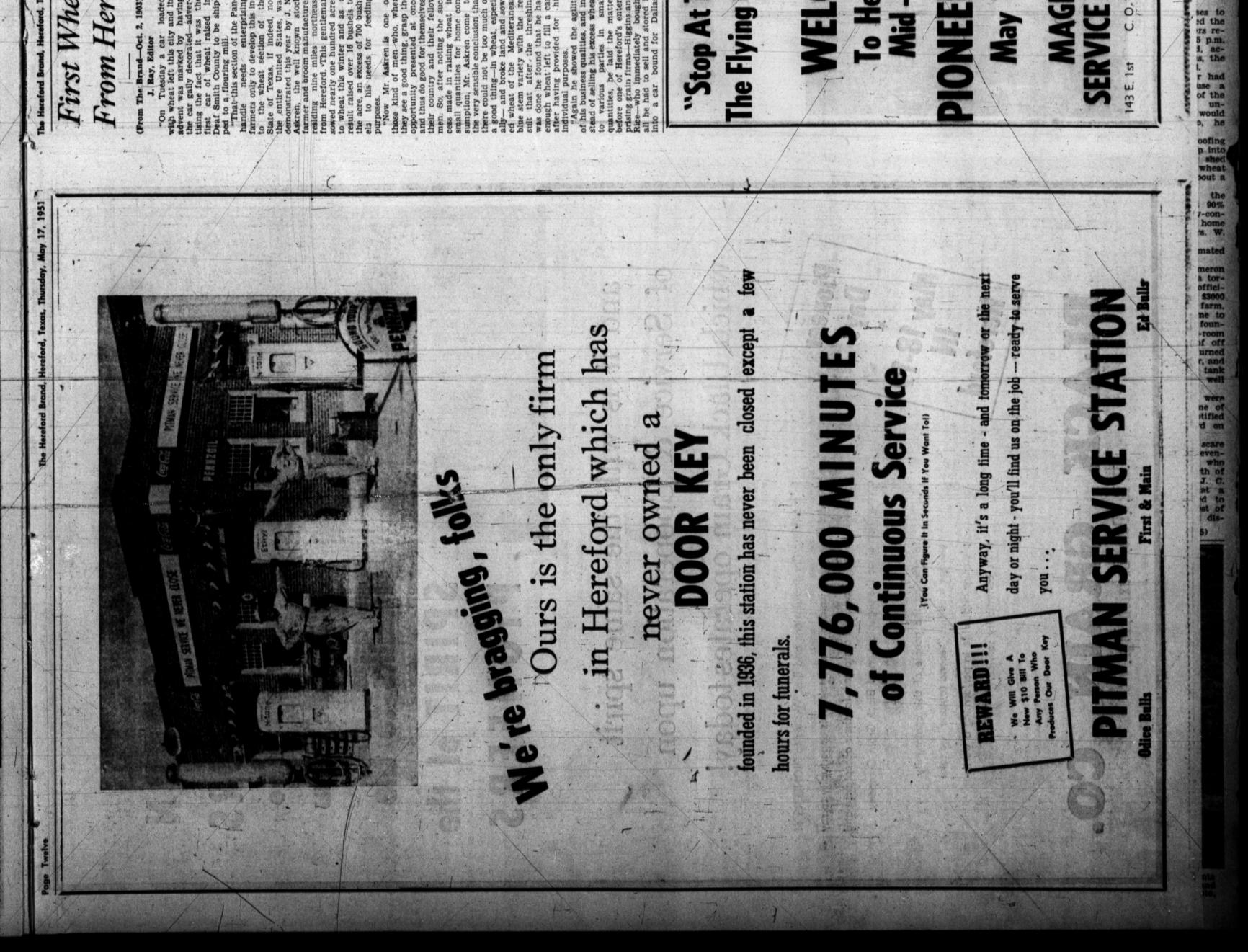
REALTOR

SERVICE STATION

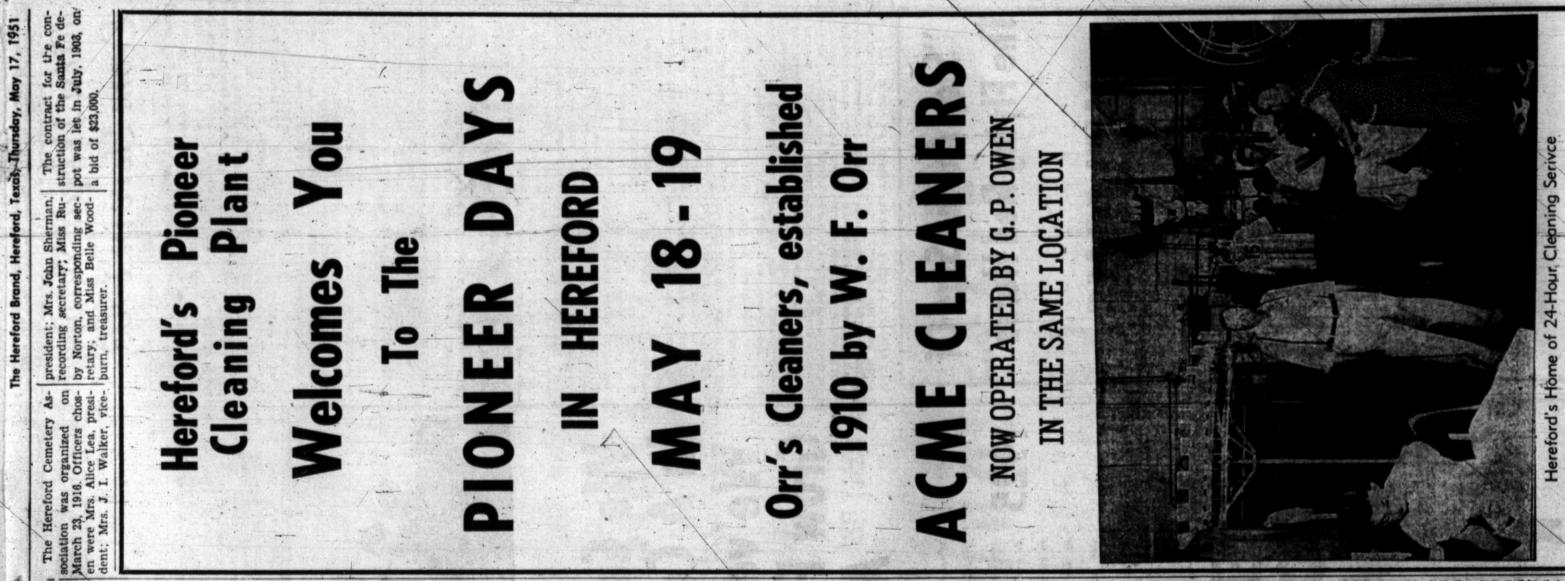
C. O. Phillips

143 E. 1st

cotton, corn — in fact every thing which can be grow successfully, constructed







Panhandle Called "Holland Of Texas" by Dallasite The Brand said-August 8,

Page Four

uty 365 Days in the Year." Mrs. W. A. Calloway, a ver-tile writer on the Dallas News der the nom de plume of ullne Periwinkle, who paid s city a visit a short time and H ng

"We had a way of turning up our noses at 'wide spots in the oad' a while back. Now, in our mixiety for parks and things, the hall every evidence of prod-gality in real estate with deavailable breathing spaces re trees and flowers and hu-hity may grow strong to-ber, is being conducted with dicroscope. It is no wonder, in that to the dwelers of the handle, anything this side the Plains is the 'effete the Plains is the 'effete the Plains is the 'effete the Plains is the wifete the Plains is the wifete the Texas, and if we are not stied with being East, why, can go 'way South and sit

of are proud of their wide in the road, and well they e. They can have the wor-their park by simply set-out, a few trees. It seems fe that in a country entir-void of verdure other than

old of verdure other than r weeds, so far as na-planting is concerned, ill thrive without water-hey are properly planted. Hereford as an example mhandle town. Its oldest is four years old. Prior tis four years old. Prior out so much as a bush to the spot. Now it claims lation of 1500, and from punt of building going on, of growth is still on the with

tarian i

I its western boundry cieo. I am thus expli-ne personal difficulty teeping up with the of Texas. The West an epoch of map-d I myself did not e Hereford was till I sat of De

Parks and trees were my in-Parks and trees were my in-ur-year-old of a city the wo-m are already organized to ate and improve parks and ep the tree-planting senti-nit booming. Most people uid say, "What's the use of rks out there, when five nutes walk in any direction l bring you out on the Plains? I because most people think the yay to begin with that we verit parks to burn now. ... tese Panhandle towns, just tring to toddle, and talking th a lisp of the big cities ey're going to be, show faith their purpose right from the st by laying off great, broad cets and reserving liberal

ig to

"You can see 'future' written all over them. The houses don't huddle right up to each other, as if they never anticipated any nearer n eighbors, and everybody doesn't try to live on Main street or next to the square, for fear the town won't get any farther.

"One fortunate thing is that here is practically no road-naking expense. If Columbus and lived in the Panhandle, I'm fraid he would never have been propered with the belief in a ound world. If anything, the and seems to tip up a little in very direction from your feet; he horizon seems just the tin-est bit up grade. Any old dir-ction makes just as good road ed as another, and when you ind yourself shue of from the retched round a corner surveythe found a corner survey of yesterday, it is no hard-to go around. The virgin the is just as good as the

ound to serve as fire protec-in and to itrigate gardens. ie constant sweep of prairie eeze makes the windmill a acticable and striking, if not riteularly esthetic, feature of nd of Texas-the latter the difference of the second in ab-ndance anywhere from thirty of sixty-five feet in this region of coaxed into big storage of the protect of the protect Panhandle is the f Texas-the land

"The esthetics of the Wee owe so much to the windmill however, that it ought to be for given its own shortcoming Here where four years ag grew nothing green enough an are tall enough to cast a shadow cozy cottages, bright and ne paint, nestle in bowers of fol age and fruit trees, with ros age and fruit trees, with ros dens with ten weeks stoc of the new old-fashioned gar dens with ten weeks stoc phlox, and verbenas to sho where the sidewalks would be they were needed, gave one nalf-waking sensation of bein back in the old states. Every body is so proud of trees wher they are not indigenous; the cultivat

pot on which to peri-Nature saw in this perfec

dealet cam-they call it a canyon-and ever-flowing springs re-leased by the shock make of it a river at times and places, and elsewhere, and then fills it with deep, clear pools. It certamly comes as a surprise to drive a-trairie and sudden' the of tumblin down a crac e earth fifty feet deep, bu narrow that the eye had t over it to the same dead ate one w. Some time in the eons agon ature, in tantalizing mood h ature, in edge of the Par e, in tanual of the Particle a playful lick, resulting ash that has never heale a across Deaf Smith a r

e irregular cliffs that m course are thalky in a e and whiteness near tern limit, which give stream in the region ford the name of "Ti ca." It's northern extu-between Canyon City rillo, is called "Palo D Blanca. Ity, bet



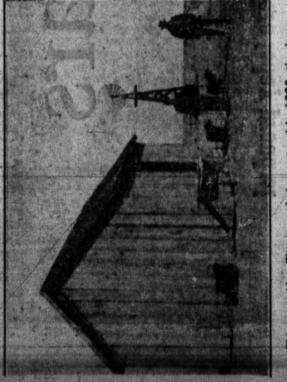


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from left de Estes, Gregg. fo funds Sisk, Cl) rls. Helen lib 50 McClurkin. ice, Ethel ť Ū

(March

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1902; the ho d Gu .2

T Anch r Strike Failed Purpose vbov N.

d in 1915 First Boys' Club rganize

Western Cowboy Scorned Little Things After Bigness of Plains

(March 15, 1915)

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scare even-who th of J. C. hat s ed- to est of f dis-

munity. Doing our best to help progressing with a great com-Through good times and bad you do a better job.

Years

for-

in order to give you dependable Since its very beginning by E. W. Harrison in 1919, it has been our tinual expansion and growth ... oal to meet the challenge of con-

Naturally, we are today proud of proud of the area and the fine our facilities - but we are equally people we serve ... for thereby are the bounds of every business,

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regardless of size.

Service.

